

**AN ANALYSIS OF ILLOCUTIONARY ACTS IN
REVLON BEAUTY ADVERTISEMENTS**

A Thesis

*Submitted in Partial Fulfilment of the requirement
for the Degree of Sarjana Sastra*

By:

Sri Wulandari
06 185 080



**ENGLISH DEPARTMENT-FACULTY OF LETTERS
ANDALAS UNIVERSITY
PADANG
2010**

ABSTRAK

Dalam skripsi ini dibahas tindak ilokusi yang ditemukan dalam iklan kecantikan Revlon. Analisis difokuskan pada bentuk-bentuk tindak ilokusi dan pesan yang disampaikan. Data dikumpulkan dengan mengunduh iklan kecantikan Revlon dari internet yang diterbitkan pada tanggal 23 Maret 2010 dengan *homepage* : <http://www.google.comen&source=hp&q=revlon+advertisement>. Kemudian, penulis memilih ujaran-ujaran yang mengandung tindak ilokusi. Data dianalisis dengan menggunakan teori yang dikemukakan oleh Searle (1979). Dalam menganalisa pesan pada iklan kecantikan Revlon penulis berpegang pada teori konteks yang dikemukakan oleh Leech (1983).

Hasil analisis menunjukkan ada 3 tipe tindak tutur ilokusi yang ditemukan dalam iklan kecantikan Revlon yaitu representatif, direktif, dan komisif. Tipe tindak tutur yang banyak digunakan adalah tipe tindak tutur representatif. Penulis menyimpulkan bahwa pembuat iklan menggunakan ilokusi representatif dan direktif untuk mengikat konsumen untuk percaya terhadap produk yang mereka tampilkan. Selain itu, diketahui juga bahwa pesan pada iklan memastikan bahwa wanita yang menggunakan produk Revlon adalah wanita yang memiliki kecantikan dan percaya diri. Pesan yang paling menonjol adalah konsumen dianjurkan membeli produk Revlon.

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Every living person in this world has been accustomed to the term communication. It happens because every person always needs to interact with other people all the time in his or her everyday life. To communicate with others, people may use verbal and non-verbal languages. Even so, the most common form of interaction that is done by human is the verbal communication, which is generally established in a conversation. In conversation, people do not only convey their thought and feeling but also influence other. Furthermore, in daily life people always find that people are under condition to be influenced by or to influence others. For example, in Interpersonal persuasion where someone wants to convince his friend to go with him to the movie, or persuade parent to give some money. This is the kind of influence in general but specifically it is a kind of persuasion.

Since communication also occurs via advertisement, persuasion also appears there. For instance, most of people spend more time as consumer of persuasive messages in all day long through television, radio, newspaper, and internet. As linguistic student, the writer believes that communication cannot be separated from the term of speech acts, which has been introduced by Austin (1962), he says that language is not just to be said but also to be an act. The term of speech acts is categorized into three kinds which are locutionary (the actual

words uttered), illocutionary (the force or intention behind the words), and perlocutionary (the effect of the utterance to the hearer). The writer focuses only on the illocutionary acts rather than the other two types. Illocutionary acts can be related to the persuasive communication that is how the illocutionary acts persuade the speaker. Therefore, in doing this research the writer relates how the advertisement persuades the consumer by using illocutionary acts.

As the object of the study, The writer chooses Revlon beauty advertisements. They are chosen as source of data, because the language of Revlon beauty advertisements consists of purpose and function that intend to create effects and persuade the consumers to buy the products. Sometimes, the words in advertisements are not associated with the offered services or the products. The choice of word to convey message with intention of influencing people in advertisement is really important. The advertisers may create an interesting advertisement to invite or persuade consumers' attention and to help the consumers understand the products or services. The advertiser conveys the message via pictures, words, or both. It can be distinguished by seeing the illocutionary act in the advertisement, especially in Revlon beauty advertisement, for example:

CHAPTER 4

CONCLUSION

After analyzing the data the writer finds out three types of illocutionary acts in Revlon beauty advertisement, they are representative, directive, and commissive. From eight utterances, it is found that representative is the dominant of speech acts in this Revlon beauty advertisement is. It is assumed that in the Revlon Company uses implicit persuasion to attract the consumer by using the word that can bind the consumer for the truth of what the advertiser delivers. Then, the directive because the Revlon Company requests the consumer buys the product. The last is commissive because the advertiser uses the utterance as uttered by consumer.

The writer finds out that the advertiser use the natural colors and different backgrounds because the advertisers expect the readers get interested in the Revlon beauty advertisement from the usage of pictures and choice of color. The messages that Revlon beauty company delivers in the advertisement are (1) the advertiser want the consumer to be beautiful woman like the model in the advertisement by using their product; (2) the products that Revlon Beauty Company produces and sells have good quality; (3) every woman can be beautiful no matter woman the color at the skin, have chance to be beautiful; (4) Revlon Company does not only sell the product but also participates in helping people who suffer breast cancer.

BIBLIOGRAPHY

- Akhimien, P.E. (2010). *Perlocution: Healing the "Achilles' Heel" of Speech Act Theory*. from <http://hss.fullerton.edu/linguistics/CLN/W10PDF/Akhimien-Perlocution.pdf> Retrieved February 20th 2010
- Austin, J.L. (1955). *How to do Things With Words*. Cambridge: Cambridge University Press.
- Eisman, L. (2008). *Psikologi dan Arti Warna*. From <http://nasional.kompas.com/read/2008/10/09/15551015/psikologi.dan.arti.warna>. Retrieved July 9th 2010
- Justova, V. (2006). *Direct and Indirect Speech Act in English*. From http://is.muni.cz/th/109677/FFb/bachelor_thesis.pdf. Retrieved February 20th 2010
- Kotler, P. (1997). *Manajemen Pemasaran*. Edisi Bahasa Indonesia, jilid 1,2, Jakarta: PT. Perhalindo
- Leech, G. (1983). *Principles of Pragmatics*. Cambridge: Cambridge UP.
- Levinson, S.C. (1983). *Pragmatics*. Cambridge: Cambridge UP.
- Noviani, R. (2002). *Jalan Tengah Memahami Iklan*. Yogyakarta: Pustaka Pelajar
- Nyota, S. and Mutasa, E.D (2008). *The Communicative Impact of Shona Commercial Advertisements: A Speech Act Theory Analysis Approach*. from <http://www.alliedacademics.org/Publications/Journals/amcj4.pdf> Retrieved Maret 30th 2010
- Oxana. (2010). *Arti Warna Dalam Kehidupan Manusia*. From <http://oxana.blogdetik.com/2010/02/24/arti-warna-dalam-kehidupan-manusia/>. Retrieved July 9th 2010