

**A SEMIOPRAGMATIC ANALYSES OF STARBUCKS
PROMOTIONAL ADVERTISEMENT IN INSTAGRAM**



A THESIS

Submitted to Faculty of Cultural Science Hasanuddin University in Partial

Fulfillment of the Requirements to Obtain a Sarjana Degree in English

Literature Study Program

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With reference to the letter of the Dean of The Faculty of Cultural Sciences Hasanuddin University No. 5107/UN4.9.7/TD.06/2021 regarding supervision, we hereby confirm approve the thesis draft by Tri Ananda Lestari (F041171531) to be examined at the English Department Faculty of Cultural Sciences.

Makassar, 1st July 2021

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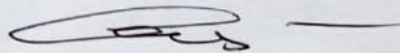
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THESIS

A SEMIOPRAGMATIC ANALYSES OF STARBUCKS PROMOTIONAL
ADVERTISEMENT IN INSTAGRAM

BY

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It has been examined before the Board of Thesis Examination
On 5th August 2021
and is declared to have fulfilled the requirements.

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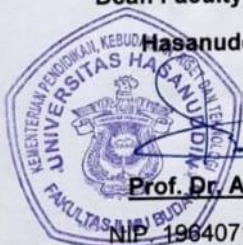
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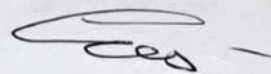
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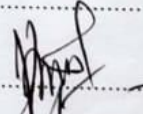
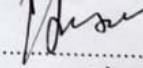
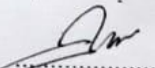
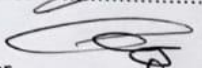
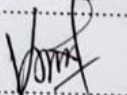
Today, Thursday, 5th August 2021, the Board of Thesis Examination has kindly approved a thesis by **TRI ANANDA LESTARI** (Student Number: **F041171531**) entitled:

**A SEMIOPRAGMATIC ANALYSES OF STARBUCKS PROMOTIONAL
ADVERTISEMENT IN INSTAGRAM**

Submitted in fulfillment one of the requirements of undergraduate thesis examination to obtain Sarjana Sastra (S.S.) Degree at the English Department, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, 5th August 2021

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DECLARATION

The thesis of **TRI ANANDA LESTARI** (Student Number: **F041171531**) entitled, "**A SEMIOPRAGMATIC ANALYSES OF STARBUCKS PROMOTIONAL ADVERTISEMENT IN INSTAGRAM**" has been revised as advised during the examination on 5th August 2021 and is approved by the Board of Undergraduate Thesis Examiners:

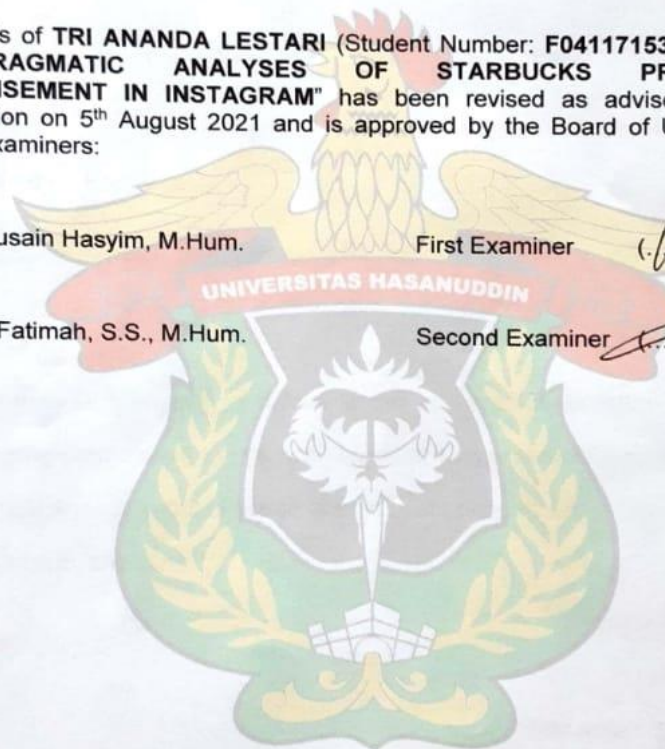
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Yang Menyatakan,
Tri Ananda Lestari

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Makassar, July 1st 2021

The Author,
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ABSTRACT

TRI ANANDA LESTARI (F041171531). *A Semiopragmatic Analyses of Starbucks Promotional Advertisement in Instagram* (Supervised by **Abidin Pammu** and **Kamsinah**)

Slogans and images usually represent a product in an advertisement. Slogans consist of phrases or sentences, while pictures consist of people or other people with a background. This study aims to explain how to convey messages in Starbucks promotional advertisements and also to describe the most widely used speech acts in these advertisements. Searle's (1977) illocutionary act theory used as main framework in this study.

Data was analyzed using qualitative descriptive. From this verbal and non-verbal analysis, the researcher found the most widely used illocutionary acts according to Searle's theory. This study showed that the advertiser creates a different image from each advertisement. The images support the tagline and advertisement in the body copy. Advertisers want consumers to be able to come to Starbucks whenever consumers want because promos are always available and free to choose.

The results showed that from the verbal analysis, there were 4 assertive actions and 3 commissive actions according to Searle's theory which were found in the tagline in the advertisement. The first illocutionary act found in this study is assertive. First, because advertisers want their products to be known and persuade readers by using information, descriptions, claims, and statements. The second is commissive action, because Starbucks wants to persuade people to come to their stores with promos. From non-verbal analysis, researchers found signs in each background image which were then converted into objects and interpreted through the process of cognition.

Keywords : **Pragmatic, illocutionary acts, semiology, advertisement,**

Starbucks.

ABSTRAK

TRI ANANDA LESTARI (F041171531). *Analisis Semiopragmatic pada Promosi Iklan Starbucks di Instagram (Dibimbing oleh Abidin Pammu dan Kamsinah)*

Slogan dan gambar biasanya mewakili sebuah produk dalam sebuah iklan. Slogan terdiri atas frase atau kalimat, sedangkan gambar terdiri atas orang atau orang lain dengan latar belakang. Penelitian ini dilakukan untuk menjelaskan cara untuk menyampaikan pesan dalam iklan promosi Starbucks dan untuk mendeskripsikan tindak tutur yang paling banyak digunakan dalam iklan tersebut. Teori tindak ilokusi Searle (1977).

Data dianalisis menggunakan deskriptif kualitatif. Dari analisis verbal dan non verbal ini, peneliti menemukan tindak ilokusi yang paling banyak digunakan menurut teori Searle. Kesimpulannya adalah pengiklan membuat gambar yang berbeda dari setiap iklan. Gambar mendukung tagline dan body copy iklan. Pengiklanan menginginkan konsumen bisa datang ke Starbucks kapanpun konsumen mau karena promo selalu ada dan bebas memilih.

Hasil penelitian menunjukkan bahwa dari analisis verbal, terdapat 4 tindakan asertif dan 3 tindakan komisif menurut teori Searle yang ditemukan pada tagline di iklan tersebut. Tindak ilokusi pertama yang ditemukan dalam penelitian ini adalah asertif. Pertama karena pengiklan ingin produknya dikenal dan membujuk pembaca dengan menggunakan informasi, deskripsi, klaim, dan pernyataan. Kedua adalah tindakan komisif, karena Starbucks ingin membujuk orang untuk datang ke toko mereka dengan adanya promo. Dari analisis non verbal, peneliti menemukan tanda-tanda pada setiap gambar latar yang kemudian diubah menjadi objek dan interpretasi melalui proses kognisi.

Kata kunci : **Pragmatik, tindak ilokusi, semiologi, iklan, Starbucks.**

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CHAPTER I

INTRODUCTION

This chapter consist of introduction which include of background of the study, identification of problems, scope of the problems, research questions, research questions, objectives of the study, and significance of the study.

A. Background

In Indonesia or everywhere, advertisments have become a popular way to attract the consumer to consume the products. The advertismment also used to influence people or society recently. It also has become a major controller and softly command and shape the society. Advertisement is a persuasive communication media are designed to produce a response and help to achieve objectivity or marketing purposes (*Gilson and Berkman*).

Most of contries in the world hava egalised the company to distribute their advertisement such us food and beverage, clothes, medical, furniture, and many more. There are some words that might attract people to buy some producs such us; *discount, promo, 15 percent off, buy one get one, buy two get one, 50% off with credit payment*, etc. This kinds of words sometimes disturb people who have a hobby in shopping. So far as writer can see in our environmet is it is a fact that people will spontaneously interested if they hear phrase "*promo*".

F&B or food and beverage is a kind of industries that has existed and developed since a long time. The types of bussiness that can be categorized into F&B industry are bussiness that focus on food and beverage service as the business axis to achieve customer satisfaction. In general the notion of F&B

service is a term that describes the service of serving food to customers. Usually a business offers these services together by selling food or beverage products. An example of a business to describe the combination of F&B service and F&B product is a food stall or five-stars restaurant. In these two places, business owners offer food or beverage products to buy and place and serve food for customers to enjoy. This is the basic concept that can be understood.

In Indonesia itself, there are many food and beverage's that have been around for many years, such as Pizza Hut, McDonald, KFC (*Kentucky Fried Chicken*), Burger King, Wendys, Starbucks, and many more.

This research will focus on adopting one of food and beverage that very famous in Indonesia. Almost all people with hedonism know about Starbucks. Starbucks Corporation is a coffee company and global coffee shop chain from the United States headquartered in Seattle, Washington. Starbucks is the world's largest coffee shop company, with 20,336 stores in 61 countries, including 13,123 in the United States, 1,299 in Canada, 977 in Japan, 793 in the United Kingdom, 732 in China, 473 in South Korea, 363 in Mexico, 282 in Taiwan, 204 in the Philippines, and 164 in Thailand. (According to the data of *sigalinovasi.com* in 2014).

Starbucks sells hot and cold drinks, coffee beans, salads, hot and cold sandwiches, sweet pastries, snacks, and items such as glasses and tumblers. Many of the company's products are seasonal or specific to the area where the shop stands. Starbucks ice cream and coffee are also sold at grocery stores.

Since its founding in 1971 in Seattle as a local coffee roaster and retailer, Starbucks has expanded rapidly. In the 1990s, Starbucks opened a new store every weekday, a stage that continued into the 2000s. The first store outside of the United States or Canada opened in the mid-1990s, and its overseas stores represent one-third of Starbucks stores worldwide. The company plans to open 900 new stores outside the United States in 2009, and has closed 300 stores in the United States since 2008.

The writer observed that Starbucks Coffee Company has spread rapidly in Indonesia, that is why the writer interested to analyse the promotional advertisement that Starbucks has, also the writer has a big expectation through this research to find what makes Starbucks the best one in food and beverage.

B. Identification of Problem

The writer was inspired to find out how is the language that Starbucks used to promote its promotional advertisement to unconsciously attract customer through Instagram and the writer also trying to find out the most used acts in the advertisement by using Searle's theory.

C. Scope of problems

Based on the explanation above, the writer focus on promotional advertisement that Starbucks has published commercially. The writer took a look to the official account of Starbucks Indonesia that publish the promo. The data retrieved between December 2020 to the end of June 2021.

D. Research questions

1. What illocutionary act which is the most used in Starbucks promotional advertisement in Instagram?
2. What are the interpretation of Starbucks promotional advertisement in that published in Instagram?

E. Objectives of the study

1. To explain the promotional advertisement language that Starbucks used.
2. To find out the the illocutionary acts that contains in the advertisement.

F. Significance of the study

After finishing this research, the author hopes to give a contributions and benefits for academic and practical sphere such us this study will give a contribution to linguistic students in order to make this reserach is one of their previous studis, and hopefully also this reseach could be a refference for other researcher in studying about promotional advertismen.

CHAPTER II

LITERATURE REVIEW

In this chapter the writer explains about literature review that consist of previous study, theoretical background, advertising language, and promotion.

A. Previous Study

The author tries to support his research by seeking more journal or previous studies that related to promotional advertisement or food and beverage itself. By comparing each previous study, the author hopes the findings will help the author accomplish this research. Based on other research, the writer found some similarities and differences in each research with explanation below:

1. Qadafi (2014) **“Advertising Language: A Pragmatic Approach to Cigarette Advertisements in Indonesia”** .

This research aims to discuss how the advertisements have a high possibility to persuade society indirectly, since they are not actually “*selling*” the cigarette to people. The researcher limit his research to television based on cigarette advertisements only. In his research he uses pragmatic approach and the data are only in the text form of phrase or sentence in the advertisement. Several data taken from the internet, and took exactly four examples of cigarette advertisement, and considered them as purposive sampling. In analysing the data he deployed Sperber and Wilson’s (1996; 2002) inferential theory of pragmatics to make sense of the advertising language. In his research he compared the using of maxim (quality, quantity, relevance, and manner) and compared two principles of relevance : cognitive principle and communicative principles. Qadaafi also

using descriptive qualitative to describe his findings. In his research refers to his research question, he found and interpreted it as the audiences will most likely assume that the product advertised is in line with their own personalities and characters, and to be the reasons why advertisers project particular identities on their product so that the people or the majority of the society would choose them. The relevance both those studies is they make advertisement as an object on their research.

2. Haryani (2017) **“A Pragmatic Analysis of English Advertisements A Case Study”**.

This study aims to find out how persuasive goals of the advertisements are expressed through language. Her analysis also focuses on the illocutionary act and the application of cooperative principles in English advertisement. This study consist of the theoretical background that used pragmatics as frame in order to analyzing the advertisements. Besides she using speech act in her research, she also combines Grice’s theory of maxim to do the cooperative principles. The findings in her reasearch are (1) The English advertisement persuades goods or services; (2) The advertising texts studied in the discussion contains the kinds of illocutionary act and the cooperative principles; (3) The illocution power in the words of the English advertisement has the kinds of direct illocution and indirect illocution; and (4) The obedience and deviation of the cooperative principles occur in the advertising to propagate the products and services advertised.

The data was taken from several cases randomly from Newsweek. While the relevance between her study and the research that the writer does is both

studies make advertising as their object even though both studies have a different way in analysing their object.

3. Fajar, Setyaningsih (2015) **“AN ANALYSIS OF ORIFLAME WOMAN PARFUME ADVERTISEMENTS”**.

This study aims to find out the tools to convey the message in Oriflame advertisements and to discover the hidden messages by using the tools in the advertisements. They used Searle’s theory (1977) and Pierce’s semiotics theory (1931) as the main frameworks for the analysis. They also applied descriptive qualitative in analyzing their data. The findings are; there are 17 illocutionary acts found in the tagline and the body copies of the advertisements. The relevance between this study and the writer research does is to find out the most used acts in the advertisement and to find out the interpretation of the advertisements. The similarities also stated in the way the writer analyzing the data which is using two ways of analysing. The first is verbal tools and the second is non-verbal tool analysis.

B. Theoretical Background

1. Pragmatics

Leech in Oka (1993: 62) explains that pragmatics is a science that studies the advertiser meaning connected with the situation. Leech also explains that pragmatics is connected with grammar and language utilization is connected with the certain social situation. The pragmatics connected with grammar is called pragmalinguistics and that connected with certain social situation is called sociopragmatic.

Based on the statements above, it can be concluded that the study of pragmatic refers to the utterance expressed by the speaker connected with the contexts. The utterance in pragmatic is divided into two, performative utterance, the simultaneous utterance in an act, and constative utterance, the utterance used to state something. The performative utterance contains true value or false value.

The pragmatic study of advertisement always involves text analysis because advertisement is a kind of text. A text is a complete communication which has the elements of sender, receiver, and message bound with the certain aim, so the analysis used is text analysis. The text analysis conducted by using pragmatic approach is called pragmatic analyses (Wijana, 1996 : 13).

2. Illocutionary Act

Illocutionary act is used to analyze the advertisement because it can help to analyze how advertisement is made to get the consumers to buy the product. It is the way to impress people to use the product. Furthermore, illocutionary act is the act of saying, which is committed with the intends of speaker by uttering a sentence such as asking, stating, questioning, promising, ordering, apologizing, threatening, and requesting. According to (Austin's : 84) preliminary informal description, the idea of an "illocutionary act" can be captured by emphasizing that "by say something, we do something", as when a minister joins two people in marriage saying, "I now pronounce you husband and wife". (Austin would eventually define the "illocutionary act" in a more exact manner.)

According to Searle (1969 : 46), the illocutionary act is an act performed in saying something. On other words, illocutionary act can be defined as using a

sentence to perform a function. When a speaker says something, he or she may perform some functions of act through the utterances such as request, complain, etc. (Searle : 102-105) categorize illocutionary acts into five types, they are:

1. Assertive

Is a statement that binds the speaker to advocate for the truth of the proposition. It includes actions such as stating, asserting, inferring, and believing.

2. Directives or directives

Actions that try to get the listener to do something such as an order, request, plea, prayer, supplication, invitation, and so on.

3. Commissive

Represents the speaker's commitment to a future action. The commitment consists of things such as promising, swearing, promising, contracting, and guaranteeing.

4. Expressive

Actions that communicate several aspects of the speaker's psychological state, such as thanking, congratulating, apologizing, comforting, and welcoming.

5. Declaration

The act of making a very firm proposition or making it so. Examples include appointing, marrying, firing, and resigning.

3. Semiotics

Semiotics, also called semiology, the study of signs and sign-using behaviour. It was defined by one of its founders, the Swiss linguist Ferdinand de Saussure, as the study of “the life of signs within society.” Although the word was used in this sense in the 17th century by the English philosopher John Locke, the idea of semiotics as an interdisciplinary field of study emerged only in the late 19th and early 20th centuries with the independent work of Saussure and of the American philosopher Charles Sanders Peirce.

While semiotics is also used as a framework based on an assumption that in every advertisement there must be a sign that needs to be interpreted. Semiotics is the study of how meaning occurs in language, pictures, performance, and other forms of expression through the use of signs and the ways in which they work. The conceptual tools of semiotics are signs and codes. Semiotics views signs as the basic building blocks of communication. According to Peirce, there are three types of sign: 30 Volume 11 Nomor 1, Maret 2015.

- a. Icon, a sign that denotes its object by virtue of a quality which is shared by them but which the icon has irrespectively of the object,
- b. Symbol, a sign that denotes its object solely by virtue of the fact that it will be interpreted to do so, and
- c. Index, a sign that denotes its object by virtue of an actual connection.

A sign (in the form of a representamen) is something which stands to somebody for something in some respects or capacity (Peirce 1931-66, 228). It addresses somebody, that is, creates in the mind of that person an equivalent sign,

or perhaps a more developed sign. The sign stands for something, its object. The only way in which a sign can operate in terms of standing for something else, is via the interpretant. The interpretant (interpretation) is another sign, or a psychological sign (thought or mental representation) that interprets or translates the sign that is presented.

4. Advertising Language

The main function of advertising language is to offer products to consumers, so by using the language in the advertisement the advertiser tries to persuade buyers of the goods or services they produce. Therefore, the advertiser will try to delve the potency of language as effectively as possible to reach the meaning. The excavation of advertising language is not considered important in what to say but inclined in the direction of how to say (Kasali, 1992: 20). Thus, the creative strategy in advertising is a step to organize how the advertising action is to be expressed.

To arrive at the aim of message, an advertising text demands that the advertising organizers use the interesting, short and complete languages. Besides, the sentences should contain persuasive meaning, and the meaning should be communicative. In other words, the text of advertising should have hidden power that can flatter the readers. So, advertising texts should contain not only a locutionary act (informative), but also illocutionary act (to do something), perlocutionary act and obedience of the cooperative principles.

5. Promotion

Promotion or promoting is a time period this is very famous withinside the minds of the Indonesian humans. The phrase promo is frequently synonymous with expenses, along with promo expenses or discounts, and is greater genuine and is frequently related to shopping for and promoting activities. Promotion or promo actually approach to inform, remind, and convince. So it isn't always incorrect if the phrase promo is frequently related to shopping for and promoting of items, due to the fact promos are persuasive, this is, convince capability customers to shop for sure items and products. For the ones of you who're withinside the discipline of enterprise or enterprise, promos are very vital in an effort to recognize the definition and use, so you can observe them to introduce your merchandise, due to the fact promos are one of the vital elements that have an effect on the conduct or failure of a product. The following is a top level view of the which means of promos withinside the context of purchasing and promoting and the significance of carrying out the trendy promos for enterprise humans or traders.