

ABSTRACT

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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 advertisements 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 the TV commercials which have many discourse and utterance to be analyzed as the data. The researcher shows some illocutions which have meaningful message in the advertisement. Then, the illocutions are analyzed based on their kind of illocution and utterance, according to Searle's theory of speech act.

The result of this research shows that food advertisements on the TV commercials have many kinds of illocution. The sentence kind that are used to realize the illocutionary acts are representative, commissive, directive, and declarative sentence. The researcher found many kind of illocutionary acts which have meaningful message. There are 11 representatives, 4 commissives, 3 directives, and 2 declaratives. This research is expected to give some knowledges or information to people about the product, especially the customers. Knowing the meaning and message in the advertisement can help them to be more critical in choosing food product which appropriate in their life.