# CHAPTER 1
## INTRODUCTION

This chapter presents some aspects which 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 terms.

## A. Background of Study

Language is important part of our life, it gives words to our thoughts, voice to our ideas and our feeling. One of them is as a tool of communication. It means that people can not interact with another people to get or share some information without language. So, language is a role of communication.[1]

According to Searle, all expressions of language must be viewed as acts. It means that if we want to give some information to people we can use our body language to make them believe to us. He distinguished three kinds of action within each utterances. First, there is the locution, the physical act of producing an utterance. Second, there is the illlocution, the act which is committed by producing an utterance: by uttering a promise, a promise is made; by uttering a threat, a threat is made. Third, there is the perlocution, the production of an effect through locution and illocution.[2] Speech act theory concerns the pragmatics of human language, i.e. how language actually is used by humans is our daily lifes.[3]

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[1]Department of Linguistic, *Language Files: Material for An Introduction to Language and Linguistics 11th edition* (California: Ohio State University Press, 2011), 2-3.

[2]Jan Renkema, *Discourse studies: an introductory text book* (Amsterdam: John Banjamines Publishing Company, 1993), 22.

[3]Hans Madsen Pedersen, *Speech Acts and Agents: A Semantic Analysis* (Lyngby: IMM, 2002), 2.

The basic unit of human linguistic communication is the illocutionary act. Illocutionary types 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.[4] The illocutionary speech act is communicatively successful only if the speaker's illocutionary intention is recognized by the hearer. These intentions are essentially communicative because the fulfillment of illocutionary intentions consists in hearer's understanding. Not only are such intentions reflexive. Their fulfillment consists in their recognition.[5]

Advertising is as old as civilization and has been used as the means of communication the goods and services to the society. Advertising is an important tool of promotion that can create wonders with beautiful words to sell product, service and also ideas.[6] In other words, it is used to remember the name and to persuade the audience to buy the product or to use the service. So we need good communication in advertisement. In communication, there are the speaker, message or information and the hearer. In giving information, we use language to make the hearer or the reader understand our information to them. The way of someone convinces and influences the hearer can be studied in speech act theory.

Advertising found in many medias, such on television, radio, newspapers, and internet. Internet advertising, on the other hand, is based on relatively few channels that coalesce to bring forth a maximized target customer. Advertisers can

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[4]ibid., 23.
[5]Bach, K & Harnish, R. M, *Linguistic communication and speech acts* (Cambridge, MS: MIT Progress, 1979), 15.
[6]R. R. Khan, S. R. Kamble, Rita Khatri, *Advertising* (Institute of Distance and Open Learning, University of Mumbai, 2011), 13.

quickly benefit from changing advertising scripts, from the possibility of better segmenting their market, and from relatively low costs. Internet is the world's most powerful media advertising for two main reasons: First, almost every home has continuous access to the Internet. Second, the Internet has a daily audience that is greater than the sum of the entire historical audience of traditional media. Internet advertising helps to market products and services through interactive and colorful catalogs and provides audience with current and available information. It also allows them to make both local and international purchases.[7]

In this research, the writer is interested to discuss illocutionary act in beverage advertisements in internet media. Illocutionary acts can be uttered through representative, commisive, directives, expressive and declaration acts. It means when the speaker says something there are illocutionary acts in his/her utterances. For example when a speaker says a declarative utterance in her advertisement of their product, it does not mean that she just tells information or informs something seems in the syntactic form of that utterance. Mostly, we do not just produce well-formed utterances with no purpose. We form an utterance with some kind of function in mind. This is the illocutionary act. It is the focus or the point of speech act theory.

The illocutionary context indicates knowledge about the social situation in which the speech act is performed, like location, time, belief, intentions, etc. It is the reason or goals of the speech act. So the researcher choose illocutionary act in beverage advertisement in internet media because today many people busy with

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[7]Tchai Tavor, "Online Advertising Development And Their Economic Effectiveness", *Australian Journal of Business and Management Research*, 6 (September 2011), 121.

their activities. They want to consume instant beverage because more simple and practical, but do not think more about the purpose of beverage advertisement. They just look the image looks delicious, but do not think about the utterances. Most of them are persuaded by the beverage advertisement. When the text is formed in visual such internet, it is more complicated for the reader to understand the message clearly because they can not see the action of the models or other in the scene. In internet, the beverage advertisement is so many and they all compete to persuade consumers. People can order from internet without go to super market, because they have internet connected in their home.

So it makes them interest. Study on illocutionary acts has been done by several researchers, for example Ivo Ariesty W (2013) who focused on the illocutionary acts used in advertisements broadcasted at radio station in Padang. Mohammad Ridho Alsri (2013) who focused on the illocutionary acts used in slogan of food advertisements in internet media. Irta Fitriana (2007) who focused on the speech act analysis of xl bebas advertisements in pulsa tabloid. Rizky Aldiyansyah (2014) focused on an analysis of illocutionary acts on Joko Widodo's speeches. Laili Susiani (2010) who focused on the speech act analysis on the language of advertisements purpose in the Jakarta Post.

In previous study, researcher research advertisements in broadcasted at radio station, on Jokowi's speech, on Jakarta Post advertisement, pulsa tabloid and slogan of food advertisements in internet media. It is different with my research in internet media, because in radio and magazine or tabloid, it is traditional media. In radio, people can not see the advertisement, so it is not interesting. In magazine or

tabloid, not all people interest in reading and not all of them buy the magazine. In internet media, it has become a major source of information of consumption, and to some extents, has replaced old media such as the radio, television and the newspaper. The main advantages of the internet include its mass availability and its almost instant access to current information.

Based on the background of study and explanation above, the writer is interested in writing thesis about "An Analysis of Illocutionary Acts Used in beverage Advertisements in Internet Media".

## B. Research Question

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

a. What kinds of illocutionary act are found in beverage advertisement in the internet media?

b. How is illocutionary acts used in beverage advertisements in the internet media?

## C. Objective of the Research

The objective of this research based on the problem that is

- To know kinds of illocutionary act are found in beverage advertisement in the internet media

- To know how illocutionary acts used in beverage advertisements in the internet media.

**D. Significance of the Research**

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. So, they are not always persuaded by advertisement than followed it without understand first. But, they share the advertisement in order to identifying it to be clear and understand the message to buy something in good chooses. The finding of this study can be served as input to teaching and learning the English language education, especially in linguistics study based on the level of the student's ability in understanding illocution in advertisement.

**E. Scope and Limitation of The Research**

The object of advertisement is large. In doing this research, the writer relates how the advertisement persuades the consumer by using illocutionary act. As the object of the study, the writer chooses beverage advertisement from internet media in the http://idjabunta.com accessed on March 10th, 2016 and http://trendhunter. com accessed on March 10th, 2016. In internet media, because this webs more complete and many choices of advertisements. The writer focuses to discuss illocutionay act which used by advertisers in their advertisement. The illocotion is the focus of attention, Searle categories illocotion act into 5:

a. Declarative (decree, declaration)

Declaratives entail the occurrence of an action in themselves.[8] Declarative is a kind syntactic forms of illocutionary act which give information about something.

b. Directive

Directives are attempts to get the listener to do something, and express the speakers wish, desire or intention that hearer perform some action.[9]

c. Expressive

Expressive is to express the psychological state specified in the sincerity condition about a state of affairs specified in the propositional content.[10] Expressives are expression of feelings and attitudes. Expressives express the speakers attitude to a certain state in the propositional content.

d. Representative/assertive

Representative is to commit the speaker to something being the case, in other words it is an utterance in which the speaker fits his words to the world and which incorporates his belief.[11]

e. Commisive

Commisive is concerned with altering the world to match the words, to commit the speaker himself to acting and it necessarily involves

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[8] Hans Madsen Pedersen, *Speech Acts and Agents: A Semantic Analysis* (Lyngby: IMM. 2002), 9.
[9] Hans Madsen Pedersen, *Speech Acts and Agents: A Semantic Analysis* (Lyngby: IMM. 2002), 9.
[10] Malcolm Coulthard, *An Introduction to Discourse Analysis 2nd edition* (London: Longman, 1985), 24.
[11] Malcolm Coulthard, *An Introduction to Discourse Analysis 2nd edition* (London: Longman, 1985), 24.

intention.[12] They commit the speaker to some future course of action. The speaker expresses the desire or intention that he will do some action.

## F. Definion of Key Terms

The researcher provide about the meaning of every word to guide the researcher and the reader on understanding the research. In this research the definition of key terms are:

1. Speech Act

   Actions performed via utterances (apology, complaint, compliment, etc). The speaker expects that his/her communicative intention will be recognized by the hearer.

2. Illocutionary Act

   The intended meaning of the utterance by the speaker, i.e, the illocutionary point.[13] The illocution serves as a prerequisite for the achievent of the intended perlocution.

3. Beverage Advertisement

   "Advertising is found around us: in newspapers, in magazines, on billboards along the streets, on television, in radio, in means of public transport and any place the sponsor pays to distribute their message.[14] Beverage advertisement is the promotion beverage products through a variety of media. This advertisement causes people either to consume beverage more.

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[12]Ibid.

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

[14]Jana Lapsanska, *The Language Of Advertising With The Concentration On The Linguistic Means And The Analysis Of Advertising Slogans* (Bratislava: Universitas Comeniana, 2006), 13.

4. Internet media

When two computers are connected over the Internet, people can send and receive all kinds of information such as text, graphics, voice, video, advertisement, etc. Internet media types are often used as part of a communication between two applications (the *source* and *destination*).