



Correlation Between Illocutionary Force of Health and Safety Slogan and The Growth of Work-Related Accident Rate

Putri Nur Saraswati¹(✉) and Julia Wulandari²

¹ German Studies Program, Faculty of Humanities, Universitas Indonesia, Depok, Indonesia
putri.nur81@ui.ac.id

² Linguistics Department, Faculty of Humanities, Universitas Indonesia, Depok, Indonesia

Abstract. The implementation of Health and Safety Environment (HSE) is done by placing slogans at work-site. The slogans encourage and sensitize workers the importance of HSE. HSE slogans must have prescriptive illocutionary force. This research focuses on illocutionary force in the slogans, especially the degree of directive illocutionary force employing proposition and verbal approach. This research used 34 slogans which installed in construction sites in Jakarta as the data. The method of this research is descriptive and qualitative to elaborate what kind of illocutionary force that the slogans have, how about its degree of strength, and its correlation with accident rate. The result is 56 percent of the HSE slogans population does not have directive illocutionary force. It means most of the slogans fail to build HSE awareness, especially in construction sites in Jakarta.

Keywords: Illocutionary force · Proposition · Slogan

1 Introduction

Construction projects are often found in big cities, such as Jakarta. Construction project is divided into discrete increments and characterized by ordered work activities essential to their construction, such as buildings, bridges, dams, industrial plants, means of transport, or like with the aid of means and methods for incremental depiction of such buildings [1]. One of their intentions is to increase Human Development Index (HDI). However, they also contribute in increasing mortality rate as well. International Labour Organization (ILO) said that there are more than 380.000 death caused by work-related accidents every year [2]. The high mortality rate caused by work-related accidents also happens in Jakarta, and the number grows 10 percent every year since 2016 [3]. Ir. Sumito, an official of Ministry of Public Works and Public Housing, through Parampara Bulletin Edition April 08th 2018, claims that work-related accidents are caused by poor implementation of HSE (Health and Safety Environment). For instance, construction workers and construction companies do not pay much attention to HSE. Hence, government creates Safety Construction Committee with “Safety First” as its tagline. This committee aims to grow awareness of HSE in construction sector to decrease work-related death rate.

© The Author(s) 2023

S. M. G. Tambunan (Ed.): AHS-APRISH 2019, ASSEHR 753, pp. 335–347, 2023.

https://doi.org/10.2991/978-2-38476-058-9_26

“Safety First” is the main tagline that Safety Construction Committee sets and is placed in almost every construction site. Not only that tagline, but also other slogans such as “utamakan sholat dan keselamatan kerja” (‘pray and safety first’), “ingat keluarga, ingat pakai APD” (‘mind your family, remember to use personal protective equipments’), etc. In this case, language is used for spreading HSE culture, therefore demonstrating the importance of language in building such culture.

Suitable research for this case is illocutionary force of tagline’s slogan at construction sites. Illocutionary force means motive delivered by speaker to interlocutor such as apologizing, blaming, ignoring, etc. [4]. Cruse said [5] that utterance should have illocutionary force to deliver a motive in communication. Searle [4] said that there are five speech acts based on its illocutionary forces. There are representative, directive, commissive, expressive, and declaration. Representative refers to propositions having trust or value to speaker, such as asserting, claiming, etc. Directive refers to utterance which has preposition to ask interlocutor to do something, such as advising, commanding, orders, etc. Commissive refers to speaker who want to do something, such as offering, promising, etc. Expressive refers to how the speaker express his emotion, such as congratulating, apologizing, etc. Declaration refers to consequences of a change, such as bidding, declaring, etc.

Pursuant to the aim of HSE slogans, wording of the slogans must have directive illocutionary force. Huang [4] declares that directive illocutionary force means an utterance conveyed to deliver something and drive it to be done by interlocutor. Examples context of directive are requesting, ordering, and advising, in accordance with the prevailing laws, HSE slogan is used for directing and prescribing workers to be aware of safety aspects. Thus, it is important to identify illocutionary force in slogans in construction sites in order to analyse the use of language as tools to build the awareness of HSE and reduce work-related accident rate.

1.1 Degrees of Strength in Illocutionary Force

In 2001, Marina Sbisà of Philosophy Department of Trieste University – Italy performed a research focused on illocutionary force. Her research titled “Illocutionary force and degrees of strength in language use” [6]. She found that there is a degree of illocutionary force strength in utterance. The degrees can make the illocutionary force weaker or stronger. In general, degrees of strength affect information delivered in verbal communication, especially, it affects inter-speaker relation, the objective of such conversation, and a risk of undesirable avoidance [6].

Locution’s utterances have different intention or motive. The difference lies in the space where the degree of strength in illocutionary force taken place. Degrees of strength are determined by wording in utterance. Wording in utterance affects the degrees of strength in a way that it can either strengthen or weaken illocutionary force [6]. Sbisà gives an Italian utterance example, which then translated into English to explain how words determine degrees of strength in illocutionary force.

(1) I have also seen the idea of international solidarity violated that is to say there really is a kind of moral schizoprenia in a country which on the one hand helps these

children, helps the peoples of the third world, and on the other multates them in order to do their rather disgusting business.

Locutor (1) is an utterance containing commissive illocutionary force, which means the speaker wants to do something. However, it shifts to verdictive referring to a judgement issued. The shift is determined by the word “really” that weaken the commissive illocutionary force.

(2) Now, Emilio. You must put yourself in my place for a moment.

On the other side, locution (2) has the word “must” which strengthens the directive illocutionary force (requesting). This is also applied in the presence of the word “should”. Hence, in determining degrees of strength in illocutionary force, it is essential to analyse the wording in the utterance and how the word plays its role in giving the strength in illocutionary force.

In additions, Searle [7] write in his article, that the utterance “I suggest we go to the movies” and “I insist that we go to the movies” have different strengths. Analogously with utterance “I solemnly swear that Bill stole the money” and “I guess Bill stole the money”, Searle said that even along the same dimension of illocutionary purpose there may be varying degrees of strength or commitment. The degree of strength or commitment of an utterance states in its language use. The word “solemnly swear” and “suggest” have slightly difference. Both of them include in representative illocutionary force because they express the speaker’s belief [4].

However, the word “solemnly swear” and “suggest” have different degrees of strength in representative illocutionary force. The word “swear” referred to Cambridge Dictionary website is defined as a rude or offensive word. Moreover, the word “solemnly”, which has role as adverb makes the offensive point getting stronger. Furthermore, the word “suggest” referred to Cambridge Dictionary website is defined as an idea or possible plan. It means that the word “suggest” has weaker offensive point then the word “solemnly swear”. Hence, both of them have difference in degrees of strength in its illocutionary force.

Related to perlocution, Sbisà [6] explains that to achieve the desired objective, speaker should give an utterance which has a higher degree of strength in its illocutionary force and suits the motive. Therefore, this research is in line with Sbisà’s, which focuses on degrees of strength in illocutionary force in an utterance. However, there is a slight difference between these two researches. The difference is the object of analysis. Sbisà’s research uses verbal communication as the research object. This paper, in contrast, uses written slogans in some construction sites in Jakarta as research object. In other words, this research focuses on degrees of strength in illocutionary force in HSE slogans situated in some construction sites in Jakarta.

1.2 Proposition and Propositional Content

An utterance in communication always has a message or motive that want to be delivered. The message is not only delivered explicitly, but also implicitly, so, it is not easy to know what the meaning of an utterance is. A way to know it is by finding its proposition. Proposition represents a conceptual information in utterance in general and also shows

fact in an utterance. Proposition can consist of phrases, clauses, or sentences which contain fact [8].

In addition, Huang [4] describes that a proposition is what is expressed by a declarative sentence when that sentence is used to make a statement, that is, to say something, true or false, about some state of affairs in the external world. For instance, here are sentences and its proposition.

(3) Liszt adored Chopin

(4) Chopin was adored by Liszt

Sentence (3) and (4) has one proposition, which is *Liszt adored Chopin*.

The propositional content of a sentence is that part of its meaning that can be reduced to a proposition [4]. This means that words in a proposition contain meaning of its sentence. Therefore, proposition can show motives or messages that the sentence or utterance wants to deliver. In other words, proposition can show its illocutionary force.

Searle [4] described that illocutionary force is frequently conveyed by what he called an Illocutionary Force Indicating Devices (IFID). IFID is the most direct and conventional type of which is an expect performative in the form of (5) [4].

(5) I (hereby) Vp you (that) S

Vp is a performative verb, which means the verb naming the action while performing it in a sentence [4]. Then, S is a complement clause. Form (5) will always make explicit what is implicit [4]. Huang gave example how using this form.

(6) Stand up

(7) I hereby request that you stand up. Or,

(8) I hereby order you to stand up

Sentence (7) and (8) are IFID's forms from sentence (6) which can make the meaning explicit. The message in sentence (6) can be seen clearly. Therefore, IFID's form will be used in this research determining illocutionary force which make the analyse more appropriate and reasonable.

1.3 Propositions with Deletion Rules

To identify proposition in an utterance is not an easy work considering its important role as a representation of a fact. Van Dijk [8] explained rules that can be used to identify proposition called macrorules. Macrorules consists of three rules, which are construction rule, generalization rule and deletion rule [9].

Construction rule is forming a proposition from some words in an utterance. Generalization rule is forming a new proposition from general propositions to specific proposition. Deletion rule is forming a proposition from deleting some irrelevant words in an utterance. This research uses deletion rule in forming the propositions. By using this rule, important words will remain, so, the quality of the proposition prevails. Therefore, it can be used to determine degrees of strength.

2 Research Method

This research began with collecting the HSE slogans in Jakarta as the data, by taking pictures of some relevant slogans at the end of March until mid of April 2019. There were 70 slogans that author found but only 34 slogans that are used in this research, because many of them have same wording. Besides, some slogans were found in the form of banners and running texts. However, the forms and the locations of slogans shall be disregarded. The author will only focus on the wording in the slogans.

As a next step, phrases and sentences applied in the slogans were collected and arranged in order to make the analysis easier and well-organized. The analysis began by identifying the proposition in the aforementioned phrases or sentences. Proposition determines its illocutionary force. Determining which propositions have directive illocutionary force will be used IFID's form. Directive illocutionary force takes an important role in this research due to the fact that the percentage of it in the data determines the conclusion. In addition, wording applied in slogans sets the degrees of strength in illocutionary force. Therefore, the conclusion of the degrees of directive illocutionary force shall be analysed to evaluate the correlation between the slogans used and the work-related accident rate.

3 Discussion

Collected data are dominated by slogans found in South Jakarta. Some slogans were collected in the other four regions of Jakarta. In general, many slogans have similar wordings, and they shall be considered as one data. In total, there are 34 data situated in many different construction sites in Jakarta. From each data, the author identifies the propositions and the directive illocutionary force.

First, determining illocutionary force of an utterance is done by identifying its proposition. Propositions formed by deletion rules do not lose its important word. Words that have no important role to form a message of an utterance, are omitted. On the other hand, words that are important to deliver a message of its utterance, are used to form its proposition. Those words are language markers, which are used to identify the types of illocutionary force that the utterance has. From 34 collected data and by using deletion rules, 34 propositions which represent message that want to be delivered were found.

The 34 propositions are mostly found in sentences, which contain subjects and predicates. Those propositions are formed into simple sentences by using deletion rules to avoid misunderstanding. If the propositions are formed in complex or compound sentence, which have several sentences, it can disturb the important fact. Beside sentences, those propositions are also found in phrases form. They contain two words or more, but without any predicate. After that, the directive illocutionary force is identified by analysing the 34 formed propositions. In analysing, language markers play an important role as it will ensure whether an illocutionary force is directive.

A proposition with directive illocutionary force has a performative verb which contains one of these directive situations, such as asking or ordering, asking, or requesting something to interlocutor. Those directives support its aim to ask or order something. Not

only for identifying directive illocutionary force, performative verb is also used to identify four other illocutionary force types. However, in this research, the term performative verb will be named as language marker.

As this research focuses on directive illocutionary force, authors only show propositions with directive illocutionary force, as well as its language markers. Language markers, which represent directive illocutionary force, is words used to ask or order interlocutor to do something, such as “must”. From propositions formed from 34 slogan’s sentences, directive illocutionary force is not the only one illocutionary force found. Another illocutionary force that shows up is representative or assertive illocutionary force. That illocutionary force’s main function is to give or state information.

In the table below, all of the propositions are listed with the condition of whether their language markers. They contain directive illocutionary force and the propositions without directive illocutionary force do not have language marker. The column “language marker” is used to show the performative verb for each directive illocutionary force. The propositions are shown in Bahasa Indonesia in order to reduce misunderstanding in determining the illocutionary force, but authors translated the propositions and language marker, so they can be understood by everyone.

Based on Table 1, not all of the propositions have directive illocutionary force. Only 22 of 34 propositions have directive illocutionary force. Propositions are considered as having directive illocutionary force if they have directive or requesting markers. Based on that, propositions number 3, 5, 6, 7, 12, 17, 18, 20, 21, 22, 26, and 33 are eliminated. Some propositions which are considered as non- directive illocutionary force

Table 1. Propositions, Directive Illocutionary Force, and Its Language Markers

No	Propositions	Directive Illocutionary Force	Language Marker
1.	<i>Utamakan keselamatan (safety first)</i>	Yes	<i>utamakan (first = prioritise)</i>
2.	<i>APD harus digunakan (PPE must be used)</i>	Yes	<i>Harus digunakan (must be used)</i>
3.	<i>Indonesia akan tertib (Indonesia shall be perfect)</i>	No	-
4.	<i>Bersama mengutamakan keselamatan (Prioritise safety for all)</i>	Yes	<i>Mengutama-kan (prioritise)</i>
5.	<i>Semua resiko dapat dikendalikan (All risk is mitigated)</i>	No	-
6.	<i>Keselamatan mulai dari sini (Safety starts here)</i>	No	-
7.	<i>Wilayah wajib helm (Helmet is a must in this area)</i>	No	-

(continued)

Table 1. (continued)

No	Propositions	Directive Illocutionary Force	Language Marker
8.	<i>Helm pengaman harus dikenakan</i> (<i>Helmet must be worn</i>)	Yes	<i>Harus dikenakan</i> (<i>must be worn</i>)
9.	<i>Sepatu pengaman harus dikenakan</i> (<i>Protective shoes must be worn</i>)	Yes	<i>Harus dikenakan</i> (<i>must be worn</i>)
10.	<i>Buanglah sampah pada tempatnya</i> (<i>Do not litter</i>)	Yes	<i>Buanglah</i> (<i>Do no litter</i>)
11.	<i>Hati-hati ada alat berat</i> (<i>Be careful of heavy equipment</i>)	Yes	<i>Hati-hati</i> (<i>Be careful</i>)
12.	<i>Tidak ada toleransi</i> (<i>Zero tolerance</i>)	No	-
13.	<i>Jangan terburu-buru</i> (<i>Do not hurry</i>)	Yes	<i>Jangan terburu-buru</i> (<i>Do not hurry</i>)
14.	<i>Perhatikan langkahmu</i> (<i>Mind your steps</i>)	Yes	<i>Perhatikan</i> (<i>mind</i>)
15.	<i>Berpeganganlah saat naik dan turun</i> (<i>Hold on when going up or down</i>)	Yes	<i>Berpeganganlah</i> (<i>hold on</i>)
16.	<i>Utamakan keselamatan dan kesehatan kerja</i> (<i>Health and safety first</i>)	Yes	<i>Utamakan</i> (<i>first = prioritise</i>)
17.	<i>Yang bersungguh-sungguh ia yang berhasil</i> (<i>Determination brings success</i>)	No	-
18.	<i>Poligami penyelamat</i> (<i>Poligami savior</i>)	No	-
19.	<i>Pakai APD</i> (<i>Wear your PPE</i>)	Yes	<i>Pakai</i> (<i>wear</i>)
20.	<i>Keselamatan itu tindakan</i> (<i>Safety is an action</i>)	No	-

(continued)

Table 1. (continued)

No	Propositions	Directive Illocutionary Force	Language Marker
21.	<i>APD mengingatkan pada keluarga (PPE reminds of family)</i>	No	-
22.	<i>Alasan keselamatan adalah keluarga (Safety for family)</i>	No	-
23.	<i>Budayakan zero accident (Zero accident in any case)</i>	Yes	<i>Budayakan (zero accident)</i>
24.	<i>Budayakan bekerja sehat (work healthily)</i>	Yes	<i>Budayakan (healthily)</i>
25.	<i>Berdoalah sebelum bekerja (Pray before work)</i>	Yes	<i>Berdoalah (Pray)</i>
26.	<i>Keselamatan adalah jiwa kita (Safety is our soul)</i>	No	-
27.	<i>Pulanglah dengan selamat (Be home safely)</i>	Yes	<i>Pulanglah (Be home)</i>
28.	<i>Pastikan anda tampan (Ensure you are ready)</i>	Yes	<i>Pastikan (Ensure)</i>
29.	<i>Gunakan APD (Wear PPE)</i>	Yes	<i>Gunakan (Wear)</i>
30.	<i>Wajib gunakan APD di wilayah ini (PPE zone)</i>	Yes	<i>Wajib gunakan (zone)</i>
31.	<i>Utamakan solat dan keselamatan (Pray and safety first)</i>	Yes	<i>Utamakan (first = prioritise)</i>
32.	<i>Bahaya barang jatuh dari atas (beware of falling things)</i>	Yes	<i>Bahaya (Beware)</i>
33.	<i>Sistem kelistrikan DKI Jakarta diperkuat (Intensified Jakarta electrical system)</i>	No	-
34.	<i>Utamakan keselamatan (safety first)</i>	Yes	<i>Utamakan (first = prioritise)</i>

because they represent representative or assertive illocutionary force. The propositions with representative illocutionary force just state an information or assert something without requesting interlocutor to do something. Therefore, only 22 propositions meet the data requirements, as propositions with directive illocutionary force.

Determining the degrees of strength in illocutionary force focuses on the wording in the propositions. It will not reduce the quality of the degrees because the formation of propositions uses its original words. Hence, the proposition still has the same quality as its slogan. Below is the Table 2 showing directive illocutionary force and its degrees of strength of the 22 propositions.

Table 2. Propositions and Its Degrees of Strength

No.	Propositions	Degrees of strength	Language Marker
1.	<i>Utamakan keselamatan (safety first)</i>	strong	<i>Utamakan (first = prioritise)</i>
2.	<i>APD harus digunakan (Wearing PPE is a must)</i>	strong	<i>Harus (must)</i>
3.	<i>Bersama mengutamakan keselamatan (Prioritise safety for all)</i>	strong	<i>Mengutamakan (prioritise)</i>
4.	<i>Helm pengaman harus dikenakan (Helmet must be worn)</i>	strong	<i>Harus (must)</i>
5.	<i>Sepatu pengaman harus dikenakan (Protective shoes must be worn)</i>	strong	<i>Harus (must)</i>
6.	<i>Buanglah sampah pada tempatnya (Do not litter)</i>	weak	<i>Sampah (litter)</i>
7.	<i>Hati-hati ada alat berat (Be careful of heavy equipment)</i>	strong	<i>Hati-hati (be careful)</i>
8.	<i>Jangan terburu-buru (Do not hurry)</i>	strong	<i>Jangan (do not)</i>
9.	<i>Perhatikan langkahmu (Mind your steps)</i>	strong	<i>Perhatikan (mind)</i>
10.	<i>Berpenganganlah saat naik dan turun (Hold on when going up or down)</i>	weak	<i>Saat (when)</i>
11.	<i>Utamakan keselamatan dan kesehatan kerja (Health and Safety first)</i>	strong	<i>Utamakan (first = prioritise)</i>
12.	<i>Pakai APD (Wear your PPE)</i>	strong	<i>Pakai (wear)</i>
13.	<i>Budayakan zero accident (Zero accident in any case)</i>	weak	<i>Zero accident</i>
14.	<i>Budayakan bekerja sehat (work healthily)</i>	weak	<i>Budayakan (healthily)</i>
15.	<i>Berdoalah sebelum bekerja (Pray before work)</i>	weak	<i>Berdoalah (pray)</i>
16.	<i>Pulanglah dengan selamat (Be home safely)</i>	strong	<i>Pulanglah (be home)</i>

(continued)

Table 2. (continued)

No.	Propositions	Degrees of strength	Language Marker
17.	<i>Pastikan anda tampan</i> (<i>Ensure you are ready</i>)	weak	<i>Tampan</i> (<i>ready</i>)
18.	<i>Gunakan APD</i> (<i>Wear PPE</i>)	strong	<i>Gunakan</i> (<i>wear</i>)
19.	<i>Wajib gunakan APD di wilayah ini</i> (<i>PPE is mandatory in this area</i>)	strong	<i>Wajib</i> (<i>required</i>)
20.	<i>Utamakan solat dan keselamatan</i> (<i>Pray and safety first</i>)	weak	<i>Solat</i> (<i>pray</i>)
21.	<i>Bahaya barang jatuh dari atas</i> (<i>beware of falling things</i>)	strong	<i>Bahaya</i> (<i>danger</i>)
22.	<i>Utamakan keselamatan kerja</i> (<i>safety first</i>)	strong	<i>Utamakan</i> (<i>first = prioritise</i>)

In the above table, there are 22 propositions analysed. The first proposition is “Utamakan selamat” ‘safety first’. The word “utama” is an adjective word meaning the most important or the main thing in accordance with official Indonesian defining or monolingual dictionary [10]. With an additional suffix “-kan”, it turns into a verb which implies the meaning of to prioritise or to put something or someone in a priority (in the first place). The proposition can be translated into safety first, which is an imperative form to prioritise safety at work.

Safety first has a strong directive illocutionary force due to the fact that both meaning in Indonesian and English have a similar implication that the word “Utamakan” or the word “first” means to put a priority to safety.

Besides the aforementioned proposition, there are 3 propositions with a similar idea, which are number 3, 11, and 22. Those 3 propositions also have a strong degree of illocutionary force.

Another proposition with a strong degree of illocutionary force is proposition number 2, “APD harus digunakan” (PPE or Personal Protection Equipment must be worn). The marker of this proposition is the word “harus” or “must”. The latter usually used in expressing a prescription in laws with a possible consequence upon violation of such expression. From the perspective of Indonesian, the word “harus” is used to emphasise a prescription.

Proposition number 4, 5, 12, and 18 have the same marker, “must” and “wear”. These words are used to emphasise all workers to wear a helmet and a pair of special quality of shoes to protect their heads and feet. Working in a construction site has inherent risks, such as: falling from a height, are getting hit by fallen things, etc., hence, those 5 HSE slogans used to remind workers to protect themselves from such risks.

Other markers which have a strong degree of illocutionary force are: “be careful”, “do not”, “mind”, and “mandatory”. These markers mean an order to do or not to do something. Markers which have directive, requesting, or ordering meaning tend to have a

strong degree of illocutionary force provided that those words convey a straight forward expression. Workers do not need to think twice to understand the message of such slogans.

The marker of number 16 is “be home”. Albeit it is not a clear and concise proposition. What makes this proposition have a strong degree of illocutionary force is because it reminds workers of their family at home. For most Indonesians, family is very important. This slogan is not a straight forward one compares to other slogans explained above. However, the former uses a unique way to sensitise workers the significance of HSE. Workers realise that they work not only for themselves, but also for their family.

Slogan number 21 uses the word “dangerous” to give a precaution for workers from a fallen thing, which may harm them. From both Indonesian and English perspectives, the words “bahaya” or “dangerous” has a negative meaning. They convey a possibility of bad situation or bad thing that may happen. Moreover, the slogan uses an exclamation mark to emphasize and strengthen the precaution to make workers aware of the risk.

According to Table 2, not all of the propositions have strong degrees of directive illocutionary force. Some have weak degrees which are caused by words that weaken the asking or requesting markers. As a result, propositions number 7, 11, 14, 15, 16, 18, and 21 have weak degrees to ask or request workers to be aware of HSE. Those words are “sampah” (litter), “saat” (when), “zero accident”, “budayakan” (in any case or habitually), “berdoalah” (pray), “tampan” (ready) and “solat” (pray). Those words are language markers for weaker directive illocutionary force because their meanings are not related to implementation HSE slogans, except for “zero accident”, provided that not all workers, Indonesian natives, understand English. The term “zero accident” has weak degree not because of the context, but because it is a foreign language, in this case, English, which causes ability issue.

The following are words which strengthen the directive illocutionary force: “utamakan” (prioritise), “harus” (must), “perhatikan” (mind), “hati-hati” (be careful), “jangan” (do not), “pakai” (wear), “pulanglah” (be home), “gunakan” (use or wear), “wajib” (required), and “bahaya” (danger). Those words’ meaning strengthen the degree of directive illocutionary force, since those words ask or request workers to be aware of HSE. To sum up, only 15 of 22 propositions have a high degree of directive illocutionary force.

4 Conclusion

As a conclusion, the pie chart below demonstrates the distribution of data taken in some construction sites in Jakarta, at the end of March until mid of April 2019.

In accordance with the Fig. 1, only 15 HSE slogans, or equal to 44 percent, have strong degrees of directive illocutionary force. On the other hand, there are 56 percent HSE slogans or equal to 19 which have weak degrees of directive illocutionary force. This figure includes 7 HSE slogans which do not have directive illocutionary force. Most HSE slogans found in Jakarta have weak or low degree of directive illocutionary force. The weak slogans decrease the quality of its directive illocutionary force.

The percentage of HSE slogans with weak or low degree of directive illocutionary force (56%) outnumbers the strong ones (44%). This statistic shows that HSE slogans do not have a significant contribution in building the awareness of a healthy and safety

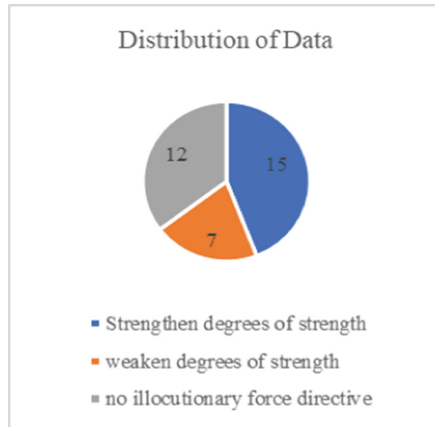


Fig. 1. Distribution data

environment among workers. The authors conclude that HSE campaign fails to reduce work-related accidents rate in Jakarta. HSE policy plays an important role to reduce number of accidents, nonetheless, it fails to meet its objective. This shows the significance of wording in giving direction in order to achieve a strong degree of directive illocutionary force. A better wording creates a bigger opportunity to build HSE awareness. Government and constructors must work hand in hand to raise awareness of HSE by any relevant means one of which by placing HSE slogans with a strong directive illocutionary force in construction sites.

Acknowledgments. FX. Rahyono has built my interest about this topic and given me assignment writing a paper. Julia Wulandari, as my first supervisor, has helped me building up my motivation and developing this paper.

Authors' Contributions. All authors contributed to the study conception and design. Material preparation, data collection and analysis were performed by Putri Nur Saraswati and Julia Wulandari. The first draft of the manuscript was written by Putri Nur Saraswati and all authors commented on previous versions of the manuscript. All authors read and approved the final manuscript.

References

1. Ockman, S. (1987). U.S. Patent No. 4,700,318. U.S. Patent and Trademark Office.
2. International Labour Organization. (2019, April 28). ILO Meningkatkan Keselamatan dan Kesehatan Pekerja Muda – Hari Kesehatan K3 Sedunia 2018 [ILO Improving the Safety and Health of Young Workers]. https://www.ilo.org/jakarta/whatwedo/publications/WCMS_627174/lang--en/index.htm
3. Fuad, H. (2018). Angka Kasus Kecelakaan Kerja Bidang Jasa Konstruksi Meningkat 10% [The Number of Work Accident Cases in the Construction Services Sector Increases by 10%]. Sindonews.com. <https://ekbis.sindonews.com/berita/1279618/34/angka-kasus-kecelakaan-kerja-bidang-jasa-konstruksi-meningkat-10>

4. Huang, Y. (2014). *Pragmatics* Second Edition. Oxford University Press.
5. Rahyono, F. X. (2012). *Studi Makna [A Study of Meaning]*. Penaku
6. Sbisà, M. (2001). Illocutionary Force and Degrees of Strength in Language Use. *Journal of Pragmatics*, 33(12), p. 1791–1814. [https://doi.org/10.1016/S0378-2166\(00\)00060-6](https://doi.org/10.1016/S0378-2166(00)00060-6)
7. Searle, John R. (1976). A Classification of Illocutionary Acts. *Language in Society*, 5(1), pp. 1–23. <https://doi.org/10.1017/S0047404500006837>
8. Van Dijk, T. A. (1980). *Macrostructures An Interdisciplinary Study of Global Structures in Discourse, Interaction, and Cognition*. Lawrence Erlbaum Associates Publishers.
9. Renkema, J. (2004). *Introduction to Discourse Studies*. John Benjamins Publishing Company.
10. Kementerian Pendidikan dan Kebudayaan Indonesia. (n.d). *Utama*. In *Kamus Besar Bahasa Indonesia Online*. Retrieved January 4, 2019, from <https://kbbi.kemdikbud.go.id/entri/utama>

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

