

**TYPES OF ILLOCUTIONARY ACT USED IN SLOGAN OF HOME
APPLIANCE ADVERTISEMENT**

PAPER

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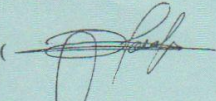
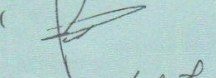
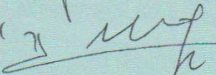
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TYPES OF ILLOCUTIONARY ACT USED IN SLOGAN OF HOME APPLIANCE
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ABSTRAK

Yuliani, Riska. 2013. “Types of Illocutionary Act Used In Slogan of Home Appliance Advertisement”. Makalah Bahasa dan Sastra Inggris. Fakultas Bahasa Dan Sastra. Universitas Negeri Padang

Abstrak

Tujuan penelitian ini menganalisa jenis-jenis tindak tutur ilokusi yang terdapat pada slogan iklan peralatan rumah tangga. Bahasa iklan tidaklah sama dengan bahasa yang kita gunakan dalam kehidupan sehari-hari. Dalam makalah ini penulis menggunakan teori yang dikemukakan oleh Yule dalam mengidentifikasi dan menganalisis jenis-jenis tindak tutur ilokusi yang digunakan di dalam slogan peralatan rumah tangga. Penulis mengumpulkan data sebanyak 150 slogan iklan peralatan rumah tangga dari iklan di televisi, majalah dan billboard. Sebanyak 31 data dari iklan televisi, 60 data dari majalah dan 14 data dari billboard. Dari hasil analisis slogan peralatan rumah tangga di iklan TV, majalah dan billboard penulis menyimpulkan bahwa tipe tindak tutur ilokusi yang paling banyak digunakan adalah representatif, karena dalam slogan iklan peralatan rumah tangga penutur lebih sering menyatakan informasi dan menjelaskan kebenaran produk.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Human being is connected through language, language is a human communication device to communicate each other. In their life, people need to interact with others since they cannot live by themselves. Through communication process, people can change their minds, ideas, thoughts, and intentions. They also can deliver messages to others. In conducting communication, people need medium to express their intentions and messages. This is in line with what has been suggested by Wardaugh (1992:8) who states that “Language allows people to say things to each other and expresses communicate needs”. In short, language is constantly used by humans in their daily life as a mean of communication.

Language is the main instrument of communication; it cannot be separated from human being. When people communicate with others, they produce speech acts. Austin (in Cutting 2002:) says that speech act is defined as action performed in saying something. Speech act shows what people think and what people say about their feeling. The way people think about what to say, the way they say about what they think, andz the thing that they expect to happen about what they think and say are the chains of speech acts performance.

Based on Austin, (in Levinson 1987:12) point of view, speech acts are divided into three parts. They are locutionary acts, illocutionary acts and perlocutionary acts. Locutionary act means performing the act of saying

something. The purpose of this is just to inform the reader. Usually locutionary is considered as linguistic meaning. Second is illocutionary act. It means that performing an act of doing. The illocutionary act is analyzed based on context; it is about what's going on behind the text. The last one is perlocutionary act. Perlocutionary act means the act of affecting someone. In perlocutionary, there is an influence affect. The speaker tries to influence the hearer to do what he/she wants to do. In this paper the writer is discuss about the types of speech act specifically illocutionary act.

Advertisement has relationship with speech act theory because it is made to introduce a product to costumers. Advertisements are identified as the texts that do their best to get people's attentions to make them turn toward them (Goddard, 1998:18). The purposes of advertisements are to influence and motivate the public to buy and use the products or services or to follow the ideas. In Advertisement slogan has a big part of a product in advertisement it makes a big attractive attention for the costumers to the product. slogan is conducted as simple as possible by combining words and sentences. Slogan is usually spoken at the end of the advertisement that has purpose to make consumers easy to remember with the product.

There is an example of slogan in home appliance advertisement. The example is as follow. "*I Love Hitachi...*" This slogan shows that the speaker express their feeling about this product. According to the type of illocutionary acts, the utterance of expresion is included to the classification of *expressive*.

According to Yule (1996:54) *expressive* is a kind of illocutionary acts that represents the speakers' feelings.

There are some reasons why the writer took the data from home appliance. The advertisement of home appliance today has been a part of people life. Nowadays the development of home appliance become more rapidly with many and strenght off competition make the writter want to investigate the illocutionary acts that used in attract the customer. Moreover, there are some researcher who discusses illocutioanary act in cigarette, cars and soft drinks advertisement but no one has analyzed home appliance advertisement.

So far, the research about illocutionary act commonly takes the data only from one sources. Meanwhile, no reserchers have studied from three sources at the same time such as in TV advertisement, magazines and billboard. That is why the writer is interested to analyze the illocutionary act used in a home appliance advertisement.

This research analyzes the types of illocutionary acts used in slogan in advertisement of home appliance. The writer take the data from three sources, there are TV advertisement, magazine and billboard, then the writer compare the types of illocutionary acts in each sources of the advertisement. The writer finds these sources interesting because each source of the advertisement has different ways in delivering and conveying their message. The data are taken by choosing several advertisement based on the selected source and of course related with the advertisement of home appliance.

The study of the illocutionary acts in slogan of home appliance advertisement is meant to explain the relationship between theories of language, especially speech acts theory with its practice. This study describe the theory of illocutionary acts as theory of language in used. It is also intended to find certain slogan appears in impressive written text it aims to influence the consumer to buy the product. In another slogan of home appliance advertisement, the advertiser may use different types of illocutionary acts to deliver their advertisement and it depends on their purpose.

1.2 Limitation of the Problem

There are several kinds of speech act that can be analyzed, such as locutionary acts, illocutionary acts and perlocutionary acts. In order to limit this paper, the writer only focuses on the types of illocutionary act. The limitations on these aspects are to get a precise analysis. Then, the writer will not go beyond this limitation in this research.

1.3 Formulation of the Problem

The formulations of the problem of this paper are:

1. What are the type of of illocutioanry act used in slogan in advertisement of home appliance?
2. What is the type of illocutionary acts mostly used in slogan in advertisement of home appliance?

1.4 The Purpose of the Paper

Based on the background of the problem and formulation of the problem, the purpose of this paper is :

1. To find out the type of illocutioanry act used in slogan in advertisement of home appliance?
2. To find out the mostly type of illocutionary act used in slogan in advertisement of home appliance?

1.5 Technique of Data Collection

The data of this research are illocutionary act which are used in the advertisement of home appliance. In the process of collecting the data, several steps are used. The steps are as what follows:

1. Collecting data.

The data were collected from TV, magazine and billboard. For the data from TV advertisment was transcribed the spoken data of advertisement (home appliance) into written data.

2. Identifying the data

The writer classified the data based on the types of illocutionary act they belong.

3. Tabulating the data

The writer collected all of the words used in advertisement that contain illocutionary act and put them in a table.

4. Typing the data

The writer rewrote or typed the data into soft data in order to make them can be written into a paper.

1.6 Technique of Data Analysis

In this paper, there are several steps that are employed in the process of analyzing the data. The steps are:

1. Classifying the type of illocutionary act.

The writer identified and classified the type of illocutioanary act of each of the data.

2. Analyzing the data.

The data were analyzed to support the reasons of classifying the data into a particular type of illocutionary act. Then, the writer determined what type of illocutionary act used in advertisement of home appliance.

3. Drawing the conclusion.

The writer drew the conclusion based on the findings.