Speech Acts and Expressive Language Intelligence Development in Beverage Advertisements on Television

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ABSTRACT

There have been many expressive language intelligence used in early childhood abilities. However, only a few research results show the development of expressive language intelligence in beverage advertisement actors on television. This research aims to describe: (1) speech acts form used in beverage advertisements on television, (2) speech acts strategies in beverage advertisements on television, and (3) expressive language intelligence development based on speech acts in beverage advertisements on television. The type of this research is descriptive qualitative. Data consisted of 15 advertisements in Indonesian language on television. Data source comes from beverage advertisements on television. Data were collected by documentation, observation, recording, and note-taking techniques. Data were validated by triangulation data sources and theory. The results indicate: (1) speech acts form used in beverage advertisements on television into assertive, directive, expressive, and commissive speech acts. (2) speech act strategies used in beverage advertisements on television are direct and indirect. (3) expressive language intelligence development based on speech acts in beverage advertisements on television consists of speaking, reading, and listening.

Keywords: Speech Acts, Strategies, Expressive Language intelligence, Advertising.

1. INTRODUCTION

Language is used on television advertisements as a communication aimed to draw public attention to the information of goods or services offered. Language use on television advertisements adopts form, sound, movement, and color combinations. Television advertising is considered more successful for product marketing because its benefits can be factually illustrated. Short stories used on television advertisements can boost people's urge to apply the product. In promoting the product, producers compete to create picturesque advertising that quickly starts from advertisement concept, context, and language choice. Quickly, it drove producers' creativity to make an advertisement that could represent the offered product to be sold with language use and efficiency of impressions' context [1].

Providing consumers with an understanding of the products offered may be learned by comprehending the meaning and purpose of advertising language. Those comprehensions in advertising can be studied through pragmatic analysis of speech acts in advertising language. Speech acts are the language used to perform actions with a context surrounded by space and time and its use in advertisements. [2] explain that speech behavior is sometimes the ability to speak in certain circumstances. Speech acts are emotional symptoms occurred on the part of the psychological speaker. [3] provides speech acts' meaning as follows: (1) speech acts carried out by speaker and is used as rules of applying linguistic elements, (2) producing speech sounds act sequentially to produce meaningful utterances, (3) all linguistics and nonlinguistic components include primitive linguistic elements related to participation, message delivery forms, message subject and context, and (4) how to pronounce the sentence to be expressed to make listeners know the speaker's intent.

Speech acts are someone's acts performed in a speech at the talk time [4]. Speech acts are divided into positioning, reckless, and unpleasant behaviors. Speech acts are an entity part of pragmatics [5]. Entity means something that exists exclusively and distinctly. In

categorizing speech, [6] classify speech acts into five: assertive, directive, expressive, commissive, and declarative. Assertive is speech act involved the speaker about proposition truth expressed, such as stating, announcing, suggesting, bragging, complaining, demanding, or connecting; Directive is speech to produce some effect through listener's act as like offering, begging, asking, suggesting, defending, and advising; Expressive is speech act to reveal or inform psychological speaker' attitude towards circumstances anticipated by the slanderer like gratitude, congratulations, forgive, denounce, praise, and condolence expressions; Commissive is speech act involved the speaker incoming action, such as promising, swearing, suggesting, and praying; Declarative is a speech act which if success performance will lead to a good decision between a proposition and a fact, i.e., surrender, dismissal, rapture, determination, punishment, and so on.

[7] divided speech acts strategies based on the proper meaning of the speaker with the words uttered in literal and nonverbal. Many speech act strategies are produced from the intersection or association between direct-indirect and literal-non-literal speech act strategies. Direct speech acts are the meaning of news sentences used conventionally to state something, interrogative sentences to ask questions, and imperative sentences to order, invite, request, and so on. Indirect speech acts are commands expressed with new phrases or question phrases politely without making someone feel humiliated. Meanwhile, literal speech acts mean actions that are the same as the meaning of the words that compose them. Nonliteral speech acts are the opposite meanings that contain them. A direct literal speech act is a speech act that is uttered with the same speech mode and meaning as the intent of the utterance. An indirect literal speech act is a speech act that is uttered with a sentence modality that is not by the meaning of the utterance but the meaning of the word that produces it is following the speaker's intent.

Linguistic intelligence is the capacity to employ spoken successfully and written words in actions. The intellect can use sounds, grammar, meaning, and actual language. Linguistic intelligence is helpful in daily life for speaking, listening, writing, and reading [8]. While [9] states that the competence to utilize words effectively in reading, writing, and speaking is a crucial feature of linguistic intelligence. It is necessary to have linguistic abilities to provide diverse explanations, descriptions, and expressions. Verbal memory is one of the aspects of linguistics intelligence.

Another aspect of linguistic intelligence, according to [10], is the ability to remember information such as entire notes of words. People with superior linguistic intelligence can readily retain and relearn whole words due to the consistency of verbal memory. Because they have many words in their verbal memory, folks with good oral memory keep their ideas flowing. Written and spoken language are always prioritized in linguistic

intelligence [10]. Expressive language intelligence is spoken language intelligence in which intonation, expression, and bodily gestures work together to facilitate communication [11].

Based on the earlier description, there is interesting to investigate further in terms of the speech acts in beverage advertising on television. The marketing or promotion of beverage products through the media is known as beverage advertising. Speech acts on television commercials are worth studying because they contain intriguing linguistic occurrences. In beverage commercials, one type of occurrence that is fascinating and can be investigated is the form of speech acts, speech act tactics, and expressive language intelligence.

2. METHOD

The type of this research is descriptive qualitative. Qualitative research is descriptive research that employs an inductive approach to analysis. This research method is natural since the research is conducted in a natural environment called the entomological method. The method used in this research is cultural anthropology, known as the qualitative method because data collected and analyzed is more qualitative [12].

The object of this research is the research variable, which is advertising discourse in Indonesian on television. The subject of this research is advertising on television and the supporting aspect of the research is material books.

This research is a case study of Indonesian language advertisements on television. This study analyzed 15 advertising data used by consumers. According to [12], data sources are divided into primary and secondary. The primary data source of this research is television advertisements, while the secondary data sources of this research can support this research.

This study uses documentation, observation, recording, and note-taking techniques. The observation technique is a data accumulation that is carried out by listening. The recording technique is a data accumulation technique carried out by documenting the efforts of videos or photos. The note-taking technique is noting the essential parts.

This research uses the researcher's triangulation techniques. The data triangulation technique guides researchers to use as much as possible from existing sources at the time of data collection. According to [12], the triangulation technique is used to check the validity of the data in utilizing something different outside the data. Triangulation is used to determine the validity of data from data sources. In addition, the theoretical triangle method is used in testing the validity of the data obtained against existing theories. Theory triangulation is done by determining the pattern or shape through theory-based analysis. The triangle theory for this research is implemented by selecting the form of speech

acts, speech act strategies, and expressive language intelligence in beverage advertisements on television.

3. RESULTS

3.1 Speech Acts Forms Used in Beverage Advertisements on Television

[6] classify speech acts into assertive, directive, expressive, commissive, and declarative. The result analysis found four types of speech acts: assertive, directive, expressive, and commissive.

3.1.1Assertive Speech Act

Assertive speech act includes the speaker in proposition truth expressed, such as stating, informing, suggesting, boasting, complaining, demanding, and reporting. Assertive speech acts found are informing, pointing, and stating.

3.1.1.1 Assertive Speech Act of Telling

Explicature:

(1) *"Wo o ooo Luwak Kopi Hitam baru"* (Wo o ooo the new *Luwak Kopi Hitam*)

Context:

The speaker speaks this advertisement to the speech partner to inform the new *Luwak Kopi Hitam*.

The advertising data in the conversation is played by a young girl. The illustration in *Luwak Kopi Hitam* advertisement is classified as informing in data (1) marked by the speech "Wo o ooo the new *Luwak Kopi Hitam"*. This speech has telling intention to the audience that there is a new *Luwak Kopi Hitam*

3.1.1.2 Assertive Speech Act of Pointing

Explicature:

(2) *"Nikmatnya nggak kemanisan"* (The teste is not sweetness)

Context:

The speaker speaks this advertisement to the speech partner to indicate that the teste is not sweetness.

The advertising data in the conversation was played by a young girl. Based on the illustration in *Luwak Kopi Hitam* advertisement classified as pointing. It refers to data (2) marked by the speech "The teste is not sweetness", the speaker intends to tell the audience that the teste is not sweetness.

3.1.1.3 Assertive Speech Act of Stating

Explicature:

(3) *"Lebih enak dari kopi kafe"* (Testier than cafe coffe)

Context:

The speaker speaks this advertisement to the speech partner to state tastier than café coffee.

The advertising data in the conversation is done by a young girl. Based on the illustration in *Luwak Kopi Hitam* advertisement classified as stated in data (3), it is marked by speech "Testier than café coffee". The speech intends to state that it is testier than café coffee.

3.1.2 Directive Speech Act

A directive speech act is interpreted in bringing out several effects through the listener's actions. For example, begging, ordering, recommending, asking, suggesting, commanding, and advising. The directive speech act found is suggesting and advising.

3.1.2.1 Directive Speech Act of Suggesting

Explicature:

(4) *"Bisa ditambah susu kental manis atau gula"* (Can add sweetened condensed milk or sugar)

Context:

The speaker speaks this advertisement to the speech partner who can add sweetened considered milk or sugar.

The advertising data in the conversation is played by a young girl. Based on the illustration in *Luwak Kopi Hitam* advertisement, which is classified as a directive speech act of suggesting in data (2) is indicated by the use of speech "Can add sweetened condensed milk or sugar". The speech intends to suggest the audience add sweetened condensed milk or sugar.

3.1.2.2 Directive Speech Act of Advising

Explicature:

(5) *"Mau di luar apa di dalam rumah minumnya Teh Pucuk Harum Bikin seger di mana aja"* (Inside or outside house, *The Pucuk Harum* makes us fresh everywhere)

Context:

The speaker speaks this advertisement to the speech partner that wants to have inside or outside the house; *The Pucuk Harum* makes us fresh everywhere.

The advertising data in the conversation is played by a young girl. Based on the illustration in *Teh Pucuk*

Harum advertisement, which is classified as advising in data (3), it is marked by the use of the speech "Inside or outside the house, *Teh Pucuk Harum* makes us fresh everywhere". The speech advises the audience to keep drinking *Teh Pucuk Harum*, whether outside or inside the house because it makes the body feel fresh.

3.1.3 Expressive Speech Act

Expressive speech has expressed or informed the speaker's psychological attitude that makes a statement of the circumstances predicted by the illocutionary such as congratulating, thinking, forgiving, praising, expressing condolences, blaming, and so on. The speech act found were two expressive speech acts of praising.

3.1.3.1 Expressive Speech Act of Praising

Explicature:

(6) *"Air ditambah lemon lime yang strategis dalam volume botol yang enak buat ngilangin haus"* (Water added with *lemon-lime* strategy in a good volume of bottles to quench thrist)

Context:

The speaker said this advertisement to the speech partner that "Water added with lemon-lime strategy in a good volume of bottles to quench thirst".

The advertising data in the conversation is played by a young girl. Based on the illustration in *Sprite Waterlymon* advertisement, which is classified as an expressive speech act of praising in data (4), it is marked by the use of speech "Water added with lemon-lime strategy in a good volume of bottles to quench thirst". This speech has a praising intention which is advertised product that lemon-lime is testy to quench thirst.

Eksplikatur:

(7) *"Fruity Latte Olatte Sensasi rasanya wowww"* (*Fruity Latte Olatte*, the sensation is wow)

Context:

The speaker speaks this advertisement to the speech partner that *Fruity Latte Olatte*, the sensation is wow.

The advertising data in the conversation is played by a young girl. Based on the illustration in *Fruity Latte Olatte* advertisement, which is classified as praising in data (5) marked by the use of speech "*Fruity Latte Olatte*, the sensation is wow". The speech has a praising intention of the advertised product that *Fruity Latte Olatte*, the sensation is wow.

3.1.4 Commissive Speech Act

Commissive speech acts involve the speaker in several future actions like swearing, promising, saying (praying), and offering. Commissive speech act found is offering.

3.1.4.1 Commissive Speech Act of Offering

Explicature:

(8) *"Perfect mix ice kopi bikin kamu seger lagi"* (Perfect mix iced coffe makes you feel fresh again)

Context:

This advertisement is said by the speaker to the speech partner that "Perfect mix iced coffee makes you feel fresh again"

The advertising data in the conversation is played by a young girl. Based on the description in *Kopiko 78* advertisement, which is classified as offering in data (6) marked by "Perfect mix iced coffee makes you feel fresh again". The speech has offering an intention advertised product that perfect mix iced coffee makes you feel fresh again.

Table 1. Recapitulation of Speech Acts Forms

No Data	Form of Speech Acts	Intentions	Description
1		Telling	The speech has telling intention to the audience that there is a new *Luwak Kopi Hitam*
2	Assertive	Pointing	The speech has pointing intention to the audience that *Luwak Kopi Hitam* testes good.
3		Stating	The speech has stating intention to the audience that *Luwak Kopi Hitam* is testier than cafe coffee.

No Data	Form of Speech Acts	Intentions	Description
4	Directive	Suggesting	The speech has suggesting intention to the audience to add sweetened condensed milk or sugar.
5		Advising	The speech has advising intention to the audience to keep drinking fragrant shoots of tea whether outside or inside the house because it makes the body feel fresh.
6			The speech has praising intention advertised product that lemon-lime is good for quenching thirst.
7	Expressive	Praising	The speech has intention praising advertised product that the fruity latte olatte tastes really good.
8	Commissive	Offering	The speech has offering intention advertised products that perfect mix iced coffee makes you fresh again.

3.2 Speech Act Strategies Used in Beverage Advertisements on Television

[7] divide speech act strategies that work on the suitability of the speaker's intent with the words that compose it; it refers to literal and nonliteral speech behavior. Many other speech acts strategies arise from the intersection or relationship between indirect and literal indirect speech act strategies. The analysis found two speech act strategies are direct and indirect speech acts.

3.2.1 Direct Speech Acts

Direct speech acts are information meaning sentences used in the usual way to state something, interrogative sentence to ask questions, and imperative sentences to invide, order, request, and so on [7]. There are two direct speech acts found in this research.

3.2.1.1 Direct Speech Acts

Data (9)

Cincau Cap Panda Advertisement

Explicature:

"Cincau cap Panda lagi bagi-bagi hadiah milyaran rupiah. Temukan stiker di karton Cincau Cap Panda Kirim melalui WA." (*Cincau Cap Panda* is giving out billions of rupiah in prizes again. Find the sticker on cartoon of *Cincau Cap Panda*. Send it via WhatsApp.)

The speech uses a direct speech act strategy because it uses the news sentence mode to state something. The speaker immediately conveys what she wants to say. It means that the speaker informed that *Cincau Cap Panda* was giving out billions of rupiah in prizes.

Data (10)

BEJO SUJAMER Advertisement

Explicature:

"Ini abang ojol dari angin hujan sampai angin malam bebas masuk angin." (This is online driver from the rainy wind until the night wind is free to catch a cold".

The speech uses a direct speech act strategy because in the speech, it uses the news sentence mode to state something. The speaker directly conveys directly what he wants to convey. That is, the speaker tells that "This is an online driver from the rainy wind until the night wind is free to catch a cold".

3.2.2 Indirect Speech Acts

Speech behavior is whether the command can be subtly expressed in new or interrogative sentences so that the person being ordered does not feel called [7]. There are two indirect speech acts found in this study.

3.2.2.1 Indirect Speech Acts

Data (11)

Sarimurni Advertisement

Explicature:

"Ini teh kantong bundar Sarimurni dan rasanya enak sekali" (This is *Sarimurni* round tea bag and it tastes very good.)

The speech uses an indirect speech act strategy. The speaker who says something is not done directly with notification mode. In this analysis, the speaker describes the circumstances in which he felt like saying something. In this case, the speaker wants to say, " This is *Sarimurni* round tea bag and it tastes very good".

Data (12)

Beverage Advertisement of *CocoBit Peach*

Explicature:

"Minum *CocoBit Peach Nata de Coco*nya melimpah Bikin kamu seger berkonten" (Drinking *CocoBit Peach Nata de Coco* is abundant. Makes you fresh)

The speech uses an indirect speech act strategy. The speaker who says something is not executed directly with notification mode. In this analysis, the speaker himself describes the circumstances in which he felt like saying something. In this case, the speaker wants to say "Drinking *CocoBit Peach Nata de Coco* is abundant. Makes you fresh".

Table 2. Speech Act Strategies Recapitulation

No Data	Speech Action Strategy	Description
9		It uses the news sentence mode to state something. The speaker immediately conveys what she wants to say. It means that the speaker informed that *Cincau Cap Panda* was giving out billions of rupiah in prizes.

No Data	Speech Action Strategy	Description
	Direct Speech Acts	
10		It uses the news sentence mode to state something. The speaker directly conveys directly what he wants to convey. That is, the speaker tells that "This is online driver from the rainy wind until the night wind is free to catch a cold".
11		The speaker who says something is not done directly with notification mode. In this analysis, the speaker describes the circumstances in which he felt like saying something. In this case, the speaker wants to say, " This is *Sarimurni* round tea bag and it tastes very good".
12	Indirect Speech Acts	The speaker who says something is not executed directly with notification mode. In this analysis, the speaker himself describes the circumstances in which he felt like saying something. In this case the speaker wants to say "Drinking *CocoBit Peach Nata de Coco* is abundant. Makes you fresh".

3.3 The Development of Expressive Language Intelligence Based on Speech Acts in Beverage Advertisements on Television

Linguistic intelligence is the ability to use words effectively, both speaking and writing. This intelligence includes the ability to use language sounds, grammar, the ability to use real language, and the meaning of language. In daily life, linguistic intelligence is useful for listening, speaking, writing, and reading [8].   .

3.3.1 Expressive Language Intelligence

Expressive language intelligence is spoken languages such as intonation, expression, and body

movements that can blend into one to support the communication that is done [11].

3.3.1.1 Expressive Language Intelligence of Speaking

Data (11)

Jahe Merah AMH Advertisement

Explicature:

"AMH Jahe Merah minuman herbal Oooo AMH herbal dengan habbatussauda" (*Jahe Merah AMH* herbal drink Oooo AMH herbal with Black Seed)

Expressive language intelligence of speaking includes expressions, intonation, and body movements. The expression of the advertising actors has expressed totality is a cheerful face when advertising *Jahe Merah AMH*. It could attract people who see this advertisement. The intonation of the advertising actors is also firm and clear to produce well the delivery of the advertising intent can be adequately conveyed to people who see this ad. The actors' body movements are not stiff to see the actors can entertain this advertisement and be interested in beverage product advertisement.

3.3.1.2 Expressive Language Intelligence of Reading

Data (12)

TOP Coffee Barista Special Blend Advertisement

Explicature:

"*Baru barista special blend by TOP Coffee Dari kopi pilihan Indonesia perfectly roasted.*" ("New barista special blend by *TOP Coffee* From Indonesian coffee selection perfectly roasted)

This speech uses expressive language intelligence in daily life. Language intelligence is helpful in listening, speaking, writing, and reading. This intelligence includes using language sounds, grammar, practical use of language, and language meaning. The advertisers' grammar has followed the rules well in reading Indonesian text mixed with foreign languages that are already flexible advertise *TOP Coffee Barista Special Blend* in attracting people who see the advertisement. The language the advertising actors read is also firm and produced well in advertising intent can be conveyed well. The meaning of the language read by the advertising actors is also well conveyed to see this advertisement can be entertained and interested in this beverage advertisement product. Practically, the language used by the advertising actors has been

expressed to see this advertisement can easily understand the product of the beverage advertisement.

3.3.1.3 Expressive Language Intelligence of Listening

Data (13)

ACTIV WATER Advertisement

Explicature:

"*Apa bedanya aku sama kamu terus bergerak, itu sih setiap saat harus selalu fokus, pastinya karena jadi activ itu ya kita semua bisa.* (What's the difference between me and you is keeping moving, that's why we have to always focus all the time, surely because we are active, we can all do it."

Speech that uses expressive language intelligence in daily life is helpful for listening, speaking, writing, and reading. This intelligence includes using language sounds, grammar, practical use of language, and language meaning. The sound spoken by the advertising actors has followed the rules well in advertising *ACTIV WATER*. The sound of the language also listens firm and clear of the sound produced is good that can be heard well to people who see this ad. The meaning of the language attended by the advertising actors is also well conveyed to listeners who can be entertained and interested in this beverage advertisement product. Practically, the language used by the advertising actors has been expressed so that people who hear this advertisement can easily understand the product of the beverage advertisement.

4. DISCUSSION

[13] studied *"Tindak Tutur pada Iklan Produk Kecantikan di Televisi Swasta" a*bout the form and types of speech acts in beauty product advertisements on private television. The difference focuses in beauty product advertisements, while this research examines beverage advertisements.

[14] examined "*Tindak Tutur Perlokusi dalam Album Lirik Lagu Iwan Fals: Relevansinya Terhadap Pembentukan Karakter"* about the classification forms of perlocutionary speech acts in Iwan Fals; album lyrics and its relevance to character building. The difference is examining song lyrics, whereas this research studies beverage advertisements.

[15] conducted research entitled *"Analisis Tindak Tutur dalam Iklan Produk Minuman di Televisi"* about the types of illocutionary speech acts, the fuction of perlocutionary speech acrs, and viewer's responses to beverafe product advertisements on television. The difference of this research only examines speech acts of

beverage products, while this research examines expressive language intelligence.

[16] studied *"Tindak Tutur dalam Wacana Iklan Berbahasa Indonesia di Televisi: Sebuah Kajian Pragmatik"* on the form of Indonesian Speech acts on television. This research examines all Indonesian advertisements, while this paper focuses on beverage advertisements.

[17] examined *"Tindak Tutor Perlokusi pada Iklan Produk Makanan Cepat Saji di Televisi"* about the types and the function of perlocutionary speech acts in advertisements for fast food on television. The difference is examining perlocutionary speech acts in fast food advertisements on television; meanwhile, this research examines speech acts in beverage advertisements on television.

[18] conducted *"Negative Politeness Strategies of Directive Acts of Indonesian People in the Twitter Account of The President Joko Widodo"* about negative politeness strategies of directive speech acts of Indonesian people on *Twitter* President Joko Widodo. The difference is conducting politeness strategies on *Twitter*, while this research conducts speech act strategies in beverage advertisements.

[19] examined *"Penerapan Metoda Bernyanyi dalam Meningkatkan Kecerdasan Berbahasa pada Pendidikan Anak Usia Dini (Studi Deskriptif tentang Penerapan Metoda bernyanyi di PAUD Al Azhar Syfa Budi Parahyangan)"* to reveal data on objective conditions in the learning process, regarding the use of singing methods on learning outcomes passed the singing method to develop early childhood skills at Al Azhar Syfa Budi Parahyangan PAUD. The difference with this research is language intelligence in PAUD, while this research examines language intelligence in beverage advertising.

[20] studied *"Ranah Ekspresi TTE (Tindak Tutur Ekspresif Warganet terhadap Peristiwa Banjir di Jakarta: Identitas Kultural Penutur Bahasa Indonesia"* to determine form and the field of expressive speech acts from flood event on *Instagram*. The difference was studying the different objects. They looked at flood events, while this study focuses on advertisement.

5. CONCLUSION

Based on the results above, this research indicates: (1) speech acts form used in beverage advertisements on television found into assertive of telling, pointing, and stating; directive of suggesting and advising; expressive of praising; and commissive of offering. (2) speech act strategies used in beverage advertisements on television are direct and indirect. (3) expressive language intelligence development based on speech acts in

beverage advertisements on television found into speaking, reading, and listening.

AUTHORS' CONTRIBUTIONS

The researchers' contributions express the views gleaned from observations, data collection, and data analysis, which are then classified and systematized using specified methodologies. It is possible to interpret content and facts. The researchers also produce research for readers to communicate the results.

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