

**SPEECH ACTS OF THE EXPRESSIONS USED IN THE
POLITICAL ADVERTISEMENTS
(A Discourse Analysis)**



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In Partial fulfillment of the Requirements to Obtain
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By:

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F211 05 024

FACULTY OF CULTURAL SCIENCE
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FAKULTAS ILMU BUDAYA
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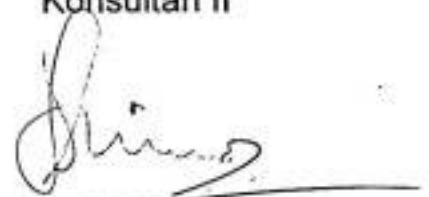
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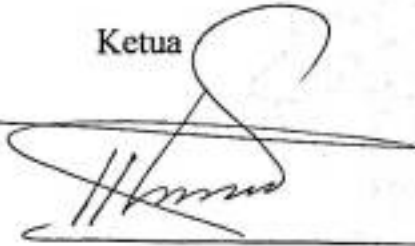
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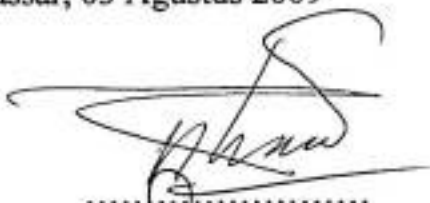
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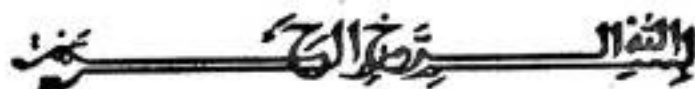
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Makassar, July 2009

The Writer

Abstrak

Nuralam. *Speech Acts of the Expressions Used in the Political Advertisements. A Discourse Analysis.* (dibimbing oleh **Agustinus Ruruk Lilak** dan **Simon Sitoto**).

Thesis ini bertujuan menjelaskan tindak ilokusi yaitu jenis-jenis kalimat dan kategori dari tindak ilokusi pada iklan partai politik di Makassar tahun 2009 yang ditunjukkan oleh kalimat atau ungkapan pada iklan tersebut.

Penulis mengumpulkan teori dengan membaca referensi-referensi, beberapa buku, dan materi-materi yang berhubungan dengan topik dari penulisan ini. Populasi dari penelitian terdiri dari 78 kalimat atau ungkapan dari iklan-iklan partai politik. Sampel terdiri dari 50 iklan partai politik dengan calon legislatif yang berbeda. Data-data yang dikumpulkan kemudian diidentifikasi. Untuk menganalisis data-data yang telah diidentifikasi, penulis menggunakan metode deskriptif. Penulis mengidentifikasi kalimat atau ungkapan yang digunakan dalam iklan tersebut, kemudian menentukan jenis tindak ilokusi dan menjelaskan makna dari kalimat atau ungkapan dari iklan tersebut. Setelah menentukan jenis kalimat dan tindak ilokusi dari data-data yang ada, penulis membuat tabel untuk mengetahui banyaknya jenis tindak ilokusi yang digunakan pada iklan partai politik.

Setelah menganalisis data yang telah diidentifikasi, penulis menemukan bahwa tindak ilokusi yang ditunjukkan oleh iklan-iklan partai politik adalah 41,02% memerintah, 58,97% menjelaskan, 19,23% meminta, 1,28% berterima kasih, 1,28% menyuruh, 20,51% menyarankan atau mempengaruhi, 29,48% berjanji, 12,82% meyakinkan, 20,51% mengajak, 1,28% memberi alasan, dan 7,69% menginformasikan. Kategori linguistik yang ditunjukkan adalah asertif, direktif, kommisif, ekspresif, dan deklaratif.

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CHAPTER I INTRODUCTION

1.1 Background

Advertisement is paid communication in which the message is controlled and delivered through various types of mass media and electronic media such as television, radio, magazine, newspaper, movies, internet and billboards. As the American Marketing Association in Gamble and Gamble (1986: 297) defines that advertising is the paid and usually persuasive presentation of ideas, goods, and services by identified sponsors through mass media.

Advertisement is one of the mass media that conveys message persuasively by using expressions. A lot of commercial advertisements implicitly represent something more than just the product they promote. The written forms meant by the writer are parts of advertisement, such as billboard, pamphlet, brochure, and sticker.

The same as political advertisements which also aim to get attention from the society to all members of legislative candidates advertised and or boost up the image of legislative candidates in society, in order to, society give their support. Political marketing is an activity to market the political aspiration to get public support; one of the political marketing is political advertisement. The purpose of this political advertisement makes good image as the best choice and the society perception to the legislative candidates.

In political advertisement, there are expressions that reflect act from vision and mission or promises of all legislative candidates of both for using Indonesian, English, or vernacular. The use of language in political advertisements that represents

the statement has the meaning which consisted in it, because it can replace an activity or event that should be done by individual or group. By language, someone can ask other people to do something.

Based on the background that has been mentioned above, the writer is interested in the title of this research 'Speech Acts of the Expressions Used in the Political Advertisements', and focused at the problem of speech acts because speech act tends to describe about the meaning of the sentences or the expressions in the advertisements. Furthermore, analysis used is speech act analysis.

1.2 Identification of Problem

Based on the statements of background, the writer studies further about "Speech Acts of the Expressions Used in the Political Advertisements" with a few considerations which can be summarized as follows:

1. The writer believes that objects or the texts in political advertisements contain the meaning which is consisted in it.
2. Most of the political advertisements in Makassar are written by using two languages, which can have the meaning both directly and indirectly.

1.3 Scope of Problem

In this research, the writer is interested in the use of speech acts of expressions in political advertisements 2009 in Makassar. The writer takes the sentences of political advertisements on billboard, pamphlet, brochure, and sticker. In this case, the writer limits her research on speech acts of expressions in Political

Advertisements from the kinds of sentences or clauses (declarative, interrogative, and imperative), and types of illocutionary acts (direct and indirect illocution).

1.4 Research Questions

Based on the identification of problems, the writer limits her discussion to the following points:

1. What kinds of sentences or clauses are used in the advertisements?
2. What types of illocutionary acts are used in the advertisements?

1.5 Objectives of Writing

This research is tried to figure out some objectives, such as:

1. To describe the kinds of sentences or clauses used in the advertisements.
2. To describe the types of illocutionary acts used in the advertisements.

1.6 Significance of Writing

In this writing, the writer hopes that the readers of the thesis can identify the expressions in political advertisements. Hopefully, this thesis also can be used as the reference to the research in the future.

CHAPTER II THEORETICAL BACKGROUND

2.1 Previous Studies

Some researchers have done studies which are almost the same as this writing. Some of them are quoted as follows:

Raodah (1999) on her thesis "Tindak Tutar dalam Resonansi M. Amien Rais" describes the kinds and categories of act that can be found in the resonance, and relationship of the meaning between locution, illocution, and perlocution by situational factor that give the role in seeing the spirit of the change in the resonance.

Ilmiyah (2002) on her thesis "Illocutionary Acts in The drama *The Zoo Story*" focuses to the types of utterances classified into direct and indirect illocutionary act, the kinds of illocutionary acts that often occur in the conversation, and the speaker's aim in using direct and indirect illocutionary act in the drama.

Aslin (1999) on her thesis "Ilokusi Langsung dan Tak Langsung dalam Komik *Gulliver's Travels*" focuses on context role in interpretation of utterance and basic difference between direct and indirect illocution in studying some utterance in this comic.

Fatimah (2000) on her thesis "Speech Act as Used in Edward Albee's Play *The Sandbox*" describes the kinds of illocutionary act performed by Edward play by their utterances, the types of utterances performed, and the relation between speech acts performed by Edward play and their characters that build the unity of the play.

In this research, the writer focuses her research on the speech acts of expressions used in the political advertisements 2009 in Makassar that are used in printed media such as billboard, pamphlet, newspaper, and sticker. The advertisements campaign the legislative candidates or parties, some of the advertisements use local language (Makassar and Buginese language) as mother tongue, and Indonesian language as unitary language.

2.2 Literature Review

2.2.1 Theory of Discourse Analysis

Discourse is the organization of language above sentences or above clauses; and therefore it studies larger linguistic units such as conversational exchanges or written texts (Stubbs, 1987: 81 in Anggraeni). According to Cook discourse is stretches of language perceived to be meaningful, unified, and purposive. The same meaning, "language in use, for communication is called discourse" (Cook, 1980: 6). Discourse is divided into two types; they are spoken discourse and written discourse (Cook, 1990: 50).

1. Spoken Discourse

Spoken discourse is "wacana yang disampaikan secara lisan, dan untuk menerima, memahami atau menikmatinya, maka sang penerima dalam hal ini penyimak, harus mendengarkannya" (Tarigan, 1987: 51-52 in Anggraeni). According to Cook (1990: 50) says that spoken discourse is often considered to be less planned and orderly more open to intervention by the receiver. There are some kinds of spoken discourse consisting of lesson, lectures, interviews, etc."

2. Written Discourse

Written discourse is “wacana yang disampaikan secara tertulis, dan untuk menerima, memahami atau menikmatinya sang penerima harus membacanya (Tarigan, 1987: 51-52 in Anggraeni).” Cook (1990: 60) says “written discourse is non-reciprocal discourse, sender, and receiver may have no opportunity for interaction.” According to Edmondson (1981: 200) that written discourse is commonly edited, revised, and generally polished before being exposed to a reader.

2.3 Speech Act

Concept of *speech act* was first introduced by John Austin (1962). He theorized discourse is composed not of words or sentences but of speech acts. Searly (1965: 222) strengthened this point by stating, “it is not ... the symbol or word or sentence...which is the unit of linguistic communication, but rather it is the production ... in the performance of the speech act that constitutes the basic unit of linguistic communicating” (Searly in Parera). According to Austin (1969: 109), each speech act can be analyzed into three parts: **locutionary act** or propositions, **illocutions** or intentions, and **perlocutions** or the listener’s interpretation.

1. Locutionary Act

Locutionary act is the utterance of a sentence with determinate sense and reference. Austin (1969: 109) explained about locutionary act that the utterance of certain noises ... certain words in a certain construction, and the utterance of them



with the certain. Furthermore, locutionary act is an act of saying something. Lyon

conflates a number of distinguishable 'acts' as follows:

- (a) Produce an utterance inscription;
- (b) Compose a sentence;
- (c) Contextualize

2. Illocutionary Act

Illocutionary act is an act which is internal part to the locutionary act, in the sense that, if the contextual conditions are appropriate, once the locutionary act has been performed, so has the illocutionary act (Cruse, 2000: 332). Illocutionary act is the making of a statement, offer, or promise in uttering a sentence. Furthermore, illocutionary act is an act performed in saying something.

Parera says that ilokusi adalah tindak bahasa yang dibatasi oleh konvensi sosial, misalnya, dalam bahasa Inggris: *accosting, accusing, admitting, apologizing, challenging, complying, condoling, congratulating, declining, deploring, giving permission, giving way, greeting, leave taking, mocking, naming, offering, praising, promising, proposing marriage, protesting, recommending, surrendering, thanking, toasting* (Parera, 2004: 268). For example, "I am very grateful to you for all you have done for me," this is an act of thanking.

3. Perlocutionary Act

Perlocutionary act is act performed by means of language, using language as a tool. Take the act of persuading in which someone does something, or getting them to

believe that something in the case. In order to persuade someone to do something, one normally must speak to them. But the speaking, even accompanied by appropriate intensions, does not of itself constitute the act of persuasion. The same is true of the act of cheering someone up: this may well be accomplished through language, in which case it is a perlocutionary act, but even then the act does not consist in saying certain things in a certain way, but in having a certain effect, which in principle could have been produce in some other way. Perlocutionary act brings about of effects on the audience by means of uttering the sentence. Furthermore, perlocutionary act is an act performed by saying something.

2.4 Direct and Indirect Illocution

According to Hurford & Heasley (1978: 258) one utterance may have several illocutions at the same time. There are two types' illocutionary acts; they are direct illocution and indirect illocution.

1. Direct Illocution

Direct illocution is emphasizing at the Literal meaning from sentence or utterance without engagement by context. According to Hurford & Heasley (1987: 295) the direct illocution of an utterance is the illocution most directly indicated by a literal reading of the grammatical form and a vocabulary of the sentence uttered. For example, "can you open the door?" The direct illocution of the utterance is an enquiry about the hearer's ability to open the door. The indirect illocution is an order that the hearer open the door. From this example, we can state the following approximate rule about direct and indirect illocutions. Where the direct illocution of

an utterance is deliberately infelicitous, the indirect illocution is an act to which the hearer's attention is drawn by mentioning one of its felicity conditions.

2. Indirect Illocution

“Indirect illocution of an utterance is any further illocution the utterance may have (Hurford 1983: 259).” The difference between direct and indirect illocutions is seen through the fact that a pedantic or deliberately unhelpful reply can be given to an utterance which has both kinds of illocutions. For example, a manager says to the writer “there is a plate on the table”. Furthermore, the direct illocution of the utterance is the act of asserting that the speaker is obliged to assert hearer that there is a plate on the table, and indirect illocution is ordering hearer to clean the table.

2.5 Category of Illocution

Searle clarified the work begun by Austin and redefined Austin's illocutions, or illocutionary acts. He proposed speech act categories as follows:

- a. Assertives commit *s* to the truth of the expressed proposition or statements that convey a belief or disbelief in some proposition, for example; stating, suggesting, boasting, complaining, claiming, and reporting.
- b. Directives are intended to produce some effect through action by hearer or attempts to influence the listeners to do something, for example; demanding, ordering, commanding, requesting, advising, and recommending.

- c. Commissives commit *s* (to a greater or lesser degree) to some future action or commitments of self to some future course of action, for example; promising, swearing, vowing, and offering.
- d. Expressives have the function of expressing, or making known, the speaker's psychological attitude towards a state of affairs which the illocution presupposes, for example; thanking, congratulating, deploring, pardoning, blaming, praising, and condoling.
- e. Declarations are illocutions whose 'successful performance...brings about the correspondence between the propositional content and reality', for example; resigning, dismissing, christening, naming, excommunicating, appointing, sentencing.

According to Parera, one general classification system lists five types of general functions performed by speech acts: declarations, representatives, expressive, directive, and commissive.

- 1) Declarations are kinds of speech acts that change the world via utterances. The speaker has to have a special institutional role, in a specific context, in order to perform a declaration appropriately, for example; 'we find the defendant guilty.'
- 2) Representatives are kinds of speech act that state what the speaker believes to be the case or not, for example, 'it was a warm sunny day.'
- 3) Expressive are kinds of speech acts that state what the speaker feels, for example, 'I'm really sorry!'



- 4) Directives are kinds of speech acts that speakers use to get someone else to do something, for example, 'could you lend me a pen?'
- 5) Commissives are kinds of speech acts that speakers use to commit themselves to some future action, for example, 'I'm going to get it right next time.'

2.6 Sentence

A sentence is the largest unit of grammatical organization within which parts of speech and grammatical classes are said to function (Richard et al. 1985: 92 in Kunjana 71). With reference to the definition of sentence, Kridalaksana (1993: 92) gave three understanding that one of the relevant understandings is "...konstruksi grammatikal yang terdiri atas satu atau lebih klausa yang ditata menurut pola tertentu dan dapat berdiri sendiri sebagai satu satuan". Besides of grammatical construction, sentence also has the communicative value that is distinguishable into five kinds, they are:

- Declarative sentence, this sentence contains the intention on something report to addressee.
- Interrogative sentence, this sentence intends to ask something to addressee. If addresser intends to know the answer to a matter, addresser will say by using interrogative sentence to addressee.
- Imperative sentence, this sentence intends to order or request the addressee to do what the addresser wanted.

- Exclamative sentence, this sentence intends to express a feeling of amazement. This sentence is arranged by declarative sentence which have adjective predicate.
- Emphatic sentence, this sentence intends to give the special emphasis which is usually put on subject.

CHAPTER III METHODOLOGY

3.1 Data Collecting Technique

In arranging this thesis, the writer used methodology as a procedure to write as follows:

3.1.1 Library Research

During this research, the writer used library research as a first step in order to find some books, references, theories, and other information sources that can support the analysis of this writing as theory based and comparison material. The theories and other information were obtained by reading some books, unpublished thesis, and other relevant materials that related to this writing. Those materials can be taken from central library of Hasanuddin University and in any others sources. The writer also got several data from internet as additional resources to this thesis.

3.1.2 Field Research

Besides library research, the writer used the field research. This part was divided into two kind methods; they are collecting and analyzing data.

3.1.2.1 Method of Collecting Data

The writer collected some political advertisements in Makassar. The advertisements were collected by using technique of collecting data from newspaper, posters and billboards by using digital camera. The data found then were analyzed by

using descriptive method as the continuing technique after taking the pictures of the political advertisements. The writer took the data by identifying the expressions of the political advertisements.

In collecting data, the writer took population and sample as follows:

1. Population

In this writing, the writer described the expressions that used in the political advertisements. For that reason, the population of this writing is 78 expressions of the 50 political advertisements which were following in the general election 2009 in Makassar. The political advertisements were taken from newspaper, posters, billboards, pamphlet, and brochure. The advertisements collected from those Medias and found in Makassar.

2. Sample

In this research, the writer took out 50 samples from the population of collected advertisements as the sample of this writing by using purposive sampling system in political advertisements which have the expressions. The advertisements were considered suitable to fulfill the purpose of this thesis. The 50 samples took by using digital camera. The writer took political advertisements presented with interesting pictures or object, background and text. Each of advertisements taken represents the legislative candidates of its political parties from different parties in Indonesia such as Partai Hati Nurani Rakyat, Partai Karya Peduli Bangsa, Partai Pengusaha dan Pekerja Indonesia, Partai Gerakan Indonesia Raya, Partai Barisan Nasional, Partai Keadilan dan Persatuan Indonesia, Partai Keadilan Sejahtera, Partai

Amanat Nasional, Partai Perjuangan Indonesia Baru, Partai Kedaulatan, Partai Persatuan Daerah, Partai Pemuda Indonesia, Partai Karya Perjuangan, Partai Demokrasi Kebangsaan, Partai Republika Nusantara, Partai Golongan Karya, Partai Persatuan Pembangunan, Partai Damai Sejahtera, Partai Bulan Bintang, Partai Demokrasi Indonesia Perjuangan, Partai Bintang Reformasi, Partai Patriot, and Partai Demokrat. The advertisements are analyzed based on the expressions found then the writer identified the speech acts of its sentences.

3.1.2.2 Method of Analyzing Data

In this research, the writer used descriptive qualitative method to analyze data. After taking the pictures, the writer transcribed the result. After that, the writer made transcriptions which show the number of expressions of political advertisements as follows:

1. The data were analyzed according to the number of party. The writer made more specific transcription for each sample.
2. The writer identified the sentences or clauses used in the advertisements.
3. The writer determined the kinds of the illocutionary act of each expression and described the meaning of each expression in the advertisements.
4. The writer made table to classify the kinds of the sentences and the illocutionary act of the expressions in the advertisement.

In this method, the writer used discourse analysis system to the expressions of political advertisements in order to expressions as an object of writing is related to the real meaning.

CHAPTER IV PRESENTATION AND ANALYSIS DATA



In this chapter, the writer presents the data that can represent all the expressions of act in political advertisements to show the aim of this research. In analyzing data, the sentences concentrated on speech act.

4.1 Data Presentation

1. Abdullah Bone : Tinggalkan yang lama, pilih yang baru demi perubahan (1)
Pilih No. 1 (2)
Mohon do'a dan dukunganta' (3)
Terima kasih (4)
2. Amrullah Pase : Kipa'sse'rei sa'ranta saribatangku (5)
3. faradibah Hamid Ali : Pilih saya ! (6)
Pasti ada perubahan... (7)
Bukan janji ! (8)
4. Usman Sarrang : Mutu pendidikan gratis (9)
Perlu energi baru (10)
Pikiran baru (11)
5. Muliati : Bantuka daeng...! (12)
Innimo ripile (13)
Calon baru harapan baru (14)
6. Lorong Kandupa : Rapatkan barisan untuk sebuah perubahan (15)
7. Sjahrir Jusuf : Berbuat untuk rakyat menuju perubahan (16)
8. Nurwasih Azis : Jangan lupa kode di lambang partai dan di nama caleg (17)
Pilihlah Perempuan yang berkualitas dan mampu menyuarakan Aspirasi anda ! (18)
9. Arwan Tjahjadi : Jembatan aspirasi anda (19)

10. Rusdi Hidayat : Bersih, peduli, professional (20)
11. Abdul Hadi Djamal : Sudah berbuat untuk Sul-Sel (21)
12. Muh Ramli Haba : HIDUP adalah perbuatan (22)
13. Indira Chunda Thita Syahrul Yl: Energi baru untuk harapan baru (23)
Pilih... (24)
14. Andi Muhammad Irfan AB : Tabe' pilih saya (25)
Saatnya putra Maros mewakili Maros di DPRD
Sul-Sel (26)
15. Kartini : Membangun Indonesia baru yang demokratis
adil & majemuk (27)
Pilih (28)
16. Zainal Baharuddin : Pilihan yang tepat !!! (29)
17. Mappiar : Dari rakyat untuk rakyat (30)
Mohon do'a dan dukungan'ta (31)
18. A. Syahrir Marzuki : Bersama membangun daerah (32)
19. Baco Ahmad : Jembatan aspirasi masyarakat (33)
20. Mustamin Maddusa : Berani BERSATU untuk MAROS (34)
21. Samsuniang : Mohon do'a dan dukungan'ta (35)
22. A. Hidayat : Pilihlah dengan tulus ikhlas insya Allah itu
adalah ibadah (36)
23. Felicitas Tallulembang R. Asapa: Utamakan niat baik dalam setiap perbuatan (37)
24. Abadi Sirajuddin : Bertindak cepat untuk rakyat (38)
25. Burhanuddin Odja : Berkarya bersama rakyat (39)
26. A.M. Irsan Idris Galigo : Bukan Kata yang ingin kuungkap tapi Karya
yang ingin kutunjukkan (40)

27. Emil Tanri Abeng : Cari 23 coret No. 7 (41)
"Professional & produktif untuk kemajuan Sulsel" (42)
28. Rosnaeni S. Darma : Golkar masih yang terbaik (43)
Tandai Ki' nomor 4 (44)
29. Mansyur Thaba : Mendengar, melihat & berkarya untuk Makassar (45)
30. Amiruddin Omen H. No'nang : PILKITA Pilihan kita (46)
Bersatu untuk maju (47)
Untuk kita semua (48)
31. Benny Budiono : Kepercayaan adalah amanah (49)
32. Mustakim Muis Marimis : Sosial dan bermasyarakat (50)
33. Hamzah Dorahing : Mari bersama ka'bah (51)
Tabe kibantu ka' saudara seagama, bija sipamanakang sahabat-sahabat dan saudara sebangsa (52)
34. Suleman Bin Darri : Pilih !! (53)
Yang terpercaya dan berpengalaman (54)
35. Debora Mangngi : "Melayani dengan Kasih" (55)
36. Hermansyah Edy : Sosok pengawal aspirasi rakyat (56)
37. Husniah : Saatnya kaum wanita bangkit ! (57)
38. Agung Djadi : Saya datang *untuk* kita semua (58)
Mohon doa & dukunganta' (59)
39. Mochtar Djuma : Teruji & berpengalaman (60)
Saatnya kita saling membantu (61)
40. Muhammad Nursalam : Ijinkan saya mengabdikan untuk kota kelahiranku (62)
41. Alimuddin : "Pendukung pendidikan & kesehatan gratis"(63)
Annemo kijojo' (64)
42. Dachrin : Pejuang aspirasi rakyat (65)

43. Nurhasan : Mendengar, membela, melayani rakyat (66)
44. A. Kasmawati T. Z. Basalamah : BERPOLITIK untuk ibadah & amal saleh (67)
45. Syarifuddin Panjhi : Saatnya melayani rakyat (68)
 STOP!...MENJANJIKAN...! (69)
 Bukti nyata untuk rakyat (70)
 Mohon do'a dan dukunganta' (71)
46. Abadi Gunawan : Pilihan cerdas (72)
47. Haeruddin Hafied : Lanjutkan (73)
48. A. Januar Jaury Dharwis : Kader partai demokrat (74)
 Bersama SBY... (75)
 Terus berjuang untuk rakyat (76)
49. Mohammad Jafar Hafsah : Sillessurena paggalung malebbi'e (77)
50. Rabil Alam : Siap berjuang untuk rakyat (78)

4.2 Analysis Data

This chapter constitutes the application of the theories presented in the previous chapters. The data themselves are taken from the sentences of political advertisements 2009 in Makassar.

The writer focuses on the analysis of data taken from the sentences in the political advertisements (the advertisements of each legislative candidate). The data consists of 78 expressions from datum 1 until datum 50.

A. Imperative

In sentence (1), the kind of direct illocution performed in the sentence is the act of ordering. Abdullah orders the people in his election area to leave the old legislator in parliament and choose the new one because as a new legislator, he wants to make a change to society than the old one. The kind of indirect illocution carried out in this sentence is the act of convincing. As a new legislative candidate, he convinces society to choose him, in order to get a position in the parliament.

In sentence (2), the kind of direct illocution carried out in this sentence is the act of ordering. After ordering people to leave the old one and trust him that he will make a change, Abdullah also orders people in election area 3, subdistrict of Panakkukang and Manggala choose him by giving check sign (√) in his name or his number (No. 1) from the list of Hanura party. The kind of indirect illocution performed in the sentence is the act of suggesting. As a legislative candidate of assembly at provincial level in Makassar, he suggests people to choose him in the general election.

In sentence (3), the kind of direct illocution performed in this sentence is the act of ordering, Abdullah orders people to give their support and prayer from people in the general election, in order to he get more support from society. The kind of indirect illocution carried out of this sentence is the act of requesting. In this sentence, he requests the society support and he softens his sentence by using word 'ta' in *dukunganta*', because he respects and more esteems the people as voter.

In sentence (5), the kind of direct illocution carried out in this sentence is the act of ordering. Amrullah orders people in election area of Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Selayar to unite their voice in his party by giving check sign (√) in number 2; in order to he gets position in the Indonesian legislative assembly. The kind of indirect illocution in the sentence is the act of requesting. He requests the people in his election area by using local language, he uses the word *kipa'* and *ta* in *kipa'sse'rei sa'ranta* that means *let's unite our voices*; in order to they choose him as a legislator from Makassar in the general election. He also uses the word "saribatangku" that means *my brothers* in order to the people fell there is no different between addresser and addressee.

In sentence (6), the kind of direct illocution carried out in this sentence is the act of ordering. Faradibah orders people in Makassar to choose her by giving the check sign (√) in her name or number 7 in her party, in order to get a position in assembly at provincial. The kind of indirect illocution performed in the sentence is the act of suggesting. She suggests people in her election area to choose a woman; in order to she becomes a new legislator in the general election.

In sentence (12), the kind of direct illocution carried out in this sentence is the act of ordering. Muliati orders the people in her election area to help her in the general election; in order to she can get a position in the parliament. As a member of Selayar people, she uses local language *daeng* which is an intimate expression people who are respected. Furthermore, the people feel respecting as elector. The kind of indirect illocution performed in the sentence is the act of requesting. She requests the support of people in Selayar to help her as a member of Selayar people, in order to get a position in parliament.

In sentence (13), the kind of direct illocution performed in this sentence is the act of ordering. Muliati orders the people choose her by giving check sign to the number one in her party column. She wants the people just choose her. The kind of indirect illocution carried out in the sentence is the act of requesting. She requests the people in her election area to choose her in the general election.

In sentence (15), the kind of direct illocution carried out in this sentence is the act of ordering. Lorong is a member of Pabarnas, he orders people to close their line, because he wants people to support him. The kind of indirect illocution performed in the sentence is the act of suggesting. He suggests people in around of Tamalanrea and Biringkanaya to unite their choice to the legislative candidate in number one from the list for a change. He wants people to unite their choice for him in the general election.

In sentence (17), the kind of direct illocution carried out in this sentence is the act of ordering. Nurwasih orders people to give check sign to the number of party and the name of legislative candidate from the list in Pabarnas list because she wants people to choose her. The kind of indirect illocution performed in the sentence is the

act of requesting. She requests the people to choose her in the general election by giving check sign in her party and her name, because she wants to get support from the people.

In sentence (18), the kind of direct illocution performed in this sentence is the act of ordering. Nurwasih is a member of Pabarnas in Indonesian legislative assembly who has election area in nine regencies. She orders people in Maros, Pangkep, Barru, Parepare, Wajo, Soppeng, Bone, Sinjai and Bulukumba to choose the woman legislative candidate who can voice aspiration of her society. The kind of indirect illocution carried out in the sentence is the act of suggesting. She feels that she is a quality woman and can voice the society aspiration. She wants the society choose candidate of woman legislative.

In sentence (24), the kind of direct illocution carried out in this sentence is the act of ordering. Indira orders the people in her election area to choose her as the new legislator; she feels that she has the new power that will give the new expectation to society. The kind of indirect illocution performed in the sentence is the act of suggesting. She suggests people in Makassar, Gowa, Takalar, Jenepono, Bantaeng and Selayar to choose her as a member of Indonesian legislative assembly, in order to get a position in parliament.

In sentence (25), the kind of direct illocution performed in this sentence is the act of ordering. Andi is a member of PAN who has number three from the list in election area of four, namely Maros, Pangkep, Barru, and Parepare orders people to choose him in this general election. Furthermore, people will sympathy to this young legislative candidate. The kind of indirect illocution carried out in the sentence is the

act of requesting. He is as the member of Maros people requests support from society by using the local language *tabe'* means more polite request.

In sentence (28), the kind of direct illocution performed in this sentence is the act of ordering. As a legislative candidate that will build the new Indonesia, Kartini orders the people in her election area to choose her by giving the check sign the number two in the column of her party. The kind of indirect illocution carried out in the sentence is the act of requesting. She requests the people to choose her, in order she gets a position in parliament.

In sentence (31), the kind of direct illocution performed in this sentence is the act of ordering. Mappiar orders people to give their support in the general election, in order to get a position in parliament. The kind of indirect illocution carried out in the sentence is the act of requesting. To get support from the people in the general election, he requests pray and support, in order to he becomes a legislative member and realizing his promising. He uses the local language *ta* in the word *dukungan'ta* that has meaning more esteemed, in order to the people feel more esteemed as voter. It aims to get the sympathy from the people.

In sentence (32), the kind of direct illocution carried out in this sentence is the act of ordering. Syahrir is a member of PPD who has number one from the list in the election area one, namely Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Selayar. He orders the people in his election area to choose him in the general election because he wants to build his territory with the society together if he gets the position in Indonesian legislative assembly. The kind of indirect illocution performed



in the sentence is the act of persuading. He persuades the people to join with him and build the area together.

In sentence (35), the kind of direct illocution carried out in this sentence is the act of ordering. Samsuniang orders people to give their support for him, because he wants to be a legislator member in parliament. The kind of indirect illocution performed in this sentence is the act of requesting. Samsuniang is a member of PDK who has number one from the list is in election area five, namely Biringkanaya and Tamalanrea. As a legislative candidate of assembly at provincial level in Makassar, he requests the people in his election area to choose him in the general election. He uses the local language *ta'* that has meaning more polite in Makassarnese. Furthermore, he feels that the people as voter assume that he is a legislative candidate who can respect the society and get their sympathy.

In sentence (36), the kind of direct illocution carried out in this sentence is the act of ordering. Hidayat is a member of PDK who has number eight in the election area three, namely the regency of Bantimurung, Simbang, Cenrana, Camba and Mallawa. He orders people to choose according their choice is valuable deed of religious service. He wants the people return to choose him as a member of assembly at provincial level in Maros regency. The kind of indirect illocution performed in the sentence is the act of suggesting. He suggests the people in his election area to choose him honestly and straightforward. He lets them to choose by their selves. On the other hand, he gets the sympathy of society by giving suffrage in order to they feel that he is a legislative candidate who is not authoritarian.

In sentence (37), the kind of direct illocution carried out in this sentence is the act of ordering. Felicitas is a member of RepublikaN party who has number one from the list is in election area one, namely Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Selayar. She orders the people in her election area to choose without forcing in general election because the good intention has to priority in doing something. The kind of indirect illocution performed in the sentence is the act of suggesting. She suggests people to priority goodwill before doing something. She suggests the people that she is a legislative candidate of Indonesian legislative candidate that always priority the good intention in her every action.

In sentence (41), the kind of direct illocution carried out in this sentence is the act of ordering. Emil is a legislative candidate of Golkar party who has number seven in election area one, namely Makassar, Gowa, Takalar, Jeneponto, Bantaeng, and Selayar. He orders the people in his election area to choose him by looking for his party (Golkar) in 23th line among the parties in voice letter. Then, give the check sign in number seven (his name) from the column. The kind of indirect illocution performed in the sentence is the act of persuading. He persuades people to choose him in the general election by following the step of electing above.

In sentence (44), the kind of direct illocution performed in this sentence is the act of ordering. Rosnaeni orders the people in order to choose her to be a member of legislative of assembly at provincial level by giving check sign to the number four in her party column. She uses the local language *ki'* of the word *tandaiki'* which has the meaning more polite. Furthermore, the people feel more esteemed. The kind of indirect illocution carried out in the sentence is the act of requesting. She requests

people to choose her in the general election. In order to, she can get a position in a parliament.

In sentence (47), the kind of direct illocution performed in this sentence is the act of ordering. Amiruddin orders the people to unite their voice to the legislative candidate from Golkar as a big party in South Sulawesi can go forward in its territory. The kind of indirect illocution performed in the sentence is the act of requesting. He requests the people to unite, in order to he gets many support in the general election.

In sentence (51), the kind of direct illocution carried out in this sentence is the act of ordering. Hamzah is a legislative candidate of P3 who has number two from the list in election area five, namely subdistrict Biringkanaya and Tamalanrea. He orders the people in his election area to choose him in the general election. He wants the people to give their voice to the legislative candidate of the party which has symbol of Islamic. The kind of indirect illocution performed in the sentence is the act of persuading. He persuades people to join with his party, in order to get many supports in the general election.

In sentence (52), the kind of direct illocution performed in this sentence is the act of ordering. Hamzah orders people from his brother in the same religion, family, relatives, and a nation to choose him to be a legislative member in assembly of provincial level in the general election. He uses local language *tabe* that has meaning more polite and *ki* of the word *kibantuka* that in Makassarnese means respected or respects the people as the voter that aims to get the sympathy of society. The kind of indirect illocution performed in the sentence is the act of requesting. He requests people that he is a legislative candidate that wants to be legislator in parliament, on

order to he gets support from his brother in the same religion, family, relative, and a nation.

In sentence (53), the kind of direct illocution carried out in this sentence is the act of ordering. Suleman is legislative candidate of P3 who has number 5 from the list in election area one, namely Ujung Pandang, Makassar and Rappocini. He orders people in his election area to choose him in the general election to be a legislative member in the parliament. The kind of indirect illocution performed in the sentence is the act of suggesting. He suggests people to choose his party or his name in the general election.

In sentence (57), the kind of direct illocution carried out in this sentence is the act of ordering. Husniah is the woman legislative candidate of PBB who has number eight in election area Makassar. She orders that it is time to womankind awaken and can be parallel with the man in parliament. The kind of indirect illocution performed in the sentence is the act of suggesting. She suggests the people to choose the woman legislative candidate from PBB in the general election in order to there is woman chosen to be a legislator in assembly at provincial level.

In sentence (59), the kind of direct illocution performed in this sentence is the act of ordering. Agung orders people that they give their support for him. The kind of indirect illocution performed in the sentence is the act of requesting. To be a legislative member in the parliament, he requests pray and support from the society. He uses the local language *ta'* in the word *dukunganta'* that in Makassar has the meaning of more polite. It aims to get sympathy of the society in order to they feel more esteemed as the voter.

In sentence (62), kind of direct illocution carried out in this sentence is the act of ordering. Nursalam is a legislative candidate of PDIP who has number four in election area five, namely Tamalanrea and Biringkanaya. He orders people to permit in serving for his birth town. The kind of indirect illocution performed in the sentence is the act of requesting. He requests the people to choose him as a legislator in assembly at provincial level. He is as member of society requests support in order to him can serve for Makassar as his birth town.s

In sentence (64), the kind of direct illocution performed in this sentence is the act of ordering. Alimuddin orders the people in his election area to choose him. The kind of indirect illocution carried out in the sentence is the act of suggesting. He suggests people to choose him by giving check sign to the number two in PDIP column. As a legislative candidate from Makassar, he uses the local language *annemo kijojo* means that *choose me*. It aims to get sympathy of the people to choose the legislative candidate that comes from their territory.

In sentence (69), the kind of direct illocution performed in this sentence is the act of ordering. Panjhi orders the people that he stops to promise, in order to get sympathy of society. The kind of indirect illocution carried out in the sentence is the act of convincing. He convinces the people in his election area that what he says in his political advertisement is not promise. He wants to stop the promises of legislative candidate of PBR to the people.

In sentence (71), the kind of direct illocution performed in this sentence is the act of ordering. Panjhi wants to prove his promise when he chosen as legislative member of assembly at provincial level. The kind of indirect illocution performed in

the sentence is the act of requesting. He requests pray and support of the people in his election area. He uses the local language *ta'* in the word *dukunganta'* that means more polite in order to people feel more esteemed and choose him.

In sentence (73), the kind of direct illocution performed in this sentence is the act of ordering. Haeruddin is a legislative candidate of Demokrat party who has number one from the list in election area four, namely subdistrict of Wajo, Tallo, Ujung Tanah, and Bontoala. He orders the people in his election area to continue his effort to be a legislative member in assembly at provincial level. He wants to continue the government effort when he chosen in the general election. The kind of indirect illocution carried out in the sentence is the act of persuading. He persuades people to continue the government effort in that time.

In sentence (76), the kind of direct illocution carried out in this sentence is the act of ordering. Januar orders people to continue the government effort for the people. The kind of indirect illocution performed in the sentence is the act of suggesting. He suggests people that he will fight for the people when he chosen in the parliament.

Thus, the datum can be table as follow:

Actor	Kind of Illocutionary Acts	
	Direct illocution	Indirect illocution
Abdullah Bone	1) Ordering	Convincing
	2) Ordering	Suggesting
	3) Ordering	Requesting
Amrullah Pase	5) Ordering	Requesting
Faradibah Hamid Ali	6) Ordering	Suggesting
Muliati	12) Ordering	Requesting



Lorong Kandupa	13) Ordering	Requesting
Nurwasih Azis	15) Ordering	Suggesting
	17) Ordering	Requesting
	18) Ordering	Suggesting
Indira Chunda Thita Syahrul YL	24) Ordering	Suggesting
Andi Muhammad Irfan AB	25) Ordering	Requesting
Kartini	28) Ordering	Requesting
Mappiar	31) Ordering	Requesting
A. Syahrir Marzuki	32) Ordering	Persuading
Samsuniang	35) Ordering	Requesting
A. Hidayat	36) Ordering	Suggesting
Felicitas Tallulembang R. Asapa	37) Ordering	Suggesting
Emil Tanri Abeng	41) Ordering	Persuading
Rosnaeni S. Darma	44) Ordering	Requesting
Amiruddin Omen H. No'nang	47) Ordering	Requesting
Hamzah Dorahing	51) Ordering	Persuading
	52) Ordering	Requesting
Suleman Bin Darri	53) Ordering	Suggesting
Husniah	57) Ordering	Suggesting
Agung Djadi	59) Ordering	Requesting
Muhammad Nursalam	62) Ordering	Requesting
Alimuddin	64) Ordering	Suggesting
Syarifuddin Panjhi	69) Ordering	Convincing
	71) Ordering	Requesting
Haeruddin Hafied	73) Ordering	Persuading
A. Januar Jaury Dharwis	76) Ordering	Suggesting

B. Declarative

In sentence (4), the kind of direct illocution carried out in this sentence is the act of asserting. Abdullah asserts people that he wants to thank in advance, because he wants people to know his thanking to the people who choose him. The kind of indirect illocution performed in this sentence is the act of thanking. He thanks in advance to the people for their attentions and supports if they choose him as the new legislator in the general election.

In sentence (7), the kind of direct illocution performed in this sentence is the act of asserting. Faradibah asserts people that there is a change to society when she chosen in general election. The kind of indirect illocution carried out in the sentence is the act of promising. She promises a change to the society that she will be done when she got a position in parliament.

In sentence (8), the kind of direct illocution carried out in this sentence is the act of asserting. Faradibah asserts the people that her sentence in her advertisement is not a promise; because she wants the people trust her. The kind of indirect illocution performed in the sentence is the act of convincing. She convinces people to assure her because her sentence in the political advertisement is not empty promise only, it is purpose that will be done by her when she chosen.

In sentence (9), the kind of direct illocution carried out in this sentence is the act of asserting. Usman asserts to people in election area of Tamalanrea and Biringkanaya that quality education is free education. The kind of indirect illocution performed in the sentence is the act of promising. He promises the people to give the

quality education by giving free education for the students when he chosen in the general election.

In realizing the free education, people need new power. Furthermore, in sentence (10), kind of direct illocution performed in this sentence is the act of asserting. The kind of indirect illocution carried out in the sentence is the act of suggesting. Usman suggests the people to choose him, because the new power is in the new legislator.

In sentence (11), the kind of direct illocution carried out in this sentence is the act of asserting. Usman asserts that in realizing the quality of free education is not only need the new power, but also the new idea. The kind of indirect illocution performed in the sentence is the act of suggesting. He suggests the people to choose the legislative candidate that has the new idea and it is owned by the new legislative candidate (him).

In sentence (14), the kind of direct illocution carried out in this sentence is the act of asserting. Muliati is as a new legislative candidate of assembly at provincial level in second level of Selayar asserts the people to help her because the new legislator will give a new expectation to the society. The kind of indirect illocution performed in the sentence is the act of convincing. She convinces the people that as a new legislative candidate, because she is a new expectation.

In sentence (16), the kind of direct illocution carried out in this sentence is the act of asserting. Sjahrir is a legislative candidate of assembly at provincial level in Makassar in election area of Biringkanaya and Tamalanrea. He asserts people that he does everything for the society, because he can make a change. The kind of indirect

illocution performed in the sentence is the act of promising. He promises that he will do something to society and promise a change when he chosen in the general election. He wants to get support from society; in order to he can do his promise.

In sentence (19), the kind of direct illocution carried out in this sentence is the act of asserting. Arwan is as legislative candidate of assembly at provincial level in Makassar. He asserts people to give support or the people sympathy in the election area of one in Makassar by using the sentence *jembatan aspirasi anda*. The kind of indirect illocution performed in the sentence is the act of promising. He promises to the society to be link of society when he chosen in the general election.

In sentence (20), the kind of direct illocution carried out in this sentence is the act of asserting. Rusli is as legislative candidate of PKS who in number 3 from the list asserts people in election area of four, namely; Maros, Pangkep, Barru, and Parepare that he is a legislative candidate who free of criminal action in parliament, cares to his society that have support him and always be a professional legislator in working when he chosen as a member of assembly at provincial level in Makassar. The kind of indirect illocution performed in the sentence is the act of promising. He promises to be clean, care, and professional legislator if he is chosen in the general election.

In sentence (21), the kind of direct illocution performed in this sentence is the act of asserting. Hadi is as member of PAN is not an old people in political world; it can be seen by his expression in his political party *sudah berbuat untuk Sulsel*. He asserts people to give support and nominate his self again as a legislative candidate of Indonesian legislative assembly. He wants the people in his election area choose him

again by seeing all the things that he has done when he still in the parliament. The kind of indirect illocution carried out in the sentence is the act of informing. He informs the people that he has been done a lot of thing for South Sulawesi. In order to, the people choose him in the general election.

In sentence (22), the kind of direct illocution carried out in this sentence is the act of asserting. Ramli is a member of PAN who has number two from the list in election area of two, namely Maros, Pangkep, Barru, Parepare, Bone, Soppeng, Wajo, Sinjai, and Bulukumba. He asserts people that he does many things all along his life with motto *hidup adalah perbuatan*. This matter can be seen by his achievement that he got before nominating his self to be a legislative candidate in the general election of this year, they are; a member of assembly of provincial level Sulsel in 1999-2009, a secretary IPSI Sulsel, a chairman of law committee KONI Sulsel, and the chairman of Pimwil V Tapak Suci Sulsel. By this consideration, he wants the people in his election area choose him to be a member of Indonesian legislative assembly 2009-2014. The kind of indirect illocution performed in the sentence is the act of promising. He promises to do many things if he is chosen in the general election.

In sentence (23), the kind of direct illocution performed in this sentence is the act of asserting. Indira is a member of PAN who has number three from the list in election area of one in Makassar. She asserts people that new power for new hope that can be found in the new legislative candidate. The kind of indirect illocution carried out in the sentence is the act of promising. She promises people to give new expectation as the new legislative candidate when she gets position in parliament.

In sentence (26), the kind of direct illocution carried out in this sentence is the act of asserting. Andi asserts society in Maros to choose him because he is the son from Maros that will get a position in assembly at provincial level of Sulsel and it's the time he can represent his society in the parliament. The kind of indirect illocution performed in the sentence is the act of suggesting. He suggests the people in Maros to choose the legislative candidate from the same city. He wants people choose him because he is a legislative candidate from Maros.

In sentence (27), the kind of direct illocution carried out in this sentence is the act of asserting. Kartini or usually called Rina is a member of PIB in election area of three, namely Simbang, Bantimurung, Camba, Cenrana, and Mallawa. She asserts people to choose her, because she wants to build new Indonesia when she is chosen. The kind of indirect illocution performed in the sentence is the act of promising. She promises to build the democratic new Indonesia when she chosen in the general election as a member of legislator in assembly at provincial level in Maros regency this year.

In sentence (29) the kind of direct illocution carried out in this sentence is the act of asserting. Zainal is a member of PIB party who has number two from the list in election area of Maros, Pangkep, Barru and Parepare. He asserts the people that to choose him in the general election because he is precise choice. The kind of indirect illocution performed in the sentence is the act of informing. He informs the people that he is a precise legislative candidate as a member of assembly at provincial level.

In sentence (30), the kind of direct illocution carried out in this sentence is the act of asserting. Mappiar as member of Kedaulatan party who has number one from the list asserts people in election area four, namely Maros, Pangkep, Barru, and Parepare that if he chosen in the general election, he is as a legislative candidate from the area will do all the usefully things to the society. The kind of indirect illocution performed in the sentence is the act of promising. He wants the people to choose him, because he promises people to do anything for society when he is chosen in the general election.

In sentence (33), the kind of direct illocution carried out in this sentence is the act of asserting. Baco is a member of PPI who has number one in election area four namely Maros, Pangkep, Barru, and Parepare. He wants the people in his election area to choose him in the general election because he promises that he will be link in forwarding the aspiration of the society. The kind of indirect illocution performed in the sentence is the act of promising. He promises the people to be a link if he gets a position in parliament.

In sentence (34), the kind of direct illocution carried out in this sentence is the act of asserting. Mustamin is a member of PKP who has number one is a legislative candidate in election area of regency of Maros. He asserts people to unite their voice or their choice in order to become a member of legislative in assembly at provincial level. The kind of indirect illocution performed in the sentence is the act of persuading. He persuades the people to unite their choice for Maros, in order to he chosen in the general election.

In sentence (38), the kind of direct illocution carried out in this sentence is the act of asserting. Abadi is a legislative candidate of Golkar party who has number eleven in the election area five, namely Tamalanrea and Biringkanaya. He asserts to people in his election area to give support and he will act quickly for his society when he is chosen to be a member of legislative in the parliament. The kind of indirect illocution performed in the sentence is the act of promising. He wants people to choose him because he promises that he will act quickly when he choice in a parliament.

In sentence (39), the kind of direct illocution performed in this sentence is the act of asserting. Odja is a legislative candidate of Golkar party who has number five from the list in election area one Makassar. He asserts people that he wants to work with people together. The kind of indirect illocution carried out in the sentence is the act of promising. He promises to the society in his election area to work with the people together when he chosen in the general election as a legislative member of assembly at provincial level.

In sentence (40), the kind of direct illocution carried out in this sentence is the act of asserting. Irsan is a legislative candidate of Golkar party in number six from the list. As a legislative member, he asserts people that if he chosen as a member of legislative in the parliament, he is not simply said an empty promise. Furthermore, the kind of indirect illocution performed in the sentence is the act of promising. He promises to do something when he is chosen in the general election, what he says is not empty promise only but also a making real.

In sentence (42), the kind of direct illocution performed in this sentence is the act of asserting. Emil asserts the people that he is a professional and productive as a legislative candidate. The kind of indirect illocution performed in the sentence is the act of promising. He promises the people to work professional and productive for progress of South Sulawesi if he chosen in the general election as a member of Indonesian legislative assembly.

In sentence (43), the kind of direct illocution carried out in this sentence is the act of asserting. Rosnaeni is a legislative candidate of Golkar party who has number 4 from the list in election area one, namely regency of Tanete Riattang, T. Timur, T. Barat and Palakka. She asserts people in her election area that her party (Golkar) is still the best. The kind of indirect illocution performed in the sentence is the act of convincing. She convinces the people in her election are to choose cadre of Golkar party because Golkar still the best party in Makassar.

In sentence (45), the kind of direct illocution performed in this sentence is the act of asserting. Mansyur is a legislative candidate of Golkar party who has number ten from the list in election area one, namely Makassar, Ujung Pandang and Rappocini. He asserts people that he wants to hear, see, and work to Makassar. The kind of indirect illocution carried out in the sentence is the act of promising. He promises to the people in his election area that if he chosen as a legislative member of assembly at provincial level in Makassar, he will hear sigh of his people, see grief or circumstance of society and work for his territory, in order to people choose him in the general election.

In sentence (46), the kind of direct illocution carried out in this sentence is the act of asserting. Amiruddin is a legislative candidate of Golkar party who has number ten from the list in election area regency of Turikale, Maros Baru, Lau, and Bontoa. He asserts people in his election area that Golkar in South Sulawesi is the chosen party of Makassar society. The kind of indirect illocution performed in the sentence is the act of suggesting. He suggests the people in Maros regency in order to choose the legislative candidate from the same as his party.

In sentence (48), the kind of direct illocution carried out in this sentence is the act of asserting. Amiruddin asserts the people in Maros to unite that if the legislative candidate in their territory is chosen, he will do anything for his people. The kind of indirect illocution performed in the sentence is the act of reasoning. He wants the people to unite their choices because the entire thing that they do will back to them again.

In sentence (49), the kind of direct illocution carried out in this sentence is the act of asserting. Benny is a legislative candidate of Golkar party who as number eleven in election area one Makassar. He asserts society in the regency of Rappocini, Makassar and Ujung Pandang to choose him. If he is chosen to be a legislative member of assembly at provincial level in Makassar, he feels that believe of his society is a mandate that has to work. The kind of indirect illocution performed in the sentence is the act of promising. He promises to keep the message of his society because it is a trust.

In sentence (50), the kind of direct illocution carried out in this sentence is the act of asserting. Mustakim is a legislative candidate of P3 who has number one from the list in election area one of the regency of Pangkep. He asserts people in around subdistrict of Pangkajene, Minasa Te'ne and Balloci to choose a legislative candidate from P3 party by giving check sign number one in the P3 column because he is a legislative candidate in assembly of provincial assembly that is social soul and go into society. The kind of indirect illocution performed in the sentence is the act of informing. He informs that he is a social soul and goes into society as a legislative candidate.

In sentence (54), the kind of direct illocution performed in this sentence is the act of asserting. Suleman asserts the people in it choose him because as a legislative candidate from the party that has Islamic symbol can be believed and represented by the people voice. As an old people in political world, he is an experienced legislator. The kind of indirect illocution performed in the sentence is the act of convincing. He convinces the people as a legislative candidate that he can be believe and experienced.

In sentence (55), the kind of direct illocution carried out in this sentence is the act of asserting. Debora is a woman legislative candidate of PDS who has number two from the list in election area Makassar. She asserts that she always does her job with love, so she is a friendly legislative candidate. The kind of indirect illocution performed in the sentence is the act of promising. She wants people to choose her because if she chosen to be a legislative member in assembly of provincial level in the general election, she promises as a woman legislator will serve society with love.

In sentence (56), the kind of direct illocution carried out in this sentence is the act of asserting. Hermansyah is a legislative candidate of PBB who has number one from the list in election area Makassar. He wants the people in his election area to choose him in the general election in order to he can be a legislative member in the parliament. He feels that he is a guard for the people in Makassar. The kind of indirect illocution performed in the sentence is the act of promising. He promises the people that he will be a guard for the people aspiration if he is chosen in the general election.

In sentence (58), the kind of direct illocution carried out in this sentence is the act of asserting. Agung is a legislative candidate of PBB who has number nine in election area five, namely Tamalanrea and Biringkanaya. He wants the people in his area to choose him that if he chosen as legislative member in assembly at provincial level, he will dedicate his self for society in Makassar. The kind of indirect illocution performed in the sentence is the act of promising. He promises that he will do anything for his society if he is chosen in the general election.

In sentence (60), the kind of direct illocution carried out in this sentence is the act of asserting. Mochtar is a legislative candidate of PDIP who has number one in election area two, namely Mariso, Mamajang and Tamalate. He asserts that he is an experienced legislator. The kind of indirect illocution performed in the sentence is the act of convincing. He convinces the people in his election area that he is legislative candidate who has been tested and as an old people in the political world, he has been experienced. For that reason, he wants the people return to choose him as a legislator in assembly at provincial level in Makassar

In sentence (61), the kind of direct illocution performed in this sentence is the act of asserting. Mochtar asserts the people that it is the time we have to assist each other. If the people choose him as a legislator, he also assists the people who need his help. The kind of indirect illocution carried out in the sentence is the act of commanding. He commands people to choose him because he will help the people if he chosen in the general election.

In sentence (63), the kind of direct illocution carried out in this sentence is the act of asserting. Alimuddin is a legislative candidate of PDIP who has number 2 from the list in election area two, namely Gowa, Takalar and Jenepono. He wants the people to choose him as legislative member in assembly at provincial level because he will be a main supporter of free education for the next generation and free healthy for the society if he chosen in the general election. The kind of indirect illocution performed in the sentence is the act of promising. He promises that he will support the free education and health for people if he chosen in the general election.

In sentence (65), the kind of direct illocution carried out in this sentence is the act of asserting. Dachrin is a legislative candidate of PDIP who has number four from the list in election area two, namely subdistrict of Mariso, Mamajang and Tamalate. He asserts that he is a fighter for people aspiration. The kind of indirect illocution performed in the sentence is the act of promising. He promises the people to fight the people aspiration when he chosen in the general election as a legislator of assembly at provincial level. Furthermore, the people feel that he is a truly fighter of their aspiration and choose him.

In sentence (66), the kind of direct illocution performed in this sentence is the act of asserting. Nurhasan is a legislative candidate of PBR who has number one from the list in election area two South Sulawesi. He asserts that he is a legislative candidate who wants to listen, advocate, and serve the society if he chosen in the general election. The kind of indirect illocution carried out in the sentence is the act of promising. He promises to hear the sigh of the people, advocate the people importance, and serve them when he chosen as legislator at the Indonesian legislative assembly in the general election.

In sentence (67), the kind of direct illocution carried out in this sentence is the act of asserting. Kasmawati is a legislative candidate of PBR who has number one from the list in election area one, namely Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Selayar. She asserts people that her political activity is for religious service and pious deed. The kind of indirect illocution performed in the sentence is the act of convincing. She convinces the people in her election area that she engages in politic for religious service and pious deed. It can be done when she is chosen at Indonesian legislative assembly in the general election.

In sentence (68), the kind of direct illocution carried out in this sentence is the act of asserting. Panjhi is a legislative candidate of PBR who has number four from the list in election area one Makassar. As a legislative candidate of assembly at provincial level, he wants to serve the people when he is chosen in the general election. The kind of indirect illocution performed in the sentence is the act of informing. He informs that it is the time to serve the people, in order to people chooses her in the general election.

In sentence (70), the kind of direct illocution carried out in this sentence is the act of asserting. Panjhi asserts the realization to his people. He will do it when he is chosen in the general election. The kind of indirect illocution performed in the sentence is the act of suggesting. He suggests people that he will make a realization, in order to people choose him.

In sentence (72), the kind of direct illocution carried out in this sentence is the act of asserting. Abadi is a legislative candidate of Patriot party who has number two from the list in election area three, namely regency of Bantaeng, Bulukumba, Sinjai and Selayar. He asserts people that to choose him is smart choice. The kind of indirect illocution performed in the sentence is the act of convincing. He convinces the people in his election area that to choose him as a legislative member of assembly at provincial level is smart choice.

In sentence (74), the kind of direct illocution carried out in this sentence is the act of asserting. Januar is a legislative candidate of Demokrat party who has number one from the list in election area of province. He asserts people that he is a cadre from Demokrat party. The kind of indirect illocution performed in the sentence is the act of informing. He informs the people that he is a cadre of Demokrat party. He wants to get sympathy of the people by introducing his self as a member of the biggest party in this country.

In sentence (75), the kind of direct illocution performed in this sentence is the act of asserting. Januar asserts people that he joins with our president. The kind of indirect illocution carried out in the sentence is the act of convincing. He convinces

the people in his election area that he and SBY together in the parliament when he chosen in the general election.

In sentence (77), the kind of direct illocution performed in this sentence is the act of asserting. Jafar is a legislative candidate of Demokrat party who has number one from the list in election area two, namely Maros, Pangkep, Barru, Bone, Soppeng, Wajo, Sinjai and Bulukumba. He asserts that he is a part of brother of farmers. The kind of indirect illocution performed in the sentence is the act of informing. He informs that he is a brother of farmer to get sympathy of the people as a member of society in the farming area. He uses local language *Silessurena paggalung malebbi'e* that means brother of farmer in order to they know that he is a part of them.

In sentence (78), the kind of direct illocution carried out in this sentence is the act of asserting. Alam is a legislative candidate of Demokrat party who has number one from the list in election area three, namely subdistrict of Bantimurung, Simbang, Camba, Cenrana and Mallawa. He asserts people in his election area that he is already to fight for the people when he chosen as a legislator of assembly at provincial level in the general election. The kind of indirect illocution performed in the sentence is the act of promising. He promises people already in advocating people if he chosen in the general election.

Thus, the datum can be table as follow:

Actor	Kind of Illocutionary Acts	
	Direct illocution	Indirect illocution
Abdullah Bone	4) Asserting	Thanking
Faradibah Hamid Ali	7) Asserting	Promising
	8) Asserting	Convincing
Usman Sarrang	9) Asserting	promising
	10) Asserting	Suggesting
	11) Asserting	Suggesting
Muliati	14) Asserting	Convincing
Sjahrir Jusuf	16) Asserting	Promising
Arwan Tjahjadi	19) Asserting	Promising
Rusdi Hidayat	20) Asserting	Promising
Abdul Hadi Djamal	21) Asserting	Informing
Muhammad Ramli Haba	22) Asserting	Promising
Indira Chunda Thita Syahrul YL	23) Asserting	Promising
Andi Muhammad Irfan AB	26) Asserting	Suggesting
Kartini	27) Asserting	Promising
Zainal Baharuddin	29) Asserting	Informing
Mappiar	30) Asserting	Promising
Baco Ahmad	33) Asserting	Promising
Mustamin Maddusa	34) Asserting	Persuading

Abadi Sirajuddin	38) Asserting	Promising
Burhanuddin Odja	39) Asserting	Promising
A. M. Irsan Idris Galigo	40) Asserting	Promising
Emil Tanri Abeng	42) Asserting	Promising
Rosnaeni S. Darma	43) Asserting	Convincing
Mansyur Thaba	45) Asserting	Promising
Amiruddin Omen H. No'nang	46) Asserting	Suggesting
	48) Asserting	Reasoning
Benny Budiono	49) Asserting	Promising
Mustakim Muis Marimis	50) Asserting	Informing
Suleman Bin Darri	54) Asserting	Convincing
Debora Mangngi	55) Asserting	Promising
Hermansyah Edy	56) Asserting	Promising
Agung Djadi	58) Asserting	Promising
Mochtar Djuma	60) Asserting	Convincing
	61) Asserting	Commanding
Alimuuddin	63) Asserting	Promising
Dachrin	65) Asserting	Promising
Nurhasan	66) Asserting	Promising
A. Kasmawati T. Z. Basalamah	67) Asserting	Convincing
Syarifuddin Panjhi	68) Asserting	Informing
	70) Asserting	Suggesting

Abadi Gunawan	72) Asserting	Convincing
A. Januar Jaury Dharwis	74) Asserting	Informing
	75) Asserting	Convincing
Mohammad Jafar Hafsa	77) Asserting	Informing
Rabil Alam	78) Asserting	Promising

CHAPTER V CONCLUSION AND SUGGESTION

This chapter represents the network from previous of chapters and at one blow represents the conclusion from entire comments from utterance which have been opened at former chapters, covering conclusion and suggestion.

5.1 Conclusion

Based on the results of the data analysis, the writer takes some following conclusion:

1. With the results, the writer concludes that the type of linguistic act are performed that is assertive, directives, commissive, expressive, and declarative. Those categories are containing the expressions of suggesting, ordering, and promising. The types of the sentence used in the political advertisements are declarative and imperative.
2. Generally, the writer finds the illocutionary acts performed in the political advertisements. Totally, the political advertisements use the illocutionary act of ordering 41.02%, asserting 58.97%, requesting 19.23%, thanking 1.28%, commanding 1.28%, suggesting 20.51%, promising 29.48%, convincing 12.82%, persuading 6.41%, reasoning 1.28%, and informing 7.69%.

5.2 Suggestion

The writer realizes that this writing is far from perfection. Therefore, the writer hopes it can be useful to its reader. The writer suggests the students who want to study or make a research about the speech acts theory to apply the theory of act by using pragmatic approach and discourse analysis, because by knowing the kind of acts shown in the sentences or expressions, we will understand the speaker intention in uttering those sentences or expressions directly and indirectly.

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