

TYPES OF ILLOCUTIONARY ACT USED IN SLOGAN OF HOME APPLIANCE ADVERTISEMENT

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Abstrak

Tujuan penelitian ini menganalisis jenis-jenis tindak tutur ilokusi yang terdapat pada slogan iklan peralatan rumah tangga. Bahasa iklan tidak lahsamadengan 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 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.

Kata Kunci : Illocutionary act, Slogan, Home Appliance Advertisement

A. Introduction

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. 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.

According to Levinson (1987:12); Searle (1982:21) speech acts are divided into three parts. They are locutionary acts, illocutionary acts and

¹Mahasiswa penulis makalah prodi bahasa dan sastra inggris untuk wisuda periode September 2013

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perlocutionary acts. Locutionary act means performing the act of saying something. The purpose of this is just to inform the reader. Second is illocutionary act. It means that performing an act of doing. The last one is perlocutionary act. Perlocutionary act means the act of affecting someone.

Illocutionary act is the act of saying, which is committed with the intend of speaker by uttering sentences, such as asking, stating, questioning promoting, ordering, apologizing, threatening and questioning. In this case, a person is not just saying something but also doing something if the conditions are met in future. The illocutionary act is performed via the communicative force of an utterance (Yule, 1996:14). Yule then describes that a sentence, for example "I've just made some coffee" maybe used to utter an offer, an explanation, or for the communicative purpose. This is usually called as the illocutionary force.

Austin (1975:63) divided performatives of the utterance into five categories. They are verdictives, exercitive, commissives, behabitives, and expositive. Besides that, Yule (1996:53); Leech (1993:43) classifies the illocutionary into five types. These five types of illocutionary acts show communication functions:

Expressive is a kind of illocutionary acts that represents the speakers' feelings. They express psychological and emotional states such as apologizing complimenting, condoling, congratulating, deploring, praising, regretting, thanking, pleasure, pain, likes, dislikes, joy or sorrow, etc. Furthermore, they can be caused by something the speaker does or the listener does, but they are about the speaker experience. In using an expressive, the speaker makes words fit the world (of feeling). It means that expressive is an expression or statement related to particular psychological and emotional state that the speaker feels.

Declarative is a kind of speech acts that change in a certain circumstances via utterance. The speaker needs a special institutional role, in a specific context in order to perform a declaration appropriately. In using a declaration, the speaker changes the circumstance via words. The acts of declarative are approving, betting, blessing, christening, confirming, cursing, declaring, disapproving, dismissing, naming, resigning, etc.

Representative is a kind of speech acts that states what the speaker believes to be true or false. They are manifested in statement, prediction, state, suggest, lie, complaining, guess, predict, announce, report, claim, discriminate suggestion, fact and etc. In using a representative, the speaker makes words fit the world (of belief). It means that representative relates to the belief of the speaker about something such as statements, prediction, complaining, suggestion, and etc.

Directive utterance is a kind of speech acts that speakers use to get someone else to do something. It means that in directives utterance, the speakers express their desire or wish for the addressee to do something such as advising, asking, begging, challenging, daring, demanding, forbidding, insisting, inviting, ordering, permitting, recommending, requesting, suggesting, etc.

Commissive is a kind of speech acts that the speakers use to express their future action. It expresses what the speaker intends such as they are committing, guaranteeing, offering, promising, refusing, threatening, volunteering, vowing.

Commissive can be performed by the speaker alone, or by the speaker as a member of a group.

Advertisement has relationship with illocutionary act theory because it is made to introduce a product to costumers. It tells their messages to make the costumers interest with the product. Also functions as a message to persuade the consumer to buy or use the thing or service offered. It is the way to impress people to use the product. To impress in advertisement, it has different types and relates one another such as a kind of poster, sticker, catalogue, T-shirt, television, newspaper and magazine.

According to Hepner (1949:124); Gaw (1961:32) advertising is any paid form of nonpersonal presentation of goods, services, or idea to a group such presentation being openly sponsored by the advertiser. It involves the use of media such as: magazines and newspaper space, radio, motion pictures, outdoors media, car cards, catalogues, direct mail, directories, store signs, program, novelties, circulars, and other. Related to this theory, advertisement does not only promote a product, but also service and the image of a company. The advertisement is an efficient and instant way to deliver the advertiser's intention—indeed to get the consumers or readers' attention toward what they advertise.

According to Ammer (2004:196), the slogan is a type of catchphrases that is used to promote a person, group, or product. So, 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. A slogan appears in an interesting visual or writing which gives a quality side of the product. Slogan has a big part of a product in advertisement which makes a big attractive attention for the costumers to the product. The consumers, who consume a product, usually know the slogan of the advertisement.

Timothy (2001) claims that slogan also could say tagline, signature lines, or themes lines. Slogans usually appear after the logo in a print advertisement or at the end of the commercial, and in most cases, they are very forgettable. Slogan is the most important element in the advertisement. Most of the consumers typically put more expectations on the slogan, because it usually contains a description of the company taglines and product positioning. The main purpose of the slogan is to build and strengthen the presence of a 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 expression is included to the classification of *expressive*. According to Yule (1996:54) *expressive* is a kind of illocutionary acts that represents the speakers' feelings.

This study 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 advertisements based on the selected source and of course related with the advertisement of home appliance.

Based on the theories and the explanation above, the purpose of this study is to describe the types of Illocutionary acts used in home appliance advertisements that found in TV advertisement, magazines and billboard by using the types of illocutionary acts proposed by Yule (1996).

B. Discussion

The analysis of this paper is based on 105 data of slogan in home appliance advertisement in TV advertisement, magazines and billboard. Based on the data analysis on 105 of home appliance advertisements, all of types of illocutionary acts proposed by Yule (1996) – declarative, representative, directive, expressive and commissive – are used in the advertisements with various frequencies. The type of illocutionary act that mostly used in the advertisements is representative while the type that rarely used is expressive. The analysis of data can be seen in the analysis of 15 slogans of home appliance advertisement.

Sample 1:

(*AC LG Skin Care Hibrid*) : *Dinginnya atursuka-suka, iritnya atursuka-suka.*

The coldness, The economic, you decide.

The sample above can be categorized as *directive*. The speakers explain to the listener about what they should or they should not do. The slogan suggests the listener that she/ he can use the air conditioner as like as they want, they can set up either on price or level of AC temperature. the utterance can be categorized in act as suggestion.

Sample 2:

(*washing machine*) : “*Santaiada SANKEN*”

Relax, SANKEN is here.

The slogan above can be categorized into *directive*. Directive is a kind of speech act that commits the speaker to do some future action. The speaker delivers suggestion to someone else to do something. The slogan suggests the listener and the users to relaxed when they are using sanken, because sanken can make everything will be easier and does not require extra power.

Sample 3:

(*Quantum stove*) : *komporean banyak lebihnya*

The stove with many expenses.

The slogan above can be categorized into *commissive*. Commissive is a kind of speech acts that the speaker use to commit themselves to some future actions. In that slogan, the speaker give guarantee to the listener if they buy the product, they will get a lot of advantages from this product and of course they also do not need to worry about the safety of this product because they also guarantee about it.

Sample 4:

(*Dolphin washmachine*) : *Dahsyat goyangannya, dahsyat bersihnya*

Magnificent shake, magnificent clean.

This slogan categorized as *representative* because it refers to statement. In this slogan the speakers deliver their statement about the product. The slogan explains about the results we obtained will be same with the workings of this product are equally as awesome.

Sample 5:

(*comfort spring bed*) : *tidurnyaman, bangunsegar*
comfortably sleep, freshly waking up.

The slogan above can be categorized as *commisive*. The speaker in the utterance promises that the consumer can get profit when they buy and use this product. They will feel comfort when they lie down there. The slogan can be categorized as promising because inside the slogan the speaker promises the listener or reader about profit contained in the product, which is very comfortable and refreshing.

Sample 6:

(*Hitachi Stove*): *I Love Hitachi...*

The type of illocutionary acts that can be found from the sample above is *expressive*. Expressive is a kind of illocutionary acts that represents the speakers' feelings. The slogan above shows that the speaker express their feeling about this product. The act of expressive in this slogan can be seen in statement "I Love" which is express their feeling about the product.

Sample 7:

(*Aquos Magic - Washing Machine*) : *Super Aquos magic seringmemakainya*
Super Aquos Magic as lightly as use it.

The sample above can be categorized into *representative* because the words "*seringanmemakainya*" are describe about actual condition about this washing machine when the costumer use it. That slogan can be categorize into statement of the speaker.

Sample 8:

(*Pureit*) : *Pureitterbukti aman*
Pureit, securely proved.

The sample above can be categorized as *representative*. In that slogan, the speaker delivers about the true information about the product. The slogan explains about the safety of this product. It can be seen from the word *terbukti*, from that word can be seen this product has passed a series of trials. The slogan can be categorized into statement since the speaker states to the consumers that this product is safe.

Sample 9:

(*Hock Stove*): *aman, kuatdantahan lama*
safe, stronge, and long lasting

The slogan above can be categorized as *representative*. The speaker delivers the true information about the product. The slogan explains that this product is durable and strong so the costumer can use it for a long time and of course it is also safe. It can be seen when the speaker said that this stove has been since 1990 and also used by two generations in her family.

Sample 10:

(*Sanyo Water Pump*): *SANYO rajanyapompa air*

SANYO the king of pump water

The sample above can be categorized into *declarative*. Declarative is a kind of speech acts that alters circumstances via utterance. The speaker has to have a special institutional role; in a specific context in order to perform a declaration appropriately. The speaker affects the listener with the utterance that declares the king for all of water pump is Sanyo.

Sample 11:

(Sharp AQUOS TV) : *See a big world in the big picture*

The slogan above can be categorized into *directive*. The speakers in this advertisement explain to the listener or customers about what they should or they should not do. The slogan suggests the listener to see worldwide by using AquosTV. The utterance can be categorized in act as suggestion. The speaker suggests the listener to try the product when they want to see a big world through the big picture with Aquos TV

Sample 12:

(Samsung Smart TV): *Masadepantelahdimulaidengan Samsung Smart TV*

The future has already begin with samsung smart TV

The type of illocutionary acts that can be found from the sample above is *representative*. The utterance above announces the reader or the hearer that the future is began. The speaker announce the hearer that Samsung Smart TV begins and change the world with all of their smart features as what their products name.

Sample 13:

(AC Sharp MSL Plasma) : *Sayonara Panas*

Good bye hot

The sample above can be categoized into *expressive*. Expressive is a kinds of illocutionary acts that show the expressive of the speaker. One of the expressions is greeting. The slogan above shows that the speaker feels joy and greeting by saying sayonara panas. The speaker illustrate to the listener or reader that by using these products they will enjoy and also keep away the hot temperature.

Sample 14:

(Tupperware trio Idly) : *Praktismenyimpan 3 jenis snack sekaligus*

Practically saving 3 different snacks all in once

The advertisement is about bowl named tupperware trio idly. This slogan is categorized into *commisive*. The speaker delivers the utterance that he/she promises about the properties contained in the product when costumers use it. The slogan can be categorized as promising because inside the slogan the speaker promises the listener or reader about properties contained in the product is very practical which they can put three kinds of snack at once.

Sample : 15

(Yongma Dispenser) : *Hidupsehatbersama disperser yongma*

Live healthy with Yongma dispenser

The sample above can be categorized as *directive*. The slogan suggests to the listener if they want to be healthy they should use yongma dispenser. The utterance can be categorized in act as suggestion. The speaker suggests the listener to use the product so they can get healthier in their life.

Based on the data analysis, it can be concluded that all of types of illocutionary acts proposed by Yule (1996) are used in the advertisements with different frequency. The following table shows the finding containing the frequency of using types of illocutionary acts in the advertisement.

Table 1. Total percentage of types of illocutionary act used in slogan in home appliance advertisement

Types of Illocutionary act	Total	Percentage (%)
1. Representative	57	54,28 %
2. Directive	18	17,13 %
3. Commisive	11	10,48 %
4. Expressive	2	1,90 %
5. Declarative	17	16,19 %
	105	100 %

According to the analysis, the writer found 105 data, the writer found five types of illocutionary act in slogan of home appliance advertisement, they are commisive, representative, directive, expressive and declarative where found in three sources such as TV advertisement, magazine and billboard. The number of commisive is 11 data (10,48 %), directive is 18 data (17,13 %), expressive is 2 data (1,90 %), declarative is 17 data (16,19 %) and the type that mostly used is representative. It occurs 57 times from 105 data or for about 54,28 %.

Table 2. The Percentage of Types of Illocutionary Act used in Slogan in Home Appliance from TV advertisement, magazine and billboard

Types of illocutionary act	Sources		
	TV	Magazine	Bilboard

	Total	%	Total	%	Total	%
1. Representative	16	51,61 %	33	55 %	8	57,14 %
2. Directive	5	16,12 %	11	16,6 %	2	14,28 %
3. Commisive	4	12,90 %	6	10 %	1	7,14 %
4. Expressive	-	-	1	1,6 %	1	7,14 %
5. Declarative	6	19,35 %	9	16,6 %	2	14,28 %
	31	100 %	60	100 %	14	100%

Based on the analysis, the writer found 105 data, 31 data from the TV advertisement, 60 data from the magazine and 14 data from billboard. In the slogan of home appliance in TV advertisement, the writer found four types of illocutionary act, they are representative, directive, commissive and declarative. The number of representative is 16 data (51,61 %), directive is 5 data (16,12 %), commissive is 4 data (12,90 %) and declarative is 6 data (19,55 %). On the other hand, the writer found more types of illocutionary acts in slogan of home appliance in magazine, they are representative, directive, commissive, expressive and declarative. The number of representative is 33 data (55 %), directive is 11 data (16,60%), commissive is 6 data (10 %), declarative is 9 data (16,60 %) and expressive is 1 data (1,60 %). The last one is types of illocutionary acts in slogan of home appliance in billboard. Like in the magazine the writer found five types of illocutionary acts, they are representative, directive, declarative, expressive and commissive. The number of representative is 8 data (57,14 %), directive is 2 data (14,28 %), commissive is 1 data (7,14 %), declarative is 2 data (14,28 %) and expressive is 1 data (7,14 %).

In this study, the writer found some similarities and differences about the types of illocutionary acts used in slogan of home appliance advertisements. There are some similarities about the types of illocutionary acts used in slogan of home appliance in TV advertisement, magazine and billboard.

First, the slogan of home appliance mostly uses representative as the type of illocutionary acts in slogan of home appliance advertisement. Based on the data analysis of illocutionary acts that found in home appliance advertisement, representative is the most frequently appears. It is used 58 times (64,28 %) in the advertisements. Nevertheless, it does not mean that representative is the main type of illocutionary acts used in the advertisement. Representative is a kind of speech act that state what the speaker believes to be the case or not. It is considered as the main type as it contains complete information about the product being advertised. Statements of fact, assertions, conclusions, and descriptions are all examples of the speaker representing as he or she believes. The representatives found in these advertisements usually contain about the fact or information of the product. This

is also aimed to show that qualities, strength, and benefits are some information that attract the listeners to buy the product

Second, The slogan of home appliance whose source from TV advertisement, magazine and billboard use commissive, eventhough the number is limited. Directive come in the second place with a frequency as much as 18 times (17,13 %). Eventhough it appears less frequently than representative, directive also give more contributed in home appliance advertisemnets. In the data analysis, directive can be realized in the form of statements, questions, and commands that used to attract the listener to buy the product.

Declarative, commissive and expressive are the other types of illocutionary acts used in these advertisements. They are not as many as representative and directive. This means that they do not plaay very important role in constructing an advertisement. From all of the data declarative is used 16 times (15,25 %), commissive is 11 times (10,48 %) and expressive is 2 times (1,90 %).

Instead of having similarities, there are also differences about the types of illocutionary acts that is used in slogan of home appliance. The differences are in the data from TV advertisement. They do not have expressive as the type of illocutionary acts in advertisement. Expressive is one of the speech act that expresses the speaker's attitude and mention towards the proposition. Speaker expresses a psychological state about the situation or state of affairs denoted by the preposition. The example of expressive are apologizing, congratulating, pardoning, praising, thanking and welcoming.

C. Conclusion and Suggestion

Based on the data analysis, the types of illocutionary acts in 105 advertisements of home appliance arefrom TV advertisement, magazine and billboard mostly use representative as the types of illocutionary acts. The data from TV advertisementfound that 16 data (51,61%) of representative, in magazine there are 33 data (55%) and from billboard 8 data (57,14%) of representative. Representative in slogan advertisement used in these three sources indicate about statements, suggestion, report, claim, fact and etc.

Based on the data analysis, the types illocutionary acts in 105 advertisement of home appliance are representative type (58 times or 55,23 %), directive type (18 times or 17,13 %), commissive type (11 times or 10,48 %), expressive type (2 times or 1,90 %) and declarative (16 times or 15,25 %). Thus the type that mostly used in advertisements of home appliance is representative while rarely used is expressive.

The researcher suggests the readerto do the research about the illocutionary act for the further discussion, because there are many interesting aspects which can be analyzed. Some people do not know how important and crucial to learn illocutionary act is, whether illocutionary act in daily activity, in movies, in magazines, etc.

Note: This article is written based on the Riska Yuliani's paper under the supervision of Hadiv Ardi S.Pd., M. Hum.

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