CHAPTER I

INTRODUCTION

A. BACKGROUND

In speech-act theory, the term illocutionary act refers to the use of a sentence to express an attitude with a certain function or "force", called an illocutionary force, which differs from locutionary acts in that they carry a certain urgency and appeal to the meaning and direction of the speaker.

Although illocutionary acts are commonly made explicit by the use of performative verbs like "promise" or "request", they can often be vague as in someone saying "I'll be there", wherein the audience cannot ascertain whether the speaker has made a promise or not.

In addition, as Daniel R. Boisvert observes in "Expressivism, Nondeclarative, and Success-Conditional Semantics" that we can use sentences to "warn, congratulate, complain, predict, command, apologize, inquire, explain, describe, request, bet, marry, and adjourn, to list just a few specific kinds of illocutionary act".

The terms illocutionary act and illocutionary force were introduced by British linguistic philosopher John Austin in 1962's "How to Do Things With Words", and for some scholars, the term illocutionary act is virtually synonymous with speech act.

Illocutionary acts are a central concept in speech act theory, which explores how [...] can be used not only to convey information but also to perform actions. [...] developed by J.L. Austin and later expanded by John Searle, illocutionary [...] on the intention behind utterances and the effect they seek to achieve. For

example, when someone says, "I promise", they are performing the act of making a promise, rather than just stating a fact. In advertising, this concept is particularly relevant, as advertisers use language to perform actions such as persuading, requesting, or assuring potential customers.

In advertising, illocutionary acts are often used to shape consumer attitudes and influence behavior. Advertisers do not simply describe products; they use language to perform various speech acts like urging viewers to make purchases, making promises about product quality, or assuring consumers that their brand is the best choice. For example, advertisements use persuasive language to perform speech acts that appeal to emotions, invoke authority, or build credibility.

In the All-Clad advertisement, the narrator states: "You ignited, you sautéed, you seared, and you served. Wow, that tastes good. All for the love of cooking. And you cooked with All-Clad". This example demonstrates multiple illocutionary acts: reinforcing the audience's sense of accomplishment and linking it to the use of All-Clad cookware. The language suggests a shared passion for cooking, while also making an implicit promise that All-Clad enhances the cooking experience. The ad performs acts of persuasion and assurance, emphasizing the brand's superior quality.

In the HexClad advertisement, the narrator opens with: "What if I told you the next great hybrid technology wasn't for a new car or computer chip, but it was for the best ribeye... Every time". Here, the ad captures the viewer's attention with a hypothetical question, sparking curiosity and framing the product as an innovative breakthrough. By highlighting the combination of stainless steel, cast iron, and non-

erties, the ad performs an act of persuasion, promising a unique product that

ptimal performance in the kitchen.

These examples show how illocutionary acts are critical to the effectiveness of advertisements, not just in conveying information but in engaging consumers on multiple levels emotionally, practically, and psychologically. YouTube has become a dominant platform for digital advertising due to its vast global reach and interactive format. Unlike traditional ads, YouTube advertisements often allow for viewer interaction through likes, comments, and even the option to skip ads, which challenges advertisers to capture attention within the first few seconds. This interactive nature makes YouTube an ideal space for studying illocutionary acts because advertisers must perform speech acts quickly and effectively to hold the audience's interest.

In the context of both HexClad and All-Clad, YouTube ads provide an opportunity to engage diverse audiences by performing speech acts that build trust, highlight innovation, and create emotional connections in just a few moments. HexClad and All-Clad are both renowned cookware brands, each with its own distinct market positioning. HexClad is known for its hybrid technology, combining stainless steel, cast iron, and non-stick properties to deliver a product that promises durability and performance. All-Clad, on the other hand, is celebrated for its traditional stainless steel cookware that appeals to both home cooks and professionals. Both brands use different illocutionary strategies in their advertisements to appeal to their target consumers.

The HexClad ad focuses on innovation and versatility, using speech acts that persuade viewers of the product's superiority by highlighting its hybrid technology. Meanwhile, All-Clad appeals to craftsmanship and tradition, using speech acts that audience of its heritage and quality by emphasizing the brand's American-ndcrafted cookware. These differences in illocutionary acts offer a rich

comparison of how language is used strategically to achieve different goals in advertising.

B. IDENTIFICATION OF PROBLEM

According to the background above, the writer identified that there are some problems of this study, as follows :

1. A lack of detailed examination of the specific illocutionary acts employed in digital advertisements by competing brands like HexClad and All-Clad.

2. Limited understanding of how these illocutionary acts function to persuade audiences, particularly through central or peripheral routes as described by the Elaboration Likelihood Model (ELM).

3. A need to compare and contrast the use of illocutionary acts and persuasive effects in advertisements to reveal how brands differentiate their messaging strategies and appeal to target audiences.

C. SCOPE OF PROBLEM

The HexClad and All-Clad cookware companies' YouTube commercials will be the exclusive subject of this investigation. It will examine the language employed in these commercials, pointing out different instances of illocutionary acts and how they serve the purpose of advertising. A selection of both businesses' recent two-year-old commercials will be included in the research to provide readers a modern perspective on their marketing approaches. The study won't cover advertisements from other companies or brands that aren't related to cookware.

D. RESEARCH QUESTIONS

In order to reach the objective of the research, the research question formula as follows:

1. What are the predominant illocutionary acts employed in the HexClad and All-Clad YouTube advertisements?

2. How is persuasive effect achieved in the advertisements? central route or peripheral route?

3. What are the similarities and differences between the two advertisements in terms of illocutionary acts and persuasive effects?

E. OBJECTIVES OF THE STUDY

The primary objective of this study is to analyze and interpret the illocutionary acts present in HexClad and All-Clad YouTube advertisements. Specifically, the study aims to:

1. Identify the various illocutionary acts utilized in the selected advertisements.

2. To examine how the advertisements achieve persuasive effects through the central or peripheral routes of persuasion.

3. To compare the similarities and differences between the two advertisements regarding their use of illocutionary acts and persuasive effects.

F. SIGNIFICANCES OF THE STUDY

After finishing the research, author hopes to contribute knowledge such as:

1. Academic literature contribution: By extending speech act theory which has not well studied to the setting of digital advertising on YouTube, this study butes to the body of knowledge about speech acts, especially illocutionary

2. Practical marketing insights: This study's conclusions will give advertisers and marketers insightful knowledge on how certain illocutionary acts in commercials might improve advertisement persuasion strategy.

CHAPTER II

LITERATURE REVIEW

A. PREVIOUS STUDY

In completing this research, the writer found four similar studies related to Illucutionary Act. They are used as references in this study. The researchers are explained below:
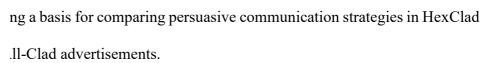
1. Saputri, I. N., Hidayat, D. N., and Alek, I. E., 2021, *An Analysis of Illocutionary Acts in Beauty Product Advertisements in Television Broadcast.* This research focuses on the illocutionary acts in beauty product advertisements broadcasted on Indonesian television. A descriptive approach was used to classify and analyze utterances based on Searle's taxonomy. The study found assertives (45.2%) as the most dominant, emphasizing product benefits and credibility, followed by directives (29%), expressives (16.1%), declaratives (6.5%), and commissives (3.2%). The relevance of this study lies in its demonstration of how assertive and directive acts influence consumer behavior, offering comparative insights for analyzing similar strategies in HexClad and All-Clad advertisements.

2. Wati, Mega B., and Amri, Ulil 2020, "An Analysis of Illocutionary Acts in the Slogans of Airline Advertisements" This research explores the types of illocutionary acts in airline slogans using Searle's (1993) and Hymes' (1972) theories. The study uses a descriptive method and analyzes nine slogans collected online. Results reveal that directive ommissive illocutionary acts dominate (66.6%). The advertisers focus on raging passengers to take specific actions or make commitments, using

engaging language. The study is relevant to this thesis as it demonstrates how illocutionary acts can drive action and shape audience perception, which aligns with examining similar mechanisms in cookware advertisements.

3. Ismiyati, H., Marhaen, D. S., and Ardhityawan, D., 2012, *The Illocutionary Act of Advertisements in the Jawa Pos, Saturday, April 28, 2012.* This research investigates the illocutionary acts used in *Jawa Pos* advertisements published on April 28, 2012. The study applied Searle's taxonomy to qualitatively analyze the linguistic features of the advertisements. The results show that assertive acts dominate, serving to establish credibility and convey factual information, while directives are used sparingly to encourage consumer action. Declaratives and expressives appear less frequently. This study is relevant to the thesis as it provides foundational insights into how illocutionary acts create persuasive messages in advertising.

4. Wulandari, D., 2016, *Illocutionary Strategies in Digital Advertisement Campaign as Found in Coca-Cola's #MakeItHappy.* This research examines the illocutionary strategies in Coca-Cola's #MakeItHappy campaign, which targets adolescents. Using Austin's illocutionary act theory and Searle's categorization, the study analyzed five campaign videos. The findings reveal that assertive-indirect directive acts (66.7%) dominate, successfully engaging the adolescent audience through indirect yet persuasive messages. This study supports the thesis by demonstrating how specific illocutionary strategies enhance engagement, ng a basis for comparing persuasive communication strategies in HexClad ll-Clad advertisements.

5. Sumarlam, S., Djatmika, D., Widiana, Y., & Budiyono, S. (2024), "Persuasive Speech Act Strategies of Online Fashion Sellers in Live E-Commerce: A Cyberpragmatics Approach"

This study investigates persuasive speech act strategies used by online fashion sellers in live e-commerce platforms, employing a cyberpragmatics approach. Data from live shopping sessions were analyzed using speech act theory (Searle, 1969) and persuasion frameworks. Results highlight that directive acts, including commands and requests, dominate (54.3%), followed by assertive acts (28.6%). Sellers frequently use urgency, discounts, and exclusivity to appeal to consumer emotions. This study is significant for this thesis as it demonstrates how linguistic strategies influence purchasing decisions, aligning with the exploration of illocutionary acts and persuasion in cookware advertisements.

Advantages and Differences of This Study:

a) **Dual Brand Comparison:** Unlike previous studies, this research compares two competing cookware brands, HexClad and All-Clad, providing a unique perspective on contrasting communication strategies.

b) **Integration of Theories:** By combining Speech Act Theory with the Elaboration Likelihood Model (ELM), this study bridges linguistic and psychological frameworks to analyze persuasion.

c) **Focus on YouTube:** This research specifically analyzes YouTube lvertisements, offering insights into how digital platforms influence lvertising strategies.

d) **Contemporary Context:** The study examines recent advertisements, ensuring relevance to current marketing trends.

e) **Broader Analytical Scope:** By analyzing both illocutionary acts and their persuasive effects, this study provides a comprehensive understanding of how language influences consumer behavior.

B. THEORITICAL BACKGROUND

1. Pragmatics and Contextualization

Pragmatics is a vital field that examines how context influences the interpretation of language. As Levinson (1983) articulates, pragmatics explores the interplay between language and the various contextual factors that shape its meaning. In the realm of advertising, understanding pragmatics is essential for dissecting how messages are constructed to resonate with target audiences.

Contextual factors include:

a) Cultural Background: Different cultures may interpret the same speech act differently based on societal norms and values. For example, humor used in one culture may be interpreted as offensive in another.

b) Social Norms: The expectations and behaviors deemed acceptable within a particular group can affect how advertisements are received. Understanding these norms helps advertisers tailor their messages appropriately.

c) Medium of Communication: The platform (e.g., social media, television) through which an advertisement is delivered can influence audience engagement and interpretation. For instance, advertisements on social

media often invite interaction, while television ads may rely more on visual storytelling.

Digital advertisements may leverage interactive elements that invite audience participation, altering the way messages are received an   d interpreted. The use of hashtags or interactive features can create a sense of community and engagement, reinforcing the illocutionary intent behind the message. Thus, an effective advertising strategy must consider the dynamic interplay between language, context, and audience perception.

2. Speech Acts

The theory of speech acts, introduced by J.L. Austin in his seminal work "How to Do Things with Words" (1962), revolutionizes our understanding of language by positing that utterances can serve as actions rather than mere statements. Austin categorized speech acts into three types:

a) Locutionary Acts: These involve the physical utterance of words, focusing on the grammatical and phonetic aspects of spoken or written language. For example, saying "It's raining" is a locutionary act that conveys a specific piece of information.

b) Illocutionary Acts: This pertains to the intended meaning or function behind the utterance, such as making a request, offering an invitation, or giving an order. For instance, saying "Could you pass the salt?" serves as a request. This type is particularly important in advertising, as it reflects the speaker's intention to persuade the audience to take action.

Perlocutionary Acts: These focus on the effects or responses elicited in the listener, including feelings, beliefs, or actions prompted by the

utterance. For instance, an advertisement may aim to create excitement or desire, leading to consumer action. This act emphasizes the impact of language beyond the mere words spoken.

Building on Austin's framework, John Searle (1979) refined the classification of illocutionary acts into five primary categories:

a) Assertives: Speech acts that commit a speaker to the truth of the expressed proposition. For example, stating, "This product is the best on the market," positions the speaker as confident in their claim.

b) Directives: Speech acts intended to get the listener to do something, such as "Buy now!" or "Try this product." Directives are often used in advertising to encourage immediate consumer action.

c) Commissives: These commit the speaker to a future action, such as promising a discount or guaranteeing satisfaction. This type can create a bond of trust between the advertiser and the consumer.

d) Expressives: These convey the speaker's emotional state, such as saying, "I love this product!" to express enthusiasm. Expressives can create a relatable connection with the audience.

e) Declarations: These change reality in accordance with the proposition of the declaration, such as "You are hired!" in a job offer context. Declarations in advertising can signify the launch of a product or service.

This categorization is particularly relevant in advertising, where the effectiveness of communication often hinges on the strategic use of these speech

gage and persuade potential consumers.

ısion in Advertising

Persuasion is a core element of advertising, driving the strategies employed to influence consumer behavior. Glazer and Rubinstein (2006) define persuasion as a process in which an agent (the speaker or advertiser) seeks to convince another agent (the listener or consumer) to take a specific action, such as purchasing a product.

Key types of persuasion techniques used in advertising include:

a) Emotional Appeals: Advertisements often evoke emotions, such as happiness, nostalgia, or empathy, to create a connection with the audience. For instance, an ad that tells a heartfelt story can resonate deeply with viewers.

b) Values and Beliefs: Aligning a product with the audience's values (e.g., sustainability, community support) can enhance its appeal. Advertisements that promote ethical practices can attract socially conscious consumers.

c) Storytelling: Crafting a narrative that resonates with the audience's experiences can foster deeper emotional engagement. For example, a narrative of overcoming challenges can inspire and motivate consumers.

In targeting adolescents, it is particularly important to consider their unique dynamics and preferences. As Gordon (1972) notes, adolescents often exhibit resistance to direct advice or solutions, making indirect approaches more effective. Advertisements that subtly suggest a product's benefits rather than overtly instructing the audience to buy can foster a sense of autonomy and choice, ; to the adolescent desire for independence.

lirect Strategies can take various forms, such as:

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a) Assertive-Indirect Directives: Conveying a suggestion without directly stating it, allowing the audience to draw their conclusions. For instance, saying, "Many teens are choosing this brand" implies a recommendation without direct instruction.

b) Expressive-Indirect Directives: Sharing feelings about a product in a way that suggests its benefits without being prescriptive. For example, expressing joy in using a product can implicitly suggest that the audience should try it too.

c) Commissive-Indirect Directives: Implying future benefits or promises without directly committing to a specific action. For instance, stating, "Using this product could enhance your experience" suggests a potential future benefit without a direct command.

By employing indirect strategies, such as using relatable scenarios or testimonials, advertisers can create a more engaging and persuasive message that resonates with this demographic.

4. Elaboration Likelihood Model

The elaboration likelihood model (ELM) suggests that there are two fundamentally different sorts of processes underlying persuasion, represented as two broad "routes to persuasion." Which one is activated depends on the degree of "elaboration" (issue-relevant thinking) in which the receiver engages (Petty & Cacioppo, 1986; Petty & Wegener, 1999). One is the central route, in which the outcomes of persuasive efforts are the result of the receiver's thoughtful [...]tion of issue-relevant material (e.g., the message's arguments); when [...]ute processes are engaged, the quality (strength) of the message's

arguments are likely to be key determinants of persuasive success. The other route to persuasion is the peripheral route, in which persuasive outcomes arise from less thoughtful processes, such as the receiver's use of some heuristic (a simplifying decision rule) for example, instead of carefully considering the arguments and evidence, a receiver might reach a conclusion based on the communicator's credibility or likeability or on the reactions of others to the message. These are not two mutually exclusive routes, but rather the prototypical forms representing the extremes of an elaboration continuum at intermediate levels of elaboration, both central-route and peripheral-route processes may be at work (see also the heuristic systematic model, which offers another version of a "dual-process" image of persuasion; e.g., Chaiken, 1980, 1987). The likelihood that a receiver will engage in elaboration (issue-relevant thinking) is a joint function of factors influencing elaboration ability (such as prior background knowledge, the presence of distraction in the communication setting, and so on) and factors influencing elaboration motivation (such as receiver involvement, that is, the personal relevance of the topic). So, for example, when a topic is not involving and there is some distraction present, receivers may rely on heuristics such as the communicator's apparent expertise (and thus high credibility communicators will be more successful than low credibility communicators). By contrast, when the topic is personally relevant and receivers are able to attend closely to the arguments and evidence, the impact of variations in communicator expertise will diminish and the effect of argument quality variations will increase (e.g., Petty, Cacioppo, & Goldman, 1981).

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ng persuasive outcomes, but also with respect to the consequences of

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whatever persuasion is obtained. Persuasion achieved through central-route processes is likely to be more enduring (less likely to decay over time, more resistant to counter persuasion) and to have greater influence on subsequent behaviour than is persuasion accomplished through peripheral-route processes (Petty & Wegener, 1999, pp. 61-63).

Persuasion processes differ depending on the receiver's degree of elaboration, campaign planners may find it important to consider the audience's likely degree of engagement with campaign messages. For example, there may be important differences between people actively seeking health information and those who more passively scan the media environment for such information (e.g., Niederdeppe et al., 2007; Shim, Kelly, & Hornik, 2006). As the audience's degree of elaboration varies, different message formats may be optimal (e.g., Bakker, 1999) and persuaders need not assume that the audience's degree of elaboration is inevitably fixed in advance; on the contrary, messages might be designed to influence elaboration ability or motivation, as when the personal relevance of a topic is emphasized in an effort to increase elaboration motivation (for further discussion of the ELM and some research applications, see Kruglanski & Thompson, 1999; Petty, Cacioppo, Strathman, & Priester, 2005; Slater, 2002).