

**ILLOCUTIONARY ACTS FOUND IN  
BEAUTY PRODUCTS ADVERTISEMENTS  
ON YOUTUBE: A PRAGMATIC ANALYSIS**



**A THESIS**

*Submitted to the Faculty of Cultural Sciences Hasanuddin University  
as Partial Requirements to Obtain Bachelor Degree in  
English Literature Study Program*

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**2023**

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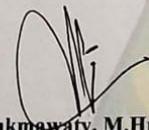
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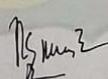
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**THESIS**

**ILLOCUTIONARY ACTS FOUND IN BEAUTY PRODUCTS ADVERTISEMENTS  
ON YOUTUBE: A PRAGMATIC ANALYSIS**

**BY**

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It has been examined before the Board of Thesis Examination on February 24<sup>th</sup>, 2023 and is declare to have fulfilled the requirements.

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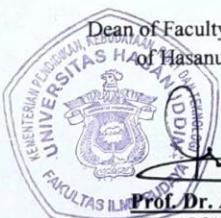
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**AGREEMENT**

On February 24<sup>th</sup>, 2023, the Board of Thesis Examination has kindly approved a thesis by Bellatrix Fransiskus (F041191081) entitled *Illocutionary Acts Found in Beauty Products Advertisements on YouTube: A Pragmatic Analysis* submitted in fulfillment of one of the requirements to obtain Sarjana Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

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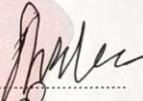
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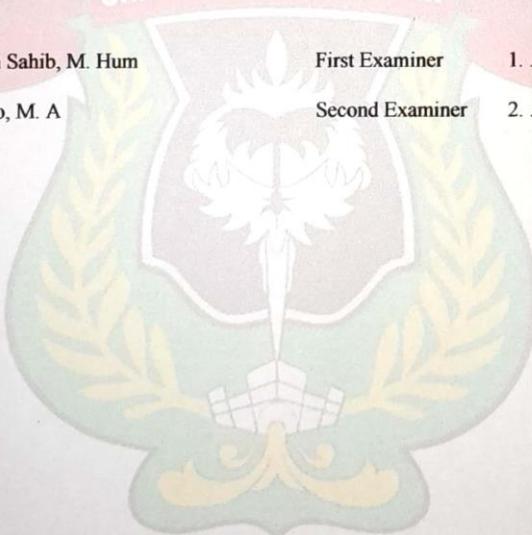
The thesis by Bellatrix Fransiskus (F041191081) entitled *Illocutionary Acts Found in Beauty Products Advertisements on YouTube: A Pragmatic Analysis* has been revised as advised during the examination on 24<sup>th</sup> of February 2023 and is approved by the Board of Undergraduate Thesis Examiners:

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#### **STATEMENT OF ORIGINALITY**

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Hereby, the writer declares that this thesis is written by herself. This thesis does not contain any materials which have been published by other people, and it does not cite other people's ideas expect the quotations and references.

Makassar, 25<sup>th</sup> February 2023

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## **ACKNOWLEDGEMENT**

First of all, the writer would like to express her gratitude to Jesus Christ for his grace, blessing and guidance so the writer can finish this research.

During the process of writing this thesis, the writer faces many challenges. But thankfully, there are people who sincerely want to help and give their support to the writer in facing these challenges. Without them, the writer may not have been able to complete the research. By this writing, the writer would like to express her big thanks to:

1. Dr. Sukmawaty, M. Hum. and Ainun Fatimah, S. S., M. Hum. as her supervisors who sincerely willing to spend their time to give advice, guidance, and correction to the writer in completing this research.
2. Dr. Harlinah Sahib, M. Hum. and Drs. Simon Sitoto, M. A. as her examiners that have given suggestion and correction for the revision of this thesis.
3. English Departement's Lectures who has shared knowledge with the writer in pursuing college education.
4. Her family, who always give support and endless prayer for the writer to be able to finish her study in university.

5. All her friends, especially those whom the writer meets on campus, who always help and accompany the writer.
6. Last but not least, I wanna thank me. I wanna thank me for believing in me. I wanna thank me for doing all this hard work. I wanna thank me for having no days off. I wanna thank me for never quitting.

Makassar, 25<sup>th</sup> February 2023

Bellatrix Fransiskus

## **ABSTRACT**

**BELLATRIX FRANSISKUS.** 2023. *Illocutionary Acts Found in Beauty Products Advertisement on YouTube: A Pragmatic Analysis* (supervised by Sukmawaty and Ainun Fatimah).

This research aims to (1) find out the types of illocutionary acts found in the beauty products advertisement on YouTube, (2) describe the meaning of the illocutionary acts used in beauty products advertisement on YouTube, and (3) reveal the most dominant used of illocutionary acts in beauty products advertisement on YouTube.

This research used descriptive qualitative method. The researcher applied the theory proposed by Yule on types of illocutionary acts in analyzing the data. The writer selected four advertisements which consisted of 38 utterances that have illocutionary acts. In collecting the data, the researcher used scrutinized and note taking techniques.

The results of this research shows that there are four types of illocutionary acts found in beauty products advertisements on YouTube. They are 37 assertive utterances, 18 directive utterance, 17 commissive utterances, 4 expressive utterances and there is no declarative utterance. Because assertive illocutionary act is the most effective used to promote a product, this become the most dominant illocutionary act used.

Keywords: illocutionary acts, utterances, advertisement, meaning

## **ABSTRAK**

**BELATRIX FRANSISKUS.** 2023. *Illocutionary Acts Found in Beauty Products Advertisement on YouTube: A Pragmatic Analysis* (supervised by Sukmawaty and Ainun Fatimah).

Penelitian ini bertujuan (1) mengetahui jenis-jenis tindak ilokusi yang terdapat dalam iklan produk kecantikan di YouTube, (2) mendeskripsikan makna tindak ilokusi yang digunakan dalam iklan produk kecantikan di YouTube, dan (3) mengungkapkan penggunaan ilokusi yang paling dominan dalam iklan produk kecantikan di YouTube

Penelitian ini menggunakan metode kualitatif deskriptif. Peneliti menerapkan teori yang dikemukakan oleh Yule tentang jenis-jenis tindak ilokusi dalam menganalisis data. Penulis memilih empat iklan yang terdiri dari 38 ucapan yang memiliki tindak ilokusi. Dalam mengumpulkan data, peneliti menggunakan teknik simak dan catat.

Hasil penelitian menunjukkan bahwa terdapat empat jenis tindak ilokusi yang ditemukan dalam iklan produk kecantikan di YouTube. Mereka adalah 37 ucapan asertif, 18 ucapan direktif, 17 ucapan komisif, 4 ucapan ekspresif dan tidak terdapat ucapan deklaratif. Dikarenakan tindak ilokusi asertif adalah yang paling efektif digunakan untuk mempromosikan produk, maka ini menjadi tindak ilokusi yang paling dominan digunakan.

Kata kunci: tindak ilokusi, ujaran, iklan, makna

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## **CHAPTER I**

### **INTRODUCTION**

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

Ilocutionary acts is a study that can help convey the function and purpose of speech in a communication. Through the point of view of illocutionary acts, a listener can understand a speaker's speech. Ilocutionary is one of study that exist in speech act. In linguistics, pragmatics is the study that concerns about the purpose of language use in a communication. The pragmatics study that is connected to the communication and the utterance is called speech act. Austin (1962) called speech acts as to say something is to do something (p. 94), which means that when a speaker say something, he/she is not only say something but also wants the hearer to do something for him.

Advertisements are found in everyday life. This is also becoming one of the most important thing in today's business world. Many companies, or we can even say that almost all of them promote their products using this type of marketing through many media. It becomes the tool for the companies to communicate with their target customers in purpose to sell their products.

Quensenberry (2018) defined advertising as the temporal or spatial placement of announcements and persuasive notices bought in the mass media (p. 36). Types of advertising based on the media are divided into two, namely, printed media and electronic media. Printed media advertisements are advertisements that use print media in the form of paper to advertise an object or product, for example, magazines, posters, brochures, and pamphlets.

Electronic media advertisement uses electronic media such as internet, television, and radio to advertise a product.

One of the elements of marketing is electronic advertisement, where it uses the internet to convey their purpose. The internet is the effective, potent, and powerful place to do the digital marketing. Even when using the internet, it is easy to find lots of product advertisements that usually appear suddenly. The purpose of advertising is to make a profit, namely the sale of the products being promoted. Thus, the preparation of advertisements plays an important role in achieving the profit goal.

Language is a communication tool used by humans in living life. Language helps humans understand the goals they want conveyed in a communication. In other words, language is the key in social interaction. It is this use of language that determines the success of the advertisement. In this research, the writer chooses to study the speech acts in the beauty products advertisement on YouTube. The speech acts used in advertising have the purpose of introducing, inviting, offering, promising buyers. There is the type of person who is usually not interested in watching advertisement so they just skip it and ignore it. People will be interested in doing something as desired by the advertiser if a good text or discourse is prepared (message). As a result, the advertising language must be as appealing as possible in order for consumers to be interested in trying or purchasing the products offered.

As it is the way to communicate, choosing the right words in an advertisements is very influential in attracting customers' interest, especially

how the customers interpret the meaning of the utterance used by the creator of the advertisement correctly. This encourages advertisers to come up with ideas on the best and even the most unique ways to present them to customers. Based on the explanation before, the writer is interested in researching the illocutionary acts that is found in the beauty products advertisement on YouTube. The reason the author chose to research the field of illocutionary acts is because this field can help convey the function and purpose of speech which is part of communication to understand a speaker's speech. Illocutionary speech acts are also the main thing of a communication to understand speech acts. The writer found several problems in this research, namely the reader may misinterpret, can not get the message, do not know the context because of the unusual wording used in the beauty products advertisement on YouTube.

## **B. Identification of Problem**

There are four identified problems, namely:

1. There are possibilities that the customers misinterpret the words found in the beauty products advertisement on YouTube.
2. The context of the beauty products advertisement on YouTube that is not known by the customer.
3. Unusual wording often used to attract customers attention.
4. The beauty products advertising messages that do not reach the consumers.

### **C. Scope of the Study**

Since speech acts have a broad field of study, the researcher makes a limitation in this research. To be specific, the research focuses on analyzing the five types of illocutionary acts, the meaning of the illocutionary acts and the most dominant used of illocutionary acts according to Yule. The writer also takes only selected advertisements from YouTube which are 2 Emina's advertisements and 2 Wardah's advertisements as the object of the study.

### **D. Research Question**

Based on the background of the study above, there are questions created by the writer:

1. What are the types of illocutionary acts found in the beauty products advertisement on YouTube?
2. What are the meaning of the illocutionary acts used in the beauty products advertisement on YouTube?
3. What are the most dominant used of illocutionary acts used in beauty product advertisements on YouTube?

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

Based on the research question, the objective of this research are:

1. To find out the types of illocutionary acts found in the beauty products advertisement on YouTube.
2. To describe the meaning of the illocutionary acts used in beauty products advertisement on YouTube.

3. To reveal the most dominant used of illocutionary acts in beauty products advertisement on YouTube.

## **F. Significance of the Study**

In theory, the writer hopes this research can increase knowledge about advertising through the point of view of speech acts. This includes explanation related to advertising.

In practice, the writer hopes this research is useful for English learners in studying pragmatics, especially in illocutionary acts. This study provides more detailed knowledge about illocutionary speech acts in the utterances contained in advertisements. The writer hopes this research can be a reference for other writers who want to conduct similar research on illocutionary acts on advertisement.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Previous Studies**

As reference, the writer uses several related previous studies that discuss about speech acts in various types of advertisement. The previous researches are:

1. Wihdatul, Af'al. (2020). *The use of Slogans and Headlines IN Fast Food Advertisement: A Pragmatic Study* [Doctoral dissertation, Hasanuddin University].

The objectives of this research are to: (1) describe types of illocutionary act used in fast food slogans and headlines advertisement; (2) find out most frequently used illocutionary acts in fast food slogans and headlines advertisement, and (3) describe the illocutionary act expressing the intention of fast food slogans and headlines advertisement. The research used Searle's Theory of Speech acts and with qualitative method. This research found four types of Illocutionary Acts in Fast Food Slogans and Headlines Advertisement. There are assertive, directive, commissive, and expressive. Assertive is the most frequently used type.

2. Nirmalasari, P. (2020). *Illocutionary Acts in Sprite's Advertisement on Television* [Doctoral dissertation, Hasanuddin University].

This research aims to reveal the types of illocutionary acts that are performed by advertiser in Sprite's advertisement on television, and describe the meanings of the illocutionary acts in those utterances. The writer used descriptive qualitative method. Scrutinized and note taking techniques were used in collecting the data. She found seven advertisements which consist of 31 utterances that have illocutionary acts and classified based on Searle's types of illocutionary acts. The result showed there 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, expressive and declarations.

3. Widiastuti, A. Z., Oktariza, D., & Asridayani, A. (2020). *Illocutionary Act Analysis Of English Tourism Advertisements In Indonesia* Krinok: Jurnal Linguistik Budaya.

The research was conducted to explain meanings and illocutionary function in Indonesia tourism advertisement. The research was using the theory of Dell Hymes (1974) and Searle (1969). The method used is descriptive-qualitative method. The data was collected in non-observational technique, by dowloading some advertisement about Indonesia tourism. There are 11 data and described based on S-P-E-A-K-I-N-G Hymes (1974). The writer found 4 data having directive function,

4 data commissives function, 2 assertive function and 1 expressive function.

These previous researches help the writer to see the differences in research that has been carried out by other researchers before. The difference between this research and the previous researchs above can be seen from the object of the research which refers to advertisement of beauty products and the source is taken from YouTube online media.

## **B. Theoretical Background**

### **1. Pragmatics**

To understand the nature of language, language user have to understand how it is used in communication. It is necessary to comprehend language as people use it to express feeling, thoughts, ideas, etc. There are many experts stated about the definition of Pragmatics. “Pragmatics is concerned with the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader.” (Yule, 1996, p. 3). Based on this definition, it tells about meaning as an important thing to be understood and to be known by those in a communication. A communication can be success if the receiver understand what the sender said.

As Yule (1996) stated that Pragmatics is the study of speaker’s meaning. It means that the approach is about what speaker have said to obtain what the speaker’s actually mean in his utterances rather than the literal meaning contained in the utterances themselves. The interlocutor

have to interpret the utterance correctly to make the speaker's meaning and intent is received well. It is a successful communication if the action done by the listener is in accordance to the purpose of the speaker.

In addition, Yule (1996) stated that Pragmatics is the study of contextual meaning. It means that this approach explores more about the interpretation intended by the speaker in a certain context and how that context affects what is uttered. It contains about the speaker's thought on compose the words he wants to say in appropriate with who is the interlocutors, where, when, and the situation.

Furthermore, Yule (1996) also stated, Pragmatics is the study of how more gets communicated than is said. This approach study more about how the receiver can create conclusion on the utterance to get an interpretation of the purpose intended by the speaker. This studies about how the unsaid meaning can be calculated in a communication. Yule (1996) said it is as a investigation of invisible meaning.

Moreover, Leech said "Pragmatics is the study of meaning in relation to speech situation" (Leech, 1983, p. 6). Contextual meaning is also studied in Pragmatics. This refers to the meaning intended by the sender and then interpreted by the receiver, which mean it contains that interpretation of what speaker's purpose in specific and how the utterance is influenced by the context.

Leech (1983) also defines Pragmatics as speaker's viewpoint and listener's viewpoint in solving a problem (p. 36). How to make an

expression that will make an output is the problem from the speaker's viewpoint.

Another expert has stated definition of Pragmatics is Levinson. "Pragmatics is the study of language usage" (Levinson, 1983, p. 5). The relationship between language and context is the study in here. "Pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language" (Levinson, 1983, p. 9). He also said that Pragmatics is the exploration on the capability to use language and make the utterance connected to the context. In other words, it studies about language and its contexts. The context where the interaction created as well as the speaker's purpose.

Based on the definition of Pragmatics stated by experts above, seeing language through pragmatics view of point helps us to know the nature of language. It helps to understand what the speaker's intended in uttering words to make the listener get the appropriate interpretation to make the correct action as the speaker's intended. In this research, the writer focus on how the utterance uttered by the advertiser can make the listener do the exactly action as the advertiser's expected.

## **2. Speech Acts**

Every human being cannot be separated from the communication process that is used as a reciprocal relationship in language. Therefore, it is necessary to study the systems in speaking. Speech acts is one of the

scope of pragmatics. The theory of speech act was first introduced by J.L Austin, a British philosopher of language. One of his most famous works is *How to Do Things with Word* (1962). “By saying something we do something” (Austin, 1962, p. 94). Action essentially means an action or treatment that is carried out by someone in determining the action or step he is aiming for, and speech is a form of speech, word, or someone's words. Therefore, speech acts are actions that are carried out by someone in speaking or saying and are called speaking (communication).

In a communication, the interlocutor also do an action by listening to an utterances, not only the speaker who create an utterances that include words and grammatical structure. Speech acts is the action performed via utterances” (Yule, 1996, p. 47). It leads that by saying something, people can do an action. The speaker can deliver an physical order by words and phrases. He also stated that in speech acts, how the sender and the receiver use the language is studied. The purpose of the utterances uttered is to ask or influence the listener to do something.

Beside the words and sentences uttered by the speaker, there are specific purpose by the speaker. This is the action that performed by the said utterances. As the conclusion, speech acts is expression that created and act refers to an action.

### **3. Types of Speech Acts**

It will be easier and more memorable if the use of communication language is done well. It aims to minimize social gaps in communication. Speech acts is the use of language to build an action in a communication.

In consequence, to make communication work well, in the study of speech act, there are three types of speech acts stated by Austin (1962), namely locutionary act, illocutionary act, and perlocutionary act, where he explained when something is uttered by someone, simultaneously that person is doing something too. Below is the explanation of the three types of speech acts by Austin.

#### **a. Locutionary Act**

Austin called locutionary acts as “the act of saying something” (Austin, 1962, p. 94). It is the primary output of significant expression. The meaning that corresponds to the original as stated in the utterance, or the literal meaning (the meaning as it is). The main key is on the listener, when he managed to figure out what the speaker said then the speaker succeeded in doing the locutionary. This means that locutionary speech acts are the first language spoken or speech acts in the form of meaningful and understandable sentences.

#### **b. Illocutionary Act**

Austin (1962), stated that “illocutionary act is the act of doing something”. The purpose of the sentence is so that people

can understand and catch the meaning of the speech without misunderstanding. In signifying the characteristics of illocutionary speech acts, it is not only used to telling something, but also to do something which usually related to giving permission, thanking, ordering, offering, and promising. This act is related to speaker's purpose.

### c. Perlocutionary Act

According to Austin (1962) “Perlocutionary act is the act of affecting something”. Perlocutionary acts produce an effect or result. The effect produced is based on the speaker’s utterance. It contains the intent or purpose inserted by the speaker so that the speech partner acts as expected or there is an influence from the speech. This meaning refers to a person's attitude towards a sentence he hears or reads. It concerns to the effect that a listener gets on an utterance.

With the grouping of speech acts above, it makes the speech process activities more meaningful. Therefore, in the world of speech, it is not only necessary to have a grammatically appropriate language, but also to require techniques, components, and pragmatics of speech acts. Since illocutionary act can deliver the intended purpose of someone's expression, the writer chooses the illocutionary acts as her research objectives.

#### **4. Classification of Illocutionary Act**

Speech acts can be classified into five categories as Searle in Levinson (1983) stated that the classifications are representatives, directives, commissives, expressive, and declarations (p. 240).

##### **1. Assertives/ Representatives**

Yule (1996) stated that representatives is when the sender express what he trusts to be the case or not (p. 53). This binds the speaker to the truth of what is said. The speakers describing the world as he or she believes it is. The expression created was built on the speaker's knowledge of spesific things and the fact or the idea are then stated on that knowledge. For example, the utterance "He is tall", it can be stated by the speaker because it is based on the fact or the speaker just states his/her opinion about someone's physical appearance. This type includes stating, informing, reminding, claiming, asserting, complaining, denying, disclaiming, assuring, proving.

##### **2. Directives**

Directives is when someone uses a speech acts to make a person to do something (Yule, 1996, p. 54). This is the condition when the listener is requested by the speaker to carry out some doings. This speech acts include requesting, recommending, ordering, inviting, asking, commanding, and suggesting. In intance, when someone says "Can I borrow your jacket?" the

expression shows that the speaker is requesting the listener to borrow her the jacket.

### **3. Commisives**

Yule (1996) said that these kind of speech acts allow the speaker to commit themselves to some action in the future (p. 54). Both speakers are committing some future course of action which means they apply commissive. The examples of this type are promising, committing, threatening, guaranteeing, vowing, offering. For example, when someone says “I will go to your house”, represents the speaker’s promise that he or she will go to that house.

### **4. Expressives**

Yule (1996) said that these speech acts stated the speaker’s feeling (p. 53). The utterances express a psychological state. The cause of these speech acts is by something the sender or the receiver does, but it is all only about the sender’s impression. This includes thanking, apologizing, welcoming, complaining and congratulating. For example, “Thank you for your help”, which means that the speaker felt helped so he said thank you.

### **5. Declarations**

Declaratives by Yule (1996) is kind of illocutionary acts that can changes world by the utterance which is produced (p. 53). The changes which means here refer to any condition. This is a

speech act carried out by the speaker with the intention of creating new things (status, circumstances, etc.) These type are resigning, dismissing, christening, naming, excommunicating, appointing, sentencing. As example, “I fired you”, which lead to a changing someone’s job status where he lose the job.

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

There are other features that speech acts have which are direct and indirect speech act. Yule (1996) said that direct speech act is when it is used to make a statement and indirect speech act is when it is used to command or request a statement (p. 55).

### **1) Direct Illocution**

“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” (Hurford and Heasley, 1987, p. 29). Yule (1996) also stated that when there is a relationship between the structure and the function of the expression, it is called as direct relationship.

### **2) Indirect Illocution**

On the other hand, when there is no relationship between the structure and the function of the expression, it is called as indirect relationship, as stated by Yule (1996). This illocution can be said as the actual meaning of an utterance. This meaning is

depending on the context of situation of the expression. It means that both the speaker and the listener have to understand the same context to built the correct interpretation.

## **6. Context**

Malinowski (as cited in Indrawati, 2009) said that in understanding language must be seen from its connection to the context of situation and the broader context of culture in the language itself. Widdowson (2007) emphasizes that in learning about any language that is different from the conditions and culture we have, it is also necessary to learn about their culture and environment (p. 94). It refers to utterance and the context of situation are equally important and must be included in a communication.

## **7. Advertisement**

Advertisement is very often found in everyday life. It is an extremely potent marketing communicatio in years. “Advertising is defined as the placement of announcements and persuasive messages in time or space purchased in mass media” (Quensenberry, 2018, p. 36). Moreover, Wells (1992) stated advertising as a non-personal format of communication that the sponsor pay through the mass media to invite and affect the customer or the readers. Its purpose is to tell readers about certain product, idea, or event. Most of advertisement is planned to sell product or service. The advertiser have to choose the right use of words so that the reader is attracted to it. Kotler and Keller (2007) defined advertising help to save fee to share the message for the development of

the product or to inform it to the customer. In the end by using advertising, the advertisers hope that their products can be attractive and sold to buyers.

## **8. Beauty Products Advertisement**

Humans have been using beauty products since ancient times. The advertisement of beauty products have been showed up in mass media. There are many kinds of beauty products, such as make up, body care, skin care, hair care, facial care, and many other. This research focuses on the skin care and make up product advertisement.