
Illocutionary Act Analysis Within Snack Product Advertisement on Television

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Abstract

This research was purposed to describe The Illocutionary act most contain in the snack advertisement. The method use in this research is descriptive qualitative research thorough the study of word and observation. In this study, researcher have conducted an analysis of snack adver-tisements on television. The researcher has analyzed the illocutionary act of the five advertise-ments as the subject of this research and got the results, there are 5 advertisements that have an assertive illocutionary act, namely Chitato advertisement, Potabee Advertisement, Gery Salut Malkist Tabur Kelapa Advertisement, Roma Malkist Keju Manis Advertisement, and Qtela Adver-tisement. Then, the researcher also found illocutionary acts of directives in 3 advertisements, namely Chitato advertisement, Roma Malkist Keju Manis advertisement, and Qtela advertisement. In addition, the writer also found an expressive illocutionary in Chitato advertisement, Potabee advertisement, Roma Malkist Keju Manis advertisement, and Qtela advertisement. From the five of advertisements that analysed by the researcher, the most kind of illocutionary that contained in the advertisements is expressive act.

Keywords: *Discourse Analysis; Illocutionary Act; Advertisement*

INTRODUCTION

Berisi tentang latar belakang masalah, penggambaran dan penelaahan lebih lanjut terhadap masalah atau kesenjangan antara yang diidealkan dan yang menjadi kenyataan, didukung oleh teori-teori yang relevan dan penelitian terkini, serta tujuan penelitian. Masalah harus menawarkan nilai atau manfaat penelitian baru sebagai upaya inovatif. Language is one of the way to communicate with people that produced by symbols from idea, emotions, thought, or feeling from people. According to Verdeber (1999: 52) language is a group of word that use to communication from one people to another people from the same area, cultural tradition, community, and for what the language that use in the communication. Usually, people use the language to communicate with other people like to talk, to discuss about something, and to

describing about something. Besides that, language can be use to provide information about products or can be called advertising media. To promote an advertisement, it is necessary to have a language or communication tool to convey the promotion of the advertisement. The delivery of an advertisement can be through electronic media such as television and radio as well as print media such as posters and billboards.

Advertising delivered through television is a type of advertisement that utilizes electronic media in its delivery. In today's era, displaying advertisements through television is very much used by companies. Television is one of electronic media that using audiovisual to delivered the advertisement, in where the communication process involves the source of the advertising idea, the media, and the audience (Bungin, 2008: 67).

Language studies that are often used to analyze an advertisement on television are pragmatics, which is a study that studies the meaning and function of language use in society. According to Yule (1996: 3) pragmatics is a study of meaning from the communication between the speaker and the listener. Or in another word, pragmatics is the study of speaker meaning, in where to analysis about what their means by their utterances.

Besides that, the study of meaning is also relate to discourse analysis. According to Fairclough (1995) discourse analysis is the studying of written or spoken language that relate to the social context, in another word that aims to the use of language in the real situations. In discourse analysis, there are speech acts. According to Austin (1965: 52) speech acts refers to the basic of an utterance of linguistics communication. Besides that, speech acts also can be called action performed using utterances (Tutuarima, Nuraeningsih & Rusiana 2018: 2). Speech act become three acts, those are locutionary act, illocutionary act, and perlocutionary act.

According Searle (1975:61) Locutionary act is the basic act of utterance that had the literal meaning. Locutionary consist of four structural forms such as declarative form, interrogative form, imperative form, and exclamation form. Declarative form means a sentence or utterance consist of information, statement, fact, or explanation about something. Second, Interrogative form is the utterance that consist about question that make statement or expression. The utterance in form consist of invitation, congratulation, order and etc called imperative form. And the last is exclamation form that means the utterance that use to express the speaker feelings spontaneously.

According to Alreza, Eko & et al (2019: 25 34) Illocutionary is the act or performed meaning behind the utterance. There are five types of illocutionary namely declarative (which has function to change the condition within the utterance), representative (has function to represent the sorroundings that can make the listener believed about what the speaker said), expressive (means the speaker using the expression of the feelings to express the utterance), directive (can make the listener doing about what the speaker said), and the last is commit (which means to show utterance about commitment of the speaker about the action in the future). The last type of speech act is perlocutionary. Perlocutionary act is utterance's effect that produced by the speaker, the listener, or both in which can make the listener doing something, for example can make the listener believed, rejects, surprised, and etc (Dewi, 2021: 354).

One of the things that can be analyzed related to speech act is snack product advertisement. The reason the author analyzes advertisements as discourse analysis is because they are related to speech acts, where advertisements usually contain many speech acts and the meaning in each of the words contains an invitation or something to attract the audience of the advertisement. Therefore, the writer is interested in writing an article with the title "Illocutionary Acts Analysis Within Snack Product Advertisement on Television".

The problem that will be studied by the author is what types of illocutionary speech are contained in the discourse of snack product advertisements on television. This problem was

raised by the author because every advertisement must have speech acts that are sometimes not understood by the audience. Therefore, the authors are interested in analyzing these problems.

The research objectives to be achieved by the author are, first, to describe the types of illocutionary speech used in the discourse of snack product advertisements on television. Second, it can describe the function of perlocutionary speech acts in the discourse of snack product advertisements on television.

METHOD

The type of research used by the researcher in this paper is descriptive qualitative research in which the data collected from the study of the words than number. According to Nassaji (2015: 129-130) descriptive qualitative research is the method use to conduct the data in the form of words. With this research's title "Illocutionary Act Analysis Within Snack Product Advertisement on Television" the researcher collected the data in the form of utterance that produced by the actor and actress in the advertisement in the advertisement snack on the television. In this research, the researcher used data source namely primary source, which mean the data source use by the researcher was the conversation and the speech of actor and actress in the advertisement of snack.

The techniques that used in this study was observation. The purpose of the observation in this study were to observe or see about the speect act that conducting in the snack advertisement on television. The researcher observed the study with watch the video about the snack advertisement on the television and youtube. To have the accurate data, the researcher observed the advertisement's subject in terms of expression, behavior, gesture, and condition to support the analysis. Besides that, the researcher used data display and verification to analysis the study. Data display is the process of conducted the data of taking action and drawing conclusion, in which the researcher described and analyzed about the study that had been collected previously. In this study, the researcher describing, explain, and analyzed of three act of utterance namely locutionary act, illocutionary act, and perlocutionary act.

After that, the researcher verifies the data using based on the source and theories that explain in the previously that this study using video on television and youtube about the advertisement that analyzed the three related act in the speech act. The researcher made the conclusion about the data that has been done to analyzed in which the researcher added some opinions about the research. In this research, the researcher use five discourse about Snack Advertisement. There are Chitato Advertisement, Potabee Advertisement, Gery Salut Coklat Tabur Kelapa Advertisement, Roma Malkist Keju Manis Advertisement, and Qtela Advertisement.

Picture 1: Advertisements



FINDINGS AND DISCUSSIONS

From the data that was collected by the researcher, it was obtained information on the types of illocutionary speech acts, regarding snack advertisements that were broadcast on television as follows:

1. Illocutionary speech acts (Assertives)

An assertive illocutionary act is a type of speech act that explains how something exists, such as proposing or stating. In the snack product advertisements analyzed, there are several advertisements that contain this type of speech as follows:

a. "State"

Chitato Advertisement

Context: There were 3 teenagers consisting of 2 girls and one boy who was on a flower garden while enjoying Chitato snacks. Then came some potato farmers who were harvesting potatoes in the garden while introducing them while explaining that Chitato came from selected potatoes harvested by local farmers.

Girls: "Chitato enak banget"

Nr: "mau tau kenapa Chitato bisa seenak ini? Ini semua karena..."

Farmer A: "saya"

Farmer B: "saya"

Farmer C: "saya juga"

Nr: "iya, berasal dari bibit unggul pilihan yang ditanam oleh para petani lokal, hasilkan kentang asli terbaik, yang buat chitato terasa banget kentangnya."

Chitato, LIVE IS NEVER FLAT".

Associated with speech acts, illocutionary acts contained in the advertisement, speech acts assertive "state" in the italicized part. On the part of farmers A, B, C, by stating "*Saya*", is a statement that they play an important role in why Chitato Snack can taste good. It is proven by the statement "*Saya*" which proves that it is a claim made by several farmers in the advertisement. The second assertive illocutionary acts is in the last part of the narrative which is the assertive illocutionary "state". The last narration intends to explain that Chitato comes from selected potatoes grown by local farmers where Chitato is only made from selected potatoes.

Potabee Advertisement

Contexts: First appeared a teenage boy dressed like a gamer while enjoying Potabee. Followed by the appearance of a teenage girl with a sea feel enjoying potabee. Then a man appeared enjoying Potabee while riding bulls.

Boy 1 : "Potabee ayam bakar enak nya ngebalikin dunia."

Girl : "Enaknya Seaweed, menggigit."

Boy 2 : "Kalau Potabee barbeque rasanya bikin seru."

Nr : "dipotong dengan V-cut technology, dari kentang pilihan dan bertabur real bits. Potabee, kriuknya pecah!"

The assertive illocutionary in this advertisement is found in the narrative section which "states" that Potabee is made from selected potatoes produced using V-cut technology.

Gery Salut Malkist Coklat Tabur kelapa Advertisement

Contexts: There was a man who was hungry. Then he enjoyed a snack Gery Salut Malkist Coklat Tabur Kelapa until he forgot that he had an appointment with his girlfriend.

Because of panic, 3 people appeared who sang while singing “*Kalau lagi panik harus apa?*” Then the man turned on a fan to give the impression that he was already on the road.

Nr : “*SALUUTIPS, mainnya gak main-main*”.
Boy : “*laperrr*”
Girl : “*Beb udah jalan kan?*”
3 people : “*kalau lagi panik harus apa?*”
Nr : “*Gery salut malkist coklat tabur kelapa*”
3 people : “*Solusinya coba nyalain kipas biar kesannya udah di jalan*”
Boy : *Iya beb, udah di jalan nih*
Nr : “*Gery salut malkist coklat tabur kelapa mainnya gak main-main.*”

The illocutionary speech act contained in the advertisement above is the "state" speech act contained in the second part of the narrative which explains that the Gery Salut referred to in the advertisement is Gery Salut which has a chocolate taste with a sprinkling of coconut on it. In addition, there is also an assertive illocutionary part of the last narration which states that “*Gery Salut Malkist Coklat Tabur Kelapa, mainnya gak main-main*” which means that this snack can help overcome the hunger that is being experienced by the speaker, therefore the speaker can immediately overcome the problem which he is facing.

Roma Malkist Keju Manis Advertisement

Contexts: There appeared a woman who was walking surrounded by several slices of cheese.

Girl : “*keju sih banyak, yang ada manisnya cuma roma malkist keju manis. Wahhh, kejunya tebal abis. Manisss. Cobain nih, keju manis, ya roma malkist. Kini extra 20%*”

If it is associated with illocutionary speech acts, the part of the advertisement above which is in italics is a "statement" speech act. The first part of the advertisement states that “*Roma Malkist Keju Manis*” is the only cheese snack that has a sweet taste when compared to other cheeses. This is evidenced by the presence of the word “*cuma*” in the sentence. Furthermore, in the “*kejunya tebal abis*” section there is a speech act of "stating" that the cheese contained in the snack is very thick. Finally, the sentence “*kini extra 20%*” states that Gery Salut Sweet Cheese now has a larger size or extra 20% at the same price.

Qtela Advertisement

Contexts: A woman in red appeared into the house carrying some groceries. Then she met a woman dressed in white. They were about to fight when a father appeared holding the hand of the woman in red. Followed by the presence of a mother who holds the hand of the father as well. This continues with the presence of several people with the same context.

Red Girl : “*Semua sudah ku kuasai putih, hahaha*”
White Girl : “*Takkan ku biarkan kau merebut qtela, harta yang paling berharga.*”
Red Girl : “*Arrgghhh, berikan qtela itu!*”
Red & White Girl: *Papa?*
Father : *Berikan qtela itu!*
R, W, & F : *Mama?*
Mother : *Berikan qtela itu!*
Mother : *Bu RT?*
BU RT : *Pak satpam?*

Pak Satpam : Pak guru?
Pak Guru : Bu dokter?
Bu Dokter : Profesor?
Nr : “Qtela, selalu bisa menyatukan keluarga. Kerasa indonesiannya”

The assertive illocutionary "state" is found in the first part of the conversation between the actress who explains that everything such as the throne and treasure she has mastered in the house. This is evidenced in an advertisement where one of the actresses wearing a red shirt is carrying groceries and is dressed in a fashionable fashion like a rich person. In addition, the last part of the narration also "states" that Qtela is a snack that can unite all family members because the taste of Qtela is a distinctive Indonesian taste that makes all family members in the advertisement gather together to enjoy Qtela.

2. Illocutionary Speech Acts (Directives)

Directives is the one of illocutionary act that attempts by the speaker to make the listener doing something about what the speaker said. Advertisements containing these speech acts are as follows:

Chitato Advertisement

Contexts: There were 3 teenagers consisting of 2 girls and one boy who was on a flower garden while enjoying Chitato snacks. Then came some potato farmers who were harvesting potatoes in the garden while introducing them while explaining that Chitato came from selected potatoes harvested by local farmers.

Girls : “Chitato enak banget”
Nr : “mau tau kenapa Chitato bisa seenak ini? Ini semua karena...”
Farmer A : “saya”
Farmer B : “saya”
Farmer C : “saya juga”
Nr : “iya, berasal dari bibit unggul pilihan yang ditanam oleh para petani lokal, hasilkan kentang asli terbaik, yang buat chitato terasa banget kentangnya.
Chitato, LIVE IS NEVER FLAT”.

In this advertisement, there are directives "invitation" speech acts which in italicized sentences, the narrator invites the audience to find out what makes Chitato yummy so that the audience becomes curious and continues to watch the ad until the end.

Roma Malkist Keju Manis Contexts:

There appeared a woman who was walking surrounded by several slices of cheese.

Girl : “keju sih banyak, yang ada manisnya cuma roma malkist keju manis. Wahhh, keju nya tebal abis. Manisss. Cobain nih, keju manis, ya roma malkist. Kini extra 20%” Terdapat tindak tutur kata “ajakan” pada kalimat yang bercetak miring, dimana aktris dari iklan tersebut mengajak atau meminta penonton untuk mencoba Romaa Malkist Keju Manis yang dibuktikan dengan kalimat “Cobain nih” pada iklan.

There is a speech act of "invitation" in the sentence in italics, where the actress from the advertisement invites or asks the audience to try Roma Malkist Keju Manis as evidenced by the sentence "Cobain nih" in the ad.

Qtela Advertisement

Contexts: A woman in red appeared into the house carrying some groceries. Then she met a woman dressed in white. They were about to fight when a father appeared holding the hand of the woman in red. Followed by the presence of a mother who holds the hand of the father as well. This continues with the presence of several people with the same context.

Red Girl : “*Semua sudah ku kuasai putih, hahaha*”
White Girl : “*Takkan ku biarkan kau merebut qtela, harta yang paling berharga.*”
Red Girl : “*Arrgghhh, berikan qtela itu!*”
Red & White Girl : *Papa?*
Father : *Berikan qtela itu!*
R, W, & F : *Mama?*
Mother : *Berikan qtela itu!*
Mother : *Bu RT?*
BU RT : *Pak satpam?*
Pak Satpam : *Pak guru?*
Pak Guru : *Bu dokter?*
Bu Dokter : *Profesor?*
Nr : “*Qtela, selalu bisa menyatukan keluarga. Kerasa indonesianya*”

In this advertisement, there is a speech act of the word "order" which can be seen in the italicized sentence, "The Red girl, Mama, and Papa" said "*Berikan Qtela itu!*" which explains that they want the Qtela and orders the person who is bringing the Qtela snack to provide the snacks.

3. Illocutionary Speech Acts (Expressive)

Expressive act is the words or utterance that using by people to describe something through the feeling, emotion, or action when communicating. There are several expressive acts that the authors found, including:

Chitato Advertisement

Contexts: There were 3 teenagers consisting of 2 girls and one boy who was on a flower garden while enjoying Chitato snacks. Then came some potato farmers who were harvesting potatoes in the garden while introducing them while explaining that Chitato came from selected potatoes harvested by local farmers.

Girls : “*Chitato enak banget*”
Nr : “*mau tau kenapa Chitato bisa seenak ini? Ini semua karena...*”
Farmer A : “*saya*”
Farmer B : “*saya*”
Farmer C : “*saya juga*”
Nr : “*iya, berasal dari bibit unggul pilihan yang ditanam oleh para petani lokal, hasilkan kentang asli terbaik, yang buat chitato terasa banget kentangnya.*
Chitato, LIVE IS NEVER FLAT”.

In Chitato's ad fragment, it can be related to the expression act contained in the italicized sentence. In this sentence, the actor/actress expresses the taste of Chitato that is being enjoyed in the advertisement. The word "*enak banget*" explains that the Chitato being eaten tastes so good that the actor/actress enjoys the Chitato.

Potabee Advertisement

Contexts: First appeared a teenage boy dressed like a gamer while enjoying Potabee. Followed by the appearance of a teenage girl with a sea feel enjoying potabee. Then a man appeared enjoying Potabee while riding bulls.

Boy 1 : *"Potabee ayam bakar enak nya ngebalikin dunia."*
Girl : *"Enaknya Seaweed, menggigit."*
Boy 2 : *"Kalau Potabee barbeque rasanya bikin seru."*
Nr : *"dipotong dengan V-cut technology, dari kentang pilihan dan bertabur real bits. Potabee, kriuknya pecah!"*

In the Potabee advertisement, there are 4 sentences that contain expression acts in italicized sentences. The first sentence said by boy 1 means that the potabee taste of grilled chicken is so good that person A feels that his world has changed. Then, in the second sentence by girl it means that the Potabee Seaweed tastes so good that person B feels that he can't express anymore how delicious the Potabee Seaweed is so he can't say anything. Then person boy 2 says *"Kalau Potabee barbeque rasanya bikin seru."* it can be interpreted that boy 2 feels that Potabee barbeque really attracts his attention when he eats Potabee with the barbecue flavor. Finally, there is a narrative sentence, namely *"Potabee, Kriuknya pecah!"* which expresses that Potabee is very crunchy when eaten.

Roma Malkist Keju Manis Advertisement

Contexts: There appeared a woman who was walking surrounded by several slices of cheese.

Girl : *"keju sih banyak, yang ada manisnya cuma roma malkist keju manis. Wahhh, keju nya tebal abis. Manisss. Cobain nih, keju manis, ya roma malkist. Kini extra 20%"*

In the Roma Malkist Keju Manis advertisement, there are two words that are included in the expression act. It can be seen from the underlined word, in the word "wahhh" which expresses the actress's admiration for the Roma Malkist Keju Manis when she first saw the snack. Then continued with the word "*manisss*" which expresses the expression of the actress when she eats Roma Malkist Keju Manis.

Qtela Advertisement

Contexts: A woman in red appeared into the house carrying some groceries. Then she met a woman dressed in white. They were about to fight when a father appeared holding the hand of the woman in red. Followed by the presence of a mother who holds the hand of the father as well. This continues with the presence of several people with the same context.

Red Girl : *"Semua sudah ku kuasai putih, hahaha"*
White Girl : *"Takkan ku biarkan kau merebut qtela, harta yang paling berharga."*
Red Girl : *"Arrgghhh, berikan qtela itu!"* Red & White Girl : *Papa?*
Father : *Berikan qtela itu!*
R, W, & F : *Mama?*
Mother : *Berikan qtela itu!*
Mother : *Bu RT?*
BU RT : *Pak satpam?*
Pak Satpam : *Pak guru?*
Pak Guru : *Bu dokter?*
Bu Dokter : *Profesor?*
Nr : *"Qtela, selalu bisa menyatukan keluarga. Kerasa indonesianya"*

Among the advertisements that the author analyzed, Qtela advertisements are the advertisements that have the most expression acts in them. First, when the Red section speaks there is the word “*hahahaha*”, which describes someone laughing with satisfaction because they have succeeded in seizing property or possessions. Then, the word “*arrgghhh*” expresses the expression of someone who is annoyed at the ad because she knows that the most valuable property or possession (Qtela) cannot yet fully belong to the Red. In addition, expression acts are also found in several words, namely “*Papa?, Mama?, Bu RT?, Pak Satpam?, Pak Guru?, Bu Dokter?, Profesor?*” which is where the words express the shock of the actress and actor in the advertisement when she is held in her hand by other actresses and actors.

CONCLUSIONS

From the data analysis that has been done by the researcher, it can be concluded that of the 5 advertisements analyzed, there are 5 advertisements that have an assertive illocutionary act that means that something exists in the proposing or stating utterance, namely Chitato advertisement, Potabee Advertisement, Gery Salut Malkist Tabur Kelapa Advertisement, Roma Malkist Keju Manis Advertisement, and Qtela Advertisement. Then, the researcher also found illocutionary acts of directives that means has function to make the listener doing what the speaker said in 3 advertisements, namely Chitato advertisement, Roma Malkist Keju Manis advertisement, and Qtela advertisement. In addition, the writer also found an expressive illocutionary that has meaning to express something such as feelings, emotion through the communication in Chitato advertisement, Potabee advertisement, Roma Malkist Keju Manis advertisement, and Qtela advertisement.

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