

Analysis of Locutionary, Illocutionary and Perlocutionary Speech Acts in Indomie Ads on Television

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Abstract

Pragmatics is the science of linguistics which can analyze spoken words and derive their meaning. The development of pragmatics is driven by the awareness of linguists to explore pragmatics. Because humans cannot be separated from their daily communicative activities, the use of utterances in everyday life can be unlimited as speech acts, including locutionary acts, illocutionary acts, and perlocutionary acts. The type of research method in this article is qualitative with document type. Qualitative research is a type of research whose results are not based on statistics or other calculations. The purpose of this study is to find out what is meant by locutionary, illocutionary and perlocutionary as well as giving examples of the three.

Keywords: Pragmatics, Locutionary, Illocutionary, Perlocutionary



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INTRODUCTION

Pragmatics It is the science of linguistics that can analyze spoken words and derive their meaning. The development of pragmatics is driven by the awareness of linguists to explore pragmatics. Pragmatically, it is closely related to language and must be in accordance with the context of the language in question. When someone communicates, he must also consider the context in which he speaks and the factors involved in the context of the utterances made during the communication.

Pragmatics is also the science of language which studies the use of language in relation to the context in which it is used. The meaning of language can be understood if the context is known. Boundaries of practicality are rules for using language in terms of forms and meanings that are relevant to the intent, context, and situation of the speaker. Language cannot be separated from human life and is a means of communication between humans. Language also plays an important role in the process of communication between people because they live and act in society. Language also plays an important role in every human life. People use words when interacting and communicating with others. The language used can be spoken or written.

Spoken language is used more often than written language in everyday communication. "Speaking skills are one aspect of language skills that play a very important role in creating critical, creative and intelligent human resources" (Saragih, 2012). Therefore what is called speech events or speech activities and speech acts or speech acts occur in every communication process that takes place. The use of language in everyday life is unlimited because humans cannot separate their daily lives from their communicative activities. Thus, speech acts always function to convey ideas and messages to communicate with the people around them.

Speech act theory began in the book by Austin and Searle (Ibrahim, 1993). Starting from this opinion, the book How to do things with words (how to do things with words) by authors

Austin and Searle presents speech acts papers. From the opinion above, (Ibrahim, 1993) To describe the meaning of speech acts, speech acts are speech acts that function psychologically and socially outside of the discourse that is made. Ibrahim's definition differs from (Yule, 2006) that speech acts are acts performed through language. This shows that speech acts have psychological and social functions in communication and as a means of doing something through speech acts. With regard to speech acts, there are very diverse speech acts, among them, Austin (Rani, 2010) divides speech acts, namely locutionary acts, illocutionary acts, and perlocutionary acts.

RESEARCH METHODS

The type of research method in this article is qualitative with document types. Qualitative research is a type of research whose results are not based on statistics or other calculations. (Bashrowi and Kelvin, 2008). The qualitative research instrument is the researcher himself. One of the data sources he uses is literature study, which is the use of library sources to obtain research data without doing fieldwork. The researcher uses a qualitative descriptive method with literature review as a source by conducting a review of existing studies.

RESEARCH RESULTS AND DISCUSSION

1. Locutionary Act. Locutionary act is a speech act to express something. This speech act is referred to as The Act of Saying Something.
2. Illocutionary act. Illocutionary act is a speech act whose function is to express or inform something and is used to perform an action.
3. Act of Procollusion. Perlocutionary acts Often speech given by someone who has the power to sway or influence his listeners. This effect or influence may be intentionally or unintentionally caused by the plaintiff. Speech acts whose purpose is to influence the interlocutor are called speech acts.

From the analysis of speech in indomie advertisements on television, there are three data for locutionary speech acts, one data for illocutionary speech acts, and three data for perlocutionary speech acts, including:

1. Locutionary speech acts. Product advertisements on Indomie, there is data which is a locutionary speech act which intends to inform and provide information about a matter, including:
 - a. Context. In the indomie noodle ad that was shown by television, the visuals of the noodles being cooked immediately moved on to geprek chicken and sambal matah, then focused on a group of young people eating at a bazaar. Then a man came with a plate full of food.
Boy 1: where are you from?
Boy 2: from Indomie Mi Goreng Aceh
Boy 3: ah A A Aceh
Women 1 and 2: until spicy indomie fried chicken geeee
Boy 4: geeeprek
Male 1 2 3: Indonesia's spicy richness hits the heart from the tongue
Boy 4: Indonesian is really spicy
All: Indomie is my taste.

In his narrative there is evidence that this advertisement has locutionary speech acts which are intended to provide information. In the words of men 1, 2 and 3 who said

that "Indonesia's spicy richness is really" in fact this indomie has a variety of flavors from Indonesian dishes with a taste that is so spicy, this spicy taste is made from native Indonesian spices so that the end result makes it taste Spicy which is almost the same as real food, the difference is that it is packaged in Indomie instant noodle products.

- b. Context: The Indomie instant noodle TV commercial features three men and a woman practicing their singing in a music studio.

Boy 1: Come on, give me a break! (Then the four of them go down to the living room.)

Woman: Ech I'm hungry. What kind of chicken do you want to cook specifically?

Boys 1,2,3: What's special (Women 1 cooks in the kitchen.)

Narrator: This is the first new taste of indomie fried rendang with the taste of rendang meat processed with the original rendang seasoning, presenting delicacy with a seductive aroma.

The 1 woman and 3 men are enjoying fried rendang noodles in the living room.

Girl 1: Special right?

Boy 2: Delicious... delicious...

Male 1.3: This is just rendang

Narrator: Just rendang fried indomie.

In the speech above, there is evidence that Indomie instant noodle advertisements contain verbal speech acts for the purpose of explanation and information. In the narrator's words "This is the first new taste of indomie fried rendang with the taste of rendang meat processed with the original rendang seasoning, presenting delicacy with a tempting aroma" in this phrase created by Indomie Goreng Rendang is the newest Indomie noodle flavor, the first rendang flavor made from rendang meat Processed with our unique rendang seasoning, characterized by softness and seductive aroma.

- c. Context. The indomie instant noodle advertisement on television shows men and women sitting in the campus canteen. Boy 1: Do you know love doesn't come?

Woman 1: Where are you from?

Man 1: From the eyes down to the heart

Man 2: (Suddenly comes) Ech where does spicy come from?

Boy 2: From angry, come down here (while showing Indomie Goreng Sambal Angry)

Narrator: Now, fried indomie with angry chili sauce, eesss hahah with sliced onions and chilies, fried indomie angry chili, fresh, spicy, makes you excited.

In the speech above, there is evidence that Indomie instant noodle advertisements contain verbal speech acts that express the expression and meaning of notifications. In the narrator's words "This is new indomie goreng with sambal matah eesss hahh with sliced onions and chilies indomie goreng with sambal matah, it's so spicy it makes me excited" In the above speech there is evidence that indomie instant noodle advertisements contain verbal speech acts that express expressions and convey meanings.

2. Illocutionary speech acts. We found data on the use of nonverbal speech acts intended to influence or encourage language partners to do something in instant product advertisements at Indomie Mie Instant. As in the following data:

- a. Context: The Indomie instant noodle TV commercial shows a woman thinking about ordering lunch from a man walking in front of her.

Woman: Can you order something to eat please, want meat & spicy taste. There's a burnt smell, right?

Boy: Okay sis, okay emm

Woman: Mas!!

Boy: Ehhhh

Woman: But noodles huh!!

Boy: Yes, heem

Kor: Eh, what's that? The aroma, you want it, you want it

Narrator: This is Indomie Goreng with new penyet ribs flavor, the taste of the penyet is terrible

Woman: Wow, delicious fried krenyes, spicy!!

Narrator: Fried Indomie with ribs penyet flavor. It's awesome!!

From the linguistic data above, it can be concluded that pusher women want rebuttal from their linguistic partners. It is in the sentence "Mas you order something to eat please, want meat and spicy taste. There's a burnt aroma, isn't it?" the woman wanted a food that tasted like meat, spicy and had a burnt aroma but she didn't specify what food she wanted. Then in the sentence "But noodles huh !!" Women want to cook with noodles, but men's actions bring noodles that taste like meat and smell hot and burnt, this shows that Indomie Iga Penyet has almost the same taste as the original food, namely Iga Penyet.

3. Perlocutionary speech acts. We found data that included speech acts intended for instant product advertisements contained in Indomie Instant Noodles. Encourage, persuade or entice your audience to buy the advertised product. As in the following data.

a. Context. In television advertisements showing five youths consisting of three

man and two women. In the broadcast, a man stands alone and faces four other youths.

Boy 1: Geeee

Boy 2: Hot?

Boy 1: Geeee

Boy 3: Vibration?

Boy 1: Geeee

Woman 1 & 2: Lovely?

Boy 1: Indomiee geprek chicken

4 youths: The hype is gone

Narrator: The Indomie hype after the chicken geprek packaging is cool, the creaminess is gress, spicy and the onions make you drool. Indomie hype after geprek chicken. Gepreknya make the spirit!! In the above data it is proven that indomie instant noodle advertisements have speech act activities in the form of perlocutions which intend to have an effect and encourage the audience to give the product being advertised. In the story of the narrator who stated that "The Kremes are new" then "Spicy and the onions make you literate" is a speech that can have an effect, "if the audience buys indomie ayam geprek then the kremes contained in the noodles will be like the original geprek chicken, it's spicy and the onions are making anyone who eats the noodles will make the eyes bright because of the spicy and onion effects contained in the noodles. Then the word "Geprek makes enthusiasm" means "that anyone who buys indomie ayam geprek will be even more enthusiastic. It is these three things that have an effect and encourage the audience to buy the advertised product.

b. Context: In a television commercial showing the visual of Indomie noodles real meets pepper chicken. Then there was 1 woman sitting at Maja eating in the kitchen while enjoying Indomie noodles real meet pepper chicken. Narrator: The new indomie real meets pepper chicken is the sound of the eyes of the heart opening, the pleasure is blarr, the softness of the curly noodles makes the tongue dance seven around, plus real meat that makes the body feel flaying. The new indomie real meet. You deserve it.

In the data above it is proven that Indomie instant noodle advertisements have speech act activities in the form of perlocutionary acts which are intended to have an effect and encourage the audience to give the product being advertised. In the story, the narrator states that "the pleasure is blarr" then "the soft, curly noodles make the tongue dance seven around" This is a story that can influence the audience. When I bought Indomie Pasta, I found Ayam Pepper. You can enjoy the umami and softness of the curly noodles that make your taste buds wag. When you taste the noodles, the effect is extraordinary, and the taste of the noodles will make you feel like you are dancing 7 times with a gentle tongue. Then the sentence "adding real meat makes the body feel flaying" is a speech that can have an effect on the audience if they buy Indomie noodles real meet pepper chicken, they will enjoy the taste of noodles added with real meat, which makes the body feel like flying because it tastes very good and delicious while eating it.

- c. Context: The advertisement shown on television shows the visual of Indomie hype noodles after the seblak hot jeletot sauce served in a bowl being enjoyed by several men and women, with expressions of sweat and spiciness while enjoying it. Narrator: Indomie hype after the hot soup is gone. Indomie seblak hot sucks. Indomie seblak hot sucks. Wide noodles plus plus crackers seblak nyesss, just hot hot jeletot delicious spicy gravy crazy sehheh. Indomie hype is so hot it's hot.

In the data above it is proven that Indomie instant noodle advertisements have speech act activities in the form of perlocutionary acts which are intended to have an effect and encourage the audience to give the advertised product. In the story of the narrator who "stated that "wide noodles plus plus crackers seblak nyesss" is a story that can have an effect on the audience if they buy Indomie hype noodles after the hot jeletot sauce will enjoy wide noodles different from other brands and also added savory seblak crackers. and crunchy. then the sentence "just hot, hot jeletot, delicious spicy, crazy soup sehheh" If you buy Indomie Hype Noodles, once the broth is hot, you can enjoy the amazing hot and spicy taste that comes from half a bag of chili seasoning. Alternatively, use chili packets to make it spicier and the soup will be very hot.

CONCLUSION

Pragmatics is a science of language that can analyze a spoken language and can produce the meaning of every sentence that is spoken. The development of pragmatics develops because of the level of awareness of language scientists to study pragmatics more deeply. Locutionary act is a speech act to express something. This speech act is referred to as The Act of Saying Something. Illocutionary acts are speech acts that function to state or inform something and are used to perform an action. A perlocutionary act is a speech uttered by someone who often has an influence or effect on those who listen. From the results of the analysis through indomie advertisements that are broadcast on television, the writer can conclude that there are locutionary, illocutionary and perlocutionary speech acts.

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