

Illocutionary Acts in Commercial Advertisements and Its Contribution to Teaching Speaking

Alafair Cinta Az-Zahraa¹, Listyaning Sumardiyani², and Maria Y.W.L.³

¹Universitas PGRI, Semarang, Indonesia

² Universitas PGRI, Semarang, Indonesia

³ Universitas PGRI, Semarang, Indonesia

*cintaalafair@gmail.com

Abstract.

Communication is the way by which people interact with one another. People can communicate with one another in order to convey information or express themselves to the addressee. The specific objective of this research is to identify the kinds and function of illocutionary acts used by commercial advertisements and to figure out the contribution of this research to teaching speaking. The descriptive qualitative analysis method is used in this study. The data is gathered by documentation. First, the researchers watch the advertisements in order to understand what the content of advertisements. Second, the researcher found the transcript of commercial advertisements to complete the data. Third, researcher analyzes the illocutionary acts that show from that performance in commercial advertisements. The results of this research are: (1) There are five types of illocutionary acts which found in 16 scripts commercial advertisements on the YouTube (total 24 utterances). (2) The function of illocutionary acts in the commercial advertisements on the YouTube are identifying brands, information, and persuasion. (3) The contribution in teaching speaking through illocutionary acts in commercial advertisements as a media in the form of video and material in the form of pronunciation in learning speaking. For contribution in teaching speaking, the researcher suggests to the teacher to using advertisements as a teaching material because it can be a fun way to learning speaking.

Keywords: illocutionary art, commercial advertisement, teaching speaking

Introduction

Communication is one of human beings. The unit of human communication is speech acts. In daily activity speech acts usually used. This statement supported by Toolan in Speech acts refers to what is done when something is said. Thus, speech acts is study of language by people saying something. When the hearer performs an act, it means that he or she is performing an illocutionary act. Humans frequently make speeches using the words of speakers and interlocutors. Speech delivered by the speaker or utterance companion has a specific meaning and purpose (Iskandarsyah, 2021). Language is not only a tool for humans to communicate with one another; it is also a source of life power. Linguistics is a branch of language study that aims to provide a deeper understanding of language.

Language skills has important role in attracting the students in attention. Commercial advertisements can be one that attracts student's attention because it is contextual as material in learning speaking. Surely can be alternative as a media to teaching speaking because

commercial advertisements are interesting, communicative and informative. The teacher must choose a good way to create an interesting activity in the classroom that will encourage students to speak up and enjoy the learning process. The study is aimed at contribution to teaching speaking. Students have a variety of difficulties when speaking English. First, it is related to students' lack of vocabulary, which makes it difficult for them to say words in class and also makes them nervous. Thus, Hasan, (2016) states that having a huge vocabulary helps speakers and learners by repeating the same words over and over again, whereas the skilled use of a large number of them allows the speaker to draw people in and paint a rich picture. Second, some of those students are afraid of making a mistake and afraid because of their pronunciation is not as good as native speaker when speaking English. Third, the students speak more with their first language or their mother tongue.

The importance of studying speech acts is that we know how to appropriately transmit and comprehend the meaning or purpose, so that the communication's aim may be achieved. The illocutionary act is a critical component of the speech act since it serves as the primary means of communication. Illocutionary acts become the foundation of pragmatic understanding. It indicates that the hearer will grasp the speaker's intention if she or he understands the illocutionary act of the speech.

The writer is interested in examining the Illocutionary Act from commercial advertisements stated above. The researcher picked this advertisement because it has numerous pragmatic components. Advertising has become an important component in any manufacturer's promotional activities due to its power to influence the public as customers. Advertisements may be found in both print and electronic media, such as magazines, television, and the internet. The goal of advertising is to present or display the quality of items, goods, or services in order to establish an initial impression and help the audience recognize the products. In other words, it is utilized to keep the name in people's minds and urge them to buy the product or use the service.

Illocutionary acts are common in everyday communication. As an example of a discussion present in various media, particularly electronic media such as a movie. Movies are more influential than other forms of media because they combine aural and visual elements to entice audiences to watch them. To help overcome difficulties in learning speaking, the researcher offers the use of alternative media by commercial advertisements to contribution to teaching speaking. In this study the researchers choose commercial advertisements as the object of the study because there are a lot of illocutionary acts which can be found. Therefore, the researcher chooses "Illocutionary Acts in commercial advertisements and its Contribution to Teaching Speaking".

Literature Review

Speech Acts is a pragmatic concept that explains how language functions in the context of users and situations. Part of pragmatics where there are certain aims beyond the words or phrases when a speaker says something called speech acts. According to Austin (1994), speech acts are actions performed by created words. (Birner, 2013), in a similar vein, stated that "uttering something" also entails "doing something." People can take action by simply expressing something. In line with this elaboration, Yule, (1996) states that speech acts are actions carried out through utterances. Another definition is delivered by Searle, (1968) speech act is human communication that is performed with utterances of certain types such as making a statement, asking a question, giving an order, describing, explaining,

apologizing, thinking, congratulating, and so on. He also mentions the types of speech act that are performed in a conversation: locutionary acts, illocutionary acts, and perlocutionary acts.

Continuing on the speech acts, (Hashim, 2015) defines that the illocutionary act is at the heart of every speech act theory. It is fascinating to examine illocutionary activities in order to comprehend the function and anticipated meaning of a statement. There are several forms of illocutionary acts. A locutionary act is a speech act in which something is spoken in the sense of "speaking" or a speech act in the form of a coherent and intelligible phrase. This illocutionary act is referred to as a propositional act by Searle since it is exclusively linked to meaning. It signifies that the semantic or literal meaning of the statement is the illocutionary deed (Chaer & Leoni, 2014). Furthermore, (Searle, 1968) classified illocutionary act into five types: representational, directive, commissive, expressive, and declarative. Illocutionary acts are employed to analyze any assertions made by the listener or speaker.

Advertisement is a tool used to persuade people or society to buy a product. According to Kotler, (1996), an advertising is defined as any paid type of nonpersonal presentation and promotion of ideas, commodities, or services by an identifiable sponsor. According to Goddard, (2002) advertisement is the non-personal delivery of information about products, services, or ideas by identified sponsors through various media that is usually paid for and usually persuasive in nature. It is possible to conclude that advertisement is a method of persuading people to buy products or do something that a company or organization has launched. The effectiveness of an advertising is determined not only by the amount of effective conscious communication made possible, but also by the amount of unconscious effect or 'unavoidable' impact of communication made possible by a certain advertisement (Fitriani et al., 2020).

Method

This study is classified as descriptive qualitative since the purpose of the research was to determine the kinds of illocutionary acts revealed in the 16 of commercial advertisements' speech acts on the YouTube. Qualitative descriptive studies, according to Praditya, (2014), tend to draw from general views of naturalistic inquiry. "Naturalistic inquiry entails merely a dedication to studying anything in its natural state or as it is to the extent that this is practicable in a research enterprise," according to Lincoln et al (in Praditya, 2014). It aims to describe the meaning of utterances in "commercial advertisements and its contribution in teaching speaking."

In collecting the data, the data was collected by documentation. It means that the researcher had some steps. First, the researchers watch the advertisements in order to understand what the content of advertisements with deal and then looking for all of the words or utterance needed in this research. Second, the researcher also found the transcript of commercial advertisements to complete the data. Third, researcher analyzes the illocutionary acts that show from that performance in commercial advertisements. In the process of examining the data, the researchers identifying what the illocutionary acts from the commercial advertisements then looking for the functions of each illocutionary act used in commercial advertisements. After researcher find the types of speech acts and function of speech acts, researcher will know what is the contribution to teaching speaking through commercial advertisements.

Finding and Discussion

The data were collected from the illocutionary acts on commercial advertisements. The researcher found 16 scripts of commercial advertisements as the data focused on utterance. The 16 script are Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash, LG Washing Machine with AI DDTM Product Movie (Smart Features), Honda Civic 2022, Lanaige Water Bank ft Song Hye Kyo TVC, Toyota "Start Your Impossible" Second Version, Clean and Clear Foaming Facial Wash, Lakme Makeup Commercial Agnezmo and Megan Fox, Hyundai x BTS for The Earth TV Commercial (2020), Canon Take Your Photography to The Next Level, Kia Carnival Commercial USA, L'oreal Paris Casting Crème Gloss, Intel Justin Gets Real: 2-in-1 Flexibility, Toyota Version. 1 (2021) "Start Your Impossible", Adidas X Parley – A mission of our ocean, Nike 30 Seconds ads Crawling is acceptable, Pantene ‘Sorry, Not Sorry’.

The data which are found were categorized based on theory of Searle such as Assertives or Representative, Directives, Commisives, Expressives and Declarations. The results on analysis of Illocutionary Acts of the Commercial Advertisements on the internet (YouTube) were as follows:

The Illocutionary Acts of Commercial Advertisements based on theory of Searle.

Table 1: Assertive

From the table above, the researcher found that there are some illocutionary acts of From

No	Types of Speech Acts	Types of Illocutionary Acts	Advertisements	The Functions Delivered by Commercial advertisements
1.	Assertive	Informing	Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash.	It contains the meaning of providing information.
2	Assertive	Asserting	Honda Civic 2022	It provides an action to show a result that wants to make the audience believe by using their car.
3.	Assertive	Explaining	LG Washing Machine with AI DDTM product movie (smart features)	It provides an action to show how to used LG ThinQ application by using smartphone.
4.	Assertive	Claiming	Lanaige Water Bank ft Song Hye Kyo TVC	It contains that the advertiser conveys her beliefs by claiming that Lanaige new water bank makes her skin stay moisturized.
5.	Assertive	Stating	Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash.	It contains the meaning of providing stating to other's people to use a facial wash that keep their face in control.

The table above, the researcher found that there are some illocutionary acts of commercial advertisements on the YouTube. The types of speech acts categorized assertive or representative there are 5 types of illocutionary acts; informing, asserting, explaining, claiming and stating. Also there are 4 advertisements; Cèleteque: 2-in-1 care with Cèleteque

Hydration Facial Wash, Honda Civic 2022, LG Washing Machine with AI DDTM product movie (smart features) and Lanaige Water Bank ft Song Hye Kyo TVC.

The meaning of providing information on the advertisements. Also Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash advertisements categorized illocutionary acts stating because the utterance “That is why you need a facial wash that keeps you in control” it means of providing stating to other’s people to use a facial wash that keep their face in control. The all-new Honda Civic built for all kinds of fun”. It provides an action to show a result that wants to make the audience believe by using their car (brand). LG Washing Machine with AI DDTM provides an action to show how to used LG ThinQ application by using smartphone. Lanaige Water Bank provides that the advertiser conveys her beliefs by claiming that Lanaige new water bank makes her skin stay moisturized

Table 2: Directive

No	Types of Speech Acts	Types of Illocutionary Acts	Advertisements	The Functions Delivered by Commercial advertisements
1.	Directive	Ordering	Honda Civic 2022	It contain the meaning, if the people want to buy the car, can directly contact to Honda daler or if the people want it easier, they can make purchase online through the Honda website.
2.	Directive	Suggesting	Clean and Clear Foaming Facial Wash	It contain the meaning, if the people want to get a clear skin to avoid oily skn also a pimples on their face, they need to use a Clean and Clear foaming facial wash.
3.	Directive	Inviting	Adidas x Parley – A mission of our ocean	It contain the meaning that Adidas and Parley inviting people to maintain environmental balance like an ocean, a mountain also a city.
4.	Directive	Advising	Nike 30 seconds advertisements Crawling is acceptable	It contain the meaning that Nike give an advising to people that it is okay not to be okay, whatever happened in your life it is because you are a human, you have a feelings.
5.	Directive	Commanding	Toyota “Start Your Impossible” Second Version	It contain the meaning that Toyota persuade the Car to do what they need to do.
6.	Directive	Questioning	Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash	It contain the meaning that Cèleteque facial wash asked the people is that your facial wash apart from the Cèleteque brand was enough to makes moisturized and hydrated your facial skin?.
7.	Directive	Questioning	LG Washing Machine with AL DDTM product movie	It contain the meaning that LG washing machine has a great technology and it can be a solution.
8.	Directive	Questioning	Lanaige Water Bank ft Song Hye Kyo TVC	It contain the meaning that the advertiser asked why her facial skin so moisturized. The people wants to know what the product she used is.
9.	Directive	Questioning	Clean and Clear Foaming Facial Wash	It contain the meaning that the advertiser convey to people what are the fun things that teenagers can do.

10.	Directive Questioning	Toyota “Start Your Impossible” Second Version	It contains the meaning that the car will go without a driver it means the car will go to karaoke place with automated driving.
------------	-----------------------	---	---

From the table above, the researcher found that there are some illocutionary acts of commercial advertisements on the YouTube. The types of speech acts categorized directive there are 6 types of illocutionary acts; ordering, suggesting, inviting, advising, commanding, questioning. Also there are 8 advertisements Honda Civic 2022, Clean and Clear Foaming Facial Wash, Adidas x Parley – A mission of our ocean, Nike 30 seconds advertisements Crawling is acceptable, Toyota “Start Your Impossible” Second Version, Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash, LG Washing Machine with AL DDTM product movie (smart features), Lanaige Water Bank ft Song Hye Kyo TVC.

The advertiser uses ordering, suggesting, inviting, advising, commanding, questioning in commercial advertisements because in six types of illocutionary acts having some action words as like command, persuade, attend, advice and ask which has good impact to persuade the customer in consuming the product for example the utterance “Contact your Honda dealer today or shop online”.

Table 3: Commisive

From the table above, the researcher found that there are some illocutionary acts of From

No	Types of Speech Acts	Types of Illocutionary Acts	Advertisements	The Functions Delivered by Commercial advertisements
1.	Commissives	Promising	Canon Take Your Photography to The Next Level	It means the Canon camera promising that the picture which capture the moments with this camera will have a great photo.
2.	Commissives	Hoping	Hyundai x BTS for the Earth Television Commercial	It contains the advertisements reminds the people to keep taking care the world and preserving the environment.
3.	Commissives	Offering	Lakme Makeup “Absolute Reinvent”	It means the advertisement try to convey to the people about the lipstick roduct that Megan Fox and Agnezmo used.

The table above, the researcher found that there are some illocutionary acts of commercial advertisements on the YouTube. The types of speech acts categorized commissives there are 3 types of illocutionary acts; promising, hoping, offering. Also there are 3 advertisements Canon Take Your Photography to The Next Level, Hyundai x BTS for the Earth Television Commercial, Hyundai x BTS for the Earth Television Commercial.

The advertiser uses promising, hoping, offering in commercial advertisements because in four types of illocutionary acts having some action words as like doing something, wishing for something happen, give something, and disagreement which good to attract the attention of buyers for example the utterance “We hope these words will always stay with us. Hydrogen the positive energy for the better tomorrow”.

Table 4: Expressive

From the table above, the researcher finds that there are some illocutionary acts of

No	Types of Speech Acts	Types of Illocutionary Acts	Advertisements	The Functions Delivered by Commercial advertisements
1.	Expressive	Thanking	Lakme Makeup "Absolute Reinvent" Agnezmo and Megan Fox	It means that Agnezmo thank you for being allowed to try her lipstick
2.	Expressive	complement	Iklan toyota ver.1 (2021) "start your impossible"	It means Toyota advertisements convey to people that everyone can be the best person and reach their dream.
3.	Expressive	Believing	L'oreal Paris Casting Crème gloss	It means the women in advertisement wants to convey that people must believe in themselves that they can do what they want, they can be anything they want.
4.	Expressive	Apologizing	Pantene 'Sorry, not sorry'	It means the women in advertisements want to convey to woman that they do not have to always sorry.
5.	Expressive	Greeting	Intel Justin gets real: 2-in-1 Flexibility	It means Intel want to convey to people that Justin means Just a real person doing a comparison

commercial advertisements on the YouTube. The types of speech acts categorized expressive there are 5 types of illocutionary acts; Thanking, complement, believing, apologizing, greeting. Also there are 5 advertisements; Lakme Makeup "Absolute Reinvent" Agnezmo and Megan Fox, Toyota ver.1 (2021) "start your impossible", L'oreal Paris Casting Crème gloss, Pantene 'Sorry, not sorry', Intel Justin gets real: 2-in-1 Flexibility.

The advertiser uses thanking, compliment, believing, apologizing, and greeting which made interest the viewers to watch the advertisements of the product for example the utterance "You could be better than me. You could empower more girls than me. Score more victories than me. You could be me I always dreamed I could be".

Table 5: Declaration

No	Types of Speech Acts	Types of Illocutionary Acts	Advertisements	The Functions Delivered by Commercial advertisements
1.	Declarations	Naming	KIA Carnival Commercial USA	It means KIA naming the new car is Carnival MVP

From the table above, the researcher found that there is one illocutionary acts of commercial advertisements on the YouTube. The types of speech acts categorized declarations. The advertisements is KIA Carnival Commercial USA advertisements categorized naming because the utterance "Introducing the all new KIA Carnival MVP" It means KIA naming the new car is Carnival MVP. Declarations is a kind of speech act that

change certain circumstance via utterance. The acts of declarations are naming, excommunicating, declaring, firing from employment and etc. The advertiser uses naming which made viewers know the brand of the products in the advertisements for example the utterance “Introducing the all new KIA Carnival MVP”.

Illocutionary act in commercial advertisements and contribution to teaching speaking

There are many illocutionary acts for learning process in teaching speaking. The teacher also can use any kind of illocutionary act on advertisements in YouTube during the learning process, It will make the learning more interesting because there are many illocutionary acts on commercial advertisements that could be as a material and media so it will make the teacher more easily and also help to teaching speaking by using illocutionary acts on commercial advertisements.

Understanding the teaching material is important, teacher should understand the learning material to make learning process be successfully, by reading this research hopefully the teacher can be easier in understanding the material because there are examples of illocutionary act analysis.

By this analysis, the teacher also get some information that in teaching speaking through commercial advertisements the teacher should found a material to teach the students and make the learning process successful.

It is good for the teacher to have a media also a material for teaching speaking in the class. The teacher can teach speaking with media in the form of video advertisements that are played in front of the class and then the teacher asks the students to pay attention and listen carefully. Teaching speaking with this way also encourage students to speak up and enjoy the learning process.

Conclusion

There are five types of illocutionary acts which found in 16 scripts commercial advertisements on the YouTube (total 24 utterances) such as assertives or representatives 5 utterances, directive 10 utterances, commissives 3 utterances, expressives 4 utterances, declarations 1 utterances. The function of illocutionary acts in the commercial advertisements on the YouTube are identifying brands, information, and persuasion. The meaning of commercial advertisements by using persuasive words which picture the sense of pleasure, creativity, and the advantages of a product. The contribution in teaching speaking through illocutionary acts in commercial advertisements as a media in the form of video and material in the form of pronunciation in learning speaking will make easier way, help the teacher and interesting vibes in the classroom.

References

- Birner, B. J. (2013). Introduction to Pragmatics. In *A John Wiley & Sons, Ltd., Publication*.
- Chaer, A., & Leoni, A. (2014). 2014. *Sosiolinguitik Perkenalan Awal*. PT Rineka Cipta.
- Fitriani, S. S., Achmad, D., & Rasmita, F. (2020). An analysis of illocutionary acts in a fantasy movie. *Studies in English Language and Education*, 7(1), 170–180. <https://doi.org/10.24815/siele.v7i1.13635>

- Goddard, A. (2002). *The language of advertising: written texts*. Psychology Press.
- Hasan, L. A.-N. K. (2016). The Effect of Lack of Vocabulary on English Language Learner s' Performance with Reference to English Departments students at Salahaddin University-Erbil. *ZANCO Journal of Pure and Applied Science*, 20(2), 211–227.
- Hashim, S. S. (2015). *Speech Acts in Selected Political Speech*. University of Sulaimani.
- Kotler, P. (1996). *Principles of Marketing. 7 th edition*. PrenticeHall, Inc.
- Praditya, et al. (2014). An Analysis of Speech Acts in the Conversation Between Habibie and Ainun in the Film Entitled Habibie and Ainun 2012. Vol 2. *Jurnal Pendidikan Bahasa Inggris Indonesia*, 2(1).
- Searle, J. R. (1968). Austin on locutionary and illocutionary acts. *The Philosophical Review*, 77(4), 405–424.
- Tsui, A. (1994). *English conversation*. (Oxford Uni).
- Yule, G. (1996). Pragmatics. In *Areal Features of the Anglophone World* (pp. 463–486). <https://doi.org/10.4324/9781315760483-11>