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

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Presented to
State College for Islamic Studies
in Partial Fulfillment of the Requirements
for the Degree of Sarjana in English Language Education



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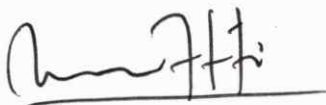
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Setelah diperbaiki materi dan susunannya, kami berpendapat bahwa skripsinya telah memenuhi syarat sebagai kelengkapan ujian akhir Sarjana Strata Satu (S-1).

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 dan Ibu, kami ucapkan banyak terima kasih.

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Setelah diperbaiki materi dan susunannya, sesuai dengan beberapa petunjuk dan tuntunan yang diberikan dalam sidang munaqosah yang dilaksanakan pada tanggal 8 Juni 2015 kami dapat menerima dan menyetujui hasil perbaikannya.

Demikian agar maklum adanya.

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MOTTO

***"Intelligence is not the measurement, but intelligence
support all!"***

DEDICATION

This thesis is dedicated to:

My beloved Parents,

My respectable Mother, Rusmi, and my respectable Father, M.Toha,

for always giving motivation and pray.

My beloved sister Binti Isromah and Siti Nur Hamidah

who always give me spirit in daily life.

All my lecturers in STAIN Kediri,

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My beloved soul mate who always keep my spirit and

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the English Department program.

All my brother and sister

who can not be mention one by one.

I wish that Allah SWT

give a merciful and His blessing for them.

Amin

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All the praise are always due to Allah, The Lord of the world and His mercies and blessings who always blesses us wherever and whenever we are. The highest greeting is also always delivered to our beloved Prophet Muhammad SAW who has guided us from the darkness to the lightness namely Islamic religion.

This thesis by the title "An Analysis of Illocutionary Acts Used in Food Advertisements in Internet Media" is completed to know about illocutionary acts used in food advertisements in internet media. It is used to know the deep meaning and social function of utterances on the food 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:

1. The chief of STAIN Kediri, Drs. Nur Chamid, MM., the chief of Faculty of Education, Dr. H. Ali Anwar, M.Ag., and also Dra. Nurul Ain, M.Pd. who is the chief of English Department of STAIN KEDIRI.
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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, 25 Mei 2015

The Writer

ABSTRACT

Kholifah, Siti, 2015. *"An Analysis of Illocutionary Acts Used in Food Advertisements in Internet Media"*, Thesis, Tarbiyah, English Department, The State College for Islamic Studies of Kediri, Advisors: (1) Nur Afifi, M.App.Ling (2) Drs. H. Nur Akhlis, M.Pd.

Key words: *Illocutionary Act, Language Purpose, Food 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 to consume it. Although the language is simple, but it has great meaning which is understood by the reader. This research is intended to find out how illocutionary acts is used in food 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 food 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 social functions and the form of the utterances according to Searle's theory of speech act, felicity condition, and IFIDs.

The result of this research shows that food advertisements in internet media have many social functions. The researcher finds many kind of illocutionary acts which have meaningful message. There are 6 directives, 2 commissives, 1 representative, 1 declarative. The illocutions are in the form of declarative form, imperative form and interrogative form. Based on social function of illocutionary acts, this study found 3 askings, 3 commanding, 1 offering, 1 assuming, 1 threatening, 1 declaration, 1 requesting. Asking, commanding and requesting are kind of directive which are most found. The sentence types that are used to realise the illocutionary acts are statement, request, command, question, and imperative sentence.

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