

Analysis of Speech Acts in Commercials on Television

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Abstract

Advertising can be interpreted as news orders (to encourage, persuade) to the public/crowded people about the goods or services offered. Advertising can also be interpreted as a notification to the public regarding goods or services sold and posted in mass media, such as newspapers, magazines and electronic media such as radio, television and the internet. The use of language used in advertisements can be studied with a pragmatic approach, especially in terms of speech acts towards advertisements for food and beverage products. The implementation of this research was divided into three stages, namely (1) the stage of providing the data used was the free engagement free listening method (SBLC), proficient method and note-taking technique, (2) the stage of data analysis of illocutionary speech acts, and (3) the stage of presenting the analysis data using informal methods.

Keywords: Language, Speech Acts, Advertising



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INTRODUCTION

Language is a means of communication, through language humans can communicate with each other, share experiences, learn from each other, and improve intellectual abilities. In communication, it can be assumed that a speaker articulates speech with the intention of informing something to his speech partner, and hopes that his speech partner (listener) can understand what he wants to communicate. One of the languages used as a unifying language is Indonesian. In this era, the use of language is also very concerned, especially in advertising media (Saputra et al., 2022). Advertising is a way to convey a product, service and services. Kotler's opinion (Tutrisno, 2013) explains that advertising is any form of non-personal presentation and promotion of ideas, goods or services by certain sponsors that must be paid for. Advertising can be a cost-effective way of getting messages across, whether to build brand preference or to educate people (Unzurna et al., 2022).

According to Fatihudin and Firmansyah (2019: 164) Advertising is a communication model that can reach a broad public. Advertising can be used to build a long-term image and also accelerate quick sales. In addition, advertisements are also standard and can be shown repeatedly and can get a dramatization effect from the advertisements that are displayed. In pragmatics there is a form of speech act, speech act which is one of the pragmatic analyzes that examines language with its actual aspects. Speech acts consist of three dimensions, namely locutionary speech acts, illocutionary speech acts, and perlocutionary speech acts. These three dimensions will form a related speech without our being aware of it beforehand. 1) a locutionary speech act is a speech act that utters something with a word or sentence according to the syntactical rules; 2) illocutionary speech act is a speech act that contains a meaning related to several functions in the mind of the speaker; 3) perlocutionary speech acts, namely speech acts whose utterances are intended to influence the speech partner. This speech act occurs when the interlocutor does something after the existence of locutionary and illocutionary (Arifin et al., 2022).

These three types of speech acts can be found in an advertising discourse. This is because advertising discourse is not just news, but if one looks at it in more detail, its illocutionary power and perlocutionary power are enormous. One of the pragmatic studies is language and the context that underlies the explanation of the meaning of language. Advertisements on television have a lot to do with the study of illocutionary and perlocutionary speech acts as language events in communication (Kurniasari & Amarda, 2022).

RESEARCH METHODS

The method used in this research is descriptive qualitative. According to Djadjasudarma (Rosita, 2016) states that descriptive qualitative is a method that describes data naturally and produces linguistic rules linguistically. Meanwhile, according to (Sugiyono, 2015) that descriptive qualitative research is a research method based on the philosophy of postpositivism which is usually used to research in natural objective conditions where the researcher acts as a key instrument. The object of study in this study analyzes from a pragmatic point of view advertisements for food and beverage products originating from television media (Wahyoedi et al., 2022).

RESEARCH RESULTS AND DISCUSSION

From the collected data, the types of illocutionary speech acts found are as follows:

1. Illocutionary Speech Acts

- a. Assertive Speech Acts are speech acts that explain what and how something is, for example stating and proposing. In food product advertisements there is data that contains assertive speech acts, namely as follows:
 - 1) Rome Marie Gold advertisement. In the display of advertisement discourse for Roma Marie Gold, it states that Roma Marie Gold is more nutritious because it is smeared with New Zailend milk which is high in protein. The biscuits are different from the others, they don't break easily when dipped, they are tastier and more nutritious. the context of the advertisement is an assertive illocutionary act of "state or explain". The speech means "state or explain" that Roma Marie Gold Biscuits have high protein because they are smeared with milk from New Zailend.
 - 2) Directive Speech Acts are speech acts that are intended to cause several effects of the speech partner's actions, including ordering and asking. In advertisements for beverage products, there is data containing directive speech acts, namely as follows.
 - 3) Good Mood Ads. In the display of the Good Mood advertisement, it shows a man who is riding an online motorcycle taxi and says "dehydration makes the mood messy, drink good mood. "Keep a good mood hydrated every day." In relation to the speech act, the illocutionary act contained in the context of the advertisement is the directive speech act of "asking". asking the public to buy and consume good mood which makes the mood come back, keep good mood hydrated every day.
- b. Expressive Speech Acts are part of illocutionary speech acts to express, reveal, or convey the speaker's psychological attitude. Such actions include congratulating and praising. Expressive speech acts are located in advertisements as follows:
 - 1) Advertising of Energy Drinks. In the display of energy drink advertising discourse. Context: vino, one of the active students in elementary school, "what makes vino active every day, it turns out that the child's mother provides energy for vino's breakfast" an energetic breakfast every day that is full of nutrition, makes my son active every day. Associated with speech acts, illocutionary acts contained in the

context of the advertisement are expressive speech acts "an energetic breakfast every day makes my child active every day.

CONCLUSION

From the data analysis that has been done, there are types of speech acts found in this study, namely types of assertive speech acts, types of directive speech acts, and types of expressive speech acts. In advertisements for Good Mood drinks, Energy Drinks, and Roma Marie Gold biscuits. From these findings it is suggested to advertisers or companies to innovate products that are unique, entertaining, and useful so that they get good appreciation from the wider community who want these products. For consumers interested in buying and consuming it, and enjoying the desired product.

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