

TYPES OF ILLOCUTIONARY ACTS IN THE SLOGANS OF TOURISM DESTINATION ADVERTISEMENTS

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abstrak

Makalah ini mendeskripsikan tipe-tipe tindak tutur ilokusi yang ditemukan pada slogan iklan tempat-tempat wisata yang diunduh dari internet. Penulis menganalisis bentuk-bentuk ilokusi yang banyak digunakan pada iklan pariwisata. Penulis menunjukkan bahwa tipe tindak tutur yang banyak digunakan dalam iklan tempat-tempat wisata adalah tipe deklaratif. Penulis menyimpulkan bahwa pembuat iklan menyampaikan ide mereka dengan menggunakan kata-kata lain sebagai pengganti nama lokasi dengan julukan tertentu. Dalam iklan juga digunakan kata-kata yang bervariasi seperti mendeskripsikan, menjanjikan, dan ada pula yang melanturkannya melalui sugesti. Walaupun caranya berbeda tetapi tetap mengandung unsur yang sama yaitu untuk promosi.

Kata kunci: Illocutionary, acts, tourism, destinations, slogans, Advertisements.

A. Introduction

Advertisement is one of the common ways to promote the products to the customers so that they are interested in buying the products. Language of advertisement is not different from other common language used in daily life. In fact, language has attractive power to persuade everyone who reads or sees the advertisement. In our daily life, we usually see the advertisement in televisions, magazines, or newspapers. Most of products which are promoted in advertisement become familiar in the society. Moreover, these advertisements can motivate their consumers to buy or join with what they promote.

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Advertisement is a tool of promoting certain products, goods and services to attract the consumer's interest. To make it more convincing, advertisers realize almost totally on the use of language. Commonly, advertisers often use the persuasive expression to persuade and to get attention of audience. By having a good persuasion, advertisers can persuade the consumers to agree with their opinion, idea, or information..

One kind of advertisement is tourism destination advertisement. In presenting the advertisements of a tourism destination, the advertisers have to create an interesting slogan to invite or persuade visitor's attention. A slogan is a distinctive or identifying phrase often used in advertising or representing a product. Slogans also have meaning as an easily-remembered and frequently repeated phrase which is used in advertising. In the advertisements, the slogan is a specific statement or wording which describes briefly a product or service that is repeated so easily desired of public. Sentences should be creative and also up-to-date. It means that advertisers have to use interesting language or choice of words in their slogan of their advertisement that can attract the people's interest even though the words of the slogan are not related to the tourism destination offered. Tourism destination is one of the major industries for many countries, attracting sometimes much-needed foreign exchange, and stimulating economic development in industries from hospitality, construction, property development, transportation, and retail. It may contain one or more tourist attractions and possibly some "tourist traps". So, many developing countries choose to promote tourism by making the ads using the slogan by uploading it on the internet. Through that way people who want to

find the place to spend their vacations have various choices depending on their interest in the existing slogan in advertisements.

pragmatics is the study of how to use language in communication. Pragmatics is also one of the fields in linguistics that studies about meaning. The meaning studied in pragmatics is influenced by contexts. This is in line with Brown and Yule (1983:2) who state that pragmatics is the discussion of linguistics that involves the considerations of contexts. In other words, it can be said that, in pragmatics, the meaning of a particular expression is various depending on its context.

In addition, Levinson (1983:9) states that pragmatics is the study of relationship between language and context. Language and context are two different things that cannot be separated each other. Language is used in context and context will affect the meaning of language or utterance used by a speaker. It means that the meaning of an utterance will be different if it is used in different context or situation. As a result, the hearer may have various interpretations about the utterance mentioned under different context.

Speech act can be simply defined as how a language is used to meet our needs in a speech occasion. In relation to the usages of language, Austin (1962), Searle (1969) and Yule (1996) say that on any occasion, the action performed by producing an utterance will consist of three related acts: locutionary act, illocutionary act, and perlocutionary act. Locutionary act is the basic act of utterance, or the basic act of producing a meaningful linguistic expression, illocutionary act is the act of what the speaker intends to communicate to the

addressee, and perlocutionary act is the act of interpreting of what the speaker says.

Furthermore, speech act can also be interpreted as an act that is performed by the speaker. In this case, the speaker does not only utter something but also performs act. It can be uttered by using many kinds of expression. From the explanation above, it can be concluded that speech act is the act performed by somebody before they communicate. In every speech act, we can distinguish three acts. What is said, the utterance, can be called the locutionary act. What the speaker intends to communicate to the addressee is the illocutionary act. The message that the addressee gets, his interpretation of what the speaker says, is the perlocutionary act..

Yule (2000:48) said that illocutionary act is the act which is performed via communicative force of utterance. He said that we might utter to make a statement, an offer, an explanation for some others communicative purpose. Wijana (1996:32) says that if the speakers means exactly what they want and mean, it can be called as literal speech act but if the speakers do not mention what they say and what they intend to the hearers, it can be called non literal speech act. The writer will use the theory types of illocutionary act that is proposed by Frank Parker and Wijana to analyze the data the slogan of tourism destination advertisement.

Searle (1976) supported by Yule (1996) and Nyota and Mutasa (2008) classified illocutionary acts into five types: declaratives, representatives, expressives, directives, and commissives. Declaratives are those kinds of

speech acts that change the world via their utterance. Representatives are those kinds of speech acts that state what the speaker believes to be the case or not. Expressives are those kinds of speech acts that state what the speaker feels. They express psychological states and can be statements of pleasure, pain, likes, dislikes, joy, or sorrow. Directives are those kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. They are commands, orders, requests, suggestions. They can be positive or negative.

Commissives are those kinds of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends. They are promises, threats, refusals, pledges, and they can be performed by the speaker alone, or by the speaker as a member of a group.

In this study, the type of illocutionary acts proposed by Searle (1976) supported by Yule (1996) and Nyota and Mutasa (2008) will be used in the process of analyzing data. This type is selected because it accomodates a clear classification of illocutionary acts and a complete guidance of classifying types of illocutionary acts.

B. Research Methods

This paper presents how the data in this research are described and analyzed. The data are slogans of tourism destination advertisements in Indonesia. 95 slogans downladed from Google Website are the data of this research. It is chosen as a source of data because it is one of the most popular website in the world of internet. The data which have been collected are analyzed and classified

into types of illocutionary acts which are cited in by Yule (1996) and Nyota and Mutasa (2008). All of the data have been analyzed to classify them into different types of illocutionary acts (see appendix). In this chapter, only 13 data whose analysis are presented.

C. Discussion

As stated in the finding of this study, the type of illocutionary acts that is most frequently used in the slogan of tourism destination advertisement is declarative. It is most frequently used because people tend to give a certain name in promoting a particular tourism resort. The names which are given to those places can be the ancient name or popular names, those names are mainly used to give brands for those places so that people know those places because of their brands.

Table 1. The Frequency of Types of Illocutionary Act Used in the Slogan of Tourism Destination advertisements

Types of illocutionary act	Number	Percentage (100%)
Declaratives	34	35.6 %
Representatives	30	31.6%
Expressives	0	0 %
Directives	24	25.4 %
Commissives	7	7.4%
Total	95	100%

Based on the table, the researcher found that the dominant type of the illocutionary act used in the slogan of tourism destination advertisement is declarative. It is used in 34 advertisements (or 35,6%) It means that the slogans advertised in a good way. In addition, 34 slogans impart familiar name to declare the brand or change Original name Place. So, it is able to make the slogans more

attractive and also make people interested in the slogans. Then, the second position is representative with the total number of 30 advertisements (or 31.6%) it means 30 slogans represents the views which are offered. The slogan deals with the words real and intended meaning, causing some kind of action, also to promote their place with give explanation about quality and goodness their place. In the third position is directive which is used 24 times in the advertisements (or 25,4%), it means in the slogan make suggestion meaning to promote their place. the advertiser take suggestion in slogans to make the visitor challenged to try and to do something. The least frequent usage is commissive which is only used in 7 advertisements of the whole data (or 7,6%), it means 7 slogans tourism destinations advertiser give promise meaning to promote their place. With the promises in the slogan visitor believe in the place in slogan they get what they want. Meanwhile, the other type of illocutionary act, expressive, is never used in the tourism destination advertisement.

This finding is different from what Oktaviani (2012) found in her study on the use of illocutionary acts in the slogans of advertisements in Bazar magazine. She found that directive is the type of illocutionary act that is most frequently used in the advertisement. The difference is due to the source of the data of the research. Her source of data is product advertisements published in bazar magazine. In promoting the products, the advertisers must be able to get as many buyers as possible. Consequently, the words used in the slogan must directly suggest the readers or listeners or viewers to buy their products.

Meanwhile, Qian (2008) found representative is the type of illocutionary act which is most frequently used in the public slogans. This is also different from the finding of this study as Qian's took public slogans as the source of data. Public slogans usually represent the commands, prohibition, warnings, or announcements by providing good explanation. Therefore, the public who consume these slogans can easily understand why they have to do or to avoid some actions.

The other finding which is discussed in this paper is the absence of expressive. None of 95 slogans taken as the of this study uses expressive. This absence is because slogan is not a matter of greetings, expressions of feelings, or congratulating. Slogans are words that can attract other people. This supports Qian's (2008) research who also did not find expressive in the public slogans.

In short, all of these matters are only for one reason that is to persuade people or visitor come their place, and also to influence public's mind. The advertisers always try to create the slogans as attractive, creative, and simple as possible through the choice of words. That is the power to convince other, so their place has their own fascination.

D. Conclusions and Suggestions

From this study, the writer can conclude that there are four types of illocutionary acts used in the slogan of tourism destination advertisement in Indonesia. These acts are intended purpose of the advertiser while promoting some places that they want to deliver to the visitors. The advertiser uses several

kinds of illocutionary act in the slogan of tourism destination advertisement. They are declarative, representative, directive and commissive act.

Generally, it can be concluded that four types of illocutionary act have different ways to persuade visitor to come to a tourism resort based on the context of the advertisements. The most frequent type of illocutionary act used in the slogan of tourism destination advertisement is declarative with total 34 slogan or 35,6%. This means that people tend to give a certain name in promoting a particular tourism resort. In the second place, representative, persuades the visitors by giving explanation about quality and goodness of the place with 30 slogans or 31,6%. Directive is in third place. It persuades visitors by means of making suggestions to promote the place with total 24 slogans or 25,4%. The advertiser take suggestion in slogans to make the visitor challenged to try and to do something. The least frequent type is commissive which persuades visitors to come by means of giving promise is only used in 7 slogans or 7,4%.

In this paper, there were only focused on types of speech acts found in Slogan Tourism destination advertisement that analyzed. The occurrences of this paper are hope to improve knowledge of the reader about speech acts are used by the advertiser to influence reader's interpretation. Therefore, as suggestion, expect that the future will be interested to analyze about this types of speech acts more detail. Tourism destination advertisement is the best way of knowing interesting tourism resorts in Indonesia. So, if someone wants to visit tourism resorts, he/she should have read the tourism destination advertisement.

Finally, it also suggested for future researcher to analyze the other topic which has related to speech acts. For further researches, it is suggested to use other sources of data because different source of data may result in different dominant type of illocutionary acts. All of these matters are only for one reason that is to persuade people or consumer to buy the products, and also to influence public's mind. The advertisers always try to create the slogans as attractive, creative, and simple as possible through the choice of words. That is the power to convince other, so their product has their own fascination.

Catatan: Artikel ini disusun berdasarkan makalah penulis dengan pembimbing Rusdi Noor Rosa .S.S,M.Hum.

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