

TYPES OF ILLOCUTIONARY ACTS USED IN SLOGAN OF SOFT DRINK ADVERTISEMENTS IN MAGAZINES

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Abstrak

Tujuan penelitian ini menganalisa jenis-jenis tindak tutur ilokusi yang terdapat pada slogan iklan minuman ringan di dalam majalah. Bahasa iklan tidaklah sama dengan bahasa yang kita gunakan dalam kehidupan sehari-hari. Dalam makalah ini menggunakan teori yang dikemukakan oleh Yule dalam mengidentifikasi dan menganalisis jenis-jenis tindak tutur ilokusi yang digunakan di dalam slogan minuman ringan di majalah. Penulis mengumpulkan data sebanyak 30 slogan minuman ringan didalam majalah. Dari hasil analisis slogan minuman ringan di dalam majalah Penulis menyimpulkan bahwa tipe tindak tutur ilokusi yang paling banyak digunakan adalah representatif, karena dalam slogan iklan minuman ringan penutur lebih sering menyatakan dan menjelaskan kebenaran produk.

Kata Kunci: language, speech act, illocutionary acts, advertisement, slogan.

A. Introduction

Language is one of the tools of communication. In social life, people always communicate each other by using language. Language makes people interact to each other, learn something from others, get to know and understand others. Through language, people can explore what they want to say or think so others are able to understand what someone thinks. It has an important role because it explains what the speaker wants to tell to the listener whether the ideas, advices, opinion etc.

While people are communicating, they use utterances to express what they have in their mind toward the listener. In their utterances communication has attention that variability such as to invitation, to apologize, to order, to give suggestion and etc. so, it can be said that act is speech act. 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

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feeling. The way people think about what to say, the way they say about what they think, and the thing that they expect to happen about what they think and say are the chains of speech acts performance.

Speech act is an action happened through language as well gesture of body to express what someone wants to say. When someone says something in his mind to others, it has some conditions that were discussed in speech act. First, communication should have two parts, that the speaker and the listener. Speaker says what is on his mind and listeners respond to what was said by the speaker. Second, communication should have a context to discuss between speaker and listener in their utterances. Third, the utterance is focused on what the speaker expresses to listener about to praise, thank, criticize, satirize, etc. Forth, speech as an activity that in which the speaker asks listeners to does something such as to demands, to forbid, inviting etc. Fifth, speech act as a product of verbal acts in the advertisement has different purposes to the audience in their slogan.

There are some linguists proposed the theory of speech acts. According to Searle, (in Duranti, 1997:222), the action performed by producing an utterance will consist of three related acts; locutionary act, illocutionary act, and perlocutionary act. The first one is locutionary act. It is the basic act of utterance, or producing a meaningful linguistic expression. In other words, locutionary act refers to simple acts of uttering sounds, syllables, words, phrases and sentences from a language. The Second one is illocutionary act. It refers to the speakers' intentions to communicate to the listener. In other words, illocutionary act means that the speaker utters some phrases or sentences with some intentions in mind and the speaker will perform the communicative force of an utterance such as to make statements, an offer, an explanation, or for some other communicative purpose. The last one is perlocutionary acts. It is the act of creating an utterance with a function without intending it to have an effect. It means that perlocutionary act is the result of the performance the utterances.

The basic principle of illocutionary acts is to perform an act in language functions. According to Searle (1969), illocutionary act is the performance of a particular language function. He asserts that the language function is the core part of illocutionary act. This is the main reason that makes the speaker doing speak act. Moreover, from this illocutionary act, what the speaker says can be arranged completely based on the environment and the context.

Similar to Searle, Austin (in Leech, 1983) defines illocutionary act as the act of saying something. What the speaker says in the utterances represents their intention. This intention is similar to the language function as communication tool. It means that what the speaker does while he is speaking represents the meaning of his utterances. The speaker expects the listener to understand what he says. The utterance that the speaker says has particular purpose or meaning. By saying it, the speaker knows that everybody he talks to will understand about the context of his utterances.

According to Wijana (1996:18) illocutionary act is part of speech acts which has function is not only to state something but also to do something. The speech acts contain meaning, related to the speaker, listener, and context in which the speech act occurs. The illocutionary act focuses on communicative process of

a speech. According to Leech (1993:323), the emphasizing is in a kind of statements, offerings, explanations and others. Illocutionary act is related to part of the sentences that occurs in an utterance.

Besides that, Yule (1996:53) classifies the illocutionary into five types. These five types of illocutionary acts show communication functions:

1. Expressive

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's experience. In using an *expressive*, the speaker makes words fit the world (of feeling). It means that *expressive* is expression or statement related to particular psychological and emotional state that the speaker feels.

According to Leech (1993:336), the indicator of *expressive* is an attitude. In that case, Bach and Harnish (in Geis, 1995:18) state *expressive* is a kind of illocutionary acts that expresses feelings regarding the hearer or, in cases where the utterance is clearly perfunctory or formal, it also relates to the speaker's intention that his utterance satisfies a social expectation to express certain feelings and his belief. It means that *expressive* is a kind of illocutionary acts that has function to express the psychological state in the sincerity condition.

2. Declarative

Declarative is a kind of speech acts that change 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 a circumstance via words. The acts of *declarative* are approving, betting, blessing, christening, confirming, cursing, declaring, disapproving, dismissing, naming, resigning, etc.

3. Representative

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.

Then, Leech (1993:336) gives statement that the indicator of *representative* is belief such as guess, assume, and etc. It means that in analyzing representative, it relates to the belief of speaker. In that case Bach and Harnish (in Geis, 1995:18) state that *representative* is a kind of illocutionary acts that expresses the speaker's belief and his attention or desire that the hearer has or forms like a belief. It means that *representative* is kind of illocutionary acts that is based on the speaker's belief.

4. Directive

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. Therefore, Bach and Harnish (in Geis, 1995), *directive* is a kind of illocutionary act that express speaker's attitude toward some prospective action by the hearer and his intention that his utterance, or attitude can be taken as a reason for the hearer's action. It means that *directive* gives effect to the hearer based on the utterances from the speaker.

5. Commissive

Commissive is a kind of speech acts that speakers use to express their future action. They express 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.

Another opinion comes from Austin (in Duranti, 1997:224), he says that *commissives* are that commit a speaker to a course of action. *Commissive* verbs are agree, ask, offer, refuse, swear that are concerned with the speaker's commitment to future action. A *commissive* predicate is one that can be used to commit oneself or refuse to commit oneself to some further action. The subjects that are used in *commissive* are 'I' and 'we'. For example: "I promise to open the window". It means that *commissive* gives commitment for the speaker and the hearer in future life.

Advertisement has relationship with illocutionary act theory because it is made to introduce a product to costumers. It tells their massages to make the costumers interest with the product. 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. So, a big company will spend much to an advertisement for their product and what consumers get with their product. Also functions as a massage to persuade the consumer to buy or use the thing or service offered. This research tries to analyze the phenomena of language hegemony by using slogan of advertisements as a medium because slogan is a part of human language in sharing and disseminating ideas.

Kotler (2000: 578) also clarifies that advertising is any paid form nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. 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 consumers or readers' attention toward what they advertise.

Granat (2003: 3) also emphasizes that the focus of the advertisement is on the content of the message itself. Verifying the content of the message of the advertisement is an important factor to give the impact of the advertiser to the

people around him. The message has influence, not only toward the advertiser but also to the people whom the advertiser wants to communicate about the product, ideas, or company business. Direct and simple message which have “a strong phrases” or called slogan will give positive impact to the consumer. The simple words are able to communicate emotion, thought, and image toward the reader. By using the simple words, the advertiser can express the big things. But it is also comprehensive, easy to remember and interesting.

According to Ammer in Baumann and Kame’enui (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 interesting visual or writing in which it will gives a quality side of the product. Slogan has a big part of a product in advertisement it makes a big attractive attention for the costumers to the product. The consumers, who consume a product, usually know the slogan of the advertisement

According to Handayani (2005:13), the function of slogan is as message or reminder of an advertisement, so it should be relevant with the idea of the products. Therefore, it will make the consumers memorize and know the brand and the products well. However, there is no guarantee that slogan can rise the selling rate of the products because there are so many popular slogans yet ineffective in selling the products.

There is an example of slogan of soft drink advertisement in magazine. The example is as follow: “*Apapun Makanannya Minumannya Teh Botol Sosro*”. The illocutionary acts from example utterances is “expect”. The utterance impress to the consumer to drink teh botol sosro when they eat anything. According to the type of illocutionary acts, the utterance of expecting is included to the classification of *declarative*. According to Yule (1996:53) *declarative* is a kind of speech acts that change the world via utterance. The speaker has to have a special institutional role, in a specific context in order to perform a declaration appropriately. So, in a slogan, it has different goals that convince the costumer about contain in the advertisement of a product.

B. Discussions

The analysis of this paper is based on 30 data of slogan in soft drink advertisement in magazines. The analysis of data can be seen in the analysis of 10 slogans of soft drink advertisement on magazines.

Datum 1:

(fanta) : penuhi 100% vit c harianmu.

The datum above could be categorized as *commissive*. In that datum, the speaker delivers a statement to promise the reader to some future action. The utterance promised readers to meet their daily vitamin C need by drinking the product. The utterance shows the indicator of commissive is promising. The word “penuhi” could be categorized into promising. Because the speaker promises to

the reader when they drinks the product that could be completed their daily by vitamin C.

Datum 2:

(teh kembang) kesejukan dan kenikmatan rasa teh krisan alami

The type of illocutionary acts that can be found from the datum above was *representative*. The speaker provides the fact of the product in the slogan. Speaker states to the reader about the product's coolness and enjoyment of natural. This slogan could be categorized as the act of *representative*. It states about the taste of product to the reader when they drink it.

Datum 3:

(teh kotak) lebih banyak =lebih segeeeeer... 200ml +50ml, buktikan sendiri

Slogan above could be categorized into type is *commissive*. *Commissive* is a kind of speech acts that the speaker uses to commit themselves to some future actions. Because, in that slogan, the speaker promises to reader if they buy the product, they will get extra like it will give more and fresh feeling while drinking. The act of commissive in this slogan is promising that can be seen in statement "buktikan sendiri".

Datum 4:

(greenfields) liburan keluarga lebih menyenangkan dengan kebaikan susu greenfields.

The datum above could 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 vacation with the family is more enjoyable with the presence of the product. The slogan represents the producer's expectation. The speaker expects the consumers believe that their vacation will be more enjoyable with their product. The phrase in the slogan is expected to give the consumers a positive image of its product and invite them to buy it.

Datum 5:

(vit) bersih sehat segar "pesan dalam botol..."

The datum above could be categorized as *representative* because the words that are used in that utterance are completely right. The words "bersih, sehat, segar" are described the actual condition about this soft drink. The slogan above can be included into *representative* since it delivers the truth of the product. The product certainly consists of clean, health, and fresh water. The phrase "pesan dalam botol..." represents the message which is delivered by the producer. It states that bottle contains the exact product as stated in the slogan.

Datum 6:

(bear brand) rasakan khasiatnya..

This slogan could be categorized into *commissive*. The speaker delivers in the utterance that he promises about the properties contained in the product when consumers try to drink it. They will test satisfactory efficiency for the product. The slogan could be categorized as promising because inside the slogan the speaker promises the listener or reader about properties contained in the product is very satisfying for pleasure therein.

Datum 7:

(hemaviton) *Pemulih stamina, peduli kesehatan*

The slogan above could be categorized as *representative*. The speaker delivers the true information about the product. The slogan explains that by consuming the product after finishing the job or the work in daily life, the consumers who feel tired or weary can restore their stamina. Moreover, it shows that the product contains healthy ingredient. The slogan includes the act of fact in which it explains the truth about the product. The slogan convinces the listener/reader that the product can recover stamina and also maintain a healthy role in the body.

Datum 8:

(FRUIT TEA) “*Rasakan Kesegaran Berbuka Puasa Dengan Combo* Freshtea*”

The slogan above could be categorized into *directive*. The speaker delivers suggestions are the utterances that the speakers make to other persons give their opinions as to what they should or they should not do. The slogan suggests to the listener to taste freshness by fresh tea when they to take of fasting. The utterance could be categorized in act as suggestion. The speaker suggests to listener to taste the product when they are fasting and to take of the product that should be freshness.

Datum 9:

(*the botol sosro*) *hari-hari ... siang oke, malampun jadi, hari kerja, hari hura-hura... hari-hari.. the botol sosro...*

The datum above could be categorized as representative. The speaker delivers in that slogan about the true information about the product. The slogan explains about the daily activities such as during the day or the night is suitable for consuming the product. Moreover, during the working time, the product can be a good company to make the moments become even more enjoyable. In the party time, the product can make the party become more fun and happier. The slogan could be categorized into explanation since the speaker explains to consumers to consume the product during every activity. It makes them became happy. Furthermore, the speaker explains consuming the product in daily life.

Datum 10:

(vit) “*teman jalannya anak-anak gaul...*”

This slogan could be categorized as declarative because this utterance describes the real circumstances via utterance in the product itself. In this utterance, the speaker declares the information about the product. The product becomes a friend in the way of the young men spending their daily activities. This slogan consists of the act as declaring. The speaker declares the product as a friend with the youth when they do anything in their daily life.

C. Conclusions and Suggestions

Speech acts is the study about how utterance is conducted by the speaker and listener in their communication. The communication has an important role to deliver idea in mind. Illocutionary act is a kind of speech acts that emphasizes the aim of speaker when they deliver the utterances. It means that when the speaker delivers something to the listener that has certain purpose to do something for listener such as command, apologize, statement, and suggestion. Therefore, the listener can understand what the speaker delivers in the utterances.

This research is focused on the type of illocutionary acts in slogan of soft drink advertisement in magazine as object of this research. In analyzing the types of illocutionary act, it is used the theory of types of illocutionary act introduced by Yule (1996). He divides illocutionary act into five types; *expressive, declarative, representative, directive and commissive*. The illocutionary acts found from all slogans of soft drink advertisement in magazine. Among all of those types of illocutionary: *expressive, declarative, representative, directive and commissive* that the representative is mostly used in slogan of soft drink advertisement. The slogans of soft drink advertisement states the fact of the product that there are 13 data found representative used in slogan.

This research is analyzed the types of illocutionary used in slogan of soft drink advertisement in magazine. There are many types of illocutionary used in slogan but in other products. The writer hopes that this study will give contribution and become the reference for the next writers who will study more about illocutionary act or another field of linguistics. Besides, it is hoped that the next writers could investigate another slogan of advertisement from different perspective.

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