

**ILLOCUTIONARY ACTS**  
**IN SPRITE'S ADVERTISEMENT ON TELEVISION**  
*(A Pragmatic Analysis )*



*Submitted to the faculty of cultural science Hasanuddin University in partial  
fulfillment of the requirements to obtain A Sarjana Degree in English Literature  
Study Program*

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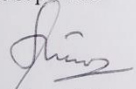
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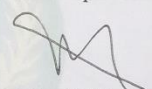
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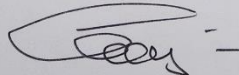
  
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**THESIS**  
**ILLOCUTIONARY ACTS IN SPRITE'S ADVERTISEMENT ON**  
**TELEVISION (A PRAGMATIC ANALYSIS)**

**By**

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It has been examined before the Board of the Thesis Examination on Monday,  
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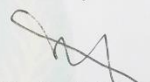
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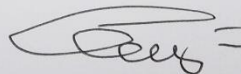
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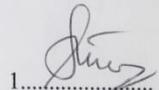
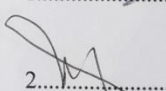
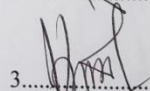
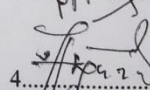
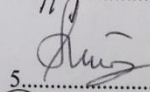
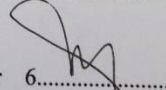
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Today, Monday, 16 November 2020, the Board of Thesis Examination has kindly approved a thesis by NIRMALASARI P (Student No. F21116017) entitled, **ILLOCUTIONARY ACTS IN SPRITE'S ADVERTISEMENT ON TELEVISION (A PRAGMATIC ANALYSIS)**, submitted in fulfillment of one of the requirements of undergraduate thesis examination to obtain Sarjana Sastra (S.S) Degree at the English Department, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, 16 November 2020

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## DECLARATION

The thesis by NIRMALASARI P (No. F21116017) entitled, **ILLOCUTIONARY ACTS IN SPRITE'S ADVERTISEMENT ON TELEVISION (A PRAGMATIC ANALYSIS)**, has been revised as advised during examination on 16 November 2020 and approved by the board of Undergraduate Thesis Examiners.

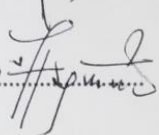
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(Nirmalasari P)



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Makassar, October 14 2020

Nirmalasari P



## ABSTRACT

**Nirmalasari P.** *Illocutionary acts in Sprite's Adertisement on Television. A Pragmatics Analysis* (supervised by **Simon Sitoto** and **Ayub Khan**).

This research aims to (1) reveal the types of illocutionary acts that are performed by advertiser in Sprite's advertisement on television, and (2) describe the meanings of the illocutionary acts in those utterances.

This research used descriptive qualitative method. The writer found seven advertisements which consist of 31 utterances that have illocutionary acts. The data were taken from video which was downloaded from Youtube. In collecting the data, the writer applied watching and taking note techniques. Then, the data were identified and classified based on Searle's types of illocutionary acts.

The result of this research, there are four classifications of illocutionary acts that were performed by Sprite's advertisements. They are 14 representative utterances, 13 directive utterances, two commissive utterances, and two expressive utterances. The meaning of the illocutionary acts are impression, warning signs, stereotype, suggestion, ekspressive and declarations.

**Key Words : utterance, illocutionary acts, meanings, advertisment**

## **ABSTRAK**

**Nirmalasari P.** Tidak-tindak Ilokusi dalam Iklan Sprite di Televisi. Sebuah analisis Pragmatik. Dibimbing oleh **Simon Sitoto** dan **Ayub Khan**.

Tujuan penelitian ini adalah untuk (1) mengungkapkan jenis-jenis tidak ilokusi yang ditunjukkan oleh pengiklan dalam iklan Sprite di televisi, dan (2) untuk mendeskripsikan makna dari tindak ilokusi dalam setiap ungkapan-ungkapan.

Penelitian ini menggunakan metode deskriptif kualitatif. Dimana penulis menemukan tujuh iklan yang terdiri dari 31 ungkapan yang memiliki tindak ilokusi. Penulis mengumpulkan data dari video yang unduh di Youtube. Adapun dalam pengumpulan data, penulis menerepkan teknik menonton dan teknik catat. Kemudian data diidentifikasi dan diklasifikasi berdasarkan jenis-jenis tindak ilokusi oleh Searle.

Hasil dari penelitian ini menunjukkan bahwa terdapat empat klasifikasi tindak ilokusi yang di tunjukkan oleh iklan Sprite yaitu 14 ungkapan representatif, 13 ungkapan direktif, dua ungkapan commisif, dan dua ungkapan ekspresif. Makna dari tindak-tindak ilokusi tersebut adalah kesan, tanda-tanda peringatan, stereotip, menyarankan, ekspresif dan pernyataan.

**Kata kunci: ungkapan, tindak ilokusi, makna, iklan**

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## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background of the Study**

In era of millennial generation, the mass media have a very vital function for society. An existing content can be provided in positive or negative form by mass media. There is content that shares information and some that spreads false information are called hoaxes. Therefore, the content of media is control by each individual depending on their respective function and goals. Basically, the message conveys contains the reality of language as a basic tool, choice of diction, expressing the attitude of someone who intends to channel thoughts of the sender and receiver.

In mass media, the advertisement is one of the tools to convey a message that has the main goal is to attract consumers to be interested with the products. Advertisement is basically a form of non-personal communication activities that are convey through the media. The advertisement is very important for producers to communicate, usually in display advertisement, photos, videos or persuasive texts.

In the other hand, the advertisement is not the best way to promote the products. We often hear or see the media such as television, radio, newspaper or magazines that offer advertisement of product. One of them is television that presents various types of advertising information including electronics, transportation, banks, service providers to food.

This is very helpful for consumers to meet their needs. Television is not only presents news and issues that are hotly discussed. Television is also an effective and efficient media. So many companies use it to promote their products. Television advertisement is a communication process that involves: first, the person refers to as the source of the emergence of advertising ideas. Second, the media as a medium and the third is the audience.

There are so many advertisement exposures that haunt the consumers. The advertisement certainly gives a great influence in various circles. One of the effects of advertisement is the emergence of the consumptive nature of consumers on an item or service provider. However, the effect of advertisement is determined by several factors that is not all of the advertisements are attractive to the consumers. Therefore, the advertisement must pay attention to important things. So that they can influence the consumers when viewing advertisements. One of the things that is very influential in advertisement is language. The language is an indirect form of speech between producers and consumers.

Language study is often used to analyze the language of advertisement in some researches is pragmatics. Pragmatics is a field of language study that considers the function of language use in society. Pragmatics examines the meaning of the speaker mean or the speaker sense.

The speakers are not only saying something but also there is action embedded in their utterances. An utterance which performs actions called

a speech act. The speech act is an action through which people do something by using their language. Every utterance spoken by people in real life consists of speech acts which have function such as to command, to warn, or to express the speaker's purposes. Speech acts are usually found in an advertisement discourse. Although the advertisement is a cursory news, but when viewed in more detail the advertisement contains a lot of strong speech power.

In this research, the writer chooses advertisement because the advertisement is not much studied in terms of speech acts. The reason of writer uses television media as a source of data are 1) television media have many advertisements featuring various languages 2) television is one of the media that is a source of information for many people 3) television is one of the advertising media that is great demand by many people. Based on the background above, the writer interests to analyze illocutionary acts in Sprite's advertisement on television.

## **B. Identification of Problem**

There are four problems that can be identified, they are:

1. The customers potentially misinterpret the message delivery by the advertisers as a kind of one way communication.
2. Ambiguity often emerges in advertising. Ambiguity refers to the unclear meaning of the sentence.
3. Advertisement as a means to promote products and services are designed in such a way to make it unique and easier to differentiate.
4. Advertisements cannot be avoided the unethical communication.



### **C. Scope of problem**

In order to reach the expected goals of the research, the writer focuses to analyze the speech acts in Sprite's advertisement. Therefore, to be specific, the writer focuses to analyze the illocutionary acts and the five types of illocutionary acts according to Searle. The writer chooses Sprite's advertisement as the object because this advertisement was made in the form of comedy series with different versions. It also interesting becous it is narated by Cak Lontong which makes this advertisement interesting to watch and analyze.

### **D. Research Questions**

Based on the background above, the writer formulates the research questions as follows :

1. What types of illocutionary acts are performed in Sprite's advertisement on television?
2. What are the meanings of the illocutionary implied in Sprite's advertisement on television?

### **E. Objectives of Study**

Based on the statement of the problem, the writer wants to get the targets as follows :

1. To reveal the types of illocutionary acts performed by advertiser in Sprite's advertisement on television.
2. To describe the meaning of the illocutionary acts implied in Sprite's advertisement on television.

## **F. Significance of the Research**

1. Practically, this research hopefully brings benefit that will be useful for English learners as well as anyone interested in pragmatics especially speech acts of advertisement.
2. Theoretically, this research can be used as reference for similar research and stimulation for the other researchers concerning the speech act of advertisement.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Previous Study**

The studies concerning speech acts and language in advertisement are varied. Advertisement issues are related to the language use, the linguistic elements, etc. There are some researches that have written about speech acts of advertisement and each of them have uniqueness in term of topic, focus, theory and object. The writer conducts a research relate to speech acts in advertisement, specifically the illocutionary acts in beverage product that is sprite advertisement. Some previous of research relate to speech act in advertisement are outlining as follow.

First, the research about speech acts in Child Milk advertisement by Fitri Novianti and Regina Ratna Dewi Maliyani (2018). This research proposes two objective. They are 1) to describe the type of illocutionary act in Child Milk advertisement, 2) to analyze the most dominant illocutionary function in the advertising. A qualitative method and Searle theory are employed in this research. The findings of this research are the types of illocutionary act in child milk advertisement are declarative, representative, expressive and commissive. And it also shows the dominance function of the illocutionary acts.

Second, Afiah (2020), "Speech Act: The Expressions Use In Political Advertisement (Discourse Analysis)". She analyzed the speech acts of expressions wich are used in political advertisement use discourse analysis. She used descriptive method and John Searle theory. The aspect of this

research is the kinds of the expressions and the types of illocutionary acts are used in the political advertisement. The object of this research are to know the types of illocutionary act are used in the advertisement and to know the types of illocutionary act are used in the political advertisement. The writer found the acts of illocution in political advertisement are ordering, suggesting, promising, convincing, persuading, informing, requesting, asserting.

The differences of the previous studies above are the approach and the object of the study. On the other hand, this research concerns only on the illocutionary acts in the Sprite's advertisements. Thus, this research also tries to examine the type of illocutionary acts and the meaning of each utterances.

## **B. Related theories**

### **1. Pragmatics**

Pragmatics is a branch of linguistics studies which was developed in the late 1970s, it studies about how people understand and produce communicative acts. There are experts who provide definition of pragmatics. According to Yule (1996:3) "pragmatics is concerned with the study of meaning as communicated by a speaker and interpreted by a listener." This definition shows that it is very important to that the real meaning is by listener to perform communication with the speaker. In addition, he defines pragmatics, as first study of speakers meaning in this case, pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). Second, pragmatics is the study of contextual meaning. In this context, pragmatics

focuses on the ability, or proficiency to make a use of language that related to determined factors of communicative acts.

Pragmatics discusses about the structure and form of language to the situation context and closely related to the atmosphere of the hearer, speaker and surroundings. Related to these atmospheres, language users must have communicative competence. Communicative competence is the ability to use language as their function in a communicative situation that is in a spontaneous transaction involving in a person of the group of people. Third, pragmatics studies are to get more different in communication. This approach also necessary to explore how listeners can make inferences about that are said in order to reach at an interpretation of the speaker's intended meaning. This type of study explores of how a great of what is recognized can be a meaning, as part of what is communicated.

Another expert has different definition of pragmatics. According to Levinson (1983:9) "pragmatics is the study of those relations between language and context that are grammatical, or encoded in the structure of a language." He also added that pragmatics was the study about the ability to use language and to make the sentence which has relationship with the context. It can be said that pragmatics studies about language and its context. Pragmatics studies the context which an interaction occurs as well as the intention of the language user. Pragmatics also explores how listeners and readers make inferences about what is said or written in order to arrive at an interpretation of user's intended meaning.

Moreover, according to Leech (1983:6) “pragmatics is the study of meaning in relation to speech situation.” Pragmatics is also a study of contextual meaning. Pragmatics is concerned with the study of meaning by speaker or writer and interpreted by the listener or reader so that it involves that interpretation of what people meant in particular and how the context influence what is said. Leech (1983:76) views that “language consist of grammars, vocabulary and pragmatics.” He defines pragmatics as a set of strategies and principles for achieving success in communication by the case of grammar. The pragmatics studies talk about speech acts more. Pragmatics is an important study in communication. It because the pragmatics talk about language and its context. When the people communicate with others, they are not only consider how to use the language, but also consider the context in which the language is used. Pragmatics is another branch of linguistics that is concerned with the speaker and contextual meaning. In reference to the definition of pragmatics stated by expert above, it can be summarized that pragmatics is the study of speaker’s intended meaning related to its context.

Base on the definitions above, the language via pragmatics approach leads to know the nature of language. It leads to a deep analysis of what message that is brought in an utterance said by a speaker. It gives the advantages that one can talk about people’s intended meanings, their assumptions, their purposes or goals, and the kinds of actions performed in utterances. In pragmatics, there are many things can learn such as deixis,

presupposition, speech acts, etc. In this research, the writer focus on speech acts in advertisement.

## **2. Communication**

Effendy (2006:5) says in a paradigmatic manner, “communication is the process of delivered a message by one person to another to tell inform or change attitudes, opinions or behaviors, either verbally or mentally directly through the media.” In other words, communication is the delivery of information, ideas, emotion, skill and so on. Through the use of symbols words, numbers, graphics and others. According to Fisher (1990:10). Meanwhile, Effendy (1984:6) says “communication is an event delivery human’s idea.”

From the definitions above, the writer concludes that communication is a process of delivering a message that can follows of information, ideas, emotions, skills and so on. Through a symbol that can effects in the form of behavior which is done by certain media.

## **3. Speech Acts**

Speech acts are one of the five main topics in pragmatic study. The concept of speech acts is firstly developed by a philosopher, John L. Austin in his book *How to Do Things with Words* (1962). Austin defines speech acts simply as the action performed by saying something. By means of utterances, ones are able to get others to do something. In other words, “speech acts are actions which are performed via utterances” (Yule, 1996: 48). In addition, Austin’s opinion (1978:1) “we do something not only says something.” If viewed as an act is successful or not with



reference to the speaker's intention and to decide whether the statement is true or false. To develop the idea, every speech event constitutes a speech act. Speech acts consist of three separate acts: an act of saying something, an act of doing something and an act of affecting something.

Speech act is a part of pragmatics study. In linguistics, the speech act is an utterance defined in terms of speaker's intention and the effect it has on a listener. Austin (1962:94) state that "speech acts is a theory in which to say something is to do something." While, According to Levinson (1983:236) "the bringing about of effect on the audience by means of uttering the sentence, such effects being special to the circumstances of utterance." In attempting to express themselves, people do not only produce utterance containing grammatical structure and words, they perform actions via those utterances. Speech acts are commonly taken to include such acts as promising, ordering, greeting, warning, inviting and congratulating.

Searle in Mey (1993:111) states that :

"The unit of linguistic communication is not as having generally been supposed, the symbol, word or sentence or even the token of the symbol, word or sentence, but rather the production or issuance of the symbol or word or sentence in the performance of the speech acts."

Every utterance is performing actions or means of the speaker. As the Yule (1996:47) state that "in attempting to express themselves, people do not only produce utterance containing grammatical structures and words, they perform action from via those utterances."

He also states that speech act is an action performed via utterance which has more specific labels, such as apology, complaint, compliment, invitation, promise or request. These terms apply to the speaker's communication intention in producing an utterance. In communication, the speaker expects that his/her utterance can be understood by the listener. Thus, the interaction can run smoothly because the message is delivered to the listener.

Actions performed via utterances are generally called speech acts and in English are commonly given more specific labels, such as apology, complaint, complement, invitation, promise or request. There are three classifications of speech act, the first is locutionary act, second is illocutionary act and the last is perlocutionary act.

#### **4. Kinds of Speech Act**

The speech acts are actions using language as a way to the communicative intention. Every production of utterance covers intended message that is delivered through the force of the utterance. It is how language plays as actions or as speech acts. In other discussion, Leech (1983:199), based on Austin's categorization states "three distinct levels of action beyond the act of utterance, follow as: locutionary, illocutionary and perlocutionary act."

##### **a) Locutionary Act**

locutionary act is the act of simply uttering a sentence from a language. Yule (1996:48) states that "locutionary act is the basic of utterances or a meaningful linguistic expression." It is represented by

a sentence with a grammatical structure and a linguistic meaning. According to Cutting (2008:14) “locutionary act is the act of saying something that is the form of the words uttered” or “what is said.”

#### **b) Illocutionary Acts**

Hurford and Heasley (1983: 244) say that “Illocutionary act carry out by the speaker making an utterance is the act view in terms of the utterance significant within a conventional system of social introduction.”

The classification of illocutionary acts proposes by Searle (1976) is a development of ideas that appears in Austin’s theory. They are five basic kind of action that can perform in speaking by means of the following five types of utterance that is developing by Yule (1996:53-54) they are:

- 1) Assertives: The point of purpose of this category is to state what the speaker believes to be the case or not or to deliver some fact to the hearer. (Paradigm cases: claiming, stating, a fact, complaining, swearing, concluding, comparing, hypothesizing, evaluating, opinion, reporting, and explaining.)
- 2) Directives: Which are attempts by the speaker to get the hearer to do something. The proposition content is the hearer do some future acts. (Paradigm cases: ordering, commanding, questioning, requesting, inviting, advising, suggesting, questioning).
- 3) Commissives: The purpose of this act is to commit the speaker to some future course of action. (Paradigm cases: promising,

vowing, committing, threatening, offering, guarantee, opposing, expecting, and refusing.)

- 4) Expressive: The point of this class is to express the psychological state, which is specified in the sincerity condition. (Paradigm cases: thinking, apologizing, welcoming, congratulating)
- 5) Declarations: To bring out immediate changes in the institutional state of affairs and which tend to rely on elaborate extra-linguistic institutions. (Paradigm case: resigning, naming, appointing, legitimizing, stipulating, sentencing, excommunicating, declaring war, christening, firing from employment).

**c) Perlocutionary Act**

The perlocutionary act is the act done by the listener affected by what the speaker has said. Perlocutionary acts would include effects such as: get the listener to think about, bring the listener to learn that, get the listener to do, persuading, embarrassing, intimidating, boring, irritating, or inspiring the hearer (Leech 1993). For the example if the father utters this sentence to his school-age son, “You’d better do your homework”, in that utterance the perlocutionary act might be one of irritating, especially if this speech act is a daily occurrence. Yule (1996:48) states that “the third dimension of performing act in utterance is that people do not simply create an utterance with a function without intending it to have an effect.”

Every utterance created by people in their communication consist of three related acts that are locutionary, Illocutionary and perlocutionary acts. Since, illocutionary acts conveyed the force in the delivering the

intended meaning of people's utterance. Then, the writer takes the illocutionary acts as one of the research objectives.

## **5. Direct and Indirect Illocution**

Hurford and Heasley (1983:258) propose that "one utterance may have several illocutions at the same time." It is divided into two type's illocution. They are direct illocution and indirect illocution.

### **1. Direct Illocution**

Hurford and Heasley (1987 : 29) "the direct illocution of an utterance is the illocution most directly indicated by literal reading of the grammatical form and vocabulary of the sentence uttered." For example "*can you pass the sugar*" the direct illocution of the utterance is an enquiry about the hearer's ability to pass the sugar. The indirect illocution is a request that the hearer pass the sugar. From this example we can state the following approximate rule about direct and indirect illocution. Where the direct illocution of an utterance is deliberately infelicitous, the indirect illocution is an act which the hearer's attention is drawn by mentioning one of the felicity conditions.

### **2. Indirect Illocution**

Different from the direct illocution, indirect can be defined as the "truly" meaning of the sentences and the utterances tend. It depends on the conditions or can be backgrounds, which are in the sentences or utterances. Hurford and Heasley (1987:259) it says that

“the indirect illocution of an utterance is any further illocution the utterance may have.”

Searle (1976) defines an indirect speech act as a performed by means of another and states that in indirect acts the speaker communicates more than is actually said. Thus, in indirect speech acts, there is connection between the literal meaning and the conventional meaning, or between the form and the conventional meaning are different. Whereas, indirect speech acts are a normal occurrence in everyday language use. Searle is concerned with explaining how it is possible for the speaker to generate them and for the hearer to interpret them. He proposes that this can be accomplished because both the speaker and the hearer share the same linguistic and non-linguistic background information which allows them to create an implicature and make correct inferences, respectively.

Based on the explanations above, the writer can conclude that an utterance has more than one illocution. One of the illocutionary acts can be performed directly and indirectly.

## **6. Context**

Context and pragmatic are two inseparable things. They are interrelating because the context is an important aspect of pragmatic. The role of context in the speech situation by Malinowski (through Verschueren 1998:75) who says that “exactly as in the reality of speaking of written languages a word without linguistic context is a mere figment stands for

nothing by itself. So in the reality of a spoken living tongue, the utterance has no meaning expect in the context of the situation.”

Malinowski (through Pateda 1998:104) adds that “to understand an utterance, it must understand the context of the situation, so that meaningful aspects of linguistics and non-linguistics can be correlating.” Kridalaksana (through Bagus 2014:95) states that “the context is the background of understanding that is had by the speaker and the interlocutor.” So that the interlocutor can interpret the meaning by the speaker when making certain speeches.

Based on some definitions of context in above, the writer can concludes that the context is something that can not be separated from speech good in spoken and written. To understand the meaning and purpose of the speech, the speaker or interlocutor must understand the context that underlies the occurrence of a speech. If one of the speakers is not understand the context of the speech. The meaning of the speech become misunderstand. Therefore, the speaker and interlocutor must be mutually aware of the context of the speech. Therefore, what the speaker says can be well received by the interlocutor.

## **7. Advertising**

Advertisement is something that we used to persuade people or society to consume any product. Isaacs (1998:57) it is notes that “an advertisement is any device or public announcement as a print notice in newspaper, a commercial on television, a neon sign, etc.” The advertisement is design to attracts the public attention, bring in custom, etc.



According to Moriarty (2015), advertising is undertaken by or on behalf and advertiser or marketer for payment or other valuable consideration. Moreover, Raum (2014) states advertising is a kind of communication. Its purposes to inform people about a particular event, idea, or product. Most advertising is design to sell products and services. Furthermore, according to Kottler in Fitriana (2010) advertising is any paid form of non-personal communication of ideas, goods and service by sponsor.

Base on O'Neill in Fitriana (2010) "language of advertising is apart from other languages." Moreover, Goshgarian in Fitriana (2010) defines that the power of advertisement is set up by two elements; image and words. These elements must be full applying attentive since the combination of words and image makes up the language of advertising. The words and images used in making or responses from the readers, an advertiser must be careful and smart in selecting and putting them. An advertisement not only providing information.

It can be concludes that advertisement means to persuade to buy some products or to do something that are launching by a company or an organization.

## **8. Sprite's Advertisement**

The Sprite is a beverage brand fizzy lemon scent which is famous at production by the Coca-Cola company. This drink was inauguration at the United States in 1961. It means that promotion used by Sprite to attract the interest of consumers is advertising in television's media. In 2016 the sprite was released some advertisements on television. This advertisement is getting

more interesting with Cak Lontong as voicer of the advertisement. The utterances are also very interesting according to the title of each sprite's advertisement.