

CHAPTER I

INTRODUCTION

This chapter discusses about the introduction of the research. It consist of background of the research, limitation of the research, formulation of the research, and purpose of the research. In this chapter the researcher also explains about significance of the research and the definition of the terms.

A. Background of the Reasearch

Language is a tool for people to communication with the other people in the world. Without language, we can not communicate with other people correctly. According to Wibowo (2001:3) language is a system symbol that are meaningful and articulate sound (generated by said tool) that are arbitrary and convertional, which is use as a means of communication by a group of men to give birth to fillings and thoughts.

Rahayu (2015:61) says that language is a very important tool in the lives of children, as language to communicate with other. The study about language is called linguistic. One of linguistic aspect is pragmatics.

According to Yule (1996:4) Pragmatic is a study of the reletionships between linguistic forms and the users of those forms. The advantage of studying language via pragmatic is that one can talk about people's intendend meaning, their assumption, their purpose and goals,and the kind of actions, (for example, requests) that they are performing when they speak.

According to Yule (1996:47) said that speech act is as actions performed via utterances. In English are commonly give more specific labels, such as apology, complaint, compliment, invitation, promise, or request. And there are three related acts performed, the first is locutionary act, second is Illocutionary act, and the last is perlocutionary act.

According to Yule (1996:48) Illocutionary act is performed via the communicative force of an utterance. The basic principle of Illocutionary act is perform an act in language functions. In other words, illocutionary act is performed in saying something.

One of application of illocutionary act is on the advertisement. Advertising is one of style marketing from business in the commercial world. The company always take many alternatives of world, to persuade the consumer. One of the alternatives that use by the seller is television, radio, traditional and modern market, newspaper, internet and magazine to promotion their produce.

Car advertisement is one of the style of company to acquaint their products. To get consumer interesting, the company uses so many style. For example, make some style that different from the other, and interesting word that make the consumer mesmerized.

In promotion the product, slogan is very important. And slogan is memorable motto in some advertising or phrase used in political commercial, religious and other contexts as a repetitive expression of an idea or purpose. With the slogan the consumer can be interesting. Guy Cook (1998:106) adds that the slogan should used by a company selling a particular product will tie in

closely with the descriptions used in the advertising copy. The aim of slogan is make interesting to consumers choose the product. The advertisers often choose attractive words although the words are not familiar for the customers. In a slogan of advertisement, sometime the consumers' difficult to understanding the meaning in the slogans because it contains of explicit and implicit meaning.

For example the slogan "True spirit true power" came from car advertisement, namely Toyota Camry. The type of Illocutionary act in this slogan was Commissives. The meaning of illocutionary act in this slogan was the advertiser promise to the customer that Toyota Camry had a good engine power and spirit in its class.

Base on the description above, the researcher was interested to analyze the Illocutionary act in slogan of car advertisement. The researcher would like to carry out a research under the title "**The Illocutionary act in Slogan of Car Advertisement**"

B. Limitation of the Research

In this research, the researcher focused on the analysis illocutionary act in slogan of cars advertisement. The researcher just focused on slogan of Toyota, because Toyota is the best selling car in the automobile market. The slogans of car consisted of 20 slogans. They were: All New Avanza, Grand New Avanza, Grand New Veloz, All New Sienta, Hiace, Yaris, All-New Yaris, Fortuner, Navi, Toyota Camry, Hilux, All New Kijang Innova, Corolla Altis, New Venturer, Rush, Voxy, Etios Valco, Land Cruiser, Astra Agya, Astra Calya.

In short, the researcher was interested in identifying kind of pragmatic, that was illocutionary act. This paper entitled "The Illocutionary acts in Slogans of Car Advertisements".

C. Formulation of the Research

In conducting the researcher, the researcher has formulated research question as follows:

1. What are the type of illocutionary act in slogan of Cars advertisement?
2. What are the meaning of illocutionary act in slogan of Cars advertisement?

D. Purpose of the Research

The purposes of the research have:

1. To find out the type of illocutionary act in slogan of Cars advertisement?
2. To find out the meaning of illocutionary act in slogan of Cars advertisement?

E. Significance of the Research

The researcher of this research could give benefit for the reader and for the writer.

1. For the Researcher

This research gave the researcher information and knowledge about the meaning and type of illocutionary act in slogan of car advertisement.

2. For the reader

This research could help the reader to understand the meaning and type of illocutionary act in slogan of car advertisement.

F. Definition of Key Term

1. Illocutionary act

Yule (1996:48) says that illocutionary act is performed via the communicative force of an utterance. The basic principle of Illocutionary act is perform an act in language functions. It means that Illocutionary act is what the speaker intend in their utterance. Illocutionary act includes acts such as betting, promising, deying, stating, apologizing, threatening, predicting, ordering and requesting.

2. Slogan

In making slogan, the company try to invite and persuade the reader with some marketing startegy. One of marketing startegy is promotion their produc by use internet. Now day so many people that use social media, and the company exploit it to promot their product.

Goddard (1998:105) said that slogan is image or sign of company. It is a phrase that comes and goes wih particular lines of products on all its adverts whatever the campaign. It's meant that slogan is short prase that use by company to persuade the buyers with easy phrase and easy to remember.

3. Advertisement

Hidayati (2010) states, “ the term advertisement is closely related to marketing strategy. In marketing strategy, advertisement can be include in to the promotional part.” It meanst that advertisement could be a marketing strategi for seller to promote their product to the consumer.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses about review of the related literature that consists of review of related theories, review of related findings and conceptual framework. It can help the readers about the type of illocutionary act and meaning of illocutionary act. The resercher got the theory from several books and also from the other relevant sources.

A. Review of related theories

1. Language in Context (Pragmatic)

Pragmatic is the study of the relationships between linguistic forms and users of those forms. The advantage of studying language via pragmatic is that one can talk about people's intended meanings, their assumption, their purposes, or goals, and the kind of actions (for example, requests) that they are performing when they speak (Yule,1996:4)

According to Levinson (1985:21) sates pragmatic is the concerned solely with performance principles of language usage and disambiguation of sentences by the contexts in which they were uttered. Pragmatic is the study the relation between language and context that are basic to an account of language understanding. Pragmatics relates to speaker meaning when they speak.in interaction since this takes into account of the differencnt contributionsof both of speaker and hearer as well as that of utterance and context to the making of meaning.

Based on the explanation above, the researcher can conclude that, pragmatic is the study about utterance meaning and language use in communication between the speaker and the hearer. In other word, pragmatic is focus on the meaning of speaker utterances of word or sentences.

2. Concept of Speech Act

In communication we always involves some participants. One of them called as speaker and the others celled as listener. When people communicate to the others, their utterances do not produce in correct gramatical structures and word, they perform actions via those utterance.

Yule (1996:47) sates, speech act is actions performed via utterances. In english are commonly give more specific labels, such as apology, complaint, compliment, invitation, promise, or request. The action performed by producing an utterance will consist of three related act: locutionary act, illucotinary act, and perlucotinary act.

2.1 Locutionary Act

Wijana in Kusumo (2015:10) says that Locutionary Act is act of saying something. Locutionary Act is product of utterance, with a particular intended structure, meaning, and reference. In other word Locutionary Act deal with linguistic meaning or grammatical (or phonological) form an utterance.

According to Austin in Mustofa (2017:9) locutionary Act is “the action of speaking. Locution refers to the identifiable words that are arranged on the basis of a particular grammar having a certain sense and reference. In other words, locutionary act is the basic act of utterance, or producing meaningful linguistic expression. It means that locutionary act is an act without effect on the hearer.

For example:

(1) *“I’ve just made some coffee”*.

From the example above, the speaker made good structure in his utterance, but the speaker does not have goal in his utterance. And in the utterance above, the speaker just informs that he or she just made some coffee without ordering the hearer to make the coffee more.

2.2 Illocutionary act

According to Yule (1996:48) illocutionary act is “performed via the communicative force of an utterance, to make a statement, an offer, an explanation, or for some other communicative purpose. Mostly we do not just produce well formed utterances with no purpose. We form an utterance with some kind of function in mind. An illocutionary act communicates the speaker’s intentions behind the locution and a perlocutionary act reveals the effect the speaker wants to exercise over the hearer, Donal (2015).

Illocutionary act are act perform by speaker in saying something (with an appropriate intention and in an appropriate context), rather than by virtue of having produced a particular effect by saying something. In other word, This type of speech act are called as act of doing something.

For example;

(2) *Your fingernail is very long!*

In utterance above if it is uttered by a man to his girl friend, it is mean that the man wants to express his admiration. But if it uttered by a teacher, or her parents it is mean that she must cut her fingernail.

Based on the explanation above, the researcher can conclude that Illocutionary act is relates with speaker's purpose in their utterance. In making utterance, the speaker has certain purpose in their utterance.

2.3 Perlocutionary act

perlocutionary act refers to the effect the utterance has on the hearer (Austin in Mustofa 2017:10) in other word perlocutionary act is the act perform by speaking.

For example;

(3) *I am sick*

In the utterance above, if it uttered by a daughter to the mother who can not to help her mother because she is sick, it is the kind of perlocutionary act apologize. By her utterance above, the perlocutionary act is her mother can understand about her condition.

3. The Classification of Illocutionary Act

According to Yule (1996:53) One general classification system lists five types of general function performed by speech acts: declarations, representatives, expressives, directives, and commissives.

Tabel 1. The five general functions of speech acts by Yule

Speech act type	Direction of fit	S = speaker; X = situation
Declarations	Words change the world	S cause X
Representatives	Make words fit the world	S believes X
Expressives	Make words fit the world	S feels X
Directives	Make the world fit words	S wants X
Commissives	Make the world fit the words	S intends X

3.1 Declarations

Declarations are kinds of speech acts that change the world via their utterance, Yule (1996:53). It is meant that the speaker make the word that can change the situation and status of the hearer. To make the words, the speaker have special institutional role, specific context, in order to perform a declaration appropriately.

For example:

(4) We find the defendant guilty.

(5) *You're out!*

(6) *I know pronounce you husband and wife.*

According to Searle and vanderveken (1985:205) English Declarations such as declare, Resign, adjourn, appoint, nominate, approve, confirm, disapprove, endorse, renounce, disclaim, denounce, repudiate, bless, curse, excommunicate, consecrate, cristen, abbreviate, name and call.

For example:

(7) *I declare the meeting cancelled.*

(8) *I find you guilty as charge.*

(9) *I hereby pronounce you man and wife*

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3.1 Representatives

According to Yule (1996: 53) Representatives is kind of speech acts that states what the speaker believes to be the case or not. Their expression is statements of fact, assertions, conclusions, and description.

For example:

(10) *The earth is flat*

(11) *Chomsky didn't write about peanuts.*

(12) *It was a warm sunny day.*

In using representative, the speaker makes the words fit the world (of belief)

Leech (1993:339) Gives statement that the indicator of representatives is belief such as as gues, assume, and etc.

(13) *I call him a liar.*

(14) *A diagnose his case as appendicitis.*

(15) *A describe john as a fascst.*

3.2 Expressives

Expressives is speect acts about speaker experience. According to Yule (1996:53) states that expressives are those kind of speect acts that state what the speaker feels. They express psychological state and can be statement of pleasure, pain, like, dislike, joy, or sorrow.

For example:

(16) *Oh, yes, great, mmmm, ssahh!*

(17) *Congratulations!*

(18) *I'm really sorry!*

According to Searle and Vanderveken (1985:211) The members of expressive statement of pleasure, apologize, thank, condole, congratulate, complain, lament, protest, deplore, boast, compliment, praise, welcome and greet.

For example:

(19) *I congratulate you on wining the race.*

(20) *I appologize for stepping your toe.*

(21) I thank you for giving me the money.

3.3 Directives

Directives are those kind of speech acts that speaker use to get someone else to do something. They express what the speaker wants. They are commands, orders, requests, suggestions (Yule,1996:54).

For example:

(22) *Don't touch that.*

(23) *Could you lend me apen, please?*

(24) *Gimme a cup of coffe. Make it black.*

From example above, the speaker heve the goal that the listener to do what the speaker wants. In using a directive, the speaker attempts to make the world fit the words (vie the hearer) (Yule,1996:54).

Verbs denoting directive are direct request, ask, urge, tell require, demand, command, order, forbid, prohibit, enjoin, permit, suggest, insist, warn, advise, recommend, beg, suplicate, entreat, beseech, implore, and pray. Searle and vanderveken (1985:198)

(25) I order you to leave.

(26) I command you to stand at attention.

(27) I advise you to leave.

3.4 Commissives

Commissives are those kind of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends. They are promises, threats, refusals, pledges (Yule,1996:54).

For example:

(28) *We will not do that.*

(29) *I'll be back.*

(30) *I'm going to get it right next time.*

In using Commissive, the speaker undertakes to make the world fit the words (via the speaker) (Yule,1996:54).

The verbs of Commissive are commit promise, threaten, vow, vledge, swear, accept, refuse, offer, bid, assure, guarantee, contract, covenant, and bet, Searle and vanderveken (1985:192)

(31) I promise to pay you the money.

(32) I pledge allegiance to the flag.

(33) I vow to get revenge.

4 Slogan

Slogan is one of the most important elements in advertising. Slogan is series of words or phrases that are made briefly and attract buyers. The purpose of the slogan is to invite and persuade the buyers to buy a product. According to Geoffrey in (Pavel,2015:110) states that a slogan is the sort phrase use by company in its advertisement to reinforce the identity of brand. Slogan are

more powerful than companies' logos and can be easily remembered and recited by people. Moreover, the scholar maintains that slogans have to clearly state the main idea of the advertisement, they have to be easy to understand.

According to Goddard (1998) slogan is image or sign of company. It is a phrase that comes and goes with particular lines of products on all its advertisements whatever the campaign.

According to Urdang and Robbins (1984:18) slogan is a group of words that promise a reward in a dramatic way which is easy to read, easy to say and easy to remember. Granat (2003:76) divides the functions, characteristics, and elements of slogan in advertising:

4.1 Functions of Slogan in Advertising

There are three functions of slogan in advertising:

1. slogan must embrace story that is indicated by advertising and the reader.
2. Slogan is identification and helps the people to consider of the enterprise level.
3. slogan helps increase image of enterprise in the audience target.

4.2 Characteristics of Slogan in Advertising

A firm's slogan has AIDA sign in advertising as follows:

1. A (attention)

It means that a slogan must be quality attention to public.

2. I (interest)

It means that a slogan must be interesting to public and easy to remember.

3. D (desire)

It means that a slogan draws attention of the public to choose a product with choice of a consumer.

4. A (action)

It means a slogan exploited by consumer to love a goods

4.3 Element of Slogan in Advertising

Granat (2003), he explains about the element of slogan in advertising inclined on NICE method as follows:

1. N (Newsworthy)

It means proper to inform in news

2. I (Interesting)

It means get a consumer

3. C (Credible)

It means liable in majority people

4. E (Entertaining)

It means amuse the public

From the explanation above, the researcher conclude that slogan is image, or identity of a product. In other word, slogan is short phrase to persuade the buyers with easy phrase and easy to remember.

5 Advertisement

Advertisement was one of the way to promot a product. In era globalization so many company using advertisement to promot their product. They using some alternative to intriducing their product vie newspaper, brochure, internet and televition.

So many definition about advertisement, the research tries to take some theories about advertisement. According to Eripuddin (2012) states that advertisement is the important thing in marketing business nowadays. It provides and gives information about quality, size, and type of products, goods, and services. According to Hidayati (2010:13) states that the term advertisement is closely related to marketing strategy. In marketing strategy, advertisemnet can be included into the promotional part. Advertisement coast much mony for paying the media, which is selected.

According to Sugono (2015:10) advertisement is a message that is designed to encourage and persuade the public so that they are interested in the products or service offered.

From the explanation above, the reseracher can conluded that advertisement is one way in marketing strategy to introducing a product. In promotion their product the company give some information about quality of their product.

B. Review of Related Findings

This research was been tried by some other researcher. The first research was done by Destra Wibowo Kusumo (2015) conducted a research with title *A Pragmatic Analysis of Illocutionary Acts In English Teaching Learning Process At Sma N 1 Wates Kulon Progo*. The purpose of this research to find out the type of illocutionary act use by english teacher in teaching learning process at SMA N 1 Wates Kulon Progo. In this research the researcher focuses on english teacher at SMA N 1 Wates Kulon Progo.

The second research was done by Meliana Mustofa (2017) conducted a research with title *Illocutionary Acts in The Headlines and Slogan of Beauty Product Advertisements*. this research conducted by using qualitative design. The objectives of this research were to identify the type of illocutionary act in The Headlines and Slogan of Beauty Product Advertisements and to explain discursive context of illocutionary act in The Headlines and Slogan of Beauty Product Advertisements. In this research the researcher take beauty product advertisements from the digital version of *elle* magazine.

The third research was done by Agung Suryo Nugroho (2011) conducted a research with title *An Analysis Illocutionary Act in Sherlock Holmes Movie*. The purpose of this research is to know the type of Illocutionary Acts which are dominantly presented by Sherlock Holmesas main character in the Sherlock Holmes Movie through its script. Method of this research is descriptive qualitative.

The fourth is research was done by Fitri Kumalasari (2011) conducted a research with title *The Type of Illocutionary Perlocutionary Acts As Found in American Muvie Entitled Grown Ups*. The purpose of this research is to find out the illocutionary acts and perlocutionary act in use by the main character in grown ups film. The objects of this study is american movie. In this reseach there are twenty six data were analyzed. The writer classifies the type of illucotinary acts and perlocutionary acts from the main caracter of the grown ups movie.

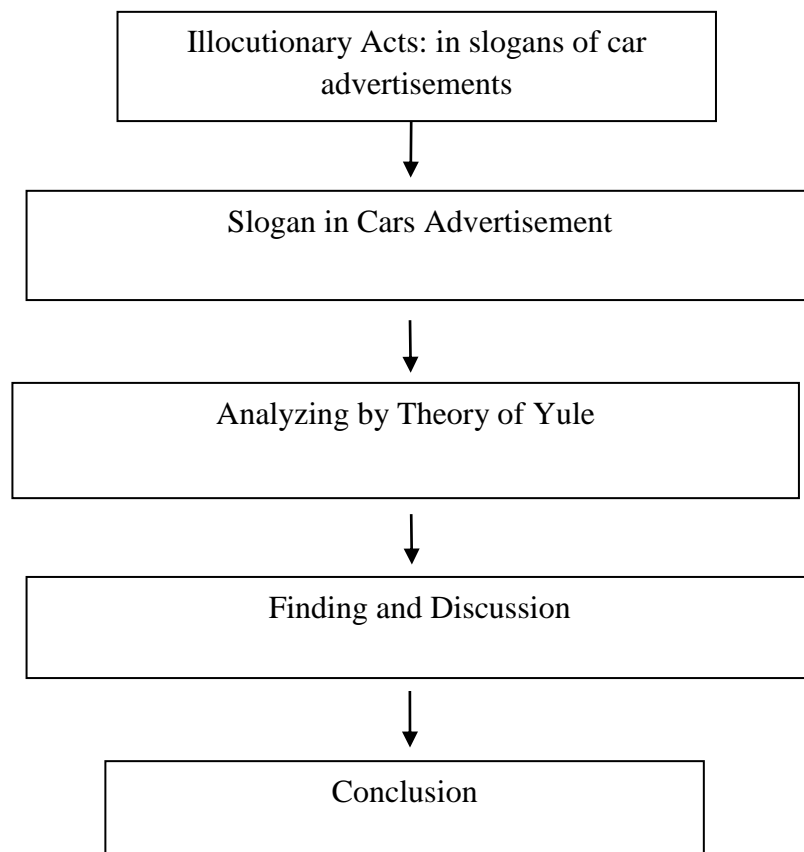
The fiveth is research was done by Ainurrohman (2011) conducted a research with title *The use of illocutionary Acts in Stephenie Meyer's New Moon*. The objective of this study is to describe the speech acts use in the novel by Stephenie Meyer's New Moon using the classification and theory by searly.

Base on the explanation study above, the research considered positive constribution of that conducted research. However, none of them conduct the research the Illocutionary acts in Slogans of Car Advertisements. In this reseach, the researcher wants to know what is the meaning and type of The Illocutionary acts in Slogans of Car Advertisements.

C. Conceptual Framework

Conceptual framework was the concept that writer used to plan the research. A conceptual framework was an analytical tool with several variation an context. It use to make conceptual distinction and organaized ideas. The researcher could conducted the research base on this concept framework. The following figure describe the concept the research:

Figure 1. concept of the research



In this research, the researcher analyzed the illocutionary act in slogan of car advertisement. For this research, the researcher found out the slogan of car, to determine the illocutionary act in slogan of cars advertisement. The researcher analyzed the meaning by George Yule's theory. After that the researcher presented the result of analyzing the illocutionary act in slogan of cars advertisement. The last step, the researcher made conclusion about analysis of illocutionary acts in slogans of cars advertisement.

CHAPTER III

RESEARCH METHODOLOGY

This chapter covers the description of the research method. It presents research design, object of the research. This chapter also discusses about technique of the collecting the data and technique of analysis data.

A. Research Design

The design of the research was descriptive qualitative research. According to Widoyoko (2012) says that qualitative research describes the way things is based on the facts and stated in statement or words form. According to Rahayu (2014) says that qualitative research involves collecting the data to test hypothesis or to answer question concerning the current status of the subject of the study. In addition, qualitative research was takes places in natural setting of language usage; enables the researcher to make interpretation of the data.

In this design, the researcher simultaneously observed type of illocutionary act in slogans advertisement, and the meaning of illocutionary act in slogans of car advertisement.

B. Object of the Research

The object of this research was the illocutionary act in slogan of car advertisement. The slogan of car consisted of 20 slogans, they were:

1. All New Toyota Avanza; This car is specially designed for families, and fit for 7 passengers. The slogan of this car is“Moving Forward”.
2. Grand New Toyota Avanza; silver metallic, gray metallic, dark brown metallic, black metallic, white, beige metallic, dark mica metallic, nebula

blue. Comfortable cabin space plus new entertainment features. This car edition 2015 – Now. “Everything Is Alright”

3. Grand New Toyota Veloz; This car has some color choices, that is Dark Red Mica Metallic, Black Metallic, White, and Silver Mica Metallic. The slogan of this car is “Let's Show The World”.
4. All-New Toyota Sienta; This car is the best car from Toyota with concept modern, active, and fun for a trip. Slogan of this car is “Unlock Your Playground!”
5. Toyota Hiace; this car has slogan “Advanced Luxury” it has many functions for the user especially for various businesses.
6. Toyota Yaris; this car produced since 1999 after Toyota Starlet. It demonstrates how pure and practical can also be sporty and stylish. “Be Groovy” is the slogan of Toyota Yaris
7. All New Toyota Yaris; this car has some variance. Type E, TDR sportivo, crossover, and hybrids. Toyota Yaris has seven colors like silver metallic, attitude Black Mica, Blue metallic, Grey metallic, Red Mica metallic, and Super White. The slogan is “Let The Fun Begin”.
8. Toyota Fortuner; come with new variations like LED lamp, and electric luggage door. Slogan of this car is “The World Is Mine”.
9. New Toyota Nav1; come with new bold exterior give the ultimate pleasure of driving. The slogan of this car is “All I Need”
10. Toyota Camry; produced since 1982 with the new sporty exterior design. The slogan of this car is “True Spirit True Power”

11. Toyota Hilux; modern and stylish car with complete figure and has double cabin with new variation. The slogan is "Incredible".
12. "All-New Toyota Kijang Innova, come with some color like allumina jade, attitude black, avant garde bronze, dark gray mica metallic, super white. The slogan is "The Legend Reborn".
13. Toyota Corolla Altis, this car more modern and aggressive design. The slogan is "The Real Star"
14. "New Toyota Venturer, with new elegantly bold addition to enhance the premium sporty look. The slogan is "Fearless Elegance"
15. Toyota Rush, coming with some improvement like new design bar type engine grille with black piano color and reed lining, new rear spare tire cover sticker, new side sticker, new TRD sportivo alloy wheel. With slogan "Unleash Yourself".
16. Toyota Voxy, voxy with a length 4.71 m width 1.735 m, and height of 1.835 m with ground clearance of 16.5 cm. With slogan "Value of Indulging Perfection".
17. Toyota Etios Valco, come with some colors black mica, blue metallic, gray metallic, red mica metallic, silver metallic, white. With slogan "Let's Drive".
18. Toyota Land Cruiser, with exterior a sophisticated explorer, expressing the luxurious and comfortable cabin. And some colors like attitude black mica, black, gray metallic, silver metallic, super white, white pearl crystal shine. Slogan is "King Of The World".

19. Astra Toyota Agya, available color options, white, silver metallic, black, gray metallic, red, blue metallic. The slogan is "Totally You!".
20. Astra Toyota Calya. Equipped with an optimal security system. available color options black, gray metallic, silver mica metallic, white, orange metallic, and red. The slogan is "A Wonderful Surprise".

C. Technique of Collecting the Data

According to Widoyoko (2012), collecting the data of the research was intended to get the data, explanation, facts and accurate information. It meant to get the data, the researcher must find the facts and accurate information and explanation about this research.

The researcher found slogan of advertisement from internet, and collected the slogan of car advertisement and put 20 slogans from the webs, analyzed 20 slogans from internet in some web. The researcher gave code for every 20 slogans of car in advertisement. This way helped the researcher in analyzing the type and the meaning of illocutionary in slogan of car advertisement.

D. Technique Of Analyzing The Data

After collecting the data, the researcher analyzed the data through descriptive qualitative method. This way helped the researcher get the types and meaning of illocutionary acts in slogans of car advertisement. Then, the researcher analyzed the slogan by using Yule's theory. After

analyzing the slogan, the researcher made conclusion based on the result of analysing.