

AN ANALYSIS OF ILLOCUTIONARY ACTS USED IN FOOD ADVERTISEMENTS ON TV COMMERCIALS

THESIS

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Demikian agar maklum dan atas kesediaan Bapak, kami ucapkan banyak terima kasih.

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Setelah diperbaiki materi dan susunannya,sesuai dengan beberapa petunjuk dan tuntunan yang diberikan dalam sidang munaqosah yang dilaksanakan pada tanggal 26 Oktober 2017 kami dapat menerima dan menyetujui hasil perbaikannya.

Demikian agar maklum adanya.

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MOTTO

“The most basic of all human needs is the need to understand and be understood. The best way to understand people is to listen them”

-Ralph Nichols

DEDICATION

This thesis is dedicated to:

My respectable Father and Mother, M.Zainuddin and Dewi Musyarofah, thanks for your love, your support, your patience, your prayer and your affection in my life.

All of my lecturers at STAIN Kediri, especially my advisor, Bahruddin, S.S., M.Pd. and Moh. Muhyiddin, M. Pd. A million of thanks I appreciate for all of your advice and suggestion to make my thesis better.

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At last, the writer can only wish that the result of the study would be valuable and useful, especially for the writer and for all readers generally. *Amien.*

Kediri, 28 September 2017

The Writer

ABSTRACT

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Keywords: *Illocutionary Act, Language Purpose, Food Advertisement*

The language used in advertisement is simple, purposeful, and rich language style that influence the reader. Advertisements consist of three components, such as: text, image, and organization. The purpose of the advertisement is to persuade someone in order to follow the message delivered by the advertisement. Although the language is simple, but it has great meaning which is understood by the reader.

The research is intended to find out kinds of illocutionary act are found in food advrtisements on the TV commercials and the function of illocutionary act in food advertisement on the TV commercials. The research method used in this study is descriptive qualitative. This research uses some food advertisements on TV commercials which have illocutionary act to be analyzed as the data. The researcher shows some illocutions which have meaningful message in the advertisements. Then, the illocutions are analyzed based on their kind of illocution and utterance, according to Searle’s theory of illocutionary act and the functions of illocutionary act by leech’s theory

The result of this research shows that food advertisements in the TV commercials have many kind of illocution. The sentence kind that are used to realise the illocutionary acts are representative, commissive, directive, and declarative sentence. The researcher find many kind of illocutionary acts which have meaningful message. There are 11 representatives, 1 commissives, 1 directives, 2 declaratives. And find some functions of illocutionary act that are 6 convivial and 9 collaborative. This research is expected to give some knowledge or information to people about the product, especially the customers. Knowing the mean and message of the advertisement, help them to be critical an choosing food product which appropriate in their life.

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DAFTAR KONSULTASI

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