

Analysis of Speech Acts in the Advertising Language of Yakult Beverage Products on Television

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Abstract

Speech act events are usually used to find out certain information, speech act events are marked by the presence of speakers and speech partners. The problems studied in this analysis are speech acts, locutions, illocutions and perlocutions contained in the advertisement for Indomie instant noodles on television. This research is important because in a production, advertising is an important aspect to boost product sales. The implementation of this study used a qualitative descriptive method with a pragmatic approach, the data from this study were the language of indomie instant noodle advertisements which were written and then analyzed. Data collection techniques used observing and note-taking techniques. Data was obtained by viewing and observing Indomie instant noodle advertisements, then recording data from the advertisements to be studied. The results of this study indicate that there are events of locutionary speech acts, illocutionary speech acts and perlocutionary speech acts.

Keywords: Advertising, Yakult Drink, Speech Acts, Pragmatics.



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INTRODUCTION

(Elsha, 2019) explains that a speech act is an activity in which a person uses language as a communication tool to convey something to the interlocutor, and the interlocutor can not only accept the meaning of the communication given, but can also understand the speech situation in the communication. Meanwhile, Hudson provides a definition of speech acts (Dewi et al., 2020), that speech acts are part of social interaction related to the context and place where the speech occurs so that it can be understood. Based on this series of explanations, it can be simplified that speech acts are actions conveyed through utterances and the effects that arise afterwards (Arifin et al., 2022) (Puspita et al., 2022).

Speech acts can be divided into three types, namely locutionary acts, illocutionary acts, and perlocutionary acts. A locutionary act is a form of utterance that has meaning, regardless of the other intent of the utterance. Illocutionary act is a form of speech that has a different meaning from the sentence. While the perlocutionary act is the impact made by the speech partner based on the utterances given by the speaker. This was revealed by (Pick, 2021).

RESEARCH METHODS

This research belongs to the descriptive qualitative research. The researcher uses a qualitative approach because the data are in the form of verbal forms of language, namely in the form of utterances from speech partners of Indomie instant noodle advertisements on television. In accordance with the opinion (Anggito, A, & Setiawan, 2018) the qualitative research method is a research method based on philosophy, which is used to research scientific conditions (experiments) where researchers as instruments, data collection techniques and

qualitative analysis put more emphasis on on meaning. According to (Power & Phillips-Wren, 2011) this research approach uses a qualitative approach because the results of the data analysis are not in the form of statistical data because the research data is not quantified but is translated in the form of sentences or advertising conversations carried out by speech partners in yakult drink advertisements on television.

According to (Febriani, 2020), qualitative research seeks to find hypotheses, namely the rules that exist in reality which are observed by observing Yakult drink advertisements on television. The subject of this research is advertisement of yakult drink. The object of this research is locutionary, illocutionary, and perlocutionary speech acts uttered in the Yakult drink advertisement conversation. This research was conducted by observing videos of Yakult drink advertisements (Unzurna et al., 2022). The data used in this study are in the form of words, excerpts of dialogue, and excerpts of sentences containing locutionary, illocutionary, and perlocutionary utterances contained in advertisements for Yakult drinks. Data collection in this study was carried out using the listening method using the free-involvement listening technique (SBLC) because the authors were not involved in the dialogue (Dewantara et al., 2022).

RESEARCH RESULTS AND DISCUSSION

The following is the results of data analysis as a discussion of the problems that exist in the study, namely the analysis of speech acts in the language of Yakult beverage advertisements which include:

1. Context: In advertisements for the yakult drink on television, it displays the visual aisle of the large intestine and then a family consisting of father, mother, son, grandparents and grandparents enters the visual aisle of the large intestine. In the show they talk:

Mother: come on in

Father: this is the gut, good and bad bacteria out of balance can cause more than a hundred diseases

Mother: that's why we need Yakult (while holding the Yakult bag and handing the Yakult bag to father, son, grandparents)

Father: to suppress the growth of harmful bacteria

Fathers, mothers, sons, grandparents: love your gut drinking Yakult every day.

In the sentence above, it is proven that advertisements for Yakult drinks have speech act activities in the form of perlocution which intends to have an effect and encourage the audience to give the product being advertised. In the story of the narrator who states that "love your intestines, drink Yakult every day" is a story that can have an effect, if the audience buys Yakult, the intestines will be much healthier. Then the quote "to suppress the growth of harmful bacteria" means that whoever buys the yakult drink will get rid of bacteria and a hundred diseases. It is these three things that have an effect and encourage the audience to buy the advertised product.

CONCLUSION

Based on the results of the analysis of Speech Acts in the Advertising Language of Yakult Beverage Products on Television, it can be concluded that speech acts are actions expressed with meaning or function (means and objectives) attached to speech. Speech act is the smallest unit of speech activity (conversation or discourse) that occurs in social interaction. Austin distinguishes or classifies speech acts into three types based on the power they have. The three types of speech acts are as follows. Locutionary is the basic meaning and reference meaning

(the actual meaning referred to) by the utterance. In other words, locutions are speech acts with words, phrases and sentences, according to the meaning contained in the words, phrases and sentences themselves. Illocutionary is the function or intent and purpose of using that utterance. In other words, illocutionary act is the act of doing something with a specific purpose and function in actual speaking activities. Perlocutionary is the result or impact of the intent and purpose of using the speech on the listener, both what is expected and what is not as expected. In other words, perlocutionary act is the act of influencing the speech partner by the speaker.

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