

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

Eka Nurfitri<sup>1</sup>, Rusdi Noor Rosa<sup>2</sup>  
PROGRAM STUDI BAHASA DAN SASTRA INGGRIS  
FBS UNIVERSITAS NEGERI PADANG  
Email: [riri\\_caramonte@yahoo.com](mailto:riri_caramonte@yahoo.com)

### Abstrak

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, 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 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.

Key Word: Speech act, Directive, Advertisement, Gaul tabloid

---

<sup>1</sup> The writer, Graduated from English Department FBS UNP in September 2013

<sup>2</sup> Mayor Advisor, a Lecturer at English Department FBS UNP

## **A. INTRODUCTION**

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 found in our daily communication such as communication in politic, economi, entertainment, education, media, etc. We can find it in an media 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 type of language which are persuasive language, and 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 spokenform.

In this paper, the study will focus on the use of directive in a written advertisement. Written advertisement can be found in printed media such as magazine, newspaper and tabloid. The tabloid is chosen because it has many advertisements 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 the 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 and learn who will be the costumer of our product or service, and media 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, the language advertisement for teenager and the language advertisement for adult or children 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 different types of directive in advertisement in a printed media which is a teenager tabloid which also advertises the teenager products in it. Tabloid which is chosen for this paper is Gaul tabloid. Gaul is one of the teenager tabloids. 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.

## **B. Research Method**

This paper uses the descriptive research method which a research that only research based on the fact live or phenomena that empirisily live to the utterers. Technique of data analysis used is pragmatic method which is taken from Djajasudarma's theory. Djajasudarma (1993:59) says that there are three steps in the pragmatic method: identifying, classifying, and analyzing.

This paper study and describe the advertisements that use directive which classified by Kreidler (1998: 217) such as command, request, suggestion, advice, and question. The source of data taken from the printed media which Gaul tabloid. The data collection done with reading the tabloid and identifying the advertisement which use directive. Based on the data have obtained, it is found 136 advertisements that used the directive in Gaul tabloid. Each of the advertisement uses the different types of directive.

## **C. Discussion**

Referring to the analysis above, it was found that directive is used in the advertisement in Gaul tabloid. The directives in the advertisement were taken from weekly edition of Gaul tabloid for 3 months from October to December. There were 12 editions, and each of the editions had the different rate/frequency of the use of directive in the advertisement.

The frequency of the use of directive in advertisement in Gaul tabloid can be seen in the following table.

**Table 1: The Research Findings on the Use of Directive in Advertisement in Gaul Tabloid**

No	Types of directive	Frequency	Frequency based on Edition of Gaul tabloid advertisement		
			October	November	December
1	Command	32	10	11	11
2	Request	15	6	6	3

3	Suggestion	22	6	6	10
4	Advice	28	8	9	11
5	Question	39	15	13	11
Totally		136	45	45	46

There are 136 directives which are found in the advertisement in Gaul tabloid. From the total data, it is found 32 commands, 15 requests, 22 suggestions, 28 advices and 39 questions. The data are taken from Gaul tabloid in October to December 2012 edition. In October's edition, there are 45 directives. It consists of 10 commands, 6 requests, 6 suggestions, 8 advices, 15 questions. In November's edition, there are 45 directives. It consisted of 11 commands, 6 requests, 6 suggestions, 9 advices, 13 questions. In December's edition, there are 46 directives. It consists of 11 commands, 3 requests, 10 suggestions, 11 advices, and 11 questions.

From the data have been obtained, it is found that the most frequently used in the advertisement in Gaul tabloid is question. There are 39 questions. The most infrequently used of directive is request. There are 15 requests.

Most of the advertisement in Gaul tabloid use directives which command, request, suggestion, advice, and question. It happens because directive is the foundation of language that speakers use to get someone else to do something which can be seen in our daily communication such as communication in politic, economy, entertainment, media, etc. We can find it in a printed media (Gaul tabloid) in the advertisement of the printed media (Gaul tabloid). 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.

Meanwhile, 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. From the explanation above, it is clear why directive is very need in an advertisement. The directive has a very important role in an advertisement. It is used to recognize the advertisement language, or it also can be a significant language or a persuasive language in advertisement language which used to influence or persuade the costumer to buy the product or service advertised.

In using directive in advertisement in Gaul tabloid, the directive that most frequently used in advertisement in Gaul tabloid is question. It happens because the influence of Indonesian cultures which usually in doing something is indirectly, one of them is in Indonesian communication culture. In Indonesian communication culture, before talking the main topic, it is started with many introductions first. It also happens in question advertisement in Gaul tabloid that the advertisers give a question before they inform their product to the costumer, they ask something about their product or about other that related to their product to the costumer before they inform their product. The question sentences in the advertisement are not the questions which answered with yes or no question, or not a request or suggestion which uttered like a question sentence, however, the question sentences in the advertisement are the questions which ask the

informations to the costumers and the answers hoped from the questions are the informations from the costumers, and that use the question words such as what, who, how, why, when, where, and which. The informations are such as the costumer's responses or the costumer's buying product decision. It can be seen in advertisement language such as 'Siapa sih yang gak kenal Sunsilk? Produk perawatan kesayangan rambut kita!.

Besides the question, the advertisement in Gaul tabloid also use directive which has the higher tone of voice sentences and more impolite in their uttering than question. The directive is command that second directive which more frequently used in advertisement in Gaul tabloid. This directive may happen within the simplest complete language of advertisement which begins with a capital letter, ends a period (.) and with an exclamation mark (!), the kinds of verb should be infinitive, lexical meaning verb and present form verb, has the higher intonation, intended to ask someone to do an action, the subject is the second person singular and the first person plural, but they are not stated, has a term of forcing, and expressed with strong emotion. Command in advertisement in Gaul tabloid is the simplest complete language of advertisement. It can be seen in advertisement language such as '*Download dan dapatkan konten gratis ! Stro Mob!*'.

Then, suggestion and advice are directives which also used in advertisement in Gaul tabloid. Those are same with question, suggestion and advice are also used in advertisement in Gaul tabloid because the influence of Indonesian culture which usually in doing something is indirectly. It also happens in advertisement in Gaul tabloid that the advertisers give a suggestion and an advice before they inform their product to the costumer. In suggestion, the advertisers tell the costumer about a problem, and suggest an idea which is a product to solve the problem, then tell or inform about the product. It can be seen in advertisement language such as 'Bosan dengan penampilan mu yang gitu-gitu aja? Kenapa kamu gak nyobain koleksi dari CONTEMPO XPRESS?'. Meanwhile, in advice, the advertisers tell the costumer about a problem, and give an opinion or decision about what could or should be done about the problem. It can be seen in advertisement language such as 'Jangan bingung apabila kamu menemukan motif garis-garis di lemari baju kamu, sebaiknya kamu padukan dengan celana pendek atau tambahan blazer dari desain Mix and Match fashion biar lebih hitz!'.

Next, the other directive used in advertisement in Gaul tabloid is request. Request is the most infrequently used in advertisement in Gaul tabloid. From the data have obtained, it is found fifteen requests. It happens because the advertisement in Gaul tabloid advertise more product than service, while request usually happen in advertisement that advertise a service such as the advertisement of a model competition, quiz or advertisement of a school or special event. It can be seen in advertisement language such as 'Jika lulus SMA/SMK, Can you join us on TRAVEL AND TOURISM COLLEGE?'.

#### **D. Conclusion**

Based on results of analysis which were provided before, there were 136 advertisements which use directive found in Gaul tabloid. Directive was classified into five types; command, request, suggestion, advice, and question. From the total amount 136 advertisements, there were 32 commands, 15 requests, 22 suggestions, 28 advices and 39 questions. From the findings, it can be concluded that each of the advertisement in Gaul tabloid use the different types of directive, and the use of each types of directive in advertisement in Gaul tabloid has the different use frequency. The type of directive is the most frequently used in advertisement in Gaul tabloid is question, and the most infrequently used is request.

This finding is very important understood and studied by people, because directive is more used in our daily communication. Directive is the language that used to get someone else to do something, or it purposes to influence someone or manage other's action like what the speaker wants. In our daily life, we also need others to do an action for us or we need help from others to solve our problem, especially in an advertisement. In an advertisement, the advertisers purpose to inform their product to the costumer, and the advertisers hope the costumer to do an action to the product that with buying the product. For this problem, directive has very important role in it, it can be a significant language in order to the language that we use is better. For this problem, it is clear that we very need directive in our daily communication, so directive is very important to study.

### **Daftar Rujukan**

- Agustrijanto. 2001. *Copywriting-Seni Mengasah Kreativitas Dan Memahami-Bahasa Iklan*. Bandung: Rosda.
- Azar, Schramper, Betty. 1981. *Understanding and Using English Grammar*. United States of America: Prentice Hall, INC.
- Azar, Schramper, Betty. 1985. *Fundamentals of English Grammar*. United States of America: Prentice Hall, INC.
- Alwi, Hasan, et.al. 1993. *Tata Bahasa Baku, Bahasa Indonesia*. Yogyakarta: Balai Pustaka.
- Blundell, Jon, Jonathan Higgens, Nigel Middlemiss. 1982. *Function in English*. London: Oxford University Press.
- Brown, Gillian., and George Yule. 1983. *Discourse Analysis*. Cambridge: Cambridge University Press.
- Curran, Catharine M. (2002). "Oracle on "advertising": searching for a definition". *Journal of Advertising*.
- Gudai, Darmansyah. 1989. *Semantik Beberapa Topik Utama*. Jakarta: Department Pendidikan Dan Kebudayaan.

Hapsari, Tri, Niken. 2010. *Seluk-beluk Promosi & Bisnis: Cerdas Beriklan Untuk Usaha Kecil & Menengah*. Jogjakarta: A+Plus Books.

[http://www.about.com/snf.htm?u=http://esl.about.com/od/grammarstructures/a/f\\_advice.htm%3Frd%3D1">](http://www.about.com/snf.htm?u=http://esl.about.com/od/grammarstructures/a/f_advice.htm%3Frd%3D1)

[http://www.oneworldofenglish.com/english\\_grammar\\_reference/making\\_suggestions.htm](http://www.oneworldofenglish.com/english_grammar_reference/making_suggestions.htm)

[http://www.about.com/snf.htm?u=http://esl.about.com/od/grammarstructure/a/f\\_suggestion.htm%3Frd%3D1">](http://www.about.com/snf.htm?u=http://esl.about.com/od/grammarstructure/a/f_suggestion.htm%3Frd%3D1)

[http://www.myenglishpages.com/site\\_php\\_files/cc\\_communication-lesson-suggesting](http://www.myenglishpages.com/site_php_files/cc_communication-lesson-suggesting)

<http://www.englishdirection.com/2011/05/how-to-make-suggestion-and-advice-in.html>

<http://www.english-at-home.com/speaking/suggestions-in-english>

[http://wiki.answer.com.Q/Identify\\_and\\_discuss\\_the\\_function\\_of\\_language](http://wiki.answer.com.Q/Identify_and_discuss_the_function_of_language)

<http://education.alberta.ca/media/904531/app3.PDF>

K. Werner, Patricia., and Lou Spaventa. 2002. *Mosaic 1 Grammar 4<sup>th</sup> Edition*. New York: McGraw-Hill Contemporary.

K. Werner, Patricia., and John P. Nelson. 2002. *Mosaic 2 Grammar 4<sup>th</sup> Edition*. New York: McGraw-Hill Contemporary.

K. Werner, Patricia., and John P. Nelson. 2007. *Interaction 2 Grammar, Silver Edition*. New York: McGraw-Hill Contemporary.

Krohn, Robert. 1986. *English Sentence Structure*. Michigan: Binarupa Aksara.

Kreidler, Charles. W. 1998. *Introducing English Semantics*. London: Rupoteledge.

Leech, Geoffrey. 1983. *Principle of Pragmatics*. New York: Longman.

Librata, Greta C. 1980. *Bahasa Inggris Untuk Fakultas Ilmu-illmu Sosial*. Jakarta: Bhratara Karya Aksara.

Levinson, C. Stephen. 1983. *Pragmatics*. London: Cambridge University.

- Mahsun. 2005. *Metode Penelitian Bahasa*. Jakarta: PT.Raja Grafindo Persada.
- Pardiyono. 2004. *Pasti Bisa, Communicative Grammar For Easy Conversation*. Yogyakarta: Andi Yogyakarta.
- Searle, John R. 1975. *A Taxonomy of Illocutionary Acts*. Gunderson: Minneapolis.
- Sudaryanto. 1992. *Metode Linguistik Ke Arah Memahami Metode Linguistik*. Yogyakarta: Gadjah Mada University Press.
- Wardhaugh, Ronald. 1986. *An Introduction to Sociolinguistics*. New York: Basil Blackwell.
- Yule, George. 1996. *Pragmatics*. New York: Oxford University Press.
- Zuhdi, Farouk, Umar. 2010. *Komunikasi Bisnis, Pemahaman Secara Mudah*. Yogyakarta. Wahana Totalita Publisher.
- Zainuddin. 1992. *Materi Pokok Bahasa dan Sastra Indonesia*. Jakarta: Rineka Cipta