

**AN ANALYSIS OF ILLOCUTIONARY ACTS
IN INSURANCE ADVERTISEMENTS**

A Thesis

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ABSTRAK

Skripsi ini membahas tindak ilokusi yang digunakan dalam iklan asuransi. Analisis difokuskan pada tipe-tipe tindak ilokusi. Selain itu juga dibahas fungsi komunikasi dari tindak ilokusi yang digunakan dalam iklan asuransi.

Sumber data adalah iklan asuransi yang bersumber dari internet, majalah, dan brosur asuransi. Kemudian peneliti memilih ujaran-ujaran yang mengandung tindak ilokusi. Data dianalisis dengan menggunakan teori yang dikemukakan oleh Parker (1986) dan Trask (1999). Parker mengemukakan bahwa interaksi tindak tutur terdiri dari tindak tutur langsung literal, tindak tutur tidak langsung literal, tindak tutur langsung tidak literal, dan tindak tutur tidak langsung tidak literal. Trask mengemukakan bahwa fungsi-fungsi komunikasi antara lain menyampaikan informasi kepada orang lain, membujuk orang lain untuk melakukan sesuatu, menghibur diri sendiri atau orang lain, menyatakan keanggotaan suatu kelompok, menyatakan ciri khas, menyatakan emosi atau perasaan, memelihara hubungan baik atau buruk dengan orang lain, dan membangun representasi mental dari dunia.

Hasil analisis menunjukkan bahwa iklan asuransi menggunakan semua jenis tindak tutur yang dikemukakan oleh Parker. Tindak tutur yang paling banyak muncul adalah tindak tutur tidak langsung literal sebanyak enam belas ujaran. Sedangkan, tindak tutur tidak langsung literal sebanyak dua belas ujaran, tindak tutur langsung literal sebanyak tiga ujaran, dan tindak tutur langsung tidak literal sebanyak tiga ujaran. Selain itu juga ditemukan fungsi komunikasi dalam tiap ujaran pada data yang diperoleh. Fungsi komunikasi yang paling banyak muncul adalah menyatakan ciri khas dari masing-masing perusahaan asuransi.

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Advertisement is one of the common ways to promote producers' products to the customers so that the customers are interested in buying their products. Any advertisements will always use a certain style of language in terms of promoting their products, which is called advertisement language. Language of advertisement is different from other common language used in daily life. Nowadays, we usually see the advertisements in internet, magazines or newspapers which make the product become familiar in the society. In relation to this, insurance company can motivate their consumers to trust and join those products which are being offered.

Advertisement is a tool for promoting certain products or services for the consumers by using some strategies to make them interested in what they are selling. Therefore, in order to attract public's attention insurance companies usually use attractive picture and certain language style. Lowe (1981, p.12) defines that, "Advertisement is used to inform public and to attract public's attention to certain product or service".

Nevertheless, it is not an easy job to influence others through advertisement because everyone has his/her own paradigm about insurance. Some people think that insurance is not one of premier needs in their life, because insurance can not give a benefit directly. In the other hand, for some people who

have knowledge about the advantage from being protected by insurance, have no doubt to join the insurance. Some belief taught that accident, death, life and luck are controlled by God, so they just gave in to God. So, they do not consider the importance of being protected by insurance. In sending the message, the company needs creative ideas to create the good and persuasive advertisement in order to convincing the customers to join the insurance. The bad advertisement cannot get people's attention and will waste the money just for publishing it. That is why good advertisement will succeed the firms or producers in promoting their products and bad advertisement will fail to promote their products. Therefore, the advertisement is one of the important factors to make the products known by the people.

Every advertisement has different meanings and purposes, it can be distinguished by seeing the speech acts of the advertisement. One of linguists that proposes the speech acts is John L. Austin. According to Yule (1996, p.48), there are three types of act that are produced by the speaker. They are locutionary act, illocutionary act, and perlocutionary act. Locutionary act is an act of saying something or act of informing something to the hearer. Illocutionary act is an act which refers to the intention of what speaker says to hearer. Perlocutionary act is the effect of what speaker says to the hearer. Speech acts are discovered by examining text, context and conditions underlying the realization of particular acts are linguistically met with the contextual.

When speaker says something, it means that there are illocutionary acts in his utterances. Illocutionary acts are making of statement, offer, and request.

CHAPTER 4

CONCLUSION

After analyzing the data, the writer found that the types of illocutionary acts used in insurance advertisements are Indirect Non-literal, Indirect Literal, Direct Literal, and Direct Non-literal. The dominant speech act that occurs in this research is Indirect Literal forty seven point one percent (47.1 %) or sixteen utterances, because in insurance advertisement the insurance company uses implicit persuasion to attract the consumers. Then, the Direct Non-literal occurs thirty five point three percent (35.3 %) or twelve utterances, because the insurance company wants to persuade the customers by using declarative ways. Therefore, the Direct Literal has eight point eight percent (8.8 %) for the occurrence or three utterances, because insurance advertisement rare tends to used explicit persuasion. The last is Direct Non-literal occurs in eight point eight percent (8.8 %) or three utterances, because insurance advertisement infrequent uses direct speech act in promote the product.

In insurance advertisement, the communicative function of illocutionary acts found are express individuality of the insurance company, persuade other people to do something, pass on information to other people, and express moods and emotions. These function occurs because, the insurance company tries to persuade the consumers by mentioning the quality of the company. In addition, the company wants to persuade expected consumer can join the insurance. Another function is to give the information to other people about the need of

insurance in life. The last function that found in this research is express moods and emotions to motivate the consumer.

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