

# Commissives Speech Act of Vehicle's Sales' Advertisement on Electronic Media and Implementation of Indonesian Teaching Material in Junior High School

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## ABSTRACT

The problem in this study is how the discourse of the commissives speech act implemented in vehicle's sales' advertisement on electronic media and how to deliver existing advertisements of vehicle's sales on electronic media. The purpose of this study is to describe the actions of commissives in the discourse of vehicle's sales' advertisement on electronic media and the implicit and also explicit meaning of vehicle's sales' advertisement on electronic media. Thus, this study will improve language skills in serving advertisements. The method of the study uses a qualitative descriptive approach with data analysis studies. Data are in the form of speech act which has a discourse analysis in vehicle's sales' advertisement on electronic media that related to the actions of the commissives. The technique used in this study is through listening and recording techniques obtained from *Instagram* by screen capturing (screenshot) or listening speech act in *Instagram* video. Based on the analysis of the commissives speech act, it can be found three categories, namely, the act of offering speech, the act of promise speech, and the act of vowing or swearing. For readers or buyers, the results of this study can be used as a reference to be more careful in responding to various advertisements on electronic media. It is because most advertisements use commissives language that is difficult to understand or less logical to be accepted. For further studies, although this study still has very limited discussion of the discourse in vehicle's sales' advertisement, it is expected that the next researchers can develop and focus the study on the field of advertisement.

**Keywords:** *speech act, pragmatics, advertisement, types of speech act*

## 1. INTRODUCTION

Language is a tool for human interaction. Language as a means of linguistic study objects or language science, which studies language in its context is pragmatic [1]. Language is used as a means of communication in everyday life when humans interact each other. Interaction between humans is a social event that often occurs and also becomes a basic need for humans to get information, exchange ideas, opinions, and to be used as a means of establishing a relationship. Language can be said to be a crucial thing, because language is used for interaction, communication, as a way to understand things, identify ourselves, and so on. This is what leads humans to learn about how to socialize properly and correctly by learning language, namely Indonesian. Language has interpersonal language which states how language can only be understood and studied further with the science of linguists. According to Wulan (2013), language has the meaning of a system of sound symbols that is *manasuka* or arbitrary that is used to interact, communicate,

cooperate, and show self-identity. Arbitrary or *manasuka* is the absence of a mandatory relationship between the symbol of language and concept. The meaning of language which has a sound system is sound as a speech act spoken by humans derived from human speech act tools that are repetitive. In addition to communication tools, language is also used for social communication and adapting tools.

Pragmatics is the study of contextual meanings that how listeners can infer about what the content of speech act is conveyed and easily understood by speech act partners. This study has more to do with the analysis of speech act than with a separate meaning. Charles Morris, a philosopher in 1983, was the first person to introduce the term pragmatics. According to him, pragmatics is a branch of linguistics that examines the meaning of speech act and also a common form of sign science or semiotics. Pragmatics is the study of the meanings associated with the situation of the agreement [6]. Pragmatic studies have conducted timeless investigations into communication in the

current industrial age. Study that study meaning as it is conveyed by speakers and concluded by speech act partners is pragmatics. So, pragmatics is a study that studies speech act that contains meaning related to the context of how speech act partners can infer the contents of speech act delivered by speakers at the time of communication. Speech act in question is a sentence obtained from the speech act of the speaker when conducting communication events[7]. Actions expressed through speech act are usually called speech act events[9].

Speech act is one of the pragmatic elements that involves speakers and speech act partners or writers and readers with topics that are being discussed without getting rid of other contexts by doing speech act according to [10]. Speech act is an action that occurs because of speakers and listeners with a speech act[11]. Speech act that are widely loved in the discourse of vehicle's sales' advertisement in printed or electronic media are generally in the form of commissives. Commissive speech act is one type of speech act that is often used in everyday life. The commissive speech act is a speech act that has a function to make promises, such as vowing, promising, and offering that is binding on the speaker to do what has been said. In understanding commissives speech act, it needs to be understood properly in communication with others or general public. The commissives speech act is also used at the time of communication, because humans are often faced with various problems in a live. So that, humans can know various problems by using language speech act well. Indeed in some ways we must use speech act to form an action. In the conversation, when speakers say a speech act, the speaker not only performs speech act but also follows up on what has been said.

Every human can convey ideas, opinions, and suggestions about a thing using language. Language also plays an important role in communication as its function is delivering speech act. Changes in the development of internet technology is now changing the way we do business, including in the sale of goods, services, food, and others where business models utilize digital services. Media is used to convey messages from speakers to the general public. The media that is more often used in communication is the eyes and ears. With today's advanced technology in product marketing, the company uses social media. Social media is one of the tools for promoting products[15]. Because of the wide coverage of social media, companies use it to advertise their products as attractively as possible. Advertisement's creation uses language. The role of

language in advertisement is as a communication tool to convey opinions, information, or ideas in the activity of selling products. Advertisement is a news that is used to encourage or persuade people to be interested in the goods being offered and it is also useful for means of notification to the public about goods or services that will be sold by being advertised in the mass media or in public places[16].

Advertisement as a strategic form of product marketing used to bring the goods offered to consumers or in other words bringing sellers to be closer to buyers. Advertisement becomes one of the forms of journalists that becomes a variety of languages by journalists, one of which is as a press publication[ 17]. Advertisement is one of the means of promotion. Promotion has an important role in advertising a product or service that can create a consumer perspective on the product or service being promoted. Promotional activities on the product is not only for being a product development but also as a builder of the relationship between consumers and sellers [18]. Advertisement also contains persuasive informative language that has to choose words that are easily understood by the general public directly. The language of advertisement is part of a kind of journalistic language that has such characteristics that must be in harmony with the purpose of journalistic writing and addressed to whom the writing of this journalistic variety[19]. Advertisement in Latin means collaborating opinions with a mind that is able to distract the audience to something [20]. Advertisement is divided into several types, namely: business' advertisement, consumer's advertisement, trade's advertisement, direct advertisement, job's advertisement or services and financials' advertisement. This analysis is related to the discourse of the commissives actions on advertisement. Advertisement that promotes goods will later be interested by the general public using social services, so that all kinds of products can be advertised through media that are related to the capacity of today's society, one of which is through electronic media such as *Instagram*.

To achieve a target marketing goal, the company needs to pay attention to other marketing groups. The implementation of marketing activities as an effort of the company to achieve the targets that have been determined. By looking at previous marketing retting, the company can consider new marketing strategies by encouraging creativeness in sales and making it easier for consumers to know the specifics product according to [21]. Advertisement is often used to market a product or service but also must pay attention to the

meaning and function in the advertisement's language used [22]. Advertisement is one of the indirect speech act in the form of discourse or context that is difficult to understand or less logical by the reader[23]. Marketing products that use advertisement is usually done by showroom based on their respective vehicle brands, where there is only one showroom that exhibits one type of vehicle brand.

The company gets success through the excitement of promotions that have been done. It does not measured in terms of the amount of costs used but it is influenced by the company's strategy that can convey the message to consumers then consumers can conclude the message that is certainly on target in accordance with the company's expectations. The purpose of writing this study is as (1) Describing speech act that contain promises on the sale of Indonesian language vehicle's sales through *Instagram* electronic media, (2) Knowing the implied and expressed meaning when there is a discourse on the sale of vehicles' advertisement made from Indonesia through electronic media such as *Instagram*.

## 2. METHOD

This study uses qualitative descriptive research. Qualitative research is a research that uses analysis and description. The existence of the qualitative research is because we can find out perceptions, behaviors, and others in the form of words and language. According to [20], qualitative research is often also called naturalistic studies because this study is carried out under natural conditions and it is also often referred to as ethnography method because at the beginning of the study, this method is often used the field of cultural anthropology called qualitative methods. It is because the data that has been collected will be analyzed with qualitative method. So, qualitative research is a method that utilizes data and is spelled out using discretion. The phenomenon of language that is often related to the use of language in daily activities[26].

This study is about the actions of the commissives which contains pragmatic studies that review advertisements on vehicle's sales using Indonesian on electronic media such as *Instagram*. This study will analyze advertisement that was posted on *Instagram*. *Instagram* is a social media marketing[27]. The analysis that will be used is the commissives speech act of the vehicle's sales advertisement. The commissive speech act is an act of speech that contains a promise and expectation that is binding on the speaker and must be fulfilled in the future. The subject of this study was

taken from advertisements on *Instagram* that support this excitement, while the object of this study is a variable that examines the discourse of Indonesian language advertisement that contains a promise. Data sources in this studies can be divided into secondary data sources and primary data sources[ 20]. The purpose of secondary data sources is obtained from sources that can support this study, while the primary data sources in this study was obtained from *Instagram* in the form of advertisement posts from several vehicle showrooms. Companies use *Instagram* social media to market their products because *Instagram* is a popular application and of course everyone knows and uses this social media. Therefore, most companies from any production, now use *Instagram* social media for the marketing media of their products.

This study uses listening and taking notes techniques. Listening technique that has been done in this study is the author listened to advertisement in the form of video impressions. After collecting data through listening techniques, it continued with the recording technique, by recording the data in the speech act of video advertisements that have been watched [30]. After doing the listening and taking note technique, it continued with the documentation technique used to collect data virtually, namely by taking screenshot some advertisements images or brochures taken from data sources. Then, the data collected will be analyzed. This method and technique is useful for looking at the meaning behind the speech act contained in the driving advertisement[12]. The method used in this study is pragmatic, which is the general public who read vehicle advertisements. The purpose of pragmatic is to describe the commissives' actions on vehicle advertisement [31]. Yuni Anjani (2016) references material in this study is advertisement data supported by the existence of the advertisement video that have been published by the seller. Data is done interactively, continuously, and completely[20].

## 3. RESULTS AND DISCUSSION

Pragmatics is one of the branches of linguistics. Charles Morris was a philosopher in 1938, that pragmatics was a common form of semiotic sign science. The results of this study are in the form of data classification, from data that has been divided by category, the entire data that contains the act of commissive speech act using pragmatic studies. There is also another opinion that pragmatics is a study of linguistics and philosophy[4] to describe the distance of relationships that have the meaning of answers and

interests of speech act partners based on the distance of familiarity, such as: familiarity, physics, conceptual, and describing the same experience. Pragmatics is a study of the use of language in human or group communication, especially in the relationship of sentences and contexts accompanied by situations of the use of that sentence. Speech act is an action that occurs because of speakers and speech act partners with a speech act [11]. If the speech act more dominates the purpose of the event, but the speech act dominates the meaning of a speech act [ 13].

In pragmatics, there are two things that need to be considered, namely the use of language and context. Currently the more advanced technology is also increasingly diverse everyone offers their products either through printed, online, electronic or social media. One of the services used to offer products in social media is *Instagram*. According to [5] there are eight ways of communication in terms of marketing, namely, sales promotion, advertising, experience, word-of-mouth marketing, publicity, public relations, direct marketing, and interactive marketing. Marketing is a social activity where individuals with groups gets the needs they want, by making products with good value and thinking about the benefits. With the marketing through *Instagram* media, everyone will get an information, entertainment, and of course information about the latest products. Buyers' response in buying can be measured in terms of buying interest in something [5]. Product offered through *Instagram* media will attract buyers and facilitate the sale of goods to consumers after watching video advertisement or after observing advertisement posts. Currently, *Instagram* is

very easy to be accessed through mobile phones, in addition, *Instagram* advertisement's posts provide convenience in terms of access, completeness of features, and views. Indri [34] argues to stimulate the occurrence of buying and selling activities between consumers and sellers then the company usually conducts promotional activities. Promotion is one of the determinants of the success of a marketing program held by the company. The company thinks highly about consumer satisfaction, therefore the product design must be considered from consumer expectations and of course must be better than competitors as much as it can improve the quality of the product.

It's not only just product design that companies have to think about, but also the features, marketing prices, access, and ways of care. The strategies used in this sales advertisement also talk about marketing strategies such as giving rewards on product purchases, prices, discounts, installments, or credits. The results of the data description can be concluded that the commissives speech act in *the study of Commissives Speech Act of Vehicle's Sales' Advertisement on Electronic Media* there are 73 speech acts, which include: first is the act of saying commissive offers that there are 15 speech acts. Second is the commissives' promised that there are 42 speech acts. The third is the act of the commissives' speech act vowed that there are 16 speech acts. All of the three types of the commissives' speech act, the speech act most widely found in the *Speech Act of Vehicle's Sales' Advertisement on Electronic Media* is the act of the promised commissives. Here is a diagram of the commissives' speech act bars based on the group.

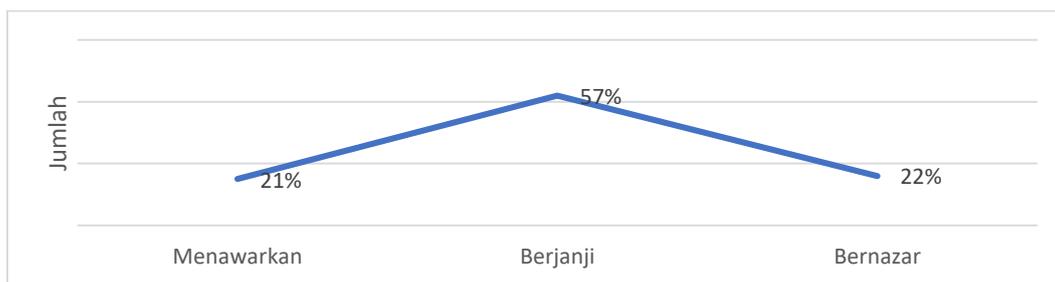


Figure 1. Graph of Group-Based Speech Act

According to [36] the act of saying the commissives' speech act, promise and vowed is (a) the speech act of the commissives offers is a speech act to introduce or communicate that the speaker is addressed to the speech act partner about what is owned for a need or use. (b) Commissives speech promised is a speech act carried out by speakers by expressing willingness to do work or actions to speech act partners who have been promised.

While the speech act of the commissives is a speech act that is invited by the speaker because it is motivated by a will, but has not been realized or implemented [37].

### 3.1 Category of Type of Commissives' Speech Act

#### 3.1.1 Commissive's Speech Act 'Offers'

Speech act has a function related to the use of for what the speech act is spoken. It can be said that the

function of speech act can be connected with the purpose of a speech act. The act of speech act commissive 'offers' is one of the activities of speech act or interaction delivered by speakers that is used as a consideration for

listeners. Speech act 'offers' itself is still divided into several categories. The following is bar diagram of division category according to speech act:

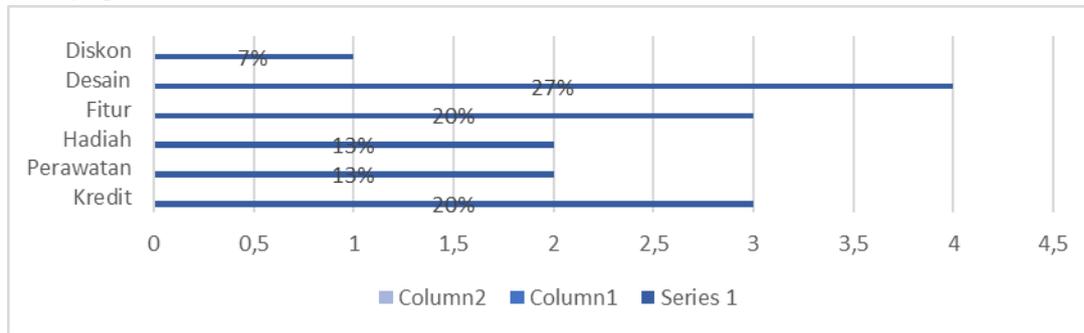


Figure 2. Graph of Commissives' Speech act 'Offer' Based on Categories

Table 1. Offering Credit

Data	Speech act	Context	Source
[01]	Cari mobil baru ? di @daihatsublitaraofficial aja Proses kredit super cepat dan nggak ribet. Banyak PROMO BARU untuk spesial untuk anda!	This speech act offers if you are looking for a new car if you do not want to be complicated in the credit process and want to get many new promos please visit @daihatsublitaraofficial	Instagram : @daihatsublitaraofficial 11 July 2021

Commissive's speech act 'offer' is a speech act made by speakers to show ability or things to speech act partners. The commissive's speech act is a speech act that contains promises and binds speakers to keep their promises. The discourse shown in the column above is peddling Daihatsu Blitar Official products offering credit that is super-fast and easy for car purchases, beside offers Daihatsu Blitar Official credits also offers some special promos specifically for buyers (Source: Instagram, July 11, 2021).

In the act of saying the commissives 'offer' is about the credit offer that is held by the speaker to the speech act partner, the rights and obligations of the credit are stated in the letter of agreement that has been made on the mastery of goods that are handled by the speech act partner as long as the goods have not paid off all insurance[5].

Table 2. Offering Treatment

Data	Speech act	Context	Source
[02]	Daihatsu Ayla, Mobil kece dengan perawatan mudah.	This speech act offers goods in the form of good or cool cars with super easy maintenance offered by Daihatsu Ayla.	Instagram:@daihatsublitaraofficial August 8, 2021

Commissive's speech act is a speech act that promises an ability made by speakers. Commissive's speech act 'offer' is a speech act made by speakers to show something to speech act partners. The discourse shown in the column above is peddling products from Daihatsu Blitar Official by offering some car's maintenances easily, anti-complicated with great and

excellent results of course sponsored by Daihatsu Ayla (Source: Instagram, August 8, 2021).

Each company provides maintenance services for each vehicle that has a different type of service. Such as maintenance on service, repair damage, spare parts, and others.

**Table 3.** Offering Gifts

Data	Speech act	Context	Source
[03]	Beli New Carry dan pilih hadiahnya: Free Suzuki insurance 1 tahun + driver Bebas asuransi berkali-kali DP + asuransi rendah 1 unit motor Suzuki	This speech act offers if you buy Suzuki products, namely New Carry, which will get some gifts that are already available by choosing one of them.	<i>Instagram: @suzuki</i> 13 september 2021

Actions that have not been done because only limited speech act that will be carried out in the future by the speaker is an act of commissives. Commissive's speech act 'offer' is a speech act made by speakers to show something to speech act partners. The discourse shown in the column above is to peddle products to be interested and buy Suzuki showroom products by offering several gifts for the purchase of a new Carry unit by having one of the gifts that have been offered (Source: *Instagram*, September 13, 2021).

Gifts are one of the strategies used by companies to attract consumers. With the gift or lure that is poured certainly adds its own charm. The usual gift offered is not only goods but there are also product care services that have a predetermined in period of time. The act of saying this offer is encouraging speakers to do things like what has been offered.

**Table 4.** Offering Features

Data	Speech act	Context	Source
[04]	Astra Daihatsu Ayla Serious serunya, serius kerennya. Nyaman untuk kendaraan sehari-hari.	This speech act offers that Astra Daihatsu Ayla is one of the vehicles that are seriously exciting, cool and comfortable if used to drive every day.	<i>Instagram :@daihatsublitarofficial</i> 3 September 2021

Commissive is a speech act that contains ability and promise. Commissives' speech act is speech act made by speakers as a way of showing ability or goods to the interlocutor. The discourse shown in the column above is peddling unit products from Daihatsu Blitar official, Daihatsu Ayla by offering features that are certainly cool and provides comfort when it is used in daily driving (Source: *Instagram*, September 3, 2021)

The features as one of the security systems on vehicles is useful to protect us from the interference of crimes that come from outside [ 39]. But the features are not only in the vehicle, many features we find on mobile phones, computers etc.

**Table 5.** Offering Design

Data	Speech act	Context	Source
[05]	Kalian tau gak sih kalo Honda City Hatchback RS tidak hanya memiliki tampilan eksterior serta interior yang sporty dan stylish, namun juga memiliki performa dengan akselerasi yang siap memberikan kesenangan dalam berkendara! Well, setiap perjalananmu pasti semakin seru!	This speech act offers the exterior and interior look of the Honda City Hatchback RS which not only has a sporty design and cool model but also provides speed in driving. So the Honda City Hatchback is worthy to be used for young people or the elderly.	<i>Instagram: @honda</i> August 11, 2021

Commissive's Speech Act 'offer' is a speech act made by speakers to show something to speech act partners. The act of commissives is a promising speech act. Actions that have not been done yet because it is

only limited to speech act that will be carried out in the future by the speaker for other people. The discourse shown in the column above is peddling the latest output products from Honda showroom, namely Honda City

Hatchback RS which is designed not inferior to other Honda products (Source: *Instagram*, September 27, 2021)

In the business world, competition is so fierce that companies try to find the right strategy so that their products can attract consumers. One of the strategies is by thinking about product design, because design is

included in the most important part of manufacturing product. Design is divided into two, namely interior and exterior, interior refers to the layout of a design while exterior refers to the inside of the product. The design offered which is not only seen from the appearance but also the benefits as well.

**Table 6.** Offering Discounts

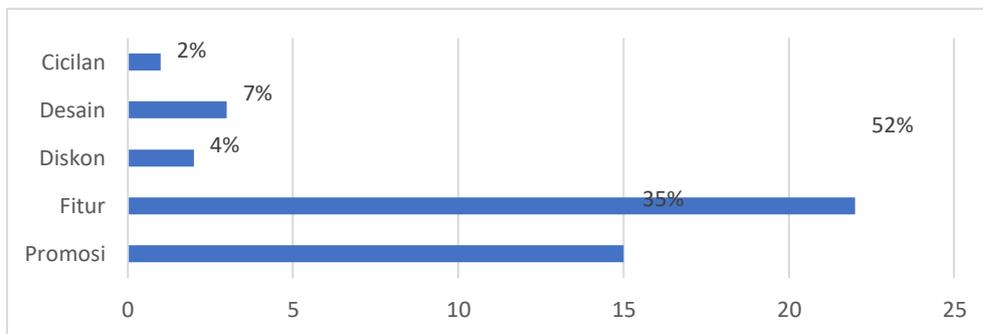
Data	Speech act	Context	Source
[06]	Dare To Styleup Accessories Special Discount Up To 50%	This speech act offers car accessories that are used to be stylish to be bolder with special discounts of up to 50%	<i>Instagram</i> : @mitsubishimotorsid 27 September 2021

The act of commissives is a speech act that is promising and binding on speakers to do what is promised. The act of offering speech act is a speech act made by the speaker to show something to the speech act partner. The discourse shown in the column above is peddling products in the form of car accessories to his opponents to be interested in using accessories to be more stylish by offering special discounts of up to 50% (Source: *Instagram*, September 27, 2021)

Discounts on sales are definitely attributed to the price, to attract consumers, the company usually arranges discounts that are quite attractive. Price is a sacrifice that must be made by the company in an effort to attract customers to obtain the product or service they want.

### 3.2 Commissives's Promised Action

Speech act has a function related to the use, for what the speech act is spoken. As can be said that the function of speech act can be connected with the purpose of a speech act. The act of the commissives 'promise' is an action or speech act that has not been done yet by the speaker to the speech act partner in the form of a promise that will be made that has been promised to the speech act partner or him or herself [6]. The promise is done in a conscious state, the person who will do the action is the one who is willing. The promise itself is still divided into several categories. The following is the graph of the division of categories according to speech act:



**Figure 3.** Graphics of Commissive's Speech Act 'Promise' Based on Categories

**Table 6.** Promising about promos

Data	Speech act	Context	Source
[01]	Promo subsidi Juli lurr! Beat CBS subsidi 1,1 juta	This speech act promised on July to hold a subsidy promo for the purchase of Beat CBS motorcycles amounting to 1.1 million.	<i>Instagram</i> : @hondajateng 24 July 2021

The act of saying a promise is a promising word that is done by speakers to speech act partners who express an ability. The act of commissive itself is a promising

speech act or an action that binds the speaker to do what has been spoken. The discourse shown in the column above is to convince opponents to be interested and want

to buy units from Honda Jateng that on July there will be a promo for the purchase of one beat CBS motorcycle unit with a subsidy of 1.1 million (Source: *Instagram*, July 24, 2021)

The sale and purchase of motorcycle carried out in installments in the form of a lease agreement will not have a conflict with the contract that has been recognized for the existence. Promotion aims to influence or

persuade buyers to share products from this company and introduce other options, to inform about new products, and to remind the company's target customers. Promotional activities should not stop in the period of introducing products to consumers, it would be good for the company to further increase the form of promotion in order to introduce products with the intention of influencing consumers. So that consumers are interested in buying products.

**Table 7.** Promising about Features

Data	Speech act	Context	Source
[02]	Nikmati keindahan Sentuhan Sunroof kesejukan alam Classy Electric	dan dengan Electric This speech act contains promises on marketing with the existence of a classy electric sunroof on Wuling promising to enjoy the coolness and beauty of the sky.	<i>Instagram</i> : @wulingmotorsid 8 september 2021

Commissive's action is a promising speech act that binds the speaker to do what has been said. The act of saying a promise is a promising word by expressing an ability. The discourse shown in the column above is to convince opponents to be interested and willing to buy that promises if we have one of the production cars from Wuling Motors, we will get comfort, coolness, and beauty created not only from air conditioning but also

the touch of Classy Electric Sunroof and additional to the impression of expensive luxury this car (Source: *Instagram*, September 8, 2021).

Companies must pay attention to the features of a product, features that are safe, comfort, and certainly have benefits. Each company competes fiercely in complementing the features of a product.

**Table 7.** Promising about discounts

Data	Speech act	Context	Source
[03]	Beli GRANDMAX PU lebih HEMAT di bulan Agustus DP 8juta	This speech act holds the promise that by buying Grand Max PU will be more efficient when buying on August with a down payment of only 8 million.	<i>Instagram</i> : @daihatsublitarofficial August 12, 2021

The act of commissives is a speech act that is promising and binding on speakers to do what is promised. The act of offering speech act is a speech act made by the speaker to show something to the speech act partner. The discourse shown in the column above is convincing by promising opponents to attract buyers to be interested and willing to buy products from Daihatsu Blitar Official promising that if we buy Grand Max PU will get benefit. (Source: *Instagram*, August 12, 2021)

Discounts are usually related to the price of a product if the company uses discounts to attract consumers. Discounts are also one of the strategies of marketing a product or service. Price is a sacrifice that must be made by the company in an effort to attract customers to get the product or service they want.

**Table 8.** Promising about design

Data	Speech act	Context	Source
[04]	Daihatsu Tampilan lebih stylish dan sporty.	Rocky belakang dan sporty rear look. This speech act promises that Daihatsu Rocky's appearance will be cooler because it has more stylish and sporty rear look.	<i>Instagram</i> : @daihatsublitarofficial 25 July 2021

Actions that have not been carried out by the promised are called commissive's speech act. If it is marked with the word promise and ability spoken by the speaker when delivering a message by the opponent of the speech act, it is called an act of promise[6]. The discourse shown in the column above is to convince opponents to attract consumers who want to buy products from Daihatsu Blitar Official which promises that the look of the Daihatsu Rocky's unit has more stylish and sporty impression than other Daihatsu

products. So that, it is suitable for use in all circles (Source: *Instagram*, July 25, 2021)

The design of the product must also be considered. The design affects the creation of a product. Companies should think about designs that are current but comfortable to look at, so that consumers are interested in the product. Design is divided into two, namely interior (layout) and exterior (design of the inside of the product).

**Table 9.** Promising about installments

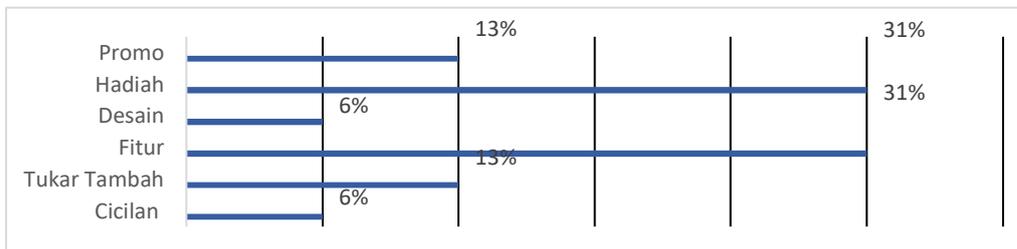
Data	Speech act	Context	Source
[05]	Beli mobil pakai deal cermat Cicilan, Mulai Dari 2,3 Juta Gratis cicilan satu bulan, Sudah termasuk Paket Servis & Asuransi Komprehensif, Harga Jual Kembali Dijamin.	This speech act promises if we buy a vehicle unit using a careful deal installments, we will get free installments one month already that has been accompanied by service packages and insurance starting from 2.3 million.	<i>Instagram</i> : @toyotaid 7 April 2021

Commissive's action is a speech act that is promising and binding on speakers that will be done in the future. The act of saying a promise is a promising word that is done by the speaker to the speech act partner who expresses an ability and is often characterized by a promise with the ability to the interlocutor. The discourse shown in the column above is to convince opponents to be interested in buying products from Toyota that promises if we buy a car using a careful deal installments, we will get free installments for one month starting from 2.3 million even including service and insurance (Source: *Instagram*, April 7, 2021).

In buying and selling activities, there is certainly a price comparison of products, therefore each showroom facilitates discounts in the short term that can attract buyers.

### 3.3 Commissive Speech Act 'Vowing'

Speech act has a function related to the use, for what the speech act is spoken. As can be said that the function of speech act can be connected with the purpose of a speech act. The act of saying the commissive 'vowing' is a speech act with the appearance that is influenced by special desires but the desire has not been implemented. If something that is desired is done or realized, the speaker will do what is intended. The vowing speech act itself is still divided into several categories. In the following is a graph of the categories division according to speech act:



**Figure 4.** Graph of Commissive's Speech Act 'Vowing' Based on Categories

**Table 10.** Vowing about Installments

Data	Speech act	Context	Source
[01]	Beli mobil pakai deal cermat Cicilan, Mulai Dari 2,3 Juta Gratis	This speech act contains an oath or vow that guarantees the price will come back	<i>Instagram</i> : @toyotaid

<p>cicilan satu bulan, Sudah termasuk Paket Servis &amp; Asuransi Komprehensif, Harga Jual Kembali Dijamin.</p>	<p>again, comprehensive insurance, service and get free installments starting from 2.3 million by buying a car through a careful installment deal.</p>	<p>7 April 2021</p>
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The act of commissives itself is a promising speech act that binds the speaker. The commissives speech act ‘vowing’ is speech act of emergence that is influenced by special desires but it has not been filled. The discourse shown in the column above is to convince his opponents to attract the interest of consumers to be interested in the intention if we buy a car unit using a careful deal installments, we will get free for one month with a rate starting at 2.3 million which has been included with a comprehensive service package and

insurance, in addition if we want to resell the unit then the selling price will be returned (Source: *Instagram*, April 7, 2021).

Each showroom enforces sales in installments to attract buyers and relieve buyers. Installment sales are buying and selling activities carried out in the presence of an agreement between the seller and the buyer that explains if the payment is made gradually[44]. This act is characterized by the existence, speech act that has not been done.

**Table 11.** Vowing about Add-on Exchange

Data	Speech act	Context	Source
[02]	Ganti mobil praktis cepat aman, Tukar tambah langsung mudah	This speech act contains the intention of swearing or vowing if you want to change Toyota product cars or exchange added Toyota products in a fast and safe way can visit directly the web side @nasmoco in the local area or directly come to the nearest dealer.	<i>Instagram</i> : @toyotaid 29 Agustus021

Commissive is speech act that contains promises. The commissive’s speech act ‘vowing’ is a speech act with an appearance that is influenced by special desires but the desire has not been implemented. The discourse shown in the column above is to convince speech act opponents to attract consumers to be interested and willing to buy units from Toyota that we will get benefit if the car change is practical, fast and safe wiith exchanges added directly and safely (Source: *Instagram*, August 29, 2021)

In buying and selling transactions, of course, we will know the terms exchange added. This added exchange is the activity of exchanging goods by giving money as an additional according to *Kamus Bahasa Indonesia*. Speech act is characterized by speech act that has not been done but it will be done when things have been realized.

**Table 12.** Vowing about Features

Data	Speech act	Context	Source
[03]	BEAT Anti kentekan batre hape yen nganggo BEAT + mergo enek power charger	This speech act contains the intention of swearing or vowing by using a BEAT motorcycle that we can avoid the name run out of battery because the BEAT motorcycle has power charger facilities that exist on the dashboard of the motor.	<i>Instagram</i> : @hondajateng 25 September 2021

Commissives action is speech act that is promising and binding on speakers. The act of the commissive’s ‘vowing’ is speech act that is influenced by special desires but the desire has not been implemented. The discourse shown in the column above is to convince speech act opponents to be interested in buying in the Honda Jateng showroom that has the intention if when

driving or traveling with Honda Beat brand will not run out of battery because it is excited by the power charger on the dashboard of the motorcycle. (Source: *Instagram*, September 10, 2021)

One of the unit influences the selling’s price of a high item, because the design regulates about the shape of the

item. Design considers how the concept of motor lighting, motor color, height of motor, etc[45]. This speech act is characterized by the existence of speech act

that has not been carried out and it will be done if the wishes of the speaker have been achieved.

**Table 13.** Vowing about Design

Data	Speech act	Context	Source
[04]	Desain shroud yang tajam Mesin 150cc dohc siap hadapi tantangan! Ini Baru Laki	This speech act contains the intention of swearing or vowing that Honda motorcycle has a <i>shorud</i> design that is sharper than others, so that the men are ready to face challenges.	<i>Instagram: @hondajateng</i> 12 November 2021

The speech act ‘vowing is a speech act that exists because the desire just has not been implemented. Meanwhile, the act of saying commissives is a speech act that has the nature of a promise that binds the speaker to do with what has been said. Actions have not been done because it is only limited to speech act that will be carried out in the future by the speaker for other people. The discourse shown in the column above is to convince opponents to attract buyers to be interested and want to buy units from Honda Motorcycle because with a 150cc *dohc* engine is better prepared for challenges and with a *shroud* design that adds a cooler impression (Source: *Instagram*, October 31, 2021).

Design of a product is very important because the design is designed based on market needs. The key of product design is in the understanding of experience and the target’s reason why this product was created[ 46]. The design is divided into two, namely interior and exterior. Interior design is the planning of a product layout and design, while exterior design is the design of parts in the product. The above speech act is characterized by speech act that has not been carried out and will be done if the wishes of the speaker have been achieved.

**Table 14.** Vowing about gifts

Data	Speech act	Context	Source
[05]	Beli NEW IGNIS dan pilih hadiahnya: Logam mulia Potongan 3x ansuran Gratis asuransi selama 1 tahun	This speech act contains the intention of swearing or vowing if we buy New Ignis, we will get a gift with various options such as: Precious metals Three times installment deduction Free reinsurance for 1 year And the buyer must choose one of the gifts from what has been promised.	<i>Instagram: @suzuki</i> 17 september 2021

The ‘vowing’ speech act is a promise made by speakers who will be fulfilled if the desire has been achieved. The act of commissives itself is a promising speech act or an action that binds the speaker to do with what has been spoken. Actions have not been done because it is only limited to speech act that is carried out in the future by speakers for other people.

buyers of New Ignis units want to buy, they are allowed to have one of the promised gifts (Source: *Instagram*, September 17, 2021).

The discourse shown in the column above is to convince opponents to offer goods by giving some interesting promises, by buying New Ignis we will get some gifts that are poured and it can be used also as a consideration when we want to buy a car. If prospective

Every company must offer a gift or giveaway to attract the attention of this multiplier as a marketing trick and the impact of holding this giveaway is very good for the company, but this gift or giveaway usually is only temporary. The above speech act can be characterized by the existence of speech act that has not been done but it will be done in the future if the thing or desire of the speaker has been achieved[ 6].

**Table 15.** Vowing about promos

Data	Speech act	Context	Source
[06]	<p>Pemenang Periode 1 Wuling 4tune Lucky Treasure</p> <p>Anda pun masih berkesempatan memenangkan unit Wuling dengan setengah harga!</p> <p>Berlaku bagi pembeli baru unit Wuling atau yang telah melakukan SPK pembelian unit Wuling</p>	<p>This speech act contains the intention of swearing or vowing by announcing that there is still a chance to win some units from Wuling at half price and it applies to new buyers of Wuling units or who have made SPK purchases of Wuling units.</p>	<p><i>Instagram:@Wuling Motor</i> October 11, 2021</p>

The act of saying commissives is speech act related to a promise that has not been done because it is only limited to speech act that will be carried out in the future by the speaker for other people. The commissive speech act ‘vowing’ is a speech act with the emergence that is influenced by special desires but the desire has not been implemented.

The discourse shown in the column above is convincing opponents to give a vow by announcing if there is still another opportunity for prospective buyers to buy a unit from Wuling Motors with only a half-price purchase, but it also applies to the first purchase or who has done SPK (Source: *Instagram*, October 11, 2021).

Sales promotion activities are marketing activities beside advertisement related to the community that can motivate consumers in the short term. Promotion aims to influence buyers to choose products and introduce other options, inform about new products, and remind customers of the company's targets. This speech act can be characterized by the existence of speech act that has not been carried out but it will be done in the future if the thing or desire of the speaker has been achieved.

**3.4 Commissives speech act in Indonesian learning**

Learning Indonesian at all levels certainly contains language form material in advertisements that have been given, this is proven because of the standard of competence and basic competencies in the curriculum of education. In other words, this article journal has a contribution in Indonesian language learning. Through advertisement text we can learn the meaning of advertisement, how to determine the type of advertisement, and the language used by the advertisement. Advertisement is a way of delivering a message offering a product or servicing to the community through media[50].

In writing advertisement text usually uses commissives language that is useful for beautifying the advertisement. The commissives language contains a promise that binds the speaker to do with the speech act that has been promised. The actions of the commissives are divided into several categories such as the act of saying the commissives ‘offers’, the act of saying the commissives ‘promised’ and the act of the commissives’s ‘vowing’. With this article students can distinguish facts and opinions that exist in the text of the advertisement, so that students can make decisions[51].

**4. CONCLUSION**

Based on the results of the study on the commissives speech act in vehicle’s sales’ advertisement on electronic media that have been discussed in the results and discussions above, it can be concluded that there are 3 types of commissives speech act in vehicle’s sales’ advertisement on electronic media that are grouped into 3 categories of speech act, namely the act of offering speech act, the act of promising speech act, and the act of vowing or swearing. The act of saying the commissives of vehicle’s sales’ advertisement on electronic media is according to the type of grouping by category, namely the act of offering speech act; there are 15 data, the act of promising speech act; there are 42 data, and the act of vowing or swearing; there are 16 data. This data is obtained through *Instagram*, one of social media application on electronic media using screenshot technique. The form of commissives speech act in this study is mostly contained in the category of commissives promise speech act, ranging from promising about promos, promising about features, promising about discounts, promising about design, and promising about installments. And the main point is that vehicle showrooms are just marketing their wares to prospective buyers in the form of promises with promising language or discourse through brochures or

electronic media, one of which is *Instagram*, to attract the attention of prospective buyers. But there is also showrooms that market their wares with the act of saying the category of offering and vowing or swearing in this study.

Based on the results of the data discussion above, in the review of the commissives's actions on vehicle's sales' advertisements on electronic media can provide advice. For readers or buyers, the results of this study

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