

**THE ILLOCUTIONARY ACTS IN THE SLOGANS OF  
SOFT DRINK ADVERTISEMENTS**

**Thesis**

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## ABSTRAK

Tesis ini mendeskripsikan tipe-tipe tindak tutur ilokusi (*the types of illocutionary acts*) yang ditemukan pada slogan iklan minuman ringan di internet. Peneliti menganalisis aplikasi bentuk-bentuk ilokusi yang banyak digunakan pada slogan minuman ringan.

Data dikumpulkan dengan mengunduh slogan iklan minuman ringan di internet. Data dianalisis dengan menggunakan metode padan referensial dan distribusional. Teori yang digunakan adalah teori tindak ilokusi (*the types of illocutionary acts*) yang dihubungkan dengan jenis-jenis kalimat dan konteks suatu ujaran. Analisis data dipresentasikan secara deskriptif.

Penelitian menunjukkan bahwa tipe tindak tutur yang banyak digunakan dalam iklan minuman ringan adalah tipe tindak tutur tidak langsung dan tidak literal (*indirect non literal*) sebanyak 45,5 %. Peneliti menyimpulkan bahwa pembuat iklan menyampaikan ide mereka dengan menggunakan kata-kata yang tidak langsung dan tidak literal agar konsumen yang membaca iklan tersebut tertarik dengan kata-kata yang digunakan. Mereka juga menggunakan bentuk kata-kata yang berbeda dengan fungsi kata itu sendiri. Selain itu tipe tindak tutur yang juga digunakan adalah tipe tindak tutur langsung dan literal, tipe tindak tutur tidak langsung dan literal serta tipe langsung dan tidak literal

## CHAPTER 1

### INTRODUCTION

#### **1.1 Background of the study**

Advertising is an important element in the promotional programs of many Manufacturers. We can find advertisement in printed or electronic media such as magazine, television, internet, etc. The aims of the advertisement are to promote or display the finest quality of products, goods, ideas, or services in order to make initial impact and to make the audience identifies the products. In other words, it is used to remember the name and to persuade the audience to buy the product or to use the service.

To make good advertisement is not an easy job for advertisers because to influence the audience or the reader through advertisement need the skill in choosing the words. The advertisers should find the interesting language to promote their services or products. According to Bolen (1981), someone who uses his or her good skill in using language in advertisement has a great opportunity to get the interest of his target market. Language as the tool of human communication plays an important role for interacting among people in the society

In presenting the advertisement, the advertisers have to create an interesting slogan to invite or persuade consumer's attention and to help the consumers in understanding the product. It means that advertisers have to use interesting language or choice of words in their slogan of their product that can

attract the people interest even though the words of the slogan are not related to the service or product offered. It means that the language of advertisement must be attractive, unique and interesting words to get profit from the consumers. In this thesis, the writer wants to analyze how the advertisers deliver their idea to find what types of speech acts that the advertisers use in the slogan of soft drink advertisements.

According to Austin (1969:12) there are three types of act that are produced by the speaker. They are locutionary act, illocutionary act, and perlocutionary act. Locutionary act is act of saying something or act of informing something to the hearer. Illocutionary act is an act that refers to the intention of the speaker while speaking. Perlocutionary act is the effect what the speaker says to the hearer. In this case the writer only focuses on illocutionary act.

Illocutionary acts are making of statement, offer request, etc. illocutionary acts can be uttered through direct, indirect, literal and non literal acts. It means that when the speaker says something there are illocutionary acts in his utterances. For example when a speaker says a declarative utterance in his slogan of their product, it does not mean that he just tells information or informs something seems in the syntactic form of that utterance. The advertisers have their own priority of illocutionary act that want to be shown to the consumers such as to promote the best side of their own products, services and goods. For example the slogan in Mizone's soft drink (Be 100 %). This slogan is intended to persuade the consumers to buy it's product or indirectly "buy our product" but the form of how advertisers deliver their idea are different because they want to make good choice

## CHAPTER 4

### CONCLUSION

From the research, the writer can conclude that there are illocutionary acts in the expression of slogan soft drink advertisement. These acts are the intended purpose of the advertiser while promoting the products that they want to deliver to the consumers. The advertisers use several kinds of illocutionary acts in the slogan of soft drink advertisement. They are indirect-non literal, direct-literal, indirect-literal, and direct-non literal speech act.

The writer found that the advertisers tend to use indirect-non literal to deliver their ideas. 10 slogans of soft drink advertisements are indirect non-literal speech act. In these forms, the advertisers do not mention their intended purpose directly and the product offered literally. They use the expression of the slogan that can not describe the product directly through the words used in the expression of slogan. The syntactic form used of these types of illocutionary acts is different with the intended purpose of the advertisers and the meaning of its expression is not suitable with the intended purpose of the advertisers. The consumers should use their background knowledge to know the meaning of these expressions of slogan. The consumers are invited to participate in understanding these advertisements. In my opinion, indirect-non literal speech act mostly found in this study because the advertisers want to attract readers' interest in reading and remembering their soft drink advertisement.

## BIBLIOGRAPHY

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