

# Directive Speech Acts of Mobile Commerce Application Advertising Discourse on Digital Media in Indonesian Language Learning

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## ABSTRACT

This study investigates directive speech acts of mobile commerce application advertising discourse on digital media. The study aims to describe directive speech acts form of mobile commerce application advertising discourse on digital media. The study is descriptive qualitative. Data source is amount 78 mobile commerce application advertising discourse on digital media. Analysis technique used is pragmatic equivalent. The results show that directive speech acts include (1) recommended SA with 31%, (2) inviting SA with 6%, (3) commanding SA with 31%, (4) demanding SA with 19%, (5) requiring SA with 9%, and (6) advising SA with 16%. This study implies to make it easier finding out the kinds of directive speech acts in advertising discourse and to study directive speech acts in learning Indonesian language.

**Keywords:** Directive speech acts, advertising discourse, mobile commerce application.

## 1. INTRODUCTION

Language is the proper means to communicate between humans. In linguistics, communication is called a speech event. Delivering process of a message is termed a speech act. The communicator (as message sender) is called speaker, while the communicant (as message recipient) is called speech partner, and the content of the communication is called speech. Communication does not only produce speech that contains words but also pays attention to actions through speech. Brandt (2018) defines language as a process, use, text, capacity, and competence that can be said that words have properties that affect every substructure in language and a threshold between language and thought. Meanwhile, Barista & Arung (2019) describes that language as a giver of picture and concept or explanations of what we thought and understood.

Manaf (2011:212) divides speech acts into five types: representative, directive, expressive, commissive, and declarative. Representative speech acts are speech acts that bind the speaker

to the truth that is spoken; Directive speech acts are speech acts that are carried out that the addressee does what the speaker says; Expressive speech acts are speech acts that are carried out to assess or evaluate the things mentioned; Commissive speech acts are speech acts that bind the speaker to carry out the thing said; Declarative speech acts are speech acts performed to create new circumstances.

Thamrin (2010:92), directive speech acts are language acts carried out by a speaker aimed to produce an influence of acts. Therefore, directive speech acts need to be equipped with politeness in the language (Brown & Manaf, 2011:212). The cultural context also influences directive speech acts. Cultural context plays an important role in shaping politeness in the form, function, and strategy of using regional language directive speech acts (Tapio, 2018:61). However, few found the phenomenon of language use on the students of primary to high school when they intended to ask their teachers or their parents at home often realized it to be commanding, requiring, or even forcing (Prayitno, 2011:41-46).

An advertisement is created to influence people's mindset and behavior in responding to advertisements delivered. The attraction of an advertisement is developed to remind the audience of a certain image. The image arises from using the language style used in an advertisement to get consumers interested in the products offered. An advertisement is an information media that are made in a certain way to attract viewers, original, and has a certain of persuasive characteristics to make consumers voluntarily compelled to do something refer to what advertiser wants (Sufa, 2016). Pratiwi (2016) explains that an advertisement with media used will be effective if it is balanced with creativity which also comes from the attractiveness of the advertisement itself. From the above explanation, advertising is a medium for distributing news to the general public. Advertising is usually persuasive which means that it invites people to use the advertised product through the language style conveyed in the advertisement.

In the modern era, technology, information, and communication are one of the fields that are developing very fast. Advances in technology make things more sophisticated and more practical. With the advancement of technology as nowadays, it has a big impact on the community, especially the younger generation, to work in digital work by utilizing technology that continues to develop. The number of people who consistently access the internet nowadays encourages potential entrepreneurs to take the opportunity to create and use online media as a place to do business. In commerce, there are also transaction activities.

Nowadays, there are a lot of applications that are created to facilitate our activities anytime and anywhere. To access our online activities quickly and easily, we only need to use a unique application to carry out these activities. With the emergence of digital service applications ranging from marketplace applications travel and tourism, education, and health, many people are reaping the perception of feeling comfortable and practical in their lives. Mobile commerce application has very positive trust for their users. So that business actors from the digital-based transaction application continue to compete to make innovations in their digital products to stay ahead of the times.

Pragmatics is the study of meaning communicated by speakers (or writers) and interpreted by speakers (or readers), which includes: speaker meaning, contextual meaning, hidden meaning, and expressions about the relative distance between speaker and addressee. Jumanto (2017:40), pragmatics is the meaning that exists in the interaction, namely the meaning that is generated as a dynamic process, which

includes the negotiation of meaning between the speaker and the addressee, the context of the speech (physical, social, and linguistic), as well as the potential meaning of the utterance (Jumanto, 2017:41).

## 2. METHOD

This study uses descriptive qualitative. This study type uses descriptive qualitative because this study aims to describe the data obtained and interpret a picture. It is based on the facts and characteristics of an object or subject from the data that has been obtained. Qualitative descriptive is used to describe the forms of language to interpret its various functions and meanings. Using descriptive methods means that the authors analyze the data collected from words, pictures, and not numbers (Moleong 2010).

Data is the content on mobile commerce application advertisements discourse contained directive speech acts. Data source is the speech of advertising discourse on mobile commerce applications in electronic media or social media.

Data collection techniques were listening and note-taking techniques. The data collection technique used is the listening technique to obtain data by listening to advertising discourse on digital mobile commerce applications and note-taking techniques to record the speech of advertising sentences for analysis.

The analysis results regarding the analysis of directive speech acts of mobile commerce application advertisements discourse. Sudaryanto (1993: 133) explains that the listening technique is the provision of data by listening to data on the use of language. Following this view, Mahsun (2012: 03) adds that note-taking is an advanced technique that applies the listening method with the advanced technique above. The data analysis technique uses a pragmatic equivalent technique. This method identifies linguistic units according to the reactions or consequences that occur to the speech partner when the speech is delivered. Kesuma (2007:49), the pragmatic equivalence method is an equivalence method whose determining tool is the opponent or partner. This pragmatic study aims to find out the meanings of utterances in advertisements containing directive utterances. The interpretation of the realization of the directive speech act strategy is carried out using a pragmatic analysis referring to the analysis of the degree of a potential threat (Prayitno, 2011:129-136).

## 3. RESULTS

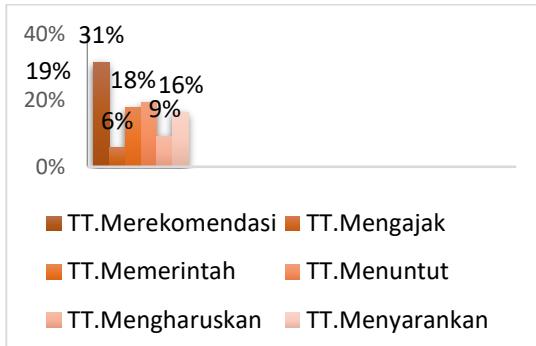
**Table 1.** Types of Directive Speech Acts

No	Speech Acts	Context
1	Recommended Speech Act	This speech act is intended by the speaker to the speech partner to do something according to the speaker's suggestion .
2	Inviting Speech Act	This type of directive speech act invites the speech partner to take the action mentioned in the speech to immediately take the action ordered by the speaker.
3	Commanding Speech Act	Commanding directive speech acts are speech acts that are conveyed by the speaker to order the speech partner to perform an action ordered by the speaker in the speech.
4	Demanding Speech Act	Demanding directive speech act is a speech act that is conveyed by the speaker to ask loudly so that the speech partner.
5	Requiring Speech Act	This directive speech act requires the speech partner to do something that is conveyed by the speaker to do something that is the will of the speaker.
6	Advising Speech Act	Advising directive speech act is advising or suggesting the speech partner to do

something conveyed by the speaker.

Directive speech acts are speech forms intended by the speaker to influence the speech partner to do an action that includes the sub-speech acts of begging, asking, giving, ordering, demanding, and prohibiting (Prayitno, 2017:51). With directive speech acts in advertising discourse on digital or mobile commerce application, it is expected to be able to encourage abilities for students to develop language style or language arts creatively, systematically, and innovatively as demand in today's digitalization era.

Based on the directive speech acts in the advertising discourse of mobile commerce application in digital media, it can be classified as follows, 44 recommended directive speech act, 8 inviting directive speech act, 25 commanding speech act, 27 demanding speech act, 13 commanding directive speech act, and 23 advising directive speech act. From these classifications, it can be seen with diagram and its analysis.

**Diagram 1.** Results of Directive Speech Acts**Figure 1.** Directive Speech Act Diagram on Mobile Commerce Application Advertising Discourse

### 3.1. Directive Speech Acts Form in Advertising Commerce Application Discourse on Digital Media

#### 3.1.1. Recommended Directive Speech Act

The recommendation system is an application to provide and recommend an item in making a decision desired by the user (Ungkawa et al., 2013). Applying a recommending speech act in a system usually predicts an item, such as movie recommendations, music, books, news, and others that attract users. This system collects data from users directly or indirectly (Fadlil & Mahmudy, 2010). Recommending is one of the speech acts carried out by speakers in saying

something to provide suggestions or opinions to the speech partner for consideration. To better understand it can be seen in the second diagram and the following table.

**Table 2.** Recommended Directive Speech Act on Payment

Advertising Speech	Context	Source
Bayar pakai Ovo aja.	Bayar pakai aplikasi Ovo	Ovo application
Scan lewat aplikasi ovo atau grab,	karena tinggal scan lewat aplikasi atau ketik nominal bayar (Just pay with Ovo. Scan via the Ovo or grab an application, type in the payment amount)	Februariy 10, 2021.

The speaker shows the purpose in table 2 is to recommend that the speech partner make a payment using the Ovo or grab an application. Making an application payment using the Ovo or grab application is effortless by scanning or scanning through the application, then typing the nominal to be paid. The directive speech arises from these utterances to the speech partners, which is the creation of practicality in making payment systems digitally by utilizing a fully automated and sophisticated operating system. Evidence of the directive speech act in the utterance is found in sentence 1 "*"Bayar pakai ovo aja"*". In contrast, the speech that leads to the context of payment is found in sentence 2 "*"Scan lewat aplikasi ovo atau grab, ketik nominal,bayar"*".

**Table 3.** Recommended Directive Speech Act on Promotion

Advertising Speech	Context	Source
Nikmati juga	Merokmendasikan Aplikasi	

berbagai	aplikasi	LinkAja
promo seru	LinkAja untuk	October 31,
lainnya di	menikmati	2021
aplikasi	berbagai	
LinkAja!	promo seru.	
(Enjoy various other	(Recommend LinkAja ti exciting promotion	
exciting	enjoy various exciting	
on the	promotion)	
LinkAja	application)	

The speaker's purpose in table 3 is to recommend to speech partner to enjoy various exciting promotions on the LinkAja application. It will increase the purchase value of the Speech so that the results of the Speech to partner. Speech is the higher the decision of consumers/speech partners in making purchases because they are influenced to enjoy various exciting promos on the LinkAja application. The evidence of the directive speech acts in the Speech is found in sentence 1 "*"di aplikasi LinkAja"*", while the speech leading to the context of the promo is found in sentence 2 "*"Nikmati juga berbagai promo seru."*"

**Table 4.** Recommended Directive Speech Act on Benefit

Advertising Speech	Context	Source
Dengan super solusi Quipper belajar kini semakin mudah.	Belajar semakin mudah karena banyak solusi menggunakan quipper.	Quiper Video Application December 9, 2014
(With the Quipper super solution, learning just got easier.)	(Learning is getting easier because many solutions use quipper.)	

The speaker's purpose in table 4 is to recommend to the speech partner that there is an easier learning solution using the quipper application. The effect of the speech on the speech partner is to make the speech partner enjoy the development of internet technology by trying to online learning to improve understanding and

add insight into the subject matter. So that it can be more easily understood and make quipper a solution to the learning needs of the target speaker. The evidence of directive speech acts in the speech is found in sentence 1 "*Dengan super solusi Quipper*" while the speech that leads in the context of the benefits contained in sentence 2 "*belajar kini semakin mudah*".

**Table 5.** Recommended Directive Speech Act on Application

Advertising Speech	Context	Source
Di aplikasi laku-laku store, ada puluhan jenis kebutuhan produk di rumah kamu lo gays. (In the application of laku-laku store, there are dozens of types of product needs in your home, guys)	Merekomendasi laku store ada banyak puluhan jenis kebutuhan rumah kamu. (Recommend in the application of laku-laku store, there are many dozens of types of your home needs.)	Aplikasi Laku-Laku Store

The speaker's purpose in table 5 is to recommend to the speech partner that the types of home product needs are in laku-laku store application. It is very easy and time-efficient to shop for home product needs with an application in today's all-digital era. The software utilizes the capabilities of a computer to perform a task the user wants. The effect of the above speech is that it makes it easier to shop by meeting the types of home needs by utilizing a digital application system. Evidence of the directive speech act found in sentence 1 "*ada puluhan jenis kebutuhan produk di rumah kamu lo gays*", while the speech that leads to the context of the application is contained in sentence 2 "*Di aplikasi laku-laku store*".

**Table 6.** Recommended Directive Speech Act on Time

Advertising Speech	Context	Source
Carousell. Hanya denganmengguna kan iphone atau android kamu bisa mendaftarbaranya saja untuk dijual hanya dalam 30detik	Hanya dengan android atau iphone kamu bisa mendaftarbaranya apa saja untuk dijual hanya dalam waktunya 30 detik	Applika si Carouse ll May 13, 2016

The speaker's purpose in table 6 is to recommend that the speech partner register for the carousell application in only a very short time by using an Android or iPhone. They can immediately buy and sell the application. The speech's effect on the speech partner is easier for carousell application users because by registering in a short time. They can make buying and selling transactions. The evidence of the directive speech act in the speech is found in sentence 1 "*Hanya dengan menggunakan iphone atau android kamu, kamu bisa daftarkan barang apa saja untuk dijual*", while the speech that refers to the context of time is contained in sentence 2 "*hanya dalam 30detik*".

**Table 7.** Recommended Directive Speech Act on Products

Speech	Context	Source
Mending yang bayangin tlaikir	buat lain, 6500 sebulan bisa gebetan	Uang 6.500 kali sebulan bisa untuk mentraktir

bisa makan yang gebetan tidak sederhana. (It's better for others, imagine that 6500 times a month you can treat your crush to eat something that is not simple.)	dan makan yang tidak sederhana. (Money 6,500 times a month can be used to treat a crush and a meal that is not simple.)	vegetables and pay later")	dahulu dan bayarnya belakangan. (The solution for cash vegetables is to buy vegetable boxes from home, you can open vegetable boxes first and pay later.)
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The speaker's intention in speech 7 is to recommend to the speech partner to offer pregnant needs products because the hallodoc application has a feature to deliver the product to its destination. The effect of the speech for speakers is to make it easier when you need a product to meet the needs of sudden pregnancy because it can be delivered to the destination. The evidence of the directive speech act in the utterance is found in sentence 1 "*Tenang ada halodoc*", while the speech that refers to the product context is found in sentence 2 "*berbagai kebutuhan hamil*".

### 3.1.1.1 Speech Act of Inviting

Speech act can be requests, apologies, complaints, compliments, invitations, or promises. Inviting arouses the heart to do something (Noermanzah, 2019:307308). The "inviting" speech act is carried out by speakers who want their speech partners to do something (KBBI, 2005:17). To understand the types of speech acts and their explanations, it can be seen the data in the form of tables and the results in the form of the following diagram.

**Table 8.** Invited Directive Speech Act on Shopping

Speech	Context	Source
Sayur tunai jadi solusi, Sekarang belanja sayur box bisa di unboxing dulu bayarnya (Cash vegetables are the solution, now you can unbox boxed	Solusi dari sayur tunai ialah belanja sayur box ) dari rumah, July 27, 6,500 times a month being able to treat your crush	Play Store (Sayur box )

The speaker wants to show in speech 8 to recommend to the speech partner to shop at the vegetable box application because he can pay in cash and his purchases can be opened first when the goods are delivered to the house. The speech about the advertisement in table 8 for the speech partners is to make a solution for shopping vegetables online through the vegetable box application. The evidence is a directive speech act inviting to the context of shopping found in the sentence "*Sekarang belanja sayur box bisa di unboxing dulu bayarnya belakangan*". The sentence invites to shop through the Vegetable Box application.

**Table 9.** Invited Directive Speech Act on economizing

Advertising Speech	Context	Source
Mending buat yang lain, bayangin 6500 kali sebulan bisa untuk 6,500 kali sebulan bisa tlaktir gebetan bisa makan yang gebetan yang tidak sederhana. yang tidak sederhana. ( It's better for others, imagine that 6500 times a month being able to treat your crush	Uang di sebulan bisa untuk mentraktir gebetan dan makan yang tidak sederhana. (Money 6,500 times a month can be used to treat crushes and meals that are not simple.)	Facebook (Flip) December, 12 2020

with food that is not simple.)
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The intention to be shown by the speaker in speech 9 is to invite the speech partner to save money because being frugal can make your crush treat your crush with food that is not simple. This speech aims to save money by inviting him to replace by collecting money for other needs, which proves to invite frugality "*Mending buat yang lain*".

**Table 10.** Invited Directive Speech Act on Order

Advertising Speech	Context	Source
Pesan tiket bus dan shuttle apapun pasti lebih mudah pakai aplikasi red bus. Mudik pasti lancar, Pasti dapat diskon hingga 50%. (Ordering any bus and shuttle tickets is definitely easier using the red bus application. Homecoming must be smooth, definitely get a discount of up to 50%).	Pesan tiket bus dan shuttle apapun pasti lebih mudah pakai aplikasi red bus. Mudik pasti lancar, Pasti dapat diskon hingga 50%. (Ordering any bus and shuttle tickets is definitely easier using the red bus application. Homecoming must be smooth, definitely get a discount of up to 50%).	Youtube (RedBus) May 6, 2019

The speaker's intention wants to show in the advertisement in table 10 is to invite the speech partner to order a bus or shuttle ticket using the red bus application. Because the red bus application is easier and smoother, the purpose of the advertising discourse in table 10 is to invite the interlocutor to use the red bus application to order tickets or shuttles because it is much easier and there are many discounts. Evidence of the

directive is contained in the sentence "*Pesan tiket bus dan shuttle apapun pasti lebih mudah pakai aplikasi red bus*".

### 3.1.1.2. Demanding Directive Speech Act

Speech acts are pragmatic elements that involve speakers and listeners, writers and readers, and those being discussed. Speech acts are actions using language. We use language to express information, order, make requests, threaten, increase, advise, etc. (Djajasudarma, 2012). Demanding is the speech that requires the interlocutor to fulfill the speaker's wishes or impose his will. The speech act of demanding is coercive and must be obeyed by the interlocutor. The demanding speech act found in this study is an example of the following table and diagram.

Table 11. Dimending Directive Speech Act on Checking

Advertisin g Speech	Contex t	Source
Jangan sampai ketinggalan, cek dulu promonya disini ya. (Don't miss it, check the promo here first, okay?)	Periksa a promonya agar tidak sampai ketinggalan (Check the promo so you don't miss)	Insatgram LinkAja October 31, 2021

The intention that the speaker wants to show in speech 11 is to demand the speech partner not to miss the promo check on the application. The effect of the speech to the speech partner always sees and controls the promos on the link application. So they don't miss the promos that are being held. Evidence of speech that leads to checking is "*cek dulu promonya disini ya*".

**Table 12.** Dimending Directive Speech Act on Making

Advertising Speech	Context	Source
Bikin strategi bisnis yang jitu juga bisnis yang membutuhkan jitu perlu analisis yang analisisa jitu (Accurate yang jitu business also juga. requires (Making accurate business analysis) strategy requires	Play store Buku Kas November 19, 2019	

accurate analysis also.)
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The speaker's intention wants to show in speech 12 is to demand the speech partner to make a business strategy. From the business strategy, it must require proper analysis. The purpose of the speech is that the cash book application demands to create a business strategy that also requires proper analysis. The effect of the speech is that the cash book application helps to make an accurate business strategy, so this application is very demanding for precise and accurate analysis. Speech evidence from speech making is "perlu analisisa yang jitu juga".

**Table 13.** Dimending Speech Act on Preventing

Advertising Speech	Context	Source
Mencegah lebih baik daripada mengobati. (Prevention is better than cure.)	Lebih baik mencegah daripada mengobati. (It's better to prevent than to treat)	Instagram Mid trans September 27, 2021

The speaker's intention in speech 13 is to demand the speech partner to prevent rather than treat. The purpose of the speech is to demand that you always anticipate early so that if something bad happens, you can prepare yourself. The effect of the speech is so that the speech partner can anticipate more from the beginning so that when a problem occurs, he can prepare himself or prevent it. The evidence from the speech that leads to prevention is "*Mencegah lebih baik daripada mengobati*".

**Table 14.** Dimending Directive Speech Act of Breakthrough

Advertising Speech	Context	Source
Dengan aku urusan pembayaran jadilebih mudah. (With me, payment matters will be easier.)	Dengan pulsa pembayaran jadi mudah. (With M-pulsa, payment matters will be easier.)	Play Store M-Pulsa Maret 26, 2018

The intention to be shown by the speaker in speech 14 is to demand that the speech partner make a breakthrough in payment matters more easily. The purpose of the speech is to demand a breakthrough by making payments more easily using the M-Pulsa digital application. The effect of the speech is making it easier for speech partners to make digital payments through applications. With digital payments, it is very helpful to shorten the time and make it easier to carry out other activities. The proof of this breakthrough statement is that "*urusan pembayaran jadilebih mudah*".

**Table 15.** Dimending Directive Speech Act on Following

Advertising Speech	Context	Source
1-11 November bersiap ikutan Pesta 11.11!	Bersiap untuk mengikuti pesta poin dana 11.11 (Getting ready to join the fund point party 11.11)	Instagram Dana 2 November 2021

The speaker's intention in speech 15 is to demand the speech partner to participate in the 11.11 point party in the application of funds, the purpose of the speech is to demand to participate in the 11.11 point party. The effect of the speech is that the speech partner is ready to take part in the 11.11 point party on November 1-4 on the Dana digital application. The statement that demands that leads to follow is "*ikutan Dana Pesta Poin 11.11*".

**Table 16.** Demanding Directive Speech Act on Waiting

Advertising Speech	Context	Source
Tunggu apalagi?!	Mau menunggu apalagi (What are you waiting for?)	Instagram Payfazz October 27, 2021

The intention to be shown by the speaker in speech 16 is to demand the speech partner to wait. The purpose of the speech is what to wait for again. It is categorized into a demanding directive speech act because at the end of the sentence, and there is an exclamation mark so that the sentence becomes an exclamation. The evidence of demanding speech in the context of waiting is found in "*Tunggu apalagi?!*"

**Table 17.** Dimending Directive Speech Act on Registering

Advertising Speech	Context	Source
Setiap perusahaan wajib mendaftarkan karyawannya ke BPJS Kesehatan.	Apapun usahaannya di bpjs	Youtube Mobile JKN September 13, 2021
Apapun usahaannya (Every company is required to register its employees with BPJS Kesehatan. Whateve)	Kesehatan (the business, whatever the company is business, the required to company register its must register employees its employees with BPJS at the Health BPJS)	

The intent to be shown by the speaker in speech 17 is to demand the speech partner to register. The purpose of the speech is whatever its business. A company is required to register its employees with BPJS Health. The evidence from the speech that leads to demand is 1 "*Apapun usahaannya*" because by obliging has become a claimant from a context that must be done, 2 "Whatever the business" from any word has the meaning of covering all elements of all the business or business he does, while the speech that leads to the context of registering is contained in "*mendaftarkan karyawanya ke bpjs kesehatan*" the word registering already represents the context of the list.

### 3.1.1.3. Requiring Directive Speech Act

The speech act of "Requiring" is performed by a speaker in the speech to require the speech partner to do something. For more details, see the data in the following table and diagram. A speech

act is a piece of speech that is produced in part from social interaction (Sumarsono, 2013:323). Order is to order someone to do something (KBBI, 2005:1109).

**Table 18.** Requiring Directive Speech Act on Staying Home

Advertising Speech	Context	Source
Cukup di rumah saja biar tim Indomaret yang mengantarka	Jika mau belanja kamu tinggal di rumah saja karena indomaret yang akan mengantarka	Facebook (Klik Indomare t) August 20, 2020
n. ( <i>Just stay at home, let the Indomaret team deliver.</i> )	<i>mengantarkanny a. (If you want to shop, you just stay at home Indomaret because the Indomaret team will deliver it.)</i>	

The intention that the speaker wants to show in speech 18 is to order the speech partner to stay at home. When making a purchase transaction, the purpose of the speech is to just stay from home because the Indomaret team will later deliver it to the house. The effect of the speech is that it makes it easier and influences the speech partner to shop only from home because shopping only lives through digital applications and the Indomaret team who will later deliver it. The evidence of speech containing the directive ink of commanding speech is found in "*Cukup di rumah saja*" the sentence commands to stay at home. While the speech that leads to the context at home is only found in 2 "*Indomaret yang mengantarkan*". In the first speech, it is enough to just stay at home, so the second speech in the word deliver refers to being at home alone.

**Table 19.** Requiring Directive Speech Act on Shopping

Advertising Speech	Context	Source
Yuk, buruan beli vocernya dan jangan sampai kehabisan ya	Memerintah untuk segera membeli vocer agar tidak kehabisan	Insagram (Shoppe Pay) November 4, 2021
(Come on,	(Ordered to	

hurry up and buy the buy the voucher voucher and immediately don't run out so you don't of it.) run out)
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The speaker means the intention in speech 19 is ordering to buy a voucher so that it doesn't run out. The effect of the speech is to order the speech partner to buy a voucher on the Shoppe Pay application so that it doesn't run out. Evidence from the speech containing the directive speech act of commanding is 1 "Yuk, buruan" the word yuk represents an utterance to command something to the speech partner. While the speech that leads to the context of buying is found in 2 "beli vocernya" the word buy in the speech directs the speech partner to buy the voucher.

**Table 20.** Requiring Directive Speech Act on Downloading

Advertising Speech	Context	Source
Download aplikasinya di google play store sekarang dan bikin usahamu jadi makin sukses sob! (Download the app on the google play store now and make your business even more successful, mate!)	Memerintah agar mendownload aplikasi payfazz google playstoere	Instagram (Payfazz ) October 27, 2021

The speaker wants to show in speech 20 to command to download the Payfazz application on the Google Playstore by ordering to download the Payfazz application on the Google Playstore. It will benefit from being more successful in carrying out the business or business that is being occupied. Evidence of speech containing the directive speech act of commanding is 1 "*di google play store sekarang*", the word now

refers to ordering to be carried out immediately or immediately. While the speech that leads to the context of downloading is found in the evidence of the sentence "*Download aplikasinya di google play store*", the word download is clearly at the beginning of the sentence which explains to download the Payfazz application on the Google Playstore immediately. The effect of an advertising speech is to command to immediately download / or download the Payfazz digital application through the Google Playstore application because the Payfazz digital application can help make a business that is being pioneered or a business that is already running a success.

**Table 21.** Requiring Directive Speech Act on Applying

Advertising	Context	Source
Pakai pegi- peggi Oke harganya pergi pergi yuk. (Applying Oke, price goes, Let's go)	Pakai aplikasi pegi-pegi, karena harganya oke buat pergi. (Apply pegi- pegi application because the price is ok to go)	Youtube (Pegi-pegi) April, 4 2021

The speaker wants to show in utterance 21 how to use the Pegi-pegi application because the price must be okay with the digital application. Evidence of speech that contains a commanding directive speech act is 1 "Pakai Pegi-pegiOke harganya" can be categorized as a commanding speech act because it commands to use the digital application Pegi-pegi with the command word used. Meanwhile, the speech that contains the context of using is found in the evidence of sentence 2 "Pakai Pegi-pegi". The word used at the beginning of the sentence is the basic form of the word wear. The effect of the speech is to order the interlocutor to use the Pegi-Pegi digital application because with the Pegi-Pegi application the price is okay or fits the budget that has been prepared.

**Table 22.** Requiring Directive Speech Act on Finding Out

Advertising Speech	Context	Source
Langsung geser fotonya buat cari tahu apa aja rekan usahanya. (Slide the photo right away to find out what business partners are there.)	Memerintah agar langsung menggeser cari tahu apa saja rekan usahanya di dalam aplikasi indomaret (Ordered to immediately shift the photo to find out what his business partners were in the Indomaret)	Facebook (Klik indomaret) August 20, 2020

The intention that the speaker wants to show in utterance 22 is to order to find out his business partner by directly shifting the photo. The effect of the speech is to order the speech partner to shift the photos contained in the Indomaret digital application to find out what his business partners are. Evidence of speech states the directive speech act of commanding is found in the sentence "*Langsung geser fotonya*". At the beginning of the sentence there is a direct word which means ordering to be carried out immediately or done by shifting the photo, while evidence of the form of sentence speech in the context of finding out is in the sentence "*cari tahu apa aja rekan usahanya*". At the beginning of the sentence there is already a basic form that means finding out what business partners are in the Indomaret digital application.

**Table 23.** Requiring Directive Speech Act on Reedem Point

Advertising Speech	Context	Source
Tukar poinmu di Dana Auciton. Yuk ikutan keseruanya (Redeem	Memerintah agar mengikuti keseruan di dana auction dan menukar poinmu	Instagram (Dana) November 2, 2021

points in the Auction Fund. Let's have fun)	(Order to join the excitement at the auction fund and exchange your points)
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The intention that the speaker wants to show in utterance 23 is to command to exchange points on the digital fund application. The effect of this speech is to command the speech partner to join in the fun by exchanging auction fund points in the fund application. Evidence of the directive speech act of commanding in the speech is found in the sentence "*Yuk ikutan keseruanya*". Follow-up words are words that command to follow the excitement. While the evidence of speech containing the context of exchanging points is found in the sentence "*Tukar poinmu di Dana Auciton*". The word exchange at the beginning of the sentence is the context of the speech.

**Table 24.** Requiring Directive Speech Act on Following

Advertising Speech	Context	Source
Ikuti juga sosial informasi Grab shop favorite only on Zalora!	terus media Zalora! untuk mengikuti media sosial zalora agar menarik (Order to continue to follow zalora social media to get for more interesting information!	Instagram (Zalora ) November 2, 2021

The intention that the speaker wants to show in speech 24 is to follow the Zalora digital application social media to get interesting information. The effect of the speech is that the

speech partner will be influenced to carry out orders by following social media on the Zalora digital application to get exciting information. Evidence of speech contains the directive speech act of commanding is contained in sentence 1 "*terus juga media sosial Zalora*" because the word continues is an utterance to command to continue to follow the social media of the zalora application. While the evidence of speech containing the following context is found in sentence 2 "*Ikuti terus juga media sosial Zalora*" contained in the beginning of the sentence are the basic form of following. So that the evidence is strengthened by the speech commanding to continue to follow Zalora's social media always to get interesting information.

#### 3.1.1.4. Commanding Directive Speech Act

Speech acts as an important component in language activities if they produce understanding and good communication between the speaker and the interlocutor will produce an interesting discourse to read or hear (Apriastuti (2017: 40). Pragmatics examines context-bound meaning. So, the context in an utterance has an important role. Without the context of speech, both messages and information will not be conveyed properly. Context will determine the meaning in a speech by Wijana and Rohmadi (2011:5).

**Table 25.** Commending Directive Speech Act on Adding

Advertising Speech	Context	Source
Siapkan produk inceranmu dan jangan lupa tambahkan ke wishlist kamu mulai dari sekarang. (Prepare your coveted product and don't forget to add it to your wishlist from now on.)	mengingatkan menambahkan ke wishlist kamu mulai dari sekarang. (Please prepare your incremental products and remind them to add them to the wishlist from now on.)	Instagram Zalora November 2, 2021

The intention that the speaker wants to show in speech 25 is to require adding the inner product to the wishlist. The effect requires the speech partner to start adding inner products to the wishlist through the Zalora digital application. Evidence of speech containing the directive speech act requires that it be contained in sentence 1 "*Siapkan produk inceranmu*" from the speech that requires you to prepare the object or product of interest. The word that is included in the terms required is the word prepare. While the speech contained in the context of adding is found in the sentence "*tambahkan ke wishlist kamu mulai dari sekarang*". The word at the beginning of the sentence is evidence of the context of the speech. So the speaker requires the speech partner to start from now on to prepare the item or product the target is added to the wishlist on Zalora digital application.

**Table 26.** Commanding Directive Speech Act on Paying

Advertising Speech	Context	Source
Ampun nyai nggak terima bayar melati bukan maksud nggak...(Sorry Nyai accept payment using jasmine nyai don't mean no..."	Memohon untuk menerima bayar memakai bunga melati. (Begging not to receive payment using jasmine using jasmine interest.)	Youtube Ovo February 10, 2021

The intention to be shown by the speaker in speech 26 is to require to pay. He is required to pay using money instead of using Jasmine's interest. The evidence from the directive speech act requires that it be contained in the sentence "*nggak terima bayar pake melati*". Basically, when making a sale and purchase transaction, payment is required or must be done because it is included in the sunnah in buying and selling. While the evidence of speech that leads to the context of paying is found in the sentence "*bayar pake melati*" includes the basic word of paying. So that the word has led to the context of the speech.

**Table 27.** Commanding Directive Speech Act on Activation

Advertising Speech	Context	Source
<p>Yuk buka tabungan dan aktivasi sekarang. (Let's open a savings account and activate it now.)</p> <p>(Apply to open a passbook and activate now.)</p>	<p>Memohon untuk membuka buku tabungan dan aktivasi sekarang.</p> <p>dan aktivasi sekarang.</p>	<p>Youtube Bni Mobile Banking July 17, 2021</p>

The intention to be shown by the speaker in speech 27 is that it requires activation now and invites to open a savings account. The evidence of the directive speech act requires that there be in speech 1 "*aktivasi sekarang*" the word now includes words that refer to speech that contains the context of requiring because now is a something that needs to be rushed. While the speech containing the activation context is in the sentence "*Yuk buka tabungan dan aktivasi*". The word activation is already in the middle of the speech. The overall meaning of the speech is that the speaker invites the speech partner to open a savings account and requires activation now using the BNI Mobile Banking digital application.

**Table 28.** Commanding Speech Act on Checking

Advertising Speech	Context	Source
<p>Cek info lengkapnya di dana.id/promo. (Check the complete info at dana.id/promo. )</p> <p>yaaaaa. (Check the complete info at dana.id/promo. )</p> <p>.</p>	<p>Memohon untuk mengecek info selengkapnya di dana.id/promo. (Please check for more info at dana.id/promo)</p>	<p>Instagram Dana Novembe r 2, 2021</p>

The intention to be shown by the speaker in speech 28 is that it requires checking the complete information on the fund link. The effect of the speech is that it requires the speech partner to review the detailed information on the fund link.

The evidence of speech that contains directive speech acts requiring and referring to checking context is contained in the sentence "*Cek info lengkapnya*". The speaker must check the info at dana.id/promo. The word check info is a sentence that refers to the context of checking speech.

**Table 29.** Commanding Directive Speech Act on Inviting

Advertising Speech	Context	Source
<p>Jangan lupa ajak teman-teman menjadi agen DPMKU bersama kami.</p>	<p>Memohon agar jangan lupa untuk mengajak teman-teman bergabung menjadi agen dpmku.</p>	<p>Instagram DPMKU27 Juni 2021</p>

The intention that the speaker wants to show in speech 29 is to require and invite the speech partner to join as an agent with the DPMKU digital application. Evidence of speech that contains directive speech acts requires that it be contained in the sentence "*DPMKU bersama kami*" the word together refers to requiring joining my DPM. In contrast, speech sentences containing an inviting speech are contained in the sentence "*Jangan lupa ajak teman-teman mu untuk gabung*". The context of inviting is found at the beginning of the sentence which reminds you not to forget to invite your friends to join as joint agents on the DPMKU digital application.

**Table 30.** Commending Directive Speech Act on Register

Advertising Speech	Context	Source
<p>Daftarkan perusahaanmu sekarang di <a href="http://www.games.co.id">www.games.co.id</a>. (Register your company now at <a href="http://www.games.co.id">www.games.co.id</a>.)</p>	<p>Memohon agar di mendaftarkan perusahanmu sekaran g. (Apply to register the company now.)</p>	<p>Grab 25 oktober 2021</p>

The speaker's intention wants to show in speech 30 is that it requires you to register your

company now at [www.games.co.id](http://www.games.co.id), The evidence of a sentence showing a directive speech act requires that it be contained in sentence 1 "sekarang di [www.games.co.id](http://www.games.co.id)". The word now includes speech that requires it because now it means being carried out or carried out immediately. While the speech that leads to the context of registering is in the sentence 2 "*Daftarkan perusahaanmu*". The beginning of the sentence has proven the speech in the context of registering.

**Table 31.** Commanding Directive Speech Act on Download

Advertising Speech	Context	Source
Download blibli sekarang. (Download blibli now.)	Memohon agar mendownload aplikasi blibli.com sekarang juga. (Request to download the blibli.com application now)	Blibli.com 9 Desember 2013

The intention that the speaker wants to show in speech 31 is that it requires you to download the blibli application now. The evidence of the directive speech act in the sentence is found in *Download blibli sekarang*" The word now is a word that is included in the form of speech that requires it because it requires it to be done or carried out immediately. In contrast, the evidence of speech in the context of downloading is found in the word at the beginning of the sentence.

**Table 32.** Suggesting Directive Speech Act on Shopping

Advertising Speech	Context	Source
Cara belanjanya tinggal pesan langsung dikirim. Yuk belanja segar dengan promo	Memohon untuk belanja segar dengan promo menarik dan hemat di aplikasi tanihub	Tanihub September 2, 2021

menarik Dan makin hemat di tanihub. (The only way to shop is to send a direct message. Let's shop fresh with interesting promos and save even more at tanihub.)

The speaker's intention wants to show in speech 32 is that it requires you to shop on the tanihub digital application because the shopping is just a message and sent directly. The tanihub digital application also provides attractive promos to be more efficient when shopping and attract the attention and interest of the speech partner to shop. Evidence of speech containing directive speech acts that require isl "dan hemat di aplikasi tanihub". The conjunction "di" is a word that flows from the speech because it refers to requiring access via the tanihub digital application. While the speech that contains the context of shopping is contained in speech sentence 2 "Yuk belanja segar dengan promo menarik". The speech is an invitation to fresh shopping because it can use interesting promotion.

### 3.1.1.5. Advising Directive Speech Act

To suggest is to give advice or opinions to someone for consideration (KBBI, 2005:999). Pragmatics examines context-bound meaning. So, the context in the speech has an important role. Without the context of speech, both messages and information will not be conveyed properly. Context will determine the meaning in a speech Wijana and Rohmadi (2011:5). The speech act of "advising" is a speech act performed by the speaker in saying something with the aim of giving advice or opinions to the speech partner for consideration. To understand, it can be seen in the data in the form of tables and the results in the form of diagrams that have been listed as follows.

**Table 33.** Advising Directive Speech Act on Informing

Advertising Speech	Context	Source
Cara gratis dan mudah	Suggest buying and	Youtube and Carousell

untuk melakukan transaksi jual beli. (Free and easy way to make buying and selling transactions.)	selling transactions in a free and easy way.	May 2016	13,
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The intention to be shown by the speaker in speech 33 is to suggest buying and selling transactions in an easy and free way using a digital carousell application. The speech evidence in the directive speech act suggests that it is contained in sentence 1 "*Cara gratis dan mudah*". The sentence is included in the directive speech act suggesting a free and easy way to do it, while the form of speech that leads to the transaction's context is the sentence "*melakukan transaksi jual beli*". The word transaction is in the sentence as a verb.

**Table 34.** Advising Directive Speech Act on Transaction

Advertising Speech	Context	Source
Cuma rebahan tapi bisa bikin perubahan waktunya mulai bisa apa aja dari satu aplikasi. (Just lying down but being able to make changes to the start time can be anything from one application.)	Menginformasikan rebahan sekarang bisa bikin perubahan dari satu aplikasi. (Informing lay down can now make changes from one app.)	Youtube Bni Mobile Banking (Informing lay down can now make changes from one app.)

The speaker's purpose in speech 34 is to suggest that providing information from a digital application can change the time for anything. The effect of the speech is that the presence of the speech helps the speech partner because it can get advice and information in only one application. The evidence of the directive speech act suggesting in the utterance is in sentence 1 "*mulai bisa apa aja dari satu aplikasi*" is a speech sentence that leads to a suggesting speech, meaning to suggest to use the application (bni mobile banking), while the speech that leads to the context of the information is contained in the

sentence "*Cuma rebahan tapi bisa bikin perubahan*" the speech explains that lying down or relaxing can make changes.

**Table 35.** Advising Directive Speech Act on Solution

Advertising Speech	Context	Source
Teman Travel terbaik yang akan membantu kamu	Travel terbaik yang akan membesan hotel lebih cepat dan hemat. (The best travel that will help book hotels faster and cheaper.)	Mister Aladin July 3, 2018

The speaker's purpose in speech 35 is to suggest providing solutions in booking hotels more quickly and efficiently when traveling. The benefits of this speech for speech partners are to help suggest applications when traveling or traveling to make it easier to book hotels and provide faster and more efficient application information at the time of ordering. Evidence of speech containing directive speech acts suggesting that it is contained in sentence 1 "*Teman Travel terbaik yang akan membantu kamu*", while the sentence that leads to a solution context is found in sentence 2 "*memesan hotel dengan lebih cepat dan hemat*".

## 4. CONCLUSION

Based on the results above, directive speech acts in the advertising discourse of mobile commerce application in digital media are classified as follows, recommended directive speech act, inviting directive speech act, commanding speech act, demanding speech act, commanding directive speech act, and advising directive speech act.

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