

AN ANALYSIS OF ILLOCUTIONARY ACT USED IN ADVERTISEMENTS BROADCASTED AT RADIO STATION IN PADANG

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Abstrak

Tujuan penelitian ini adalah untuk mendeskripsikan jenis *Illocutionary act* yang digunakan dalam iklan yang disiarkan melalui radio. Data penelitian ini adalah 10 iklan dalam bentuk percakapan yang disiarkan di Radio Sushi FM Padang. Data dikumpulkan dengan menggunakan metode rekam dan dianalisis menggunakan teori yang dikemukakan oleh Searle tentang jenis-jenis *illocutionary act* yakni *declarative*, *representative*, *expressive*, *directive* dan *commissive*. Berdasarkan analisa data, diperoleh kesimpulan bahwa jenis *expressive* yang muncul sebanyak 39 kali (44,83%), jenis *directive* muncul sebanyak 26 kali (29,89%), jenis *representative* muncul sebanyak 14 kali (16,09%), jenis *declarative* muncul sebanyak 5 kali (5,75%), dan jenis *commissive* muncul sebanyak 3 kali (3,45%).

Kata Kunci: *illocutionary acts*, advertisements, radio station.

A. Introduction

Nowadays, people are not strange anymore with advertisements. Advertisements are commonly seen or heard through many media such as radio, magazine, newspaper, etc. Advertisements are one of the common ways to promote a product to the customers. The purpose is to make customers interested to buy the products. According to Bovee and Arens (1982), advertisement is the non personal communication of information usually paid for and usually persuasive in nature about products, services or ideas through various media. For example the advertisement of "*sisis so nice*" which promotes the product by using the word "*orang pintar makan so nice*" in their advertisement to get the interest of the customers.

In making advertisement, language plays the most important role to its success. According to Kotler (1984:366), there are three kinds of advertisement: (i) Informative Advertisement, which informs the market a new product or

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suggests a new use of certain product as well as gives information about price changing; (ii) Persuasive Advertisement, which persuades the buyer to buy certain brands, and through which it is expected that buyer will buy product as soon as possible; and (iii) Reminder advertisement, which reminds the consumer about the product that may be highly needed in a short time and the place where to buy the product. These kinds of advertisement above have different specification purpose and it can be recognized by the categories of illocutionary acts used in the utterances.

A good advertisement must contain a good, clear, simple and understandable language. So, the purpose of the advertisement can be understood by the customers as the target of advertisement. However, it is not only the language of an advertisement make the customers interested with a product, but also the context or the situation in making the advertisement. The relationships between language and context are studied in a branch of macrolinguistics known as pragmatics study.

According to Parker (1986: 11) pragmatics is study of how language is used in communication that involves many factors including participants, settings and topics. It means that the meaning of a language used is not found only from the internal structure of a language, but also from other external factors, such as contexts, setting and the topic that give contribution to the meaning. Thus, pragmatics is a branch of linguistics that studies about understanding meanings which are derived from the context of situation.

Since the meanings of a language are related to the context, the meanings of an advertisement are not only taken from the language used in it, but they are also taken from contexts in which the language is used. Utterances which are used in advertisements contain three parts of speech act. According Austin (in Renkema, 1993:22), there are three kinds of speech act; they are locution, illocution and perlocution. Locution is the basic act of utterance, or the basic act of producing a meaningful linguistic expression, illocution the act of what the speaker intends to communicate to the addressee and perlocution is the act of interpreting of what the speaker says. In short, each utterance has one or more categories of speech act.

Then, Searle (1976) classifies illocutionary acts into five types. They are declaratives, representatives, expressives, directives, and commissives. Declaratives are those kinds of speech acts that change the world via their utterance. In using declaratives, the speaker has to have a special institutional role, in a specific context, in order to perform a declaration appropriately; e.g. Priest: I now pronounce you husband and wife.

Representatives are those kinds of speech acts that state what the speaker believes to be the case or not. Statements of fact, assertions, conclusions, and descriptions are all examples of the speaker representing the world as he or she believes it is. In the utterance "The earth is flat", for example, a speaker shows the fact what he/she believes in the shape of the earth, that is it is flat.

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. In the utterance “Congratulations!”, for example, a speaker express a statement of pleasure to what have been achieved by his/her interlocutor.

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. The utterance “Could you pass me the sugar, please” is an example of positive directive in which the speaker asks someone else to do an action, that is passing him/her the sugar. While the utterance “Don’t switch on the phone” is an example of negative directive in which the speaker asks someone else not to do an action, that is not switching on the phone.

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. The utterance “I’ll lend you my pen” is an example of commissive in which the speaker promises the interlocutor to lend him/her a pen.

Based on the theories and the explanation above, the purpose of this study is to describe the types of Illocutionary acts used in advertisements broadcasted at the radio station in *Padang* by using the types of illocutionary acts proposed by Searle (1976).

B. Discussions

Based on the data analysis on 10 advertisements broadcasted at *Sushi FM Padang*, all of types of illocutionary acts proposed by Searle (1976) – declarative, representative, directive, expressive and comissive – are used in the advertisements with various frequencies. The type of illocutionary act that mostly used in the advertisements is expressive while the type that rarely used is commissive.

Datum 1

- Boss : Ujang.. Ujang
Ujang ... Ujang (Directive)
- Ujang : Ya Pak.
Yes, Sir. (Declarative)
- Pak : Jangan pake semen itu! Wah, pantas saja banyak pelanggan yang kecewa, kita kan sudah pakai semen dari PT Semen padang.
“Don’t use that cement! (Expressive)”
“Oh, many customers deserve to be disappointed!(Expressive)”
“We have been using cement from PT Semen Padang. (Directive)”
- Ujang : Tapi katanya, semen yang ini bagus, Pak.
“But it is said this cement is good, Sir. (Expressive)”
- Pak : Ah kau! Semen Padang itu sudah teruji mutu dan kekuatannya, selain itu PT semen padang sudah memenuhi standar SNI dan sudah digunakan secara luas dimasyarakatdan diproyek-proyek, kamu dengar gak Ujang?

“You’re kidding!(Expressive)”

“Semen Padang’s quality and strength has been examined (representative)”

“besides, Semen Padang has met the demand of Indonesian National Standard and has been extensively used in society and factories, Don’t you listen, Ujang? (Directive)”

Ujang : Ya pak, ya pak

“Yes, Sir. (Expressive)”

Writers and speakers normally have a main illocution from a major speech act, which the other utterances in their work are supposed to perform. The overriding goal of the conversation is to show the quality and strength of Semen Padang cement compared to other cements, which therefore, attracts the listeners of the radio to buy cement produced by PT Semen Padang. It is also promoting the extensive use of Semen Padang’s cement all over Indonesia both for individuals or companies. This makes it a directive because PT Semen Padang asks the listeners to buy its cement. This directive is apparent from the way the boss (the speaker) gives the explanation to Ujang about the quality of Semen Padang and it has been standardized by saying *“Semen Padang’s quality and strength have been examined; besides, Semen Padang has met the demand of Indonesian National Standard”*. The locution is clearly representative as it shows what the speaker (the boss) believes on the quality of Semen Padang. However, as it intends to attract the buyers to buy its product, this belongs to directive.

Datum 2

A : huk..huk..huk, aduh ambo batuk, flue. Deh badan demam lo ha, hiduang tasumbek. Aduahh..

“Awk..awk..awk.. Ugh.. I have a cough and flu. Goodness! I have a fever and nose blockage too. Oh my God! (Expressive)”

B : Ondeh kok mangaluah taruih, ubeknyo tu harus jaleh. Minum Maxtril BDF Maxtril BDF

“Why do you always complain?(expressive) You should have a right medicine. Drink Maxtril BDF. Maxtril BDF (Directive)”

C : Capek taraso lega, raso jadi sanang.

“You’ll be alright soon, you’ll feel better. (Commissive)”

D : Sesuai tu mah

“That’s perfect. (Commissive)”

C : Sanang yo?

“Do you feel better? (Expressive)”

D : Iyo, yo. Jadi lamak rasonyo, kalo flue, demam, hiduang tasumbek minum Maxtril BDF capek taraso lega.

“Yes. I feel better, if you have flu, fever, blockage nose, drink Maxtril BDF and ypo’ll be alright. (Directive)”

There are some types of illocutionary acts performed in this data. In the beginning of the conversation, speaker A showed how painful he is because of suffering some illnesses. This is categorized as expressive. However, speaker B, speaker C, and speaker D show how Maxtril BDF can solve the problem faced by speaker A, which therefore, attracts the radio listeners to buy this product. It also highlights the strength of the medicine that can cure various kinds of illness. This makes the illocutionary act of this conversation directive; in the way it asks the listeners to buy and consume Maxtril BDF. This directive is apparent from the way speaker B, C, and D simultaneously give possible benefits of consuming Maxtril BDF. Speaker B says, *“You should have a right medicine. Drink Maxtril BDF”*. This means that he orders the listeners to drink Maxtril BDF. Meanwhile, speaker C and D perform commissive acts by saying *“You’ll be alright soon, you’ll feel better”* and *“That’s perfect!”* The speakers promise that by drinking BDF the health problem such as flu, fever, and blockage nose can be cured by drinking Maxtril BDF.

Datum 3

- One : Ondeh buk pusiang ambo tahun ajaran baru alah tibo, sorang masuk SD, sorang lai masuk SMA. Deh gadang bana dananyo.
“Oh Lady, I am confused because the new academic year will come, one of my children will enter elementary school, and another will enter senior high school. How big the finance I need! (Expressive)”
- Ibu : Samo awak one, usaha ambo kurang dana pulo. Sejak patang pusiang ambo cari dana kama.
“So do I, my business also need some support. Since yesterday, I’ve been looking for the fund. (Expressive)”
- Apak : Ondeh ado one samo ibu mah, karuik kaniang pagi-pagi mah.
“Oh ladies, why do you look so confused? (Expressive)”
- One : Ba’a dak bakarui kaniang ko, paralu pitih bana ko ha
“I’m really confused! I really need money. (Expressive)”
- Apak : Tu lah dak batanyo ka ambo, jam 8 tadi ambo baru dari atlas motor pinjam dana, jam 9 lah tabaok pitih dek ambo.
“Why didn’t you ask me, at 8 this morning I just returned from Atlas Motor to borrow some money. And at 9, I could get the money. (Directive)”
- One : Capek mah, ba’a caronyo?
“How fast? How did you do it? (Expressive)”
- Apak : Murahnyo, baik se STNK samo BPKB Honda ke pinjaman dana atlas motor, sabantanyo tabaok pitih langsung.
“It’s easy.(Expressive) Just bring the certificate of your bike’s serial number and the certificate of vehicle ownership to Atlas Motor, and you can immediately get the money. (Directive)”
- Ibu : Ondeh untuang ado tampek pinjam dana cepet di atlas motor tampeknyo.
“It’s really fortunate to get the place for quickly borrowing money, that is in Atlas Motor. (Directive)”

There are some types of illocutionary acts performed in this data. In the beginning of the conversation, speaker A (One) showed how confused she is because she needs a lot of money for her children's education. Speaker B (Ibu) also has the financial problem to run and support her business. The act the speakers used is categorized as expressive. Speaker C (Apak) came to join the two ladies and searched for the causes that make them look so confused. This is also categorized as expressive. Then he told the ladies that he also had the same problem before he got the loan from Atlas Motor. This attracts the two ladies to come to Atlas Motor when they want to borrow money. He also explained the easy and quick process of borrowing money from Atlas Motor. This makes the illocutionary act of this conversation directive; in the way it persuades the radio listeners to borrow money from Atlas Motor. This directive is apparent when speaker C says "...at 8 this morning I just returned from Atlas Motor to borrow some money. And at 9, I could get the money". This statement shows the speaker's belief about the quick process of borrowing money from Atlas Motor. He also explains the easy process of borrowing money by saying "It's easy. Just bring the certificate of your bike's serial number and the certificate of vehicle ownership to Atlas Motor, and you can immediately get the money". These two statements explain the quick and easy process of borrowing money which intend to attract the listeners to do it in Atlas Motor. As the intended meaning is to attract the listener, these statements belong to directive. The illocutionary act of this conversation is directive is supported by the last statement from speaker B (Ibu) who declares the best place of borrowing money by saying "It's really fortunate to get the place for quickly borrowing money, that is in Atlas Motor."

Datum 4

- A : Ribet banget klo nyetak foto nunggunya gak ketolongan lamanya, ngantri lagi!
"It's really difficult to print out photos, too long waiting and standing in a long line! (Expressive)"
- B : Haha... sadis banget, cetak foto dimana sich segitu lamanya dan pake antri segala?
"Ha..ha.. how complicated!(expressive). Where did you print out your photos, long waiting and standing in a long line? (Expressive)"
- A : Ah ga usah tau, solusinya donk sis
"You don't need to know it, just a solution please! (Expressive)"
- B : Klo masalah itu gampang, yuk kita ke Queen Digital Foto dan Lab, loe nyetak foto dari semua media apapun lebih kurang 10 menit siap deh, dengan hasil yang keren banget dan gak pake antri.
"It's an easy problem. Let's go to Queen Digital Photo and Lab, you can print out photos from any media in less than 10 minutes with a good result and no queue. (Directive)"
- A : Busyet cepat banget, kok bisa?
"Fabulous! How fast! How can it be? (Expressive)"
- B : Iya donk, karena queen digital foto memakai mesin cetak foto yang terbaru dan paling canggih.

“Of course, because Queen Digital Photo use the newest and the most sophisticated printing machine. (Directive)”

A : Keren banget, kemon kesana.
“It’s cool! Let’s go there. (Directive)”

There are some types of illocutionary acts performed in this data. In the beginning of the conversation, speaker A expressed his problem related to printing out his photos. This makes his statement expressive. Speaker B also performed expressive in different manner as he wanted to know the place where speaker A got the problem of printing out photos. Then speaker B performed representative by telling speaker A the fact that the best place to print out photos is at Queen Digital Foto and Lab which, therefore, attracts speaker A to print out photos in that place. He also highlited the quality and other services that can be found in Queen Digital Foto and Lab. This makes the illocutionary act of this conversation directive; in the way it persuades the listeners to print out photos at Queen Digital Foto and Lab. This directive is noticable when speaker B says *“...Let’s go to Queen Digital Photo and Lab, you can print out photos from any media in less than 10 minutes with a good result and no queue”*. Another statement that shows the illocutionary act of this conversation is directive can be seen when speaker B gives explanation about the quality of photos at Queen Digital Foto and Lab by saying *“...because Queen Digital Photo use the newest and the most sophisticated printing machine.”*

Based on the data analysis, it can be concluded that all of types of illocutionary acts proposed by Searle (1976) 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
The Use of Types of Illocutionary Acts in the Advertisement
Broadcasted at Sushi FM Padang

No	Types of Illocutionary Acts	Frequency	Percentage
1	Expressive	39	44.83%
2	Directive	26	29.89%
3	Representative	14	16.09%
4	Declarative	5	5.75%
5	Commissive	3	3.45%
Total		87	100%

The table shows that expressive is the type of illocutionary acts that most frequently appears in the radio advertisements broadcasted in Sushi FM Padang. It is found that it was used 39 times (44.83%) in the advertisements. Nevertheless, it does not mean that expressive is the main type of illocutionar acts used in the

advertisement. Often, expressive is used in the beginning of the advertisement that functions to catch the listener's attention. The expressives found in these advertisements usually contain the expressions of problems that will be solved by the product which is advertised in each advertisement. This is also aimed at showing up how a particular product can be a solution for various problems.

Directive come in the second place with a frequency as much as 26 times (29.89%). Eventhough it appears less frequently than expressive, directive becomes the main type of illocutionary acts used in the radio advertisements. It is considered as the main type as it contains complete information about the product being advertised. Qualities, strength, and benefits are some information that attract the listeners to buy the product. In the data analysis, directive can be realized in the form of statements, questions, and commands.

Representative, declarative, and commissive are the other types of illocutionary acts used in these advertisements. They are used not as many as expressive and directive are used. This means that they do not play very important role in constructing an advertisement. Representative is used 14 times (16.09%) because it is only used to give the facts about something. Eventhough most of the locutions (utterances) in the advertisements are representative such as giving the strength or the quality of a product these facts function to attract or to persuade the listeners to buy the product. This means that the illocutionary act is directive.

C. Conclusions and Suggestions

Based on the data analysis, the types of illocutionary acts in ten advertisements broadcasted at radio *Sushi FM Padang* are expressive type (39 times or 44,83%), directive type (26 times or 29,89%), representative type (14 times or 16,09%), declarative type (5 times or 5,75%), and commissive type (3 times or 3,45%). Thus, the type that mostly used in advertisements broadcasted at the radio *Sushi FM Padang* is expressive while the rarely used is commissive.

This study was conducted in order to know the categories of illocutionary acts in the advertisements broadcasted at the radio station. There are several topics that can be studied about the language of advertisements. Therefore, it is suggested to the next researchers to continue this topic or make it as relevance study in order to develop better knowledge about language in advertisements.

Note: This article is written based on the Ivo Ariesty's paper under the supervision of Rusdi Noor Rosa S.S., M. Hum.

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