

**THE USE OF DIRECTIVE IN ADVERTISEMENT
IN GAUL TABLOID**

PAPER

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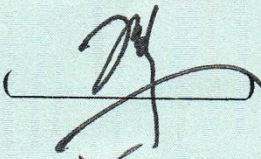

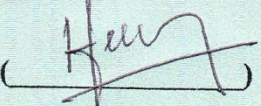
HALAMAN PENGESAHAN LULUS UJIAN MAKALAH

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THE USE OF DIRECTIVE IN ADVERTISEMENT IN GAUL TABLOID

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ABSTRAK

Eka Nurfitri (2013). “The use of Directive in Advertisements in Gaul tabloid”. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

Penelitian ini bertujuan untuk melihat salah satu fenomena bahasa yaitu tindak tutur. Proses tindak tutur ini bisa terjadi karena bahasa tidak hanya dituturkan, tapi dalam tuturan tersebut kita juga harus melakukan tindakan atau ekspresi sesuai dengan tujuan tuturan kita agar pendengar mengerti apa maksud dari tuturan kita tersebut. Dalam penelitian ini membahas mengenai salah satu jenis tindak tutur yaitu directive function , yang mana pembahasannya tentang penggunaan directive dalam bahasa iklan dalam salah satu media cetak.

Tujuan penelitian ini adalah untuk mengetahui yang mana iklan-iklan yang menggunakan directive dan apa jenis directive yang paling banyak digunakan dan jenis directive yang paling sedikit digunakan dalam iklan di media cetak tersebut, khususnya dalam tabloid Gaul.

Metode penelitian yang digunakan adalah metode deskriptif dan sumber datanya diambil adalah tabloid Gaul. Oleh karena itu untuk mengumpulkan data dilakukan dengan membaca langsung tabloid Gaul tersebut dan mengidentifikasi yang mana iklan-iklan yang menggunakan directive.

Dalam penelitian ini, kelima directive yang dikelompokkan oleh Kreidler (1998: 217) ditemukan. Directive yang paling banyak ditemukan adalah directive kalimat tanya (question), dan yang paling sedikit ditemukan adalah directive kalimat permintaan (request).

Dari penelitian ini dapat disimpulkan bahwa penggunaan tindak tutur khususnya directive function tidak hanya bisa digunakan dalam bahasa lisan, tapi juga bisa digunakan dalam bahasa tulisan. Iklan-iklan dalam tabloid tersebut merupakan bahasa lisan yang diungkapkan lewat tulisan. Penggunaan directive dalam iklan-iklan dalam tabloid Gaul tersebut menggunakan directive yang berbeda-beda.

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CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Directive is the foundation of language that speakers use to get someone else to do something. In other words, it also can be said that directive is the language which is used to direct, to influence and to manage other's action. The directive is said as the foundation of language because the use of directive can be seen in our daily communication and we can find it in an advertisement. For example, in an advertisement of a soap product, a *lifebuoy* soap "Ayo teman jaga kesehatan, 5 resep dokter kecil lifebuoy, Indonesia ayo lebih sehat", the language that they use in the advertisement invites us to keep our health by washing our hands using their product.

While, advertisement is a form of communication. In general, advertisement is an impersonal form of communication, it conveys information that is paid according to the desire of institutional or particular sponsor through the mass media which aims to influence and persuade the public to buy a product or service.

Advertisement is usually found in oral communication but it also can be found in written communication. Actually, both of oral and written advertisements are the same types of language which use persuasive language, and they also have the same meaning and the same purpose which are generally to persuade and influence the audience to buy the product or service advertised. However, they are uttered in the different way, the written advertisement is more formal than oral

because the written advertisement is in the written form while the oral advertisement is in spoken form.

In this paper, the study will focus on the use of directive in a written advertisement. The written advertisement can be found in printed media such as magazine, newspaper and tabloid. The tabloid is chosen because it has many advertisement than other printed media.

Directive has very important role in an advertisement and it should be identified in the advertisement, especially in an advertisement in a tabloid. Directive in a tabloid is used for recognizing the advertisement language. Directive has various types and each of advertisement uses the different types of the directive. Searle (1979) classifies directive into four types, they are telling, requesting, recommending, and inviting. Yule (1996:54) classifies directive into four types: command, order, request, and suggestion. Furthermore, Kreidler (1998: 175) classifies directive into five types: command, requesting, advice, suggestion, and question. In addition, Leech (1983:217) classifies directive into twelve types: tell, command, order, demand, ask, request, beg, advice, recommend, suggest, invite and promise. Generally, directive is classified into five types; they are command, question, request, and advice. It can be seen in the examples below:

First, an advertisement of mobile phone sim card, axis. “kalau mau hemat pulsa tidak begini caranya, pakai axis”. The example above shows a suggestion. Suggestion is a kind of the directive. Second, the advertisement of Olay Total Effect, a cosmetic product. “kulit wajah putih menyeluruh.....?”. The directive in that advertisement is showed in a question.

Furthermore, before delivering an advertisement to the public, we need to know the kinds of the product will be advertised, know who will be the costumer of our product or service, and the media will be used. For the costumer, we need to know the location of the costumer reside, age, gender, education, economic, background, social, cultural, and others factor that will influence an advertisement. For example, if we see based on the costumer's age, we can compare between the language advertisement for teenager and the language advertisement for adult, the language advertisement for teenager and the language advertisement for adult are certainly different.

For this problem, this paper consists of the use of directive based on the costumer's age. It is conducted to find the use of the different types of directive in advertisement in a printed media which is a teenager tabloid and also advertises the teenager products in it. Tabloid which is chosen for this paper is Gaul tabloid. Gaul is one of the teenager tabloid. It has many advertisements for teenager's product. The language which is used for advertisement in that tabloid is very easy to understand and very interesting.

1.2 Limitation of the Problem

Considering the explanation above, the analysis is limited to the types of directive classified by Kreidler (1998: 175) which are command, request, suggestion, advice, and question in Gaul tabloid in October to December 2012 edition.

1.3 Formulation of the Problem

Based on the limited of the problem above, the problem of the study is formulated as follow: What types of directive are most frequently used in advertisement in Gaul tabloid in October to December 2012 edition?

1.4 The Purpose of the Paper

The purpose of the paper is to find the types of directive which are most frequently used in advertisements of Gaul tabloid in October to December 2012 edition.

1.5 Technique of the Data Collection

The steps of data collection are:

1. Reading the advertisements from English magazine. In reading the advertisement, the writer reads the whole advertisement language in the tabloid.
2. Selecting and underlining advertisement that uses directive. While reading the whole advertisements, the writer tries to find and select the advertisement that uses the directive. After the selecting, the writer underlines the directive in the advertisements. This technique is a note taking technique which is taken from Sudaryanto's theory (1993:132). Sudaryanto divides the method of data collection becomes two methods and one technique, they are: observation method, interview method, and note taking technique.
3. Rewriting the whole advertisement languages from the selected data in the card. After selecting and underlining the advertisements that use the directive,

the writer rewrites the advertisements in the data card. This technique is also included into the note taking technique which is also taken from Sudaryanto's theory (1993: 132).

1.6 Technique of Data Analysis

The steps of data analysis are:

1. Identifying the directive in the whole advertisement. Here, the writer tries to identify the advertisements which use the directive.
2. Classifying the types of directive. After identifying, the writer classifies what types of the directive are used in each of the advertisement.
3. Analyzing the differences the directive used in each of the advertisement.

After classifying, the writer analyzes the differences of the directive in each of the advertisement.

The steps above use the pragmatic method which are taken from Djajasudarma's theory. Djajasudarma (1993:59) says that there are three steps in the pragmatic method: identifying, classifying, and analyzing.