

CHAPTER I

INTRODUCTION

This chapter presents some aspects related to the topic studied. It consists of background of the research, research problem, objective of the research, significance of the research, scope and limitation of the research, and the definition of key term.

A. Background of the Research

Human being is connected through language; a human communication device to communicate each other. In their life, people need to interact with others since they cannot live by themselves. Wardaugh states that "Language allows people to say things to each other and expresses communicate needs".¹ In short, language is constantly used by human in their daily life as a mean of communication.²

Language is the main instrument of communication; it cannot be separated from human being. When people communicate with others, they produce speech acts. Austin says that speech act is defined as action performed in saying something. Speech act shows what people think and what people say about their feeling.³

¹ Ronald Wardaugh, *An Introduction to Sociolinguistics* (UK: Blackwell Publisher Lt, 1992), 8

² S. Pit. Corder, *Introduction Applied Linguistic*. (Baltimore Penguin Book 1977), 32

³ Riska Yuliani, *Types of Illocutionary Act Used in Slogan of Home Appliance Advertisement*, (FBS Universitas Negeri Padang) 2013

According to Searle, speech acts are divided into three parts. They are locutionary acts, illocutionary acts, and perlocutionary acts. First, locutionary act means performing the act of saying something. The purpose of locutionary act is just to inform the reader or hearer. Second, illocutionary act means that performing an act of doing. The last one is perlocutionary act. It means the act of affecting someone.⁴

Illocutionary act is the act of saying, which is committed with the intend of speaker by uttering sentences, such as asking, stating, questioning promoting, ordering, apologizing, threatening and questioning. In this case, a person is not just saying something but also doing something in the conditions is met in future.

Illocutionary act is the basic unit of human linguistic communication. Types of illocutionary are realized in the syntax of a natural language such as English. In the speech act theory, the illocution is the focus of attention. Certain minimum requirements must be met if an illocution is to be successful. The illocutionary speech act is communicatively successful only if the hearer recognizes the speaker's illocutionary intention.⁵ These intentions are essentially communicative because the fulfillment of illocutionary intentions consists in hearer's understanding.

From explanation above, it can be concluded that speech act is the act performed by somebody before they communicate. In every speech act, we can distinguish three acts. What is said, the utterance can be called the locutionary

⁴ John R. Searle, *Speech Act: An Essay in the Philosophy of Languages* (Cambridge: Cambridge University Press, 1982), 21

⁵ Hans Madsen Pedersen, *Speech acts and Agents: A semantic Analysis* (Lyngby: IMM, 2002), 2.

act. The speaker intention to communicate to addressee is the illocutionary act. The message that the addressee gets, his interpretation of what the speaker says, is the perlocutinary act.

Language has many different purposes to use, such as language for teaching, language for writing (literary), language for communication, language for advertisement, etc. The use of language in advertising has many advantages for both of producer as writer and consumer as hearer or reader. In another opportunity language is used to convey a message. It means that the use of language in advertisement must be very savvy users of language.⁶ The vitally important to convey specific message with the intention of influencing people in advertisement must use good language choice.

Advertisement is a tool of promoting certain products and services to attract the consumer's interest. To make it more convincing, advertisers realize almost totally on the use of language. Commonly, advertisers often use the persuasive expression to persuade and to get attention of audience. By having a good persuasion, advertisers can persuade the consumers to agree with their opinion, idea, or information.

The language of advertisement is not different from other common language used in daily life. In fact, language has attractive power to persuade everyone who reads or sees the advertisement.⁷ In our daily life, we usually see the advertisement in televisions, magazines, or newspapers. Most of products

⁶ Department of Linguistic, *Language Files: Material for An Introduction to Language and Linguistic 11th edition* (California: Ohio State University Press, 2011), 657

⁷ S. M. Jafari & T. Mahadi "The Language of Advertisement", *volume 4* (International Journal of English and Literature, Dec 2014), 10

that are promoted in advertisement become familiar in the society. Moreover, the language of advertisements can motivate their consumers to buy or join with what they promote.

One kind of advertisement that consists in any media is cigarette advertisement. In presenting the advertisements of cigarette, the advertisers have to create an interesting language to hearer or listener's attention as the target of its target market. From the interesting language of advertisement, the consumers can remember their products moreover doing something based on the language above. So, except advertiser makes the hearer or listener be happy or consumes their product, the hearer acts what the language of advertisement is.

From any cigarette advertisement that include interesting language is *U Mild*. *U mild* cigarette is a product of *Sampoerna Tbk* which has large share in Indonesia especially for the young consumers. In *U Mild* cigarette the advertiser shows the interesting language such as "*Cowok tau kapan harus bohong*". The use of illocutionary acts theory to be discussed in this research not others one such as locution and per locution, because in *U Mild* cigarette advertisements conducting the utterance of illocutionary acts such as expressive, commissive. It can be understood by illocutionary acts theory. So, it is interesting to the viewer for understanding what the utterance from illocutionary acts that consist in the language.

B. Research problem

Based on the background of research above, the researcher wants to analyze:

1. What are the types, social functions, and forms of illocutionary acts used in *U Mild* cigarette advertisements?
2. How are illocutionary acts used in *U Mild* cigarette advertisements viewed from IFIDs and felicity condition?

C. Objective of The Research

The objective in this research based on the problem is to investigate

1. Types, social functions, and forms of illocutionary acts used in *U Mild* cigarette advertisements.
2. Use of illocutionary acts in *U Mild* cigarette advertisements viewed from IFIDs and felicity condition.

D. Significance of The Research

Numerous researches on the investigation of illocutionary acts have been emerging through the years. Those researches also give some contributions to the educational system like other previous studies. This research also contributes to the field of discourse analysis. The important point of this research is to know the mean and message of advertisement, and which one the language of advertisement categorized. The finding of this study can be served as input to teaching and learning in English language education,

especially in teaching reading and linguistic study based on the level of student's ability in understanding illocutionary acts in advertisement.

E. Scope and Limitation of The Research

The objects of this research are cigarette advertisements in television that focuses in *U Mild* cigarette advertisements in edition "*Kode Cowok*". It is downloaded at www.youtube.com, which has several illocutionary acts in that advertisement. In the cigarette advertisements, the researcher focuses to discuss kinds of illocutionary acts, social function, form of illocutionary acts, IFIDs and felicity condition of illocutionary acts which used by the advertiser.

F. Definition of Key Terms

The researcher provides the meaning of every word that he writes in his research to guide the researcher and reader understanding the research. In this research the definitions of key terms are:

1. Speech Act

Speech act is words that do something. It implies that word can bring some action when the speaker utters it.⁸ The speaker expects that the hearer will recognize on communication intention.

2. Illocutionary Act

An illocutionary act is an act which appears by saying something.

In other word when the speaker utters a sentence, there is another meaning

⁸ Nancy H Hansberger & Sandra Iee Mckay, *Sociolinguistics and language Teaching* (Cambridge University: USA, 1996), 385

lying under it.⁹ The possible meaning that lay in the speaker's utterance are assertive, directive, commissive, expressive, and declarative.

3. Cigarette Advertisement

Cigarette advertisement is one of several advertisements which there are in any places of advertising that competes to get some consumers through the interesting word, phrase or sentence of language advertisement.

4. *U Mild*

U Mild was launched in 2005 as part of *Sampoerna's* LTLN (Low Tar Low Nicotine) portfolio along with *A Mild*. *U Mild* has seen continued growth in sales volume since it was launched.¹⁰

⁹ Hans Madsen Pedersen, *Speech Acts and Agents: A Semantic Analysis* (Lyngby: IMM, 2002), 7.

¹⁰ http://www.sampoerna.com/id_id/our_products/pages/our_brands.aspx