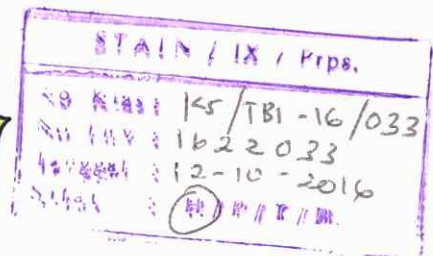


MILIK PERPUSTAKAAN
STAIN KEDIRI

**ILLOCUTIONARY ACTS USED IN “U Mild”
CIGARETTE ADVERTISEMENTS**

THESIS

Presented to
State College for Islamic Studies (STAIN) Kediri
in Partial Fulfillment of the Requirements
For the Degree of Sarjana in English Language Education



By :

ALI MURTADHO
9322.010.12

**ENGLISH DEPARTMENT
FACULTY OF EDUCATION
STATE COLLEGE FOR ISLAMIC STUDIES
(STAIN) KEDIRI
2016**

APPROVAL PAGE

This is to certify that *The Sarjana's Thesis* of Ali Murtadho has been approved by the Thesis Advisors for further approval by the board of examiners.

ALI MURTADHO

9322 010 12

Kediri, June 09th, 2016

Approved by:

Advisor I



H. Burhanudin Syaifulloh, M.Ed.

NIP. 19790620 200912 1 001

Advisor II



Chothibul Umam, M.Pd.

NIP. 19791022 200912 1 002

NOTA KONSULTAN

Kediri, 09 Juni 2016

Nomor :
Lampiran : 4 (empat) berkas
Hal : Bimbingan Skripsi

Kepada
Bapak Ketua Sekolah Tinggi
Agama Islam Negeri (STAIN) Kediri
Di
Jl. Sunan Ampel No. 07 Ngronggo Kediri

Assalamu'alaikum Wr. Wb.

Memenuhi permintaan Bapak Ketua untuk membimbing penyusunan skripsi mahasiswa tersebut di bawah ini:

Nama : Ali Murtadho
NIM : 9322 010 12
Judul : ILLOCUTIONARY ACTS USED IN "U Mild" CIGARETTE
ADVERTISEMENTS

Setelah diperbaiki materi dan susunannya, kami berpendapat bahwa skripsinya telah memenuhi syarat sebagai kelengkapan ujian akhir Sarjana Strata Satu (S-1).

Bersama ini terlampir satu berkas naskah skripsinya, dengan harapan dalam waktu yang telah ditentukan dapat diajukan dalam Sidang Munaqosah.

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

Wassalamu'alaikum Wr. Wb.

Advisor I



H. Burhanudin Syaifulloh, M.Ed.
NIP. 19790620 200912 1 001

Advisor II



Choithibul Umam M.Pd.
NIP. 19791022 200912 1 002

NOTA PEMBIMBING

Kediri, 27 Juni 2016

Nomor :
Lampiran : 4 (empat) berkas
Hal : Penyerahan Skripsi

Kepada,
Yth, Bapak Ketua
Sekolah Tinggi Agama Islam Negeri
(STAIN) Kediri Di
Jl. Sunan Ampel No. 07 Ngronggo Kediri

Assalamu'alaikum Wr. Wb.

Bersama ini kami kirimkan berkas Dkripsi mahasiswa:

Nama : Ali Murtadho
NIM : 9322 010 12
Judul : ILLOCUTIONARY ACTS USED IN "U Mild" CIGARETTE
ADVERTISEMENTS

Setelah diperbaiki materi dan susunannya, sesuai dengan beberapa petunjuk dan tuntunan yang diberikan dalam Sidang Munaqosah yang dilaksanakan tanggal 21 Juni 2016, kami dapat menerima dan menyetujui hasil perbaikannya.

Demikian agar dijadikan makmul dan atas perhatian Bapak kami ucapkan banyak terima kasih.

Wassalamu'alaikum Wr. Wb.

Advisor I

Advisor II



H. Burhanudin Saifulloh, M.Ed
NIP. 19790620 200912 1 001



Chotibul Umam, M.Pd
NIP. 19791022 200912 1 002

RATIFICATION SHEET

ILLOCUTIONARY ACTS USED IN "U Mild" CIGARETTE

ADVERTISEMENTS

ALI MURTADHO

9322 010 12

Has been examined by the Board of Examiners of State Collage for Islamic

Studies (STAIN) Kediri on June 27th, 2016

1. Main Examiner

Mohammad Muhyidin, M.Pd

NIP. 19801226 200912 1 004



2. Examiner I

H. Burhanudin Syaifulloh, M.Ed.

NIP. 19790620 200912 1 001



3. Examiner II

Chothibul Umam, M.Pd

NIP. 19791022 200912 1 002

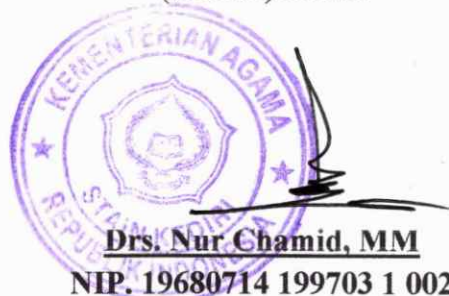


Kediri, June 13th, 2016

Acknowledged by

Principal of State Collage for Islamic Studies

(STAIN) Kediri



Drs. Nur Chamid, MM
NIP. 19680714 199703 1 002

MOTTO

من عرف لغة قوم سلم من كتمانهم

*“Who knows the other language of clans,
he saved from their deceits”*

(KH. Nurul Huda Djazuli)

DEDICATION

This thesis is dedicated to:

- ❖ Allah SWT who gives me so much miracles and my beloved Idol Prophet Muhammad SAW who guides me to be best people in the world.
- ❖ For all of the founder of Al Falah Islamic College: KH. A. Djazuli Utsman , Nyai. Hj, Rodliyah Djazuli, KH. Chamiam Djazuli (Gus Miek), K. Munif Djazuli, and KH. Mahtud Siraj, may Allah make me good people, clever person from their blessing of their praying.
- ❖ For all Masayikh of Al Falah Islamic College: KH. Ahmad Zainuddin Djazuli, KH. Ahmad Nurul Huda Djazuli, KH. Fuad Mun'im Djazuli, Hj. Lailatul Badriyah Djazuli, Hj. Jumi'ati, especially Agus H. Fahim Ruyyani, who always educate and pray to me. Without them I am nothing. Cause of them I become people that do something based knowledge and be bookishness to do.
- ❖ My beloved family: Father (H. Thohari Irsyad), Mother (Hj. Siti Khoiriyah), Big Brother (Ahib Bastoni Anas), Little Sister (Ulvi Roya Rohmatika), Little Brother (M. Khafidz Alkhazami), Niece (MAS Wahid Mukhtar), Nephew (Azimah Tamarin), who have given me all of their love, life, time, and everything to support and fulfill all of my need so I can finish this thesis soon. Thanks for your praying to me.
- ❖ My sincerely advisors, H. Burhanudin Syaifulloh S.Ed. and Chothibul Umam, M.Pd. great thanks I appreciate for all of your suggestions to make my thesis better.

- ❖ For all of my lecturers in Al Falah Ploso Islamic College and in English Department who has given me all knowledge and guided me to have many experiences in education.
- ❖ All my friends in same semester and my entire friend in Al Falah Ploso Kediri Islamic College especially Oryza Sativa generation. Thanks for coloring in my life.

ACKNOWLEDGEMENTS

Alhamdulillah, I pray to Allah, the almighty, beneficent and merciful who has given great blessing and guidance, so that I can finish this thesis. Without his grace, this thesis cannot finish on time successfully. Peace and blessing be upon most beloved prophet, Muhammad SAW who guides us from the darkness to the brightness.

This thesis has been completed with the help of Allah. The only God is in this world. The aim of this study is to know about the Illocutionary Acts Used In *U Mild* Cigarette Advertisement. I would like to dedicate my gratitude to the principle of STAIN Kediri, Drs. Nur Chamid, MM and especially to my advisors: H. Burhanudin Syaifulloh, M.Ed. and Chothibul Umam, M.Pd. who have pleasantly and patiently guided me to finish this thesis. Then, and all of staff.

The writer realizes that this thesis still has faulty and mistake. Because of that, the writer hopes to all of the readers in order to give some advices and critics to be better for further researcher. The last, the writer just only wishes that the result of the study will be valuable and useful especially for the writer and for all readers generally. Amin.

Kediri, June 10th 2016

The Writer

ABSTRACT

Murtadho, Ali, 2016. *Illocutionary Acts Used in "U Mild" Cigarette Advertisements*, Thesis, English Department Faculty of Education State College for Islamic Studies (STAIN) Kediri. Advisors (1) H. Burhanudin Syaifulloh, M.Ed. (2) Choitibul Umam, M.Pd.

Key words: Illocutionary Act, Cigarette Advertisement, *U Mild*

Illocutionary act is the basic unit of human linguistic communication. The researcher analyzed the illocutionary acts used in *U Mild* cigarette advertisements because the advertisement utterance can be investigated by illocution theory. This research is intended to find out what the types, social functions, and forms of illocutionary acts and also to find out how the illocutionary acts used viewed from IFIDs and felicity condition.

The research method used in this research is descriptive qualitative. This research uses *U Mild* cigarette advertisement which has 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 kinds, social functions, forms of the utterance, felicity condition, and IFIDs.

The result of this research shows that *U Mild* cigarette advertisements have many social functions. The researcher finds many kinds of illocutionary acts which have meaningful message. There 5 directives, 1 assertive, 1 commissive, 1 declarative. Based on the forms of illocutions found 4 data in declarative forms and also 4 data in imperative forms. Based on social function found 3 commands, *i* declare, *i* assume, *i* request, *i* suggestion, and *i* commit. The kind of illocutionary acts most used in the advertisement is directive because the speaker shows his utterance with direct sentence. Felicity condition and IFIDs are the method to know deeply the illocutionary acts of advertisement utterance. It means that the advertiser use them to know the condition between advertiser's utterance and addressers how the advertisement successfully is. So, the advertisement influences the hearers to join what speaker shows in his language utterance of advertisement. Based on felicity condition, in this utterance of research found 4 felicity conditions for command, 2 for promise, 1 for suggestion, and 1 for declaration. Based on IFIDs, the word order of this utterance use command, suggestion, statement, assumes, and commit sentence.

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