

**THE ILLUCOTIONARY ACT IN SLOGAN
OF CAR ADVERTISEMENT**

A THESIS

*Intended To Fulfill One of Requirement
For Sarjana Degree
in English Study Program*



BY

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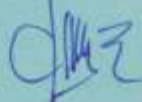
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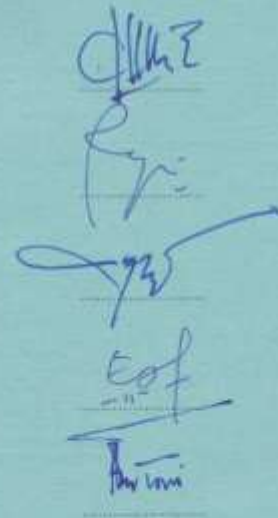
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Stated that the thesis I have written entitled "The illocutionary Act in Slogan Of Car Advertisement" to meet one of the requirements for Sarjana Degree in English study program in faculty of teacher training and education University of Pasir Pengaraian is my own work, while the material in the thesis quoted from other resources have been clearly stated based on the norms and ethics of scientific writing. However, if later discovered that all or some parts of the thesis are not my own removed as well as taking other sanction according to the existing law.

The Researcher

ANITA PUTRI



ABSTRAK

Anita Putri (2018) : Tindak Ilokusi dalam Slogan Iklan Mobil

Tindak Ilokusi dilakukan melalui kekuatan komunikatif suatu ucapan. Didalam sebuah iklan mobil terdapat tindak Ilokusi, dan terkadang konsumen kesulitan memahami makna dalam slogan karena mengandung makna ekplisit dan implisit. Oleh sebab itu, Penulis tertarik menganalisis tindak ilokusi dalam slogan iklan mobil. Tujuan dari penelitian ini adalah untuk menemukan dan menganalisis jenis tindak ilokusi dalam slogan iklan mobil dan menemukan maksud dari tindak Ilokusi dalam slogan iklan mobil.

Penelitian ini merupakan penelitian kualitatif. Dalam penelitian ini, peneliti menggunakan teori Yule dimana Tindak Ilokusi di bagi menjadi lima jenis : (1) Deklarasi, (2) Representatif (Pernyataan yang benar, menegaskan, kesimpulan, and deskripsi), (3) Ekspresi (Pernyataan kesenangan, kepanikan, kesukaan, benci, kegembiraan atau dukacita), (4) Direktif (Perintah, pesanan, permintaan, menasehatkan), (5) Komisif (Janji, ancaman, penolakan berjanji).

Objek penelitian ini adalah slogan dari iklan mobil and peneliti memperoleh data dari internet. Pengambilan data menggunakan satu peneliti. Kesimpulan dari hasil penelitian ini adalah terdapat tiga tipe tindak Ilokusi dalam slogan iklan mobil dan tidak menggunakan Ekspresi dan Deklarasi.

Kata kunci : Tindakan Ilokusi, Slogan, Iklan.

ABSTRACT

Anita Putri (2018) : The Illocutionary act in Slogans of Car Advertisements

Illocutionary act is performed via the communicative force of an utterance. In a slogan of advertisement, there was Illocutionary act, and sometime the consumers' difficult to understanding the meaning in the slogans because it contains of explicit and implicit meaning. Therefore, the researcher was interested to analyze the Illocutionary act in slogan of car advertisement. Purpose of this research is to find and analyze the type of Illocutionary act in slogans of car advertisements and to find out meaning of Illocutionary act in slogans of car advertisements.

This research was Qualitative research. In this research, the research used theory from Yule where Illocutionary acts were divided into five types: (1) Declarations, (2) Representatives (Statements of the fact, assertions, conclusions, and description), (3) Expressives (Statement of Pleasure, Pain, Like, Dislike, Joy or Sorrow), (4) Directives (Commands, Orders, Requests, Suggestions), (5) Commissives (Promises, Threats, Refusals Pledges). Object of this research was slogan of car advertisements and the researcher got the data from internet.

From this research, it could be connected from three types of Illocutionary act found in slogan of car advertisements. They were Representatives, Directive, Commissive, and there were no Expressives and Declarations.

Key words : Illocutionary act, Slogan, Advertisement.

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