

**TYPES AND FUNCTIONS OF SPEECH ACTS FOUND IN THE
INTERNET ADVERTISEMENTS :
A Pragmatic Analysis**

THESIS

Submitted as partial fulfillment of the requirements for the Strata one (S1) degree



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2004 / 60137**

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2009

ABSTRAK

Sari, Mia Dahlia. 2009. *Types and Functions of Speech Acts Found in the Internet Advertisements*. Thesis. Jurusan Bahasa dan Sastra Inggris. Universitas Negeri Padang.

Untuk menyampaikan maksudnya, para pembicara tidak hanya mengujarkan kata secara tertata atau yang lebih dikenal sebagai bahasa, tetapi mereka juga menghadirkan tindak-tanduk dibalik tuturan mereka tersebut, sebagai contoh, sebuah permintaan mengekspresikan sebuah keinginan, sebuah permohonan maaf menyampaikan tindak sebuah penyesalan. Tindak-tanduk yang dihadirkan melalui tuturan ini di dalam ilmu pragmatis dikenal sebagai tindak tutur (*Speech Acts*). Sekarang ini, tindak tutur tidak hanya digunakan dalam komunikasi sehari-hari, tetapi juga diaplikasikan didalam bahasa periklanan. Untuk itu perlu diadakan penelitian tindak tutur agar maksud dan tujuan tindak tutur dari para pengiklan dapat dimengerti oleh para pembaca.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan objek penelitian adalah tindak tutur dalam periklanan di internet. Agar lebih spesifik lagi, penelitian ini difokuskan pada tipe-tipe tindak tutur dan fungsi dari masing-masing tindak tutur yang ditemukan dalam 30 buah iklan di internet yang diambil secara acak kurang lebih selama 2 bulan, Juni dan Juli 2009. Tujuan dari penelitian ini adalah untuk mengetahui tipe tindak tutur mana yang paling banyak di temukan dan menemukan fungsi-fungsi mana dari masing-masing tipe yang paling sering muncul di dalam peiklanan internet. Untuk menemukan hasil penelitian ini, iklan-iklan tersebut dianalisa dengan menggunakan teori Leech (1981), kemudian dikelompokkan berdasarkan tipe-tipe tindak tutur yang dikembangkan oleh Yuan (2007) dan fungsi dari masing-masing tipe sesuai dengan teori Crystal (1985), Mey (1994), and Kreidler (1998).

Berdasarkan analisis data, ditemukan tindak tutur commissive (*commissive speech acts*) sebagai tipe tindak tutur yang paling banyak ditemukan dalam periklanan internet. Fungsi yang ditemukan dari tipe tindak tutur ini adalah penawaran, perjanjian, dan ancaman (*offering, promising, and threatening*). Kemudian, tindak tutur directive (*directive speech acts*) menempati tipe kedua yang banyak ditemukan. Hanya 2 fungsi dari tipe ini yang dominan terdapat dalam periklanan internet, yakni saran dan perintah (*command and suggestion*). Tipe terakhir adalah tindak tutur expressive (*expressive speech acts*) dengan fungsi yang ditemukan berupa selamat datang, permohonan maaf, dan gabungan antara selamat datang dengan ucapan terima kasih (*welcoming, apologizing, and combining between welcoming and thanking*).

ACKNOWLEDGEMENTS

Bismillahhirahmaanirrahim, in the name of ALLAH, the most Gracious and the Merciful. *Alhamdulillahirabil' alamin*, all praises are due to ALLAH SWT who has given the strengths and chances for writer to finish her thesis entitled **"Types and Functions of Speech Acts Found in the Internet Advertisements : A Pragmatics Analysis"**. Then, *Salawat* and *Salam* are expressed to the last prophet Muhammad SAW, who has brought the beautiful patterns for all people around the world.

In finishing her thesis, the writer was helped and guided by her advisors and examiners. Therefore, the writer would like to express her sincere gratitude toward Drs. Jufrizal,M.Hum. as her advisor and Drs. Saunir Saun,M.Pd. as her co-advisor who have spent their times for correcting her thesis and sharing their knowlegde and giving their suggestions to the writer during writing her thesis. Then, her appreciations are also due to the examiners, Drs. Jufri,M.Pd, Rima Andriani Sari,S.S,M.Hum, and Drs. Rusdi,M.A,Ph.D for their suggestions and their comments to complete this thesis. Next, her special appreciation also goes to her academic supervisor, Dr. Kurnia Ningsih,M.A, who has given her advice and always support her when get troubles since studying in English Departement. The next thankfulness goes to the chairman and secretary of English Department, Dr. Kusni,M.Pd and Dra. An Fauzia Syafei,M.A, and all the lectures and adminitration staff of the English Department for having supplied her with knowledge.

Finally, special thanks and sincere gratitude are expressed for her beloved parents, Drs. Erfahmi,M.Sn, and Dra. Zubaidah,M.Pd, for their love, support and prayer. In addition, thanks are also addressed to her big family and her friends. May ALLAH bless them all.☺

Padang, July 2009

Writer

TABLE OF CONTENTS

HALAMAN JUDUL

HALAMAN PERSETUJUAN

HALAMAN PENGESAHAN

ACKNOWLEDGEMENTS..... i

ABSTRAK..... ii

TABLE OF CONTENTS..... iii

LIST OF TABLES..... v

CHAPTER I. INTRODUCTION

A. Background of The Problem..... 1

B. Identification of The Problem..... 5

C. Limitation of The Problem..... 6

D. Formulation of The Problem..... 7

E. Research Questions..... 7

F. Purposes of The Problem..... 7

G. Significance of The Problem..... 8

H. Definition of Key Terms..... 8

CHAPTER II. REVIEW OF RELATED LITERATURE

A. Speech Acts..... 10

B. Context of Language Use..... 14

C. Types and Functions of Speech Acts..... 16

1. Directive Type and Functions of Directive..... 17

2. Commissive Type and Functions of Commissive.....	18
3. Expressive Type and Functions of Expressive.....	22
D. Advertisement.....	26
1. Advertising.....	26
2. Internet Advertisements.....	31
E. Previous Research.....	33
F. Theoretical Framework.....	38
 CHAPTER III. RESEARCH METHOD	
A. Research Design.....	39
B. Data and Source of Data.....	40
C. Technique of Collecting Data.....	40
D. Technique of Data Analysis.....	41
 CHAPTER IV. DATA DESCRIPTION, ANALYSIS AND FINDINGS, AND DISCUSSION	
A. Data Description.....	43
B. Data Analysis and Findings.....	43
C. Discussion.....	97
 CHAPTER V. CONCLUSION AND SUGGESTION	
A. Conclusion.....	101
B. Suggestion.....	102
BIBLIOGRAPHY.....	104
APPENDIX.....	107

LIST OF TABLES

1.	Tabel 1. Table of types and functions of speech acts.....	25
2.	Tabel 2. Types of speech acts found in the internet advertisements.....	93
3.	Tabel 3. Tabel of the total and percentage of type of speech acts which mostly occur in the internet advertisements.....	96
4.	Tabel 4. The total and percentage of functions of each speech acts's types which mostly found in the internet advertisements.....	96

CHAPTER I

INTRODUCTION

A. Background of The Problem

People need to interact with others in daily life. Interaction cannot be processed without communication exists in it. When two or more people communicate each other, they mostly use a language. By using a language in communication system, it is possible for human to share their feeling, to get knowledge and information, and even to explore the ideas. Thus, it is clear that language plays a great important role as a tool of human communication for interacting among people in society.

Nowadays, the use of language has developed and become wider through the growth of technology. In years ago, language is used in direct communication only, such as daily conversations, but in this modern era, the application of language becomes various like in printed and electric media, for instance, magazines, newspapers, radio, television, and the latest is internet. In the internet, the language can be used for getting knowledges, delivering information and news, and moreover for promoting products that known as "advertisements".

An internet advertisement is one medium which is in the present time becomes popular and is used by the advertiser to promote and show their own products, brands, and services. The internet advertisements become popular because they give some benefits. According to Irfan (

from online sources <http://irfanessblog.blogspotcom/2009/01/beriklan-di-internet.html> which published on January 26th, 2009) says that online promotion gives unlimited geographis market. From this statement, it is important to note that one of benefits from advertising via the internet is to provide an unlimited market. It can reach all of the markets all over the world. It does not like another media such as newspapers, magazines, radio, and television which mostly used for domestic markets only. On the other hand, although they become popular, in fact, it is not easy to advertise in the internet, the advertisers must consider how to reduce the use of space and time in making a certain advertisement. That is the reason why the advertisers have to find an efficient way to convince people about their products. The efficient way can be created by using the simple language.

The choice and use of simple language in the internet advertising process such as offering and making promises are parts of speech act. Austin in Schiffirin (1994:55) says that a speech act is a kind of utterances as an act that is performed by speaker. Particularly, it means that through saying something - to offer products, give services, make promises, etc.- the advertiser, as the speakers, expresses and performs a certain act.

In delivering action, the advertiser thinks action is already catch up by the reader. But, in fact, the reader get difficulties in catching the action. It is not a simple case to catch the action which perform via words, even if the action is not stated directly in the advertiser's sentences. Reader has to

look for word's meaning in order to avoid misinterpretation in getting what the advertiser's act. This will be dealt with speech acts.

Futhermore, there are some important reasons why this research is significant to be conducted. First, it is because internet is an effective alternative media to advertise. Nowadays, many companies or institutions use internet to launch their products because it offers many advantages. The advantages are : internet is possible to reach unlimit market target, focus on the right market, low promotion budget and it does not have a huge risk.

Second, the internet advertisers, as the speakers, do not only create utterances containing grammatical structure and words in their advertisements, they also perform an action via those words in their advertisements in attempting to express their aims. Because of that, the advertisers (the speakers) must understand speech acts theory in order to help them in producing an advertisement with an efficient language that make reader knows their actions exactly.

Third, the actions performed via words by advertiser have many functions. The functions can be as invitations, promotes, offers, promises, requests and so on. Through understanding the speech act theory, it is very useful for the readers to know what functions of action which exist in every internet advertisement.

From the reasons above, it is clear that speech acts can appear in the internet advertisements. There are many advertisements in the internet

that contain speech acts, each of them has different type of act. Below is an example of the advertisements found in the internet :

The screenshot shows a web browser window with the title "iPod_advert on Flickr - Photo Sharing! - Mozilla Firefox". The address bar displays the URL "http://www.flickr.com/photos/27119457@N07/3287192197/". The Flickr logo and navigation links (Home, The Tour, Sign Up, Explore) are visible at the top. The main content area is titled "iPod_advert" and contains an advertisement for an iPod Touch 32GB. The ad features a hand holding the device, which displays a music player interface with the song "Finally Made Me Happy" by Macy Gray. The text in the ad includes "iPod Touch 32GB", "latest software & application installed", and "only for BDN\$500". At the bottom, it asks "Intrested?" and provides contact information: "e-mail at ron_277@hotmail.com", "or SMS at +673 8 672260", and "Http://marriz-scene.blogspot.com".

(Taken from : <http://www.flickr.com>)

The printed sentence in the advertisement above is so simple, but behind that there is an act that the advertiser does. By using the simple words "iPod Touch 32GB", the advertiser does an action that promotes a new product of iPod to the readers. Moreover, the offering process is clearer when the advertiser utters "only for BDN\$500". From the words,

the advertiser informs and encourages that the viewer can get that ipod with a low price.

Based on that phenomenon, it is possible to catch up that in an internet advertisement, a word may perform something that should do, which including into types of speech acts. Futher, each of type also has different functions. That is why, this research will try to find out the types and functions of speech acts found in the internet advertisements .

B. Identification of The Problem

In attempting to express their aims, the speakers do not only produce utterance containing grammatical structures and words, they also perform an act via those utterances, for example, a statement expresses an act of belief, a request expresses a desire, and an apology expresses a regret. All of those actions which perform through utterances, generally are called speech act.

The use of speech act is not only found in direct conversation, but it can be also in advertisements of printed and electric media. One of the forms of the latest electric media that apply speech acts in advertising product is internet. Internet as a medium used by advertiser is one way to communicate between the advertiser as the speaker and consumers as the readers. The advertisers must be able to deliver their action – to offer products, gives services, making promises and etc.- via words in their advertisements.

In the process of delivering an action, the advertiser assumes their actions in the text of advertisement are already caught up easily by the reader. In fact, many readers confuse in catching action, moreover the action which appears unstated in the text of advertisement. It is caused by most of advertisers use the simple language but give implicit meaning. Because of that, the reader needs more interpretation to analyze the advertiser's sentences. If there were no interpretation, it can cause misinterpretation in meaning between speaker and reader. Speech acts can be used to avoid misinterpretation. Through speech act, it will be known what the advertiser's action in their sentences.

Based on the phenomena above, there are many possible research problems that can be studied. They are types of speech acts such as representative, directive, commissive, expressive, and declaration, the functions of speech acts, and the use of speech acts.

C. Limitation of The Problem

Based on the identification of problem above, this research is limited only to identify types and functions of speech acts in the internet advertisement. The study of speech acts in this research is based on the types of speech acts proposed by Yuan (2007:106-108). This research only employs three types from Yuan. They are directive, commissive, expressive. The reason is only them which have the actions related with the language of internet advertisement. Because the language of internet

advertisement basically intends to persuade someone to do something. Then, the study of functions of each types based on Crystal (1985), Mey (1994), Kreidler (1998:190-191)and also supported by others experts.

D. Formulation of The Problem

The problem of this research is formulated as follows :

”What types and functions of speech acts are used in the internet advertisements?”

E. Research Questions

Related to the problem, this research tries to find out the answer of questions below :

1. What are the types of speech acts mostly occur in the internet advertisements ?
2. What are the functions of each type of speech acts which mostly found in the internet advertisements?

F. Purposes of The Research

The purposes of the research are :

1. To find out what types of speech acts which mostly occur in the internet advertisements.
2. To find out the functions of each type of speech act which mostly appears in the internet advertisements.

G. Significance of The Research

It is not a simple case to catch the action which perform via words, even if it occurs in the internet advertisements's text. The way to solve this problem is by using speech acts. This research will be useful in identifying and analyzing what types of speech acts which affect the language of internet advertisements and what are the functions of each types. By doing this research about speech acts, it is expected that this research is able to improve the reader's understanding about speech acts. In addition, it also helps the reader to find what actions which advertiser perform implicitly in the text of internet advertisements .

The next expectation, it is delighted if the result of this research gives contribution for another research of speech acts. Last, it is hoped that this research can give sources for all English Department students especially English Department students of Padang State University who want to do the other speech acts research.

H. Definition of Key Terms

1. Speech act : An utterance which is conceived as an act by which the speaker does something.
2. Internet advertisement : A medium which is in the present time becomes popular that can be used by advertisers to promote and shown

their own products, brands, and services.

3. Types of speech acts : There are three types of speech act that related with the language of internet advertisements. They are directive, commissive, and expressive. *Directive* is a kind of types of speech acts which the action performed by speaker through command generally. *Commissive* is a kind of types speech acts that the action performed by speaker through commitments. Last, *expressive* is a kind of types speech acts which the action performed by speaker through psychological state.

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