

CHAPTER II

RELATED LITERATURE

This chapter discusses the literature related to the research which including: discourse analysis, speech act, illocution act, advertisement, language of advertisement, theoretical framework, and previous study.

A. Discourse Analysis

Discourse is an utterance that is sent by speaker or writer to hearer or reader to send their message so that it will form a communication. Lim Kiat Boey said that a discourse analysis study is the use of language in discourse the manner in which the content of any subject is organized and given linguistic expression. And the aim of discourse analysis is to reveal the processes by which a piece of language is interpreted as discourse.¹¹

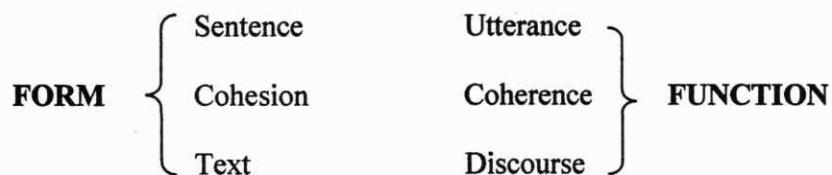
The central issues which happen on discourse studies are form and function and the relationship between them. Because when the sentence has different form is used in the same content, it is often lead differences in function. So, the aim of this study is provide an explanatory description of systematic differences in form and function and the relation between them.

It is possible to detect that ambiguity in the term 'language' in formal system of sound, word, and grammatical structure in the communicative system as a part of human behavior because a sentence with a particular form

¹¹ Lim Kiat Boey, *An Introduction to Linguistics for the Language teacher* (Singapore: Singapore University Press, 1975), 117

can have a variety of functional meaning, such as Interrogatives are not always question. This double perspective is between ‘saying’ and ‘doing’.¹²

To summarize the view of language we have taken so far, we are proposing two types of linguistic patterning:



For example sentence “I’ll come tomorrow” indicates that the writer wants to promise someone or just give a statement, or give threat. If the communication is to be successful, the receiver must not only understand that the sentence will be present on the day following the message, but also understand what kind of speech act is being committed.¹³

From the explanation above, we can take the idea that discourse is an utterance which is sent by speaker or writer to hearer or reader to send their message so that it will form a communication.

The American philosopher, Charles Pierce and Charles Morris said that when someone studies about the relation between form and function in verbal communication, they are indirectly study about pragmatic, the study of act which is called as semiotics. It consist of syntax, the relationship between signs within the sign-system; semantic, the relationship between signs and the

¹² Burnt, Mill. *Communicative Teaching English learning strategies and exercise*. (Longman: Huntsmen Offset printing. 1981), 24

¹³ Jan Renkema. *Discourse studies an introduction text book* (Amsterdam: John Benjamins. 1993), 33

objects they refers to; pragmatics, the relationship between signs and the people who use them.¹⁴

According to Renkema, there are seven criteria which have been developed the sequence of sentence is discourse only when there is cohesion between the sentence which can be put into words or when the listener or reader can derive the connection (coherence). A sequence of sentence must also be characterized by an intention on the part of speaker (intentionality). It must also geared to the situation (situationality). Often there is also a relationship between one text and other text (intextuality).¹⁵

Text as representative of discourse based on the Brown is a verbal record. In this case of text, Renkema offers seven criteria for textuality;

1. Cohesion is the connection which result the interpretation of a textual element is dependent on another element in the text. Then cohesion refers to the connections which exist between element in the text.
2. Coherence is the connection which is brought about by something outside the text.
3. Intentionality means that the writers and speakers must have the conscious intention of achieving specific goals with their message, for instance, conveying information or arguing an opinion.
4. Acceptability requires that a sequence of sentence be acceptable to the intended audience in order to qualify as a text.

¹⁴ Ibid, 21

¹⁵ Ibid, 198

5. Informativeness is necessary in discourse. A text must contain a new information.
6. Situationality is essential to textuality. So it is important to consider the situation in which the text has been produced and dealt with.
7. Intertextuality means that the sequence of sentence is related by form or meaning to other sequences of sentences.

Every language sign, including discourse as a composition of language sign, has three aspects. Discourse always has certain affects. Discourse always function between speaker and listener or between writer and reader. It is for this reason that all issues within discourse studies can be reduced to inquiries into the relationship between discourse itself, the form, and its 'objectives' and 'effects', in other words, the function. So, discourse analysis consist of content analysis, form and structure. Depend on the context of discourse, which related.

a. Communication as Action

In discourse study about communication as action consist of three parts. They are:

1. Pragmatic and speech act theory

Discourse studies investigated the relationship between the form and function in verbal communication. It's a branch of pragmatic, the study of the use signs and acts. Pragmatics, literally the study of acts, is derived from a philosophical approach to the phenomenon, signs specially the question of how signs, and also linguistics functions.

The theory of speech act has been greatly influence research on the relationship between form and function. Speech act theory, language is seen as a form of acting. It has had a strong influence on the field of discourse studies as this theory focuses on the question of what are doing when they used language.

2. Illocution

There is striking differences between the following two sentences;

- a. It's raining
- b. I promise that I will go one hundred dollars tomorrow.

The English philosopher John Austin used the term 'constative' and 'performative' to describe the difference. In constative, such as sentence (1), something is stated about reality; in performative, such as sentence (2) an act performed by the utterance itself. It can be argued that an act is being performed in the case of constative utterances as well.

The philosopher John Searle formulated four felicity conditions which illocution must meet. These four conditions will be illustrated using the illocution 'to promise'. They are:

- a. The propositional content

In the case of 'promising', the act which the speaker commits himself to must be a future act to be carried out by the speaker himself. It means that the speakers should to do something to fulfill his promise.

b. The preparatory condition

This condition focus on those circumstances those are essential for the uptake of an illocution as the intended illocution. In the case of promising, these circumstan would require that the content of the promise is not a matter of course. Another preparatory condition is that the promise must be advantageous to the addressee one cannot promise something that is solely advantageous.

c. The sincerity condition

In this case the speaker actually wants the addressee to fulfill the promise or do what had been requested.

d. The essential condition

In this condition that separates the illocution in question from other illocution. In the case of 'promising', this means among other things, that the speaker takes upon himself the responsibility of carrying out the act stated in the content of the promise.

On the other hand, there are four felicity conditions for request. They are:

a. The prepositional content

The prepositional content, the content it should be influence to the future acts of the listener or addressee. The listener or addresser should do something.

b. The preparatory condition

In the preparatory condition the addressee or listener is capable of executing or doing something that the speaker orders. And the

speaker believes that the addressee or listener is to do it. It is obvious to both conversational participants that the addressee or listener will not perform the act without being asked.

c. The sincerity condition

Actually in the sincerity condition the speaker wants the addressee or listener to do what had been requested.

d. The essential condition

The utterance from the speaker serves as an attempt to persuade the addressee or listener to do or execute something.

Some utterances also will be perceived as orders if certain conditions are in operation and known to be in operation by both the sender and receiver. If any one of these conditions is not fulfilled; the utterance will not function as an order. The felicity conditions for an order are:¹⁶

1. The sender believes the action should be done.
2. The receiver has the ability to do the action.
3. The receiver has the obligation to do the action.
4. The sender has the right to tell the receiver to do the action.

And the felicity conditions for a command are:¹⁷

1. The receiver is not doing the action at the time.
2. The receiver has the obligation to do the action.
3. The receiver has the ability to do the action.
4. The sender has valid reason to command the receiver.

¹⁶ Guy Cook, *Discourse* (Oxford: Oxford University Press, 1989), 36.

¹⁷ Wardhaugh, *An Introduction to Sociolinguistics*, 278.

5. The sender outranks than the receiver.

The command can be infelicitous if the receiver is already doing the action, the receiver does not have the ability to do the action, the receiver outranks the sender or is at least equal, the sender has no reason that appears valid to the receiver so that action appears unjustified, unnecessary, uncalled for.

3. Illocution in discourse

There are two ways that speech act contribute to the study of discourse. First, it can provide insight into the requirements which the production of a form (the locution) must meet to ensure that the illocution takes place. The illocution serves as a prerequisite for the achievement of the intended perlocution. The second, this theory can serve as a framework for indicating what is required in order to determine the relationship between form and function, between locution and illocution.¹⁸

The number of cases in which the utterance itself provides an indication of the intended illocution. The indication IFIDs by John Searle illocutionary force indicating devices. IFIDs include performative verbs, word order, intonation, accent, certain, adverbs, and the mode of the verb. If an IFID is present, the utterance is said to have an explicit illocution; in

¹⁸ Jan Renkema. *Discourse studies an introduction text book* (Amsterdam: John Benjamins. 1993), 25

all other cases the utterance is said to have an implicit or indirect illocution.¹⁹

B. Speech act

As outlined by John Searle speech acts are complex structures that can be decomposed into three main components (actions): The locution act: The physical utterance by the speaker. The illocutionary act: The intended meaning of the utterance by the speaker, i.e. the illocutionary point. The perlocutionary act: The action that results from the locution (physical or cognitive).²⁰

Speech acts are actions performed via utterances (apology, complaint, compliment, etc). They apply to the speaker's communicative intention in producing an utterance. The speaker expects that his/her communicative intention will be recognized by the hearer.

Speech act theory concerns the pragmatics of human language, i.e. how language actually is used by humans in our daily life's. Since humans are also autonomous agents, and should be able to communicate with artificial agents, it is reasonable to assume that artificial agents communicate using the same basic principles as humans.

Autonomous agents typically communicate in order to perform actions, e.g. by uttering a request, the speaker is performing the (intentional) action of getting a reply message from the receiving agent (or at least the speaking agent attempts to commit the speaker to reply).

¹⁹ Ibid, 26

²⁰ Hans Madsen Pedersen. *Speech Acts and Agents: A Semantic Analysis*. (Lyngby: IMM. 2002). 7

1. Illocution Act

Illocution is the physical act which is committed by producing an utterance: by uttering a promise a promise, a promise is made, by a uttering threat, a threat is made.²¹ The illocutionary act is the effect the speaker wants the utterance to have on the listener. It is the speaker's intent. A true speech act. Searle (1969) suggests that illocutionary acts, consist characteristically in uttering words in sentences in certain contexts with certain intentions.²²

The illocutionary context indicates the relevant knowledge about the social situation in which the speech act is performed. This includes the following knowledge: Factual knowledge about the environment: Location, time, etc., cognitive knowledge about the participants: beliefs, desires, intentions, etc., social knowledge participants and context: obligations, norms, roles, etc.²³

Austin called attention to the fact that acts of stating or asserting, which are presumably illocutionary acts, are characteristic of the use of canonical constatives, and such sentences are, by assumption, not performatives. Furthermore, acts of ordering or requesting are typically accomplished by using imperative sentences, and acts of asking whether something is the case are properly accomplished by using interrogative

²¹Jan Renkema. *Discourse studies: an introductory text book*. (Amsterdam: John Banjamines Publishing Company. 1993), 22

²²Davud Kuhi, Kaveh Almasi. *The study of impact of learner's personal constructs in Illocutionary Acts Induction*. (International Journal of Enhanced Research in Educational Development, ISSN 2320-8708 Vol.1 Issue 6: 2013), 5

²³Hans Madsen Pedersen. *Speech Acts and Agents: A Semantic Analysis*. (Lyngby: IMM. 2002), 8

sentences, though such forms are at best very dubious examples of performative sentences.²⁴

In speech act theory, the illocution is the focus of attention. Searle categories illocution act into 5:

- a. Representative/assertive (suggest, swear, guess, assume, claim, report)

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.²⁵ Assertives are statements of fact. Such as suggest, swear, guess, assume, claim, report and etc. It means that in analyzing representative, it relates to the belief of speaker. E.g: Thai food express – The hottest fast food in town.

- b. Commisive (promise, threat, agree, ask, offer, refuse)

Commisive is concerned with altering the world to match the words, to commit the speaker himself to acting and it necessarily involves intention.²⁶ They commit the speaker to some future course of action. The speaker expresses the desire or intention that he will do some action. Commisive verbs are promise, threat, agree, ask, offer, refuse, swear that are concerned with the speaker's commitment to future action. E.g: Dunkin Donuts – Makes other snacks look scary.

²⁴Laurence R. Horn and Gregory Ward. *The Handbook of Pragmatics*. (USA: Blackwell Publishing, 2006), 55

²⁵ Malcolm Coulthard, *An Introduction to Discourse Analysis 2nd edition* (London: Longman, 1985), 24.

²⁶Ibid.

- c. Directive (request, command, asking, begging, advising, challenging, forbidding)

Directives are attempts to get the listener to do something, and express the speakers wish, desire or intention that hearer perform some action, for example commands, requests, etc.²⁷ The speaker express their desire for addressee to do something such as advising, asking, begging, challenging, demanding, forbidding, permitting, suggesting. Requests and questions are the two main types of directives. E.g:
 Chunky Tuna – Enjoy them anywhere

- d. Expressive (apology, complaint, thanks, deplore)

Expressive is to express the psychological state specified in the sincerity condition about a state of affairs specified in the propositional content. As examples he offers thank, apologize, and deplore.²⁸ Expressives are expression of feelings and attitudes. Expressives express the speakers attitude to a certain state in the propositional content.

- e. Declarative (decree, declaration)

Declaratives entail the occurrence of an action in themselves.²⁹ Declarative is a kind syntactic forms of illocutionary act which give information about something. Declarative form is used to make a statement. This grammatical one form of the utterance has truth

²⁷Hans Madsen Pedersen, *Speech Acts and Agents: A Semantic Analysis* (Lyngby: IMM. 2002), 9.

²⁸Malcolm Coulthard, *An Introduction to Discourse Analysis 2nd edition* (London: Longman, 1985), 24.

²⁹ Hans Madsen Pedersen, *Speech Acts and Agents: A Semantic Analysis* (Lyngby: IMM. 2002), 9.

meaning to give information about something. E.g.: Lotus Caramelised Biscuit – Lotus and coffee always together. Declarations bring about a correspondence between the propositional content and the world.

Austin distinguishes illocutionary acts into five categories:³⁰

1. **Verdictives (acquit, grade, estimate, and diagnose)**

Typified by the giving of a verdict by a jury, arbitrator or umpire; acquit, grade, estimate, and diagnose.

2. **Exercitives (appoint, order, advice, warn)**

Which are the exercising of powers, rights or influence; appoint, order, advice, warn.

3. **Commissives (promise, guarantee, bet, oppose)**

Which the speaker commit to doing something, but also include declarations or announcement of intention; promise, guarantee, bet, oppose.

4. **Behabitives (apologize, criticize, bless, challenge)**

A miscellaneous group concerned with attitudes and social behavior; apologize, criticize, bless, challenge.

5. **Expositives (argue, postulate, affirm, concede)**

Which clarify how utterances fit into ongoing discourse or how they are being used; argue, postulate, affirm, concede.

³⁰ Malcolm Coulthard, *An Introduction to Discourse Analysis* 2nd edition, (London: Longman, 1985), 23.

According to Austin the forms of illocutionary act, they are:³¹

1. Interrogative

Interrogative is the form of illocutionary act. It is used to ask a question. In this research the question is to offer the product. E.g.: Gourmet popcorn - why this corn?

2. Imperative

Imperative is the form of illocutionary act. Form is used to give an order or make a request. The purpose of imperative is to offer the product. E.g.: Just Right – Feel on top of your day

3. Declarative

Declarative is a kind syntactic forms of illocutionary act which give information about something. Declarative form is used to make a statement. This grammatical one form of the utterance has truth meaning to give information about something. Declarations bring about a correspondence between the propositional content and the world. E.g.: Snickers – chocolate 50% extra.

C. Advertisement

Advertising is an inevitable part of our modern capitalist consumer society whose outstanding feature is its competitive fight. "...advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us..." (Cook

³¹ John R. Searle, *Austin on Locutionary and Illocutionary Acts* (The Philosophical Review, Vol. 77, No. 4. Oct, 1968), 405-424

1996: 182).³² We can classify the types of advertising according to the type of medium: TV, radio, brochures, leaflets, magazines, newspapers and other printed material advertising, the Internet and Direct Mail advertising, outdoor advertising, etc.³³ So advertisement is a form of communication used to persuade an audience (viewers, readers or listener) to take some action with respect to products, ideas, or services.

Just as direct marketing has become a prominent player in the promotional mix, so too has the Internet. Virtually unheard of in the 1980s, the 1990s saw this new medium explode onto the scene, being adopted by families, businesses and other organizations more quickly than any other medium in history. Web sites provide a new way of transmitting information, entertainment, and advertising, and have generated a new dimension in marketing: electronic commerce. E-commerce is the term used to describe the act of selling goods and services over the Internet. In other words, the Internet has become more than a communication channel; it is a marketing channel itself with companies such as Amazon.com, CDNow, eBay, and others selling goods via the Internet to individuals around the globe.³⁴

The interactivity of the Internet is perhaps its greatest asset. By communicating with customers, prospects, and others one-on-one, firms can

³² Jana Lapsanska. *The Language of Advertising with The Concentration on The Linguistic Means and The Analysis of Advertising Slogans*. (Bratislava: Universitas Comeniana. 2006), 13

³³ Ibid, 16

³⁴ R. R. Khan, S. R. Kamble, Rita Khatri. *Advertising*. (Institute of Distance and Open Learning, University of Mumbai. 2011), 17

build databases that help them meet specific needs of individuals, thus building a loyal customer base.³⁵

Advertisements as stated by Walter A. Grew has functions are following:

1. As a tool of selling

Advertisement is a tool of selling its primary function of salesman. But informing that function fully advertising is also an instrument of edition of public opinion and a building a public relation.

2. As an education

Advertising as an educator, speed the adoption of the new and refined product and in so doing, accelerated technological advances in industry and tastes the realization of a better life for all. It helps reduces accident and waste the natural resources and contribute to building a better understanding on appreciations of ideology.

3. As a molder of ideology

Advertising as a molder of opinion, sells goods, but in addition it helps with election, building faith in democratic way in life and become the leg stone of a free competitive economic.

4. As Goodwill

Goodwill has been recognized as very valuable asset and a tremendous aid to sale. A good product at fair price is important, but so too are many human relationship which build up to make the cares store or the bilion

³⁵ Ibid, 17

dollar cooperation well through of or dislike customer relations, labor relations, customer relation, stock holder relation, and fared relation, are important in many different phrases of operation of a business, but everyone on them helps or hinder in making of sales.³⁶

D. Language of Advertisement

The language of advertisement differs from other types of language in another important respect. It has derived a powerful from purposeful directed combination of images that can take the form of words, sounds, or visuals which used individually or together.³⁷

Advertisement has its own language in advertising. It used two kind of language; these are verbal and non-verbal language. As Lapsanska states in her research that “advertisement uses verbal and non-verbal language in advertising”³⁸. In most cases of advertising, people often use verbal language to express ideas by a picture, symbol, music, some kind of animation or video related to the verbal text.

Sign and symbol are the important element of advertisement. It is all things physical or language, such as; colors, uniform, company profile, clues, etc which represent to product or company as the copy writer expected. The used of symbol expected to remembering people to determine company

³⁶ Nunung, Nurdiana. *An Analysis on Language for Advertorial Purpose in Printed Version Advertisement*. (Kediri: progam S1 STAIN 2007), 23

³⁷ Gary, Goshgarian. *Exploring Language*. (Longman: New York. 1997), 162

³⁸ Jana Lapsanska. *The Language of Advertising with The Concentration on The Linguistic Means and The Analysis of Advertising Slogans*. (Bratislava: Universitas Comeniana. 2006) 19-20

directly. Because the copy writer has specific or special identity of company and show the great of the company.

The language of advertisement also used slogan to promote the writer expected. Slogan is a sentence used repeatedly by a company of any organisation to create an impression in the minds of the customers.

The texture of advertising language has frequently changed. Style and creative concept come and go. But there are at least four distinct general characteristics of language advertisement that can lead persuasive power:

1. The language advertisement is edited and purposeful

The language of advertisement is coded. There is no word is wasted there. It is also a language of carefully engineered, ruthlessly purposeful messages.

2. The language advertisement is rich and interesting

Every successful advertisement has a creative strategy based on their idea to attract and hold the intention of the target customer audience. Like using humorous or simply word, using images of women in various stages, etc. Those are for execute the customers to buy some products itself. But, it is often developing after extensive research about who will be interested in their product, How old are they, Where do they live, How much money do they earn, and What problem will the advertiser product solve.

3. The language advertisement is involving

Advertisement makes use of great variety of techniques and devices to engage us in the delivery on their messages. Advertisers use comforting images or symbols as an important tool for involving customers.

4. The language advertisement is a simple language

Advertising language is a simple language. In engineering process, the difficult words of images which in other forms of communication may be used to lend color or fine shades of meaning.³⁹

E. Theoretical Framework

From some theories about illocutionary act above, in this research the researcher choose Searle's theory to analysis the utterance of food advertisement in internet media. In speech act theory, the illocution is the focus of attention. Searle categories illocution act into 5:

1. Representative/assertive (suggest, swear, guess, assume, claim, report)

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.⁴⁰ Assertives are statements of fact. Such as suggest, swear, guess, assume, claim, report and etc. It means that in analyzing representative, it relates to the belief of speaker. E.g: Thai food express – The hottest fast food in town.

³⁹ Charles A. O'Neill, *The language of advertising: Exploring Language* (Longman: New York, 1997), 163-169

⁴⁰ Malcolm Coulthard, *An Introduction to Discourse Analysis 2nd edition* (London: Longman, 1985), 24.

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Dunkin Donuts – Makes other snacks look scary.

3. Directive (request, command, asking, begging, advising, forbiding)

Directives are attempts to get the listener to do something, and express the speakers wish, desire or intention that hearer perform some action, for example commands, requests, etc.⁴² The speaker express their desire for addressee to do something such as advising, asking, begging, challenging, demanding, forbiding, permitting, suggesting. Requests and questions are the two main types of directives. E.g:

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⁴¹Ibid.

⁴²Hans Madsen Pedersen, *Speech Acts and Agents: A Semantic Analysis* (Lyngby: IMM. 2002), 9.

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⁴⁶ Jan Renkema. *Discourse studies an introduction text book* (Amsterdam: John Benjamins, 1993), 26

⁴⁷ Ibid, 14

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⁴⁸ Ibid, 17

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1. The sender believes the action should be done.
2. The receiver has the ability to do the action.
3. The receiver has the obligation to do the action.
4. The sender has the right to tell the receiver to do the action.

And the felicity conditions for a command are:⁵⁰

1. The receiver is not doing the action at the time.

⁴⁹ Guy Cook, *Discourse* (Oxford: Oxford University Press, 1989), 36.

⁵⁰ Wardhaugh, *An Introduction to Sociolinguistics*, 278.

2. The receiver has the obligation to do the action.
3. The receiver has the ability to do the action.
4. The sender has valid reason to command the receiver.
5. The sender outranks than the receiver.

F. Previous Studies

Study on illocutionary acts has been done by several researchers. They are:

Ivo Ariesty W (2013) who focused on the illocutionary acts used in advertisements broadcasted at radio station in Padang. She has 10 data conversation in the advertisements in radio Sushi FM Padang. She found that there are 39 of expressives, 26 of directives, 14 of representatives, 5 of declaratives and 3 of commissives.⁵¹

Mohammad Ridho Alsri (2013) who focused on the illocutionary acts used in slogan of soft drink advertisements in magazines. He has 30 data, the illocution acts found from all slogans of soft drink advertisement in magazine. The representative is mostly used in slogan of soft drink advertisement. The slogans of soft drink advertisement states the fact of the product that there are 13 data found representative used slogan.⁵²

Irta Fitriana (2007) who focused on the speech act analysis of xl bebas advertisements in pulsa tabloid. The advertiser would like to position XL as the only operator that can provide the cheapest tariff as indicated by the repeated use of the word “termurah” (the cheapest). She found locotionary

⁵¹ Ivo Ariesty W, *An Analysis of Illocutionary Act Used in Advertisements Broadcasted at Radio Station in Padang* (FBS Universitas Negeri Padang: 2013), 49.

⁵² Mohammad Ridho Alsri, *Types of Illocutionary Acts Used in Slogan of Soft Drink Advertisements in Magazines* (FBS Universitas Negeri Padang: 2013), 37

act; 39 declaratives, 1 interrogative, 5 imperatives and 3 exclamatories. Illocutionary act there are 33 representatives, 5 directives, 4 commisives, 6 expressives and 0 declarative.⁵³

Rizky Aldiansyah (2014) who focused on an analysis of illocutionary acts on Joko Widodo's speeches. The aim of this study is to find the illocutionary acts in campaign and victory speech of Joko Widodo in Indonesia Presidential Election 2014. The data that found by the writer are 44. The most dominant category found in both speeches is assertives. He found 19 (43%) Assertive, 13 (30%) directive, 1 (2%) commisive, 10 (23%) expressive, and 1 (2%) declarative.⁵⁴

Laili Susiani (2010) who focused on the speech act analysis on the language of advertisements purpose in the Jakarta Post. She has 9 data and it all found locotion, illocution and locotion in her research. The advertisements in the Jakarta Post have many perspectives. The utterance used to support the text in advertisement as the reason of using that image is always hidden. Every advertisement uses it in order to clarify the message of advertisement when the readers get misunderstanding.⁵⁵

⁵³ Irita Fitriana, *Speech Act Analysis of XL bebas Advertisements in Pulsa Tabloid* (Universitas Pesantern Tinggi Darul Ulum, 2008)

⁵⁴ Rizky Aldiansyah, *An Analysis of Illocutionary Acts on Joko Widodo's Speeches* (Thesis, Departement of English Faculty of Cultural Studies University of Sumatera Utara Medan: 2014)

⁵⁵ Laili susiani, *Speech Act Anlysis on the Language of Advertisements purpose in "The Jakarta Post"*, Thesis (stain kediri; 2010)