

# Directive Speech Acts on Commercial Advertising Discourse of Electronic Media and Its Implementation as Indonesian Language Teaching Material in Junior High Schools

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## ABSTRACT

Researchers analyzed directive speech acts in electronic media commercial advertisements. This research was conducted to obtain in-depth data analysis of directive speech acts in electronic media commercial advertisements, investigate the form and purpose of commercial advertisement of electronic media. The researchers used a qualitative descriptive method. The data for this study were obtained from 118 commercial advertisements contained in advertisements for beauty, clothing, starter packs, food, applications, banking, jewelry, housing, apartments, and vehicles published in electronic media. In this study, data collection techniques applied note-taking techniques and observation techniques, as well as interview techniques. The data analysis technique of this research applied pragmatics. The results of this study indicate that commercial advertisements contained directive speech acts, including: recommending 35%, inviting 26%, commanding 23%, demanding 4%, forcing 2%, and suggesting 10%. The types of directive speech act in this study were categorized as follows, namely: recommending used offering and directing, inviting used persuading and seducing, requesting used encouraging and ordering, demanding used challenging and charging, forcing used urging and requiring, and suggesting used calling and recommending. Another finding from this study is that the speech act of commercial advertising discourse of electronic media could be implemented into examples of Indonesian language advertising text teaching materials in high school (SMP) grade 2 in Basic Competence (3.3, 4.3) and (3.4, 4.4) in the preparation of advertising texts of handouts. The directive speech acts in commercial advertisements in electronic media are relevant and can be used as teaching materials in schools to improve students' knowledge, especially the pragmatics aspect.

**Keywords:** *directive speech act, commercial advertisement, advertisement text.*

## 1. INTRODUCTION

In today's digital era, everyone must follow the latest developments. Technological developments are increasingly showing breakthroughs that play a very important role in facilitating the development of communication science as well as digital-based education. In the digital era, anyone can carry out various activities independently in self-development. The development of communication and information technology is interrelated in the development of science [1].

Advertising is news or messages intended to encourage, and persuade targeted consumers to

display a purchase appearance. Goods or services offered are disseminated through mass media or in public places. Advertising is a sign system discourse with a code that reflects certain values, attitudes, and beliefs [2]. Advertisements contain messages and information about a product or service influencing consumer buying behavior [3]. Business actors in the fields of management, marketing, advertising, and linguistics play an important role in promoting products and services to the public to inspire purchasing power in achieving marketing targets [4].

Electronic media becomes a means of promotion based on trust in the speech offering goods/services. Commercial advertising in electronic media is currently the choice of companies to promote a

product or service that is considered effective for consumers to see and digest the content of speech in advertisements. Information and communication in advertising are very effective in influencing target consumers to make purchasing decisions for products or services offered according to the company's marketing targets [5]. Currently, many platforms provide entrepreneurs to offer products/services to increase purchasing power, the correct right speech act is very influential in achieving product marketing.

With language, everyone can express their opinions and ideas. Language is not only speech, speech, sentences, or mere usage, but also a message that is denoted by expression as a means of communication in certain situations [6]. In pragmatics, language plays an important role in understanding the meaning of the speech conveyed by the speaker to the speech partner so that it can be accepted by the speech partner. The precise vocabulary in speaking is intended so that the message conveyed can be easily understood by the speech partner. Language politeness needs to be considered in speaking to the public, if language politeness is not considered, there may be a shift or deficit [7].

Speech is a certain verbal or utterance in communication. It means verbal or utterance contains a certain purpose. Speech is identified by paying attention to the situation beyond it. Understanding the meaning of speech is very necessary to avoid misunderstandings between speaker and speech partner because readers do not pay attention to the purpose of the speech which results in misinterpretation.

Speech acts are divided into three types, namely (1) locutions are speeches used to ask something, (2) illocutions are speeches intended to convince, suggest, inform according to what is said [8], and (3) perlocutions. Speech act is an utterance intended by the speaker so that the speech partner performs an action expressed in the speech [9].

Discourse is a complete language unit in which there are complete ideas. As a complete idea, a discourse can be understood as a whole by the reader, because if the discourse is only understood partly, it will cause a different understanding between the writer and reader [2]. Some centers exist in discourse, namely text, context, speech, and the purpose of the discourse [10].

Speech acts can be expressed in direct or indirect speech. Direct speech is expressed according to the speech by speaker directly or clearly to the speech partner, while indirect speech is expressed differently from the actual speech or is implicit [11]. In the strategy of direct speech acts, it is the

relationship between explication used with purpose as well as the attachment to the meaning, while indirect speech is an utterance that has nothing to do with the meaning of the speech [12].

Sociopragmatic studies of directive speech acts are required in order to investigate the purpose of the utterances spoken directly or indirectly in a speech discourse [13]. Principally, directive speech acts are expressions, attitudes of the speaker, and speech is a description of the actions he takes. Directive speech acts include recommending, offering, inviting, ordering, and so on. The purpose of the pragmatic study is to find out the meanings of advertising speech. These meanings are implied implicitly. Pragmatics is a message or meaning that is implied implicitly behind the utterances spoken, pragmatic power includes meaning and realization [14].

From an educational perspective, the role of the teacher is indispensable. An educator is required to keep up with digital developments that continue to experience rejuvenation in order to plan innovative, efficient, and creative technology-based learning techniques. Education in the era of disruption is a phenomenon of the industrial revolution where humans and machines are aligned, to solve problems as new innovations [15]. Education in the 4.0 era demands the learning process does not only come from teachers in schools. Thus, education can be learned anytime and anywhere, with the implementation of the use of technology (computerized) [16]. Rapid technological developments lead to global competition in improving the quality of human resources. The progress of education in the digital era is supported by the quality of teachers, the professionalism of teaching staff, the development of culture and acculturation, the advancement of science and technology, and learning strategies [17].

Based on the background above, the problem formulation can be stated as follows: (1) What are the directive speech acts found in commercial advertisements of electronic media? (2) What are the meanings of the speeches contained in commercial advertisements of electronic media? (3) How is the implementation of commercial advertisements of electronic media as teaching materials in junior high schools? The purpose of this study was to describe the form of directive speech acts contained in commercial advertisements of electronic media and mass media, to describe the purpose of speech acts contained in commercial advertisements of electronic media, to describe the implementation of commercial advertisements of electronic media as learning materials for students.

**2. METHOD**

This research used a descriptive qualitative method. This study practiced a qualitative descriptive approach because this study aims to describe the data obtained. Qualitative descriptive research was used to understand the phenomenon under the study, which contains the purpose and form that departs from the understanding of the speech actors. In this study, the focus on the analysis of linguistic symptoms is progressive, because the researcher used a pragmatic point of view in analyzing research data [18].

The data analysis in this study is fragments of discourse or speech in commercial advertisements which are considered to contain directive speech acts. The source of research data is discourse in electronic media, social media. Researchers took several types of commercial advertising data samples to be used as data sources. Data collection techniques employed observation and note-taking techniques. Observation and note-taking techniques are the keys for researchers to read the data. Observation is not only in the form of the use of speech expressed spoken or written [19]. This was conducted so that researchers could investigate the form of the data needed. The data collection technique implemented the interview technique. Interviews were conducted on Indonesian language teachers in implementing commercial advertising discourse of electronic media on advertising text learning implementation.

This study used a pragmatic equivalent of data analysis techniques. In analysis technique, data are identified with factor keys in speech partner [19]. The data analysis technique in this research is the pragmatic identity technique because when spoken emerges a certain reaction to the speech partner.

**3. RESULTS AND DISCUSSION**

The results of the analysis of commercial advertising discourse on social media electronic media found six types of directive speech acts of 118 commercial advertising data, they are: (1) recommending, (2) inviting, (3) commanding, (4) demanding, (5) forcing, and (6) suggesting. Below is the analysis of the data on the directive speech acts in commercial advertisements of electronic media. There are six types obtained from the analysis of commercial advertisements of social media.



**Figure 1.** Speech Acts in Commercial Advertising Discourse

Based on the results of the analysis, it can infer in detail the analysis of directive speech acts in commercial advertising discourse of electronic media in goods or services offered. The results of the analysis can be observed in the following data.

**3.1. Forms and Purpose of Directive Speech Acts**

*3.1.1. Directive Speech Acts of Recommending*

This speech act is intended by the speaker to the speech partner to do something according to the speaker's suggestion. The utterance of recommending is in the form of a suggestion which is considered better by the speaker to the speech partner. Recommending according to the speaker's suggestion to the speech partner to take action according to the speaker's direction [20]. This recommended speech act emphasizes the speaker's choice or comparison alternative to the speech partner.

*3.1.2. Directive Speech Act of Recommending with Offering Form*

The directive speech act recommends the speech partner take action according to the speaker's suggestion. The speech act of offering is an offer with an interrogative sentence which is a speech that contains negotiation or giving a choice by the speech partner. The directive speech act of recommending in the form of offering is an offer that is spoken by the speaker by giving alternative or negotiation to the speech partner in carrying out an action that the speaker wants. The speech act by the speaker is a suggestion shown by the speech partner in carrying

out an action according to the speaker's will [21]. This speech act offers a product or service that is suitable for consumption.

**Table 1.** Directive Speech Act of Recommending with Offering Form

Speech	Context	Purpose	Source
[1] <i>Spotify Premium Speedrun sambil dengerin soundtrack gaming di jalan? Laku! Sesukamu. Dapatkan 3 bulan Premium Cuma Rp. 54.990. Hanya paket individual. Rp54.990/ Bulan sesudahnya. Ketersediaan terbatas. Persyaratan berlaku.</i>	Spotify marketing wants to improve the services by offering a great deal of Spotify Premium.	Offers Spotify Premium to users	Spotify Application (3/09/2021)
Spotify Premium	Speedrun while listening to gaming soundtrack on road? Do as you wish. Get 3 months premium only IDR 54.900. Only individual package IDR 54.900/monthly for the next month. Limited offering. Terms and conditions applied.		
Spotify Premium			

The speech act of recommending in the form of offering was found in commercial advertisements, namely: *Dapatkan 3 bulan Premium Cuma Rp. 54.990.* (Get 3 months Premium for only Rp. 54,990). The speech of recommending in commercial advertisements is an act of persuading the speech partners (consumers) to make a purchase.

The data include the category of speech in the directive speech act of recommending a product in the form of offering. The purpose of the datum (1) is to instruct the speech partners (consumers) by making an offer that in improving the service of the Spotify application. It will be transferred to Spotify Premium without advertisement with a purchase of IDR 54,990 for 3 months. The effect on speech in data [1] is that the speech partner (consumers)

receives an offer from the speaker's instructions to purchase a premium Spotify with purchase of IDR 54,990 for an ad-free application.

### 3.1.3. The Directive Speech Act of Recommending with Directing Form

The directive speech act recommends the speech partner according to the speaker's suggestion. Directive speech acts in the form of directing are utterances by speaker to direct the speech partner to take actions according to the instructions of the speaker. A speech act of directing is a speaker's speech that aims to direct the speech partner to take action according to the speaker's speech purpose [22].

**Table 2.** Directive Speech Act of Recommending with Directing Form

Speech	Context	Purpose	Source
[2] <i>Ngerasa sering ga lancar saat BAB? Bisa jadi gejala panas dalam tuh!</i>	Marketing team directs the consumers that Jesscool can help constipation	Directs consumer to buy Jesscool	Television (3/09/2021)

Solusinya, atasi dengan Jesscool Lemon Tea yang mengandung bahan alami bantu lancarakan sembelit.

Experiencing constipation? Maybe it's sprue!

Solution? Dr ini Jesscool Lemon Tea, with natural ingredients to help constipation.

The speech act of recommending with directing sourced from commercial food advertisements is shown by: *atasi dengan Jesscool Lemon Tea bantu lancarakan sembelit* (heal with Jesscool Lemon Tea to help relieve constipation). The utterance of recommending in the food advertisement is an act of directing the speech partner (consumer) to buy.

The data include the category of speech in the directive speech act of recommending a product by directing the speech partner. Datum (2) intends to show that the speaker instructs the speech partner (consumer) that Jesscool's product can cure constipation. The effect of this speech is that the speech partner (consumer) receives instructions from the speaker to purchase Jesscool products.

### 3.2. Directive Speech Acts of Inviting

This type of directive speech act is when the speaker's utterance aims to invite the speech partner

to act according to what the speaker asks. The speech act asks the speech partner to act according to the speaker's speech [23]. The speech act of inviting is a speech that invites the speech partner to take action according to the speaker's utterances [24].

#### 3.2.1. Directive Speech Acts of Inviting with Persuading Form

This type of directive speech act is intended to invite the speech partner to perform the actions mentioned in the speech. The directive speech act of inviting in the form of persuading is used to express the speaker's invitation to the speech partner to do what is desired by the speaker[25]. This is in line with the research of [26] that persuading functions to allure the interlocutor to follow the speaker's speech.

**Table 3.** Directive Speech Act of Inviting with Persuading Form

Speech	Context	Purpose	Source
[3] <i>Mau dapetin kulit yang sehat dari luar dan dalam ? Yup, mandi pakai Biore Bright Body Foam White Scrub bisa angkat kotoran dan sel kulit mati di kulitmu. Yuk, Jadiin Biore Body Foam White Scrub tiket menuju kulit lebih sehat dan terawatmu!</i>	The marketing team persuades consumer that <i>Bright Body Foam White Scrub</i> can give healthy skin inside and outside	Persuades to buy <i>Bright Body Foam White Scrub</i>	Television (3/09/2021)
Want to have healthy skin from the outside and inside? Well, use Biore Bright Body Foam White Scrub to remove dirt and dead skin cells on your skin. Come on, use Biore Body Foam			

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White Scrub, the way to brighter and healthy skin.

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The speech act of inviting with persuading is taken from a beauty commercial advertisement: *Yuk, Jadiin Biore Body Foam White Scrub tiket menuju kulit lebih sehat dan terawatmu!* (Come on, use Biore Body Foam White Scrub, the way to brighter and healthy skin). The utterance of inviting in the discourse of beauty commercial advertisements is an act of persuading the speech partners (consumers) to purchase beauty products.

The data include the category of the directive speech act of inviting in the form of persuading. The meanings of the data are (3) the speaker instructs the speech partner (consumers) that the Bright Body Foam White Scrub product can remove dust and dead skin. The effect of the speech is that the speech

partner (consumers) accepts the speaker's offer to buy the Bright Body Foam White Scrub product.

### 3.2.2. *Inviting Directive Speech Acts with Seducing Form*

In the speech act, inviting is intended to invite the speech partner to perform an action that is spoken. The speech act of inviting in the form of seducing is a speech act of inviting the speech partner to act in accordance with the will of the speaker by subtly seducing so that the speech partner takes action according to the speech of the speech partner. The speech act of seducing or an expression of seduction aims to make the speech partner act according to the wishes of the speaker [11].

**Table 4.** Directive Speech Acts of Inviting with Seducing Form

Speech	Context	Purpose	Source
[4] <i>Yeay! Ayo kita sambut NCT 127 dengan album terbarunya. Ada video eksklusif dari para member yang biasa kita nikmati sambil dengerin music terbaru. Semua super lengkap hanya di Sportify.</i>	Marketing team of Spotify seduces consumer by promoting NCT's new album to use Spotify	Seduces consumer to use Spotify	Twitter (3/09/2021)
Yeay! Let's welcome NCT 127 with their newest album. There is an exclusive video from the member you can watch while listening to their new music. Everything at once only on Spotify.			

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The speech act of inviting with the form of seducing is taken from commercial advertisements of food products: *Ayo kita sambut NCT 127 dengan album terbarunya. Ada video eksklusif dari para member yang biasa kita nikmati sambil dengerin music terbarunya. Semua super lengkap hanya di*

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*Spotify* (Let's welcome NCT 127 with their newest album. There is an exclusive video from the member you can watch while listening to their new music. Everything at once only on Spotify). The speech act of inviting in a commercial advertisement is an act of seducing the speech partner (consumer) with

words: the album NCT 127 to use the Spotify application.

The data include the category of directive speech act of inviting in the form of seducing. The purpose shown by the datum (4) is that the speaker instructs the speech partner (consumer) to use the Spotify application. The effect of the speech is that the speech partner (consumer) receives the speaker's instructions to use the Spotify application.

**3.3. Directives Speech Acts of Commanding**

In this commanding speech act, it is the speaker's speech that is aimed at the speech partner to instruct the speech partner to follow the speaker's speech intention. A speech act of commanding is a speech act that commands the speech partner to take any action to match what the speaker's will [27]. The

commanding is the speaker's speech that orders the speech partner to act accordingly [28].

**3.3.1. The Speech Act of Commanding with Ordering Form**

Directive speech acts of commanding are speech acts that are conveyed by the speaker to order the speech partner to perform an action ordered by the speaker. Commanding is a speech act spoken by a speaker which aims to order the speech partner to act according to the speaker's expectations [29]. Commanding can be signified by an exclamation mark. The directive speech act of commanding in the form of ordering in commercial advertisements can be in form of order with intonation to command something according to the speaker's speech [28].

**Table 5.** Directive Speech Act of Commanding with Ordering Form

Speech	Context	Purpose	Source
[5] <i>Udah enak, seger, bikin happy lagi. Baru nih Pocky Watermelon. Satu-satunya snack yang bikin kamu seger dan #happy seharian. Buruan Cobain sebelum kehabisan.</i>	Speaker orders the speech partner (consumer) to try new product Pocky Watermelon	Orders to buy food.	Youtube (3/09/2021)
Feel refreshed and happy. It's new Pocky Watermelon. The only snack to make you feel refreshed and #happy all day. Try now before you miss it)			

The speech act of commanding in the form of ordering, which is taken from a commercial advertisement for food product is *Buruan Cobain sebelum kehabisan* (Try now before you miss it). Instructing Speech marks in commercial advertisements acts to tell speech partner (consumer) to purchase new products from Pocky.

In the data, it is included in the speech category of commanding in form of ordering. The speaker's purpose is to show that (5) the speaker instructs the speech partner (consumer) to buy a new Pocky Watermelon product. The effect that arises from speech on datum (5) is that the speech partner (consumer) receives the speaker's instructions to purchase a new Pocky Watermelon product.

**Table 6.** Directive Speech Acts of Commanding with Encouraging Form

Speech	Context	Purpose	Source
[6] <i>Siapa yang disini juga mengalami dark sport dan kulit kusam? Ikuti tips ka Gatsby yuk, Pakai Trueve</i>	Speaker encourages the speech partner (consumer) to use beauty products and see the result after.	Encourages consumer to buy beauty product	Youtube (3/09/2021)

**3.2. Directive Speech Acts of Commanding with Encouraging Form**

Commanding speech is a directive speech act that is conveyed by the speaker to order the speech partner to perform an action ordered by the speaker in the speech. The speech act of encouraging is a form of encouragement from the speaker to the speech partner to do something [30]. The directive speech act of commanding in form of encouraging in commercial advertisements aims to instruct the speech partner to do what the speaker commands.

*Niacinamide 10% & Ceramide secara rutin dan lihat sendiri hasilnya. Cobain Trueve Niacinamide Serum sekarang juga!*

Still have dark spots and dark skin?  
Follow Gibsy's Tips,  
Try Trueve Niacinamide 10% and Ceramide routinely and see the result.  
Try Trueve Niacinamide Serum now!

The speech act of commanding is in the form of encouragement, which is taken from commercial advertisements of food products: *Cobain Trueve Niacinamide Serum sekarang juga!* (Try Trueve Niacinamide Serum now!). The speech act of encouraging in the commercial advertisement is an act of encouraging the speech partner (consumer) to purchase the Trueve Niacinamide Serum beauty product.

The data include the category of directive speech act of commanding in the form of encouraging. The speaker's purpose is to show (6) that the speaker instructs the speech partner (consumer) to use the Trueve Niacinamide Serum beauty product. The effect of the speech is that the speech partner (consumer) receives the speaker's instructions to buy Trueve Niacinamide Serum products.

**3.4. Directive Speech Acts of Demanding**

The directive speech act of demanding is a speech act that is conveyed by the speaker to ask the speech partner to immediately take the action

ordered by the speaker. The directive speech act of demanding is meant to ask the speech partner firmly to fulfill the intention conveyed by the speaker [31]. The speech act of demanding is a coercion of the will of the speech partner according to the will of the speaker [32].

**4.1. Directive Speech Acts of Demanding with Challenging Form**

The directive speech act of demanding is a speech act that is conveyed by the speaker to ask the speech partner firmly to immediately take the action ordered by the speaker. Speech acts of challenging motivate others to act according to the speaker's intention to the speech partner. Speech acts of challenging are used so that the speech partner feels challenged to act according to the speaker's speech [33]. Directive speech acts of demanding in form of challenging in commercial advertisements aim to challenge the speech partner to act according to the speaker's desires.

**Table 7.** Directive Speech Acts of Demanding with Challenging Form

Speech	Context	Purpose	Source
[7] <i>Cuma modal liat video 30 menit saldonya bertambah... Gue tantang untuk ikutan!! (Tiktok)</i>	Speaker challenges (speech partners) to watch videos on TikTok for 30 minutes and guarantees credit.	Challenges to use TikTok	Youtube (3/09/2021)
Just watching video for 30 minutes, increase your credit... I challenge you to join			

The demanding speech act in a challenging form is taken from a commercial advertisement for TikTok which is spoken directly: Gue tantang untuk ikutan! (I challenge you to join). The speech act of challenging in advertisement is an act of challenging from the speaker to the speech partner (consumer) to use the TikTok application.

The data include the directive speech act of demanding to do something in a challenging form. What the speaker wants to show in datum (7) is that the speaker instructs the speech partner (consumer) to watch the video through the TikTok application for 30 minutes. The effect of the speech is that the speech partner (consumer) receives the speaker's

instructions to watch video for 30 minutes through the TikTok application.

**3.4.2. Directive Speech Acts of Demanding with Charging Form**

The directive speech act of demanding is a speech act that is conveyed by the speaker to ask the speech partner firmly to immediately take the action asked by the speaker. The directive speech act of demanding in form of charging is an utterance that asks to take action in accordance with the speech by speech partner [34]. The speech act of charging asks to act based on the statement of the speech partner to the speaker [35].

**Table 8.** Directive Speech Acts of Demanding with Charging Form

Speech	Context	Purpose	Source
[8] <i>Hadiah Dobel Cuma Hari ini!</i> <i>HARI INI!</i> <i>DOUBLE free POINTS</i> <i>Dari misi &amp; visi Traveloka</i> <i>Klaim Sekarang!</i>	Marketing team of Traveloka charges the talk partner (Consumer) of the Traveloka users to claim the prize points today.	Charges to claim prize	Television (6/09/2021)
Double prize only for today! Double free points mission and vision Traveloka Claim now!			

The speech act of demanding in the form of charging is shown by commercial advertisements of Traveloka: *Dari misi & visi Traveloka Klaim Sekarang!* (Mission and vision of Traveloka, claim now!). The charging speech act in the commercial advertisement is the speaker's act of asking the speech partner (consumer) of the Traveloka users to immediately claim the prize following Traveloka's vision & mission.

The data include the directive speech act of demanding to do something in the form of charging. What the speaker wants to show in datum (8) is that the speaker instructs the speech partner (consumer) of the Traveloka users to immediately claim the prize according to the vision & mission of Traveloka application. The effect of this speech is that the speech partner (consumer) of the Traveloka user receives the speaker's instructions to immediately claim the prize.

**3.5. Directive Speech Acts of Forcing**

A speech act of forcing is an utterance in order to force the speaker's will in the speaker's speech so

that the speech partner takes action according to the speaker's intention. Speech acts of forcing are speech acts that pressure the speech partner to act in accordance with the speaker's speech [9]. Speech acts of forcing are utterances that aim to pressure the speech partner to act in accordance with the speaker's speech [36].

**3.5.1. Directive Speech Acts of Forcing with Urging Forms**

Directive speech acts of forcing are speech acts expressed by speakers to force the speech partners to take actions according to the speaker's speech. In the speech act of forcing with urging form, it shows the speech that urges the speech partner to impose the speaker's will on the speech partner in taking actions according to the speaker's speech. A directive speech act of forcing in urging form is an utterance that is conveyed by the speaker to the speech partner to pressure the speaker's will on the speech partner in urging form so that the speech partner acts according to the speaker's speech [18].

**Table 9.** Directive Speech Acts of Forcing with Urging Form

Speech	Context	Purpose	Source
<p>[9] <i>Desain hape gitu-gitu aja?</i> <i>Nah, yang jelas sih sesuatu yang “Baru” dan bisa mementahkan anggapan di atas akan muncul tanggal 17 September 2021!</i> <i>Penasaran?? Set reminder kamu, Pantengin Terus media social kita! dan jangan lupa buat subscribe chanel Youtube kita juga, Ya!</i></p>	<p>The speaker urges the speech partner to look at social media and subscribe to the Xiaomi Indonesia youtube channel on 17 September 2021 for a new cellphone</p>	<p>Urges to follow Xiaomi Indonesia's social media.</p>	<p>Youtube (9/09/2021)</p>

Boring phones design?

Well, it has to be ‘new’ to rebuff that prejudice on 17 September 2021!

Wanna know? Set your reminder. Keep updated on our social media! Don't forget to subscribe to our Youtube channel, okay!

Forcing speech acts in the form of urging is shown by commercial advertisements from Xiaomi Indonesia Mobile Phones: *Jangan Lupa Buat Subscribe Chanel Youtube Kita, Ya!* (Don't forget to subscribe to our Youtube channel, okay!) The marker in the commercial advertisement speech is an urgent action for the speech partner to watch Xiaomi Indonesia's social media because there will be new products that they release.

The data include directive speech act of forcing with urging sign. The datum (9) shows that the speaker urges the speech partner (consumer) to look at Xiaomi Indonesia's social media so that they can find out about the new products they will release. The effect of the speech is that the speech partner

(consumer) receives the speaker's instructions to look at Xiaomi Indonesia's social media.

### 3.5.2. Directive Speech Acts of Forcing with Required Forms

Directive speech act of forcing is the speaker who forces the speech partner contained in the speech to the speech partner to do the speaker's favor. Directive speech acts of forcing in form of requiring is an utterance that requires the speech partner to act in accordance with the speaker's speech. The speech act of requiring is the speech of speaker which requires the speech partner to follow the commands contained in the speaker's speech [8].

**Table 10.** Directive Speech Acts of Forcing with Requiring Form

Speech	Context	Purpose	Source
<p>[10] Kamu udah jadi partisipasi kado ceria? hadiah utama iphone 12 sampai vocer Alfamart senilai ratusan ribu. Caranya ikutan gampang banget! Cek postingan @imperealleatherid untuk tau cara ikutannya. <i>Good luck, Grils!</i></p> <p>Already joined the happy gift?</p> <p>Main prize iPhone 12 and thousands of rupiahs Alfamart vouchers.</p> <p>It's easy to join! Check our posts on @imperealleatherid to find the step. Good luck, Girls!</p>	<p>Speaker requires speech partner (consumer) to look at @imperalleatherid's Instagram posts to join in the competition organized by @imperealleatherid.</p>	<p>Requires to look at @imperalleatherid's Instagram post</p>	<p>Instagram (9/09/2021)</p>

The speech act of coercion in the form of requiring is taken from a commercial advertisement for beauty imperealleatherid: *Caranya ikutan gampang banget! Cek postingan @imperealleatherid untuk tau cara ikutannya. Good luck, Grils!* (It's easy to join! Check our posts on @imperealleatherid to find the step. Good luck, Girls!) The speech in the commercial is an act of requiring the speech partner to look at @imperalleatherid's Instagram posts to join the competition because the steps are posted on the @imperalleatherid Instagram account.

The data include directive speech act of forcing in the form of requiring. The purpose of the datum (10) is that the speaker instructs the speech partner (consumer) to partake in the competition held by @imperalleatherid, the steps of the competition are explained on the Instagram post @imperalleatherid. The effect of this speech is that the speech partner (consumer) receives the speaker's instructions to open the @imperalleatherid Instagram account.

### 3.6. Directive Speech Acts of Suggesting

The directive speech act of suggesting is to suggest the interlocutor in carrying out an action told

by the speaker. This is in line with research [31] that suggesting is the speaker's view of the speech partner's actions that are channeled with a purpose for both the speaker and the speech partner. The speech act of suggesting is an utterance by the speaker or suggestion to the speech partner to be considered by the speech partner [37].

#### 3.6.1. The Directive Speech Act of Suggesting with Recommending Form

The directive speech act of suggesting is giving a suggestion to the speech partner to do something told by the speaker. The directive speech act of suggesting in the form of recommending is a speaker's speech that provides input to the speech partner in taking action based on the speaker's input. Speech act of recommending is the speech delivered by the speaker which is aimed at the speech partner so that the speech partner acts according to the suggestion of the speaker. Speech acts of recommending have the purpose to provide an accurate solution according to the speaker's suggestion [38]

**Table 11.** Directive Speech Act of Suggesting with Recommending Form

Speech	Context	Purpose	Source
[11] <i>September ceria ala GrabFood.</i>  <i>Dengan makan hemat Diskon Kilat 9.9!</i>  <i>Mulai dari diskon s/d 50%, Diskon s/d Rp 50rb dari Top Resto dan Diskon s/d 90% tiap jam masih menanti.</i>  Happy September on GrabFood  Eat with great and quick discount on 9.9!  Start from up to 50%, discount up to IDR 50.000 from Top Restaurant and Discount up to 90%	Speaker recommends speech partner (consumer) use the Grabfood application because there are many promos available.	Recommends to use GrabFood Application	Youtube (9/09/2021)

The speech act of suggesting in the form of recommending is taken from commercial advertisements of Grabfood: *Dengan makan hemat Diskon Kilat 9.9! Mulai dari diskon s/d 50%, Diskon s/d Rp 50rb dari Top Resto dan Diskon s/d 90%*. (Eat with great and quick discount on 9.9! Start from up to 50%, discount up to IDR 50.000 from Top Restaurant and Discount up to 90%). The speech act of suggesting that the advertisement shows is an act of recommending the speech partner to use the Grabfood application as it has great discounts await the speech partner.

The data include the directive speech act of suggesting in the form of recommending. The meaning of the datum (11) is that the speaker instructs the speech partner (consumer) to use the Grabfood application because there are many

promos available that benefit the speech partner. The effect that arises from the speech (11) is that the speech partner (consumer) receives the speaker's instructions to use the Grabfood application.

### 3.6.2. Directive Speech Acts of Suggesting with Calling Form

The directive speech act of suggesting is suggesting the speech partner do something conveyed by the speaker. The directive speech act of suggesting in the form of calling is an act of language politeness that is spoken by the speaker to the speech partner in order to perform an action under a certain pressure. The speech act of calling is appropriate to be used by speakers with a higher position than the speech partner [39].

**Table 12.** Directive Speech Acts of Suggesting with Calling Form

Speech	Context	Purpose	Source
[12] <i>Promo Paket Keranjang Manis</i>  <i>Bulan Pelanggan Nasional, LinkAja bagi-bagi ratusan bingkisan</i>  <i>Paket Keranjang Manis promo for national customer day,</i>	The speaker calls speech partner (consumer) to use LinkAja application and gets prizes.	Calls to use LinkAja application	Twitter (9/09/2021)

Speech	Context	Purpose	Source
LinkAja gives away hundreds of gifts			

The speech act of suggesting in the form of calling is taken from commercial advertisements of LinkAja application: *Promo Paket Keranjang Manis Bulan Pelanggan Nasional, LinkAja bagi-bagi ratusan bingkisan (Paket Keranjang Manis promo for national customer day, LinkAja give away hundreds of gifts)*. The speech act of suggesting in a commercial advertisement is an act of calling from speaker to the speech partner to use the LinkAja application because of offered advantages in LinkAja.

The data include the directive speech act of suggesting in the form of calling. The speech only serves as a calling. The purpose is shown by datum (12) is that the speaker instructs the speech partner (consumer) to use the LinkAja application and will receive a reward in the application. The effect of the speech is that the speech partner (consumer) receives the speaker's instructions to use the LinkAja application.

### **3.3. Implementation as Indonesian Language Teaching Material in Junior High School**

Digital technology-based school learning is a means for students to explore creative and efficient learning models to understand teaching materials. Electronic media can be used as a tool for students to find learning references that cannot be delivered by the teacher [7]. Factors that make electronic media advertising discourse to be used as an example of advertisement text is because the messages conveyed in commercial advertisements of electronic media are easy to remember, easy to understand, provide a clear overview, and have fascinating content to understand [40]. The results of the speech act research on commercial advertisements of electronic media are relevant and can be used as teaching materials in schools to improve student knowledge, especially in the field of pragmatics.

Commercial advertisements in electronic media can be used as examples of teaching materials about Advertising Texts in the Indonesian Language in Junior High Schools (SMP) grade 2 specifically for Basic competence (3.3, 4.3) and (3.4, 4.4), in which ask students to identify information and examine the presentation pattern and language of the

advertisement discourse, and students conclude and present the contents of the advertisement text in the form of handouts.

## **4. CONCLUSION**

Based on the results of the discourse analysis of commercial advertisements of electronic media, it can be concluded that there are six types of directive speech acts found in commercial advertisements, including: (1) recommending, (2) inviting, (3) requesting, (4) demanding, (5) forcing, and (6) suggesting. The types of directive speech act in this study are categorized as follows, namely: recommending used offering and directing, inviting used persuading and seducing, requesting used encouraging and ordering, demanding used challenging and charging, forcing used urging and requiring, and suggesting used calling and recommending.

From the results of the study, it can be determined that the most commonly found type is directive speech acts of recommending, which are recommending advertisements of goods/services suitable for consumption. The speech act contained in the recommending form is to use the speech of offering and directing the speech partner to increase purchasing power. The directive speech act of recommending emphasizes comparisons or alternatives to consider.

Another finding from this study is that the speech act of media advertisement discourse of commercial electronic can be implemented into teaching materials of Indonesian language advertisement text in junior high school (SMP) grade 2 in basic competencies (3.3, 4.3) and (3.4, 4.4), which is the preparation of advertisement texts in the form of handouts. The speech acts contained in commercial advertisements of electronic media are relevant and can be used as teaching materials in schools to improve student knowledge, especially in pragmatics.

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