

THE SPEECH ACT ANALYSIS OF CLAUSE TYPES IN PRINTED
ADVERTISEMENT

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Abstrak

Iklan memiliki beberapa fungsi yaitu untuk mempromosikan benda dan jasa kepada konsumen, untuk memberikan informasi, untuk mengenalkan produk, merk, dan bisnis tertentu. Untuk mencapai tujuan atau fungsi-fungsi tersebut, diperlukan bahasa yang dapat menarik perhatian pembaca. Agar nantinya pesan yang ingin disampaikan bisa dengan baik diterima oleh para calon konsumen tersebut. Bahasa yang digunakan dalam iklan dibentuk dari kumpulan kalimat, frase, ataupun klausa.

Data yang digunakan dalam studi ini diambil dari majalah "the beat" Bali & Jakarta Biweekly Entertainment Magazine, Gig Guide No. 359, Edisi 14-17 Maret 2014. Metode yang digunakan untuk menganalisa data dalam studi ini yaitu metode kualitatif. Teknik yang digunakan untuk menganalisa data dalam studi ini yaitu teknik dokumentasi dengan menggunakan teori dari Austin dan Cohen tentang klausa dan tindak tutur.

Analisis dari studi ini dibagi menjadi tiga bahasan pokok, yaitu jenis klausa, jenis tindak tutur, dan fungsi tindak tutur. Tiga analisis yang dikemukakan dalam studi ini mengungkapkan beberapa fakta yaitu setiap klausa memiliki makna sosialnya masing-masing. Klausa juga memiliki makna tersirat didalam sebuah iklan yang diharapkan bisa dimengerti oleh para pembacau untuk mendukung tercapainya tujuan dari dibuatnya iklan tersebut.

Setiap klausa memiliki perbedaan dan persamaan berdasarkan dari fungsinya masing-masing. Fakta lain yang dikemukakan dalam studi ini yaitu jenis dan manfaat tindak tutur dapat membantu para pembaca untuk mengerti pesan tersirat dari iklan dengan lebih mudah. Karena setiap iklan memiliki tujuan-tujuan atau pesan-pesan tertentu yang ingin disampaikan kepada pembacanya.

Kata kunci: jenis klausa, jenis tindak tutur, fungsi tindak tutur

1. Background of the Study

Language as a means of communication is used to deliver messages in conversation. It is formed by a set of sentences, clauses, phrases even words. Language that is involved in conversation could be in form of spoken or written language based on its communication intention. Advertisement for instance, it is categorized as product of

written language. . Advertisement is one of those various products of language in the form of written text. The aims of advertisements are to advertise products and services to the consumer, to give information to the readers, to promote and introduce a product, service, even business to the other parties. There are many kinds of advertisements. Based on the form, advertisements can be classified as visual and printed advertisements. Based on its commerciality, it can be divided into commercial advertisements and non-commercial advertisements. This study analyzed printed advertisement in the level of clause. It is interesting to analyze to know whether the meaning in the clauses are understandable or not by the readers. The aims of this study are to find the clause types, speech act types and the speech act function of the clauses in printed advertisement.

2. Problems of the Study

Based on the background of the study explained above, the problems are formulated as follows:

- a) What clause types are found in printed advertisements taken from “*the beat*.” Bali & Jakarta’s Biweekly Entertainment magazine?
- b) What speech act types are found in printed advertisements based on the clause types?
- c) What speech act functions are found in printed advertisements based on the clause types?

3. Aims of the Study

The aims of this study which are analyzed related to the background and the problems are explained as follows:

- a) To find out the clause types in printed advertisements.
- b) To find out the speech act types in printed advertisements based on the clause types.
- c) To find out the speech act functions in printed advertisements based on the clause types

4. Research Method

The primary data used in this study were taken from “*the beat.*” Bali & Jakarta’s Biweekly Entertainment Magazine, Gig Guide No 359, Edition March 14th – 17th 2014. The method and technique used in collecting data is documentary method and note taking technique. This study used qualitative method by Austin’s (1962) and Cohen’s (1996) theory in analyzing data, since there is no numerical data used.

5. Result and Discussion

The analysis of this study is focused to three basic issues. They are clause types, speech act types and functions in printed advertisement. There are three advertisements used, they are explained as follows:

- a) Purchase Outlet Dewi Sri



Picture 1

In this advertisement clause that is found in the headline is “Everyday is a sale!”. This clause is categorized as declarative clause types. Since this clause has its meaning to declare a situation of the outlet. Although this clause is ended by an exclamation point, it is not an exclamative clause types. In the other hand the speech act studies of this advertisement is divided into two parts. Speech act type of this advertisement divided into three. Locutionary of “Everyday is a sale!” is to tell the readers there is a sale held everyday in the outlet. Its Illocutionary is to

persuade the reader to come over the outlet everyday and purchase the stuffs, since there is a sale in the outlet. The perlocutionary of that clause is could be resulting the readers come and purchasing the stuffs everyday. Based on Cohen's theories (1996), there are five categories of speech acts based on the functions assigned to them. In "Everyday is a sale!" clause it has its function to make the readers to something, in the condition of purchasing the products in the outlet since the advertiser advertises a sale is held everyday. The speech act function for this clause is categorized as directives speech act function.

b) Put it in a bin dude!



Picture 2

In the non-commercial advertisement above clauses are found in its headline and bodycopy. They are "Put it in a bin, dude!" and "The buck stops with each and every one of us". "Put it in a bin, dude!" has its literal meaning to ask the readers to put the garbage in a bin. That literal meaning is categorized as locutionary meaning. Then its illocutionary meaning is to make a request to the readers to keep the environment clean by put the garbage in a bin. Besides, that clause has its meaning to ask the readers to not throw the garbage away and better to put it in a proper place. The perlocutionary effect of that implicit meanings are the reader put garbage in a bin, they do not throw the garbage away, and they keep the cleanliness of the environment. In term of speech act studies, speech act

function, Cohen's idea is divided into five major categories of speech act function. This speech act function is covered the intention which is delivered by the advertiser. This clause in the speech act function is categorized as directives speech act function. The second clause is "The buck stops with each and every one of us". This clause is categorized as declarative clause type. Its meaning is to declare a situation nowadays the buck stops with each and everyone of us, that is the locutionary of this clause. Its illocutionary is influenced by its social meaning that the buck could controlled us. Besides, this clause also wants to remind and to warn people to stop being controlled and they should do something. Related to that illocutionary, the perlocutionary act as the result after the readers reading the clause is they do not want to control by the buck anymore. After those explanations the analysis goes on to the Cohen's theories (1996) about speech act function. The analysis concern to the meaning that wants to deliver as a function of the clause is being conveyed about. The clause "The buck stops with each and everyone of us" has its function as expressive speech act function.

c) Fly Fresh with our Brand New Airbus A320!



Picture 3

The last data used in this study is the Air Asia's advertisement above. This advertisement is categorized as one standing details. It showed the headline as its catching point to attract the reader's attention. A clause which is found in the headline is "Fly Fresh with our Brand New Airbus A320!". The clause above is

categorized as imperative clause types. Its literal meaning (locutionary meaning) is to ask or command the readers to fly with Air Asia's new airbus A320!. A clause does not only has its literal meaning but also has its contextual meaning or based on Austin's theory (1962) it is called as illocutionary meaning. The illocutionary meaning of this clause it to introduce and to inform the readers that Air Asia has a new brand of airbus A320!. Based on that locutionary and illocutionary meaning, the perlocutionary meaning of this clause is could be result the readers know that Air Asia has a new brand of airbus, and then they choose this airbus when they want to fly from Denpasar to Jakarta, Bandung, or Singapore. Those three parts of analysis are the explanation about analysis of speech act types of clause "Fly Fresh with our Brand New Airbus A320!". Then the analysis is concerned about its speech act function. Based on Cohen's theory (1996), this clause is categorized as directives speech act function.

6. Conclusion

Regarding to the result of the analysis explained previously on three different printed advertisements, there are some points that can be concluded. First, each clause type has its own characteristics to deliver messages based on its communicative intention. And then speech act types cannot be separated with its clause types, since its clause types has a relation in meaning to its Locutionary meaning of speech act. Last but not least, the speech act functions are assigned by the advertisers in every clause. It is used to reach the aim of advertisement that is to persuade the readers.

7. Bibliography

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