

Analysis of Locutionary, Illocutionary and Perlocutionary Speech Acts in Product Advertisements on Television

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Abstract

This speech act research aims to examine the language used in product advertisements on television. In this study, researchers used a qualitative approach and used descriptive methods. The descriptive method is used to describe the types of speech acts in product advertisements on television. The subject of this study is the product that will be shown on television, while the research object is the speech act in a product advertisement on television. Data collection techniques in this study used recording, observing, and note-taking techniques. Based on the method used, the research results obtained in the form of locutionary, illocutionary, and perlocutionary speech acts in product advertisements on television. The conclusion from the researcher is that the declarative form of locutionary speech acts in the Superstar Snaps advertisement, the illocutionary function in the form of the commissive function of the sentence form "offer" in this study is found in the Teh Pucuk Harum advertisement, while the perlocutionary speech act is in the form of a representative function in the form of the sentence "showing" in this study. This is found in the Ajinomoto advertisement.

Keywords: Advertising, Locutionary Speech Acts, Illocutionary Functions, Perlocutionary Speech Acts.



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INTRODUCTION

Language is used by humans in all acts of life and plays an important role in the survival of a society, namely as a connecting tool, as a means between individuals or members of society to interact. Language is a communication tool to convey a purpose to listeners. However, language is not only used in communication, it can also be used in promotional media for various things through attractively delivered advertisements. Yuliana et al (2013) stated that an effective and interactive communication process basically involves two parties, namely the speaker and the interlocutor receiving the information. Therefore, communication can be said to be successful if ideas or ideas can be conveyed by the speaker and received by the speech partner.

The function of language for humans is an important communication tool. One of its functions is used as a means of interaction and cooperation in community life. This can be seen when community members want to convey their thoughts, ideas, wishes and hopes. A speaker needs language as a means for speakers to understand and understand what is conveyed to achieve common goals in communicating (Violina et al., 2022).

Advertising is a form of message regarding products, services, ideas, or ideas that are shown to imagination that are encouraging, persuasive, or influencing and posted through the media, be it print media or electronic media. Advertising discourse in television media in conveying information relies on audio, visual and motion. The main advantage in advertising via television is to introduce a product, service or appeal to attract the attention of viewers to act in accordance with the wishes of conveying the message.

Speech acts are actions performed through utterances. There are three types of speech acts, namely locutionary speech acts, illocutionary speech acts, and perlocutionary speech acts. (a) a locutionary speech act is a speech act that merely states something, (b) an illocutionary speech act is a speech act to inform something and also do something as far as the situation of the speech is considered perfectly, and (c) a perlocutionary speech act is a speech act intended to influence the speech partner (Arifin et al., 2022).

These three types of speech acts can usually be found in advertising discourse. Although at first glance an advertisement is news, if a deeper study is carried out it will be found in the form of locutionary, illocutionary or perlocutionary speech acts in the advertisement. This is because one of the studies of pragmatics is language and the context of language use which explains the meaning of language (Saputra et al., 2022).

RESEARCH METHODS

The method used in this research is descriptive method. The descriptive method is used to describe the types of speech acts in product advertisements on television. The approach in this study uses a qualitative approach. (Sukardi, 2003) states that descriptive research is a research method that seeks to describe and interpret objects according to what they are. The results to be obtained from this research are in the form of description data of locutionary, illocutionary, and perlocutionary forms in product advertisements on television.

The data used in this study are speech acts in product advertisements broadcast on television. The subject of this study is the product that will be shown on television, while the research object is the speech act in a product advertisement on television. Data collection techniques in this study used recording, observing, and note-taking techniques. The recording technique is the acquisition of data by recording the use of spoken language in advertisements. Meanwhile, the listening and note-taking technique is done by listening to the recordings and then recording them to analyze speech acts and context.

RESEARCH RESULTS AND DISCUSSION

The following is a description of the discussion of the results of research on speech acts in product advertisements on television, which include locutionary speech acts, illocutionary speech acts, and perlocutionary speech acts in product advertisements on television.

1. Locutionary Speech Acts

Locutionary speech acts are speech acts with words, phrases, and sentences, according to the meaning contained in the words, phrases, and sentences themselves. A locutionary speech act is a speech act that says something in the sense of "saying" or a speech act in the form of a meaningful and understandable sentence. In a speech act, two people must be involved in the utterance, because it is impossible to carry out the utterance if it is only done by one person.

Context:

In a television show, a man tells a woman that Superstar Snaps are a chocolate-coated wafer snack that can be broken into five pieces. The girl was amazed and pleased that her favorite snack, Superstar Snaps, could indeed be broken into five pieces so easily. Not only are they easy to snap and split, Superstar Snaps are delicious.

Speech:

Boy: "New.....Superstar Snaps super yummy chocolate wafers, with five super fun snaps".

Girl: "Wow....the breaking is really fun... (Snaps, Superstar Snaps are easy to break, auto is fun...)"

If related to the speech act, the locutionary speech act contained in the context of the superstar snaps advertisement is that the speech act in the advertisement is a declarative speech act, because in the sentence Baru.....Superstar Snaps super delicious chocolate wafers, with five super exciting breaks. Yang intends to convey to partners that Superstar Snaps can now be divided by breaking the food into five pieces. In the sentence Woow....the breaking is really exciting... it is also a form of declarative locutionary sentence. Something that was conveyed was information that the snack was easy to break and divide, so it was fun to try.

2. Illocutionary Speech Acts

Commissive speech acts are part of illocutionary speech acts to encourage speakers to do something, for example offering, promising, and praying. In the advertisement for fragrant shoots tea there is data containing commissive speech acts, namely: Offering or offering.

Context:

In the Pucuk Harum advertisement, which takes place in a mountainous area, there are 3 caterpillars on a tea tree that are hunting for tea leaves. In the middle of the tea tree stalk there are 2 caterpillars, and one other caterpillar is at the bottom. The two caterpillars that were in the middle of the tea tree stalk were busy chatting about the excess tea leaves. The caterpillar that was still at the bottom became excited after hearing the excess tea leaves. So that the caterpillar at the bottom invites you to get to the top of the tea more quickly. But when he got to the top, the tea leaves had been picked by the tea farmers. So that one of the caterpillars that was on the shoot tea tree looked through and saw a shoot tea that had become a drink bottle packaging. Suddenly, 4 teenagers appeared who were engrossed in consuming the fragrant shoot tea in packaged form, and the 3 caterpillars were finally thrown into the windshield of the car.

Speech:

All : "Top shoots to shoots".

B1 : "Why does it have to be shoots, they're both tea leaves."

B2 : "Obviously it's different, the smell of the shoots. Hmmm".

B3 : "And the taste of the shoots hmmm. Yummy".

B1 : "Let's go to the top".

All : "Yahh...it's over again".

B2 : "The shoot is there".

Nr : The best tea shoots are fragrant tea leaves, the taste is just right, not too sweet, the shoots.... Fragrant bud tea, the best tea taste is in the shoots.

If related to the speech act, the illocutionary speech act contained in the context of the fragrant tea shoots advertisement is that the speech act in the advertisement is the commissive speech act of "offering". We can see the commissive illocutionary speech act that explains "offering" in B1 which is in the speech "Let's go to the shoots", in this speech it is clear that B1 offers other caterpillars to go to the tops of tea, in order to be able to get the best tea shoots.

3. Perlocutionary Speech Acts

Perlocutionary speech act is a speech act that has influence on the speech partner. Perlocutionary speech acts consist of several functions, namely:

- a. The representative function is the function that is referred to by the intent of the speech in its use to convey the truth. The perlocutionary speech act is in the form of a representative function (showing). The representative function is a function that proposes or shows something with evidence. This function is shown in the following data.

Context:

There was a mother who was thinking about what material Ajinomoto was made of. While the mother was pensive, suddenly a man appeared from the roof and explained the process of making Ajinomoto. In essence, Ajinomoto is made from natural ingredients, selected sugar cane, and goes through a fermentation process first. Anything that is cooked will be delicious if you use Ajinomoto. Ajinomoto is natural and trusted.

Speech:

Woman: What is Ajinomoto made of?

Boy: Sugarcane (suddenly a stick of sugarcane enters from the window)

Woman: Sugarcane???

Man : Hey, ma'am....Ajinomoto is made from selected sugarcane, and made using a fermentation process, you know...

Let's cook...cup cup cup Ajinomoto... Using Ajinomoto, all dishes are delicious...natural things deserve trust.

If it is related to speech acts, the perlocutionary acts contained in the context of the advertisement above refer to the representative function of "showing". Representative function is a function that proposes or shows something with evidence. The speech made by the speaker to the speech partner shows that Ajinomoto's products are made from natural ingredients, selected sugar cane.

CONCLUSION

Based on the results of research on the Analysis of Locutionary, Illocutionary, and Perlocutionary Speech Acts in Product Advertising on Television, the researcher can conclude that locutionary speech acts form declarative sentences in Superstar Snaps advertisements, in the illocutionary function in the form of a commissive function in the sentence form "offer" in this study in the Pucuk Harum Tea advertisement, while the perlocutionary speech act in the form of a representative function of the sentence form "shows" in this study is found in the Ajinomoto advertisement. Manufacturers in these product advertisements try to explain and describe the products offered through advertisements aired on television, with the hope that the products they have offered can attract consumer interest. The use of language in the form of declarative sentences is used to convince consumers of the quality of the products offered. Likewise, the commissive speech function (offering), and the representative speech function (showing) aims to attract attention to the advertised product.

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