

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 expression to our feeling. One of them is as a tool of communication. It means that people cannot interact with another people to get or share some information without language. So, language is a role of communication.¹

According to Austin, all expressions of language must be viewed as acts. 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 illocution, 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 in our daily life's.³

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

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

³Hans 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

Language used in many different purposes, such as: language for teaching, language for writing (literary), language for communication, language for advertisement, etc. Language used in advertising is useful to consumer as well. At one level or another, language is used to convey a message. Means that advertisement must be very savvy users of language.⁶ The choice of language to convey specific messages with the intention of influencing people is vitally important.

Advertising is as old as civilization and has been used as the means of communication to buy and sell the goods and services to the society. Advertising is an important tool of promotion that can create wonders with

⁴ibid., 23.

⁵Bach, K & Harnish, R. M, *Linguistic communication and speech acts* (Cambridge, MS: MIT Press, 1979), 15.

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

beautiful words to sell product, service and also ideas.⁷ 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 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.⁸

In this research, the writer is interested to discuss illocutionary act in food advertisements in internet media. Illocutionary acts can be uttered through

⁷R. R. Khan, S. R. Kamble, Rita Khatri, *Advertising* (Institute of Distance and Open Learning, University of Mumbai, 2011), 13.

⁸Tchai Tavor, "Online Advertising Development And Their Economic Effectiveness", *Australian Journal of Business and Management Research*, 6 (September 2011), 121.

representative, commisive, directives, expressive and declaration acts. It means when the speaker says something there are illocutionary acts in 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 food advertisement in internet media because today many people busy with their activities. They want to consume instant food because more simple and practical, but do not think more about the purpose of food advertisement. They just look the image looks delicious, but do not think about the utterances. Most of them are persuaded by the food 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 food advertisement is so many and they all compete to persuade consumers. People can order from internet without go to restaurant, 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 soft drink advertisements in magazines. Irita 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 advertisement, pulsa tabloid and slogan of soft drink advertisements in magazines. 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, the Internet has become a major source of information consumption, and to some extent, 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 Food Advertisements in Internet Media".

B. Research Question

Based on the background of the research above, the researcher wants to analyze: "how is illocutionary acts used in food advertisements in the internet media?"

C. Objective of The Research

The objective of this research based on the problem that is stated previous is to know how illocutionary acts used in food advertisements in the internet media is.

D. Significance of The Research

This research is expected to give some knowledge or information to people about the product, especially for the customers. Knowing the mean and message of advertisement, help them to be critical on choosing food product which appropriate in their life. So, they are not always persuaded by advertisement than followed it without understand first. But, they must 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 teaching reading, and 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 food advertisement from internet media in the <http://smashinghub.com> accessed on December 10th, 2014 and <http://trendhunter.com> accessed on May 8th, 2015. In food advertisement, the writer focuses to discuss form and social function also IFIDs and felicity condition of illocutionary act which used by advertisers in their advertisement.

F. Definition 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.⁹ The illocution serves as a prerequisite for the achievement of the intended perlocution.

3. Food 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.¹⁰

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

¹⁰Jana Lapsanska, *The Language Of Advertising With The Concentration On The Linguistic Means And The Analysis Of Advertising Slogans* (Bratislava: Universitas Comeniana, 2006), 13.

Food advertisement is the promotion food products through a variety of media. This advertisement causes people either to consume food more.

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*).