

MILIK PERPUSTAKAAN
STAIN KEDIRI

**AN ANALYSIS OF ILLOCUTIONARY ACTS USED IN
BEVERAGE ADVERTISEMENTS IN THE INTERNET MEDIA**

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



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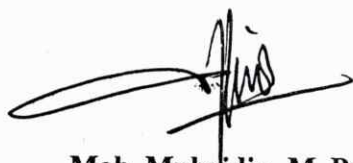
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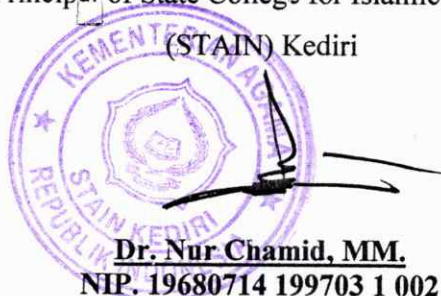
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Bersama ini terlampir satu berkas naskah skripsinya, dengan harapan dalam waktu yang telah ditentukan dapat diajukan dalam Sidang Munaqosah.

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

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Demikian agar maklum adanya.

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MOTTO

"dream is our key to hold the world!"

DEDICATION

This thesis is dedicated to:

My beloved Parents,

My respectable Mother, Mahsus hidayati,

and my respectable Father, M. Mufid,

for always giving motivation and pray.

My friends Shohibul Fahmi and M. Abdul Aziz

who has made me strong to do this life.

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and accompany to finish this thesis

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I wish that Allah SWT

give a merciful and His blessing for them.

Amin

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This thesis by the title “An Analysis of Illocutionary Acts Used in beverage Advertisements in Internet Media” is completed to know about illocutionary acts used in beverage advertisements in internet media. It is used to know the deep meaning and kind of illocution utterances on the beverage advertisement. In this occasion, the writer would like to dedicate great gratitude to all of people who have helped to finish this thesis. Therefore, the writer dedicates great gratitude to:

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The writer realizes that this thesis is far from perfect. Therefore, the writer will receive any suggestion and critic to make this thesis better. Finally, with all of lacking and mistake, the writer hopes this thesis be useful for all people. Amin.

Kediri, 30 Juni 2016

The Writer

ABSTRACT

Amirulah, Mufleh Alfi, 2016. "*An Analysis of Illocutionary Acts Used in Beverage Advertisements in Internet Media*", Thesis, Tarbiyah, English Department, The State College for Islamic Studies of Kediri, Advisors: (1) Moh Muhyidin, M. Pd (2) Erna Nur Kholida, M.Pd.

Key words: *Illocutionary Act, Language Purpose, beverage Advertisement*

The language used in advertisement is simple, purposeful, and rich language style that influences 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, to buy and drink it. Although the language is simple, but it has great meaning which is understood by the reader.

This research is intended to find out kinds of illocutionary act are found in beverage advertisement in the internet media and how illocutionary acts is used in beverage advertisements in the internet media. Illocutionary acts is the focus of attention. The research method used in this research is descriptive qualitative. This research uses some beverage advertisements in the internet media which have many discourse and utterance to be analyzed as the data. The reseacher shows some illocutions which have meaningful message in the advertisement. Then, the illocutions are analyzed based on their kind of illocution and utterances, according to Searle's theory of speech act.

The result of this research shows that beverage advertisements in the internet media have many kind of illocution. The sentence kind that are used to realise the illocutionary acts are directive, commissive, representative, and declarative sentence. The researcher finds many kind of illocutionary acts which have meaningful message. There are 9 directives, 6 commissives, 3 representative, 11 declarative. This research is expected to give some knowledge or information to people about the product, especially the customers. Knowing the mean and message of advertisement, help them to be critical on choosing beverage product which appropriate in their life.

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