



Illocutionary Speech Acts in Advertisements in Public Spaces and Their Integration in Learning Advertising Texts in Junior High School

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Abstract. This research was conducted with the aim of determining the illocutionary speech acts contained in advertisements in public spaces which were then integrated into Indonesian learning by referring to the Learning Outcomes of phase D Indonesian subjects in the Independent Curriculum. This research was carried out using a qualitative description method that describes the results in the form of descriptions whose data collection was carried out using documentation techniques. Data analysis is carried out with an interactive approach, namely reading, analyzing, presenting, and drawing conclusions from documents. Data sources are obtained from advertisements in public spaces. The data is in the form of advertising excerpts that show illocutionary speech acts. The results of this study are: (1) illocutionary speech acts contained in advertisements that were found to be divided into five types, namely 4 data assertive acts, 19 data directive actions, 4 data commission actions, 4 data expressive actions, and 2 declarative acts and implications in these speeches, and (2) the results of the research were integrated through learning teaching materials Indonesian on advertising text materials that refer to Language Learning Outcomes Indonesia phase D Independent Curriculum.

Keywords: Advertising, Indonesian Learning, Illocutionary Speech Acts

INTRODUCTION

Language is an important communication tool for society because with language, humans can interact, communicate, and share information. Studies on language skills in elementary schools are carried out by several experts, namely [1]; [2]; [3]; [4]; [5]; [6]; & [7] They focus on language skills in elementary school. As [8] states that language is the way members of society communicate through sound cues created by human speech instruments. Language becomes the main means of expanding human knowledge and understanding and the surrounding world. As a communication tool, language can cause understanding between speakers and speech partners or writers with readers in communication activities. As [9] explains that communication is something functional, contains intent, and is designed to produce some effect or effect on the environment of the listeners and speakers. In the communication process itself there are three components, namely, the party who communicates, the information conveyed, and the tools used when communicating.

One medium to communicate is advertising. Advertising itself uses language to convey messages and influence consumer behavior. Advertising aims to influence people by promoting concepts, products, or services in the form of

literature, images, or videos [10] and [11] develop learners' communication skills through a module. In advertising, the language used must create a message that is interesting, clear, and easy to understand so that it must be carefully selected and adapted to the target audience and media used, so that the advertisement can achieve its goals effectively [12]. Communication allows humans to perform speech acts, including with advertising media as [13] states that human speech can be channeled through media, both oral and written. Oral and written media have two parties as actors of the communication process, namely speakers (speakers) and speech partners (listeners), while for written media, communication actors are speakers (writers) and speech partners (readers) [14].

Speech act is one of the studies in pragmatics which is the study of the relationship between linguistic forms and users of linguistic forms themselves [15]. Pragmatics aims so that we can understand deeply between each other who can then find uniqueness in language when communicating. [16] explains that every speech spoken always affects speakers and speech partners by being marked by the emergence of an action (being, has, will) during the communication process. So, it can be said that whatever human speech, it will indirectly create an action where the action can occur at any time as a result of communication activities that have been carried out. Basically, speech acts have three types that are grouped according to the purpose of the speech as Austin distinguishes them into three aspects, namely, locution, illocution, and perlocution [17]. This study will focus on the aspect of illocutionary acts as explained by [18] is an act in saying something that has the purpose and function of speech.

[19] states that illocutionary speech acts are speech acts identified with performative sentences. In line with that, Leech stated that illocutionary speech acts are forms of speech that have the function of expressing and providing information in an action. So, it can be concluded that illocutionary speech acts are speech acts that have the power for speech partners to perform an action from the speaker's words which is also commonly called the act of doing something. Searle divides speech acts into speech forms in the form of; (1) assertive speech acts related to the truth of what is said, (2) directive speech acts intended to make the interlocutor do something, (3) commissive speech acts that are bound between the speaker and an action carried out in the future by doing everything mentioned in the speech, (4) expressive speech acts that are carried out so that speech is interpreted as evaluation., and (5) declarative speech acts that have power in their speech and with the intention of creating novelty [16].

This study examines illocutionary speech acts contained in several advertisements found in public spaces. The advertisements were analyzed based on their speech intent and classified into illocutionary acts. The message in these advertisements, in addition to information for the community to do something that leads to good, can also be integrated into the learning of Indonesian subjects. Integration is carried out by designing teaching materials on Indonesian learning advertising text materials that refer to Phase D learning outcomes which are generally for grades VII, VIII, and IX of equivalent junior high school.

Several similar studies on illocutionary speech acts in advertising have been conducted by [20]; [21]; [22]; and [23]. [24] The difference between these studies and this study is the source of the data used. Advertisements found in public spaces from various categories became the source of data on the illocutionary acts analyzed. In addition, this study focused on the integration of illocutionary acts on these advertisements into Indonesian learning by referring to the Learning Outcomes phase D of the Independent Curriculum at the junior high school level.

METHOD

This research was conducted using qualitative descriptive methods. As Sanjaya stated that research with descriptive methods is research with the aim of explaining sequentially, factually, accurately, and has certain properties [25]. While Bogdan and Taylor argue that qualitative research is the production of descriptive data that is tangible in the form of words either in writing or orally by conducting research procedures involving humans and their observable behavior [26]. The results of research with this qualitative descriptive method will later be presented descriptively as with the opinion [27] which states that research is descriptive means that it is decomposed in the form of words or pictures, not in the form of numbers.

Advertisements in various categories found in public spaces were the source of data in this study. Data in the form of sentences containing types of illocutionary acts. Data collection techniques are carried out with documentation techniques. The initial step to obtain data sources, the author sorts out documents that will be used as research objects. Then the author identifies the moral values contained in the novel with the technique of reading and recording. Data analysis is performed using interactive models: data collection, data reduction, data presentation, and data verification, as well as conclusions.

RESULTS AND DISCUSSION

Illocutionary Speech Acts and Their Implications

Illocutionary speech acts found in advertisements that have been collected are classified into types of speech acts including, assertive speech acts, directive speech acts, commissive speech acts, expressive speech acts, and declarative speech acts. [28] found directive speech acts among elementary school students. [29]; [30]; [31] Speech acts in communicating are adapted to existing conditions. With the implied implication or meaning of speech in a context contained in the advertisement [32]. In addition to them, [33] examines how implications in newspapers will make it easier for people to understand the intent conveyed. The following table of the results of classifying the types of illocutionary speech acts in advertisements in public spaces.

Table 1. Types of Illocutionary Speech Acts in Public Space Advertising

Illocutionary Speech Act	Count
Assertive Speech Act	4
Directive Speech Act	19
Commissive Speech Act	4
Expressive Speech Acts	4
Declarative Speech Act	2
Total Data	33

Assertive Speech Act

This assertive speech act is the speech of the speaker who has the nature of binding to a truth that is being revealed by the speaker in his speech.



Figure 1. “Ayo Pakai Masker” (Come on, Wear a Mask)

The data in this pamphlet is an assertive speech act because it tells the facts that are happening. It is shown in the act of inviting people to wear masks because the COVID-19 outbreak still exists. In the data, it is proven that speakers provide explanations to the public about the reasons why people are asked to continue wearing masks.

Implication: Indirectly informing the public if the COVID-19 virus still has to be watched out for.



Figure 2. “Gerakan Vaksinasi Lansia” (Elderly Vaccination Movement)

The data in this pamphlet shows that there is a speech act inviting elderly people to carry out vaccination movements. In the data, it is proven that speakers provide explanations to the public why elderly people are encouraged to follow the vaccination movement.

Implication: Indirectly notify the elderly to take part in vaccination activities if they want to be protected from the dangers of COVID-19.



Figure 3. “Ikan Bergizi Tinggi Sehat dan Enak” (Highly Nutritious Fish, Healthy and Delicious)

The figure enters into an assertive speech act in the form of explaining this as seen from the following quote “Ikan bergizi tinggi sehat dan enak” (“Highly nutritious, healthy and tasty fish”). So the purpose of the quote explains that fish is very good for health because it is highly nutritious and contains unsaturated fats then fish is also very tasty to enjoy.

Implication: Indirectly informs that fish has very high nutrition when consumed.



Figure 4. "Vaksinasi Covid-19 bagi Anak Usia 6-11 Tahun"
(COVID-19 Vaccination For Children Aged 6-11 years)

The data above contains a sentence in the form of notifying because there is the following quotation: "Vaksinasi covid-19 bagi anak usia 6-11 tahun" ("COVID-19 vaccination for children aged 6-11 years"). From this quote, it tells the covid-19 vaccination for children aged 6-11 years starting from the destination, the dose obtained, to the place of vaccination.

Implication: Ask parents to vaccinate their children aged 6-11 years.

Directive Speech Act

A directive speech act is a type of speech act used to ask or give orders, ask or give advice, or ask or give instructions. [34], [35], & [36] examines how directive speech acts are used in leader language. The goal is to influence the behavior of the person being spoken to or listened to by others. The following are data containing directive speech acts:



Figure 5. The Beauty of Nusoundtara Javanese Wisdom

In the first pamphlet it is said directive speech act because it contains words that give instructions. Excerpts in the form of "untuk reservasi tiket masuk daftar di www.indonesiakaya.com" ("For admission ticket reservations register at www.indonesiakaya.com"). It can be explained that the quote provides instructions to the public on how to reserve tickets to enter music performances by registering on the web that has been feared on the advertising leaflet.

Implication: Request from speakers to the public to join the event by making a ticket reservation in advance.



Figure 6.

The above data contains the words of the command, this is evidenced by the following quotation: “Mari ajak keluarga, saudara, dan teman untuk merasakan nikmatnya menuntut ilmu agama islam” (“Let's invite family, relatives, and friends to feel the pleasure of studying Islam”). It can be explained that the quote instructs other people/pilgrims to invite their families, relatives, and friends to study Islam by participating in the recitation held.

Implication: Request to the public to always learn about the religion of Islam.



Figure 7. “Pentas Seni” (Performing Arts)

The pamphlet above contains a request sentence, it can be seen from the following quotation: "Datang dan nikmati sajian acara pentas yang ditampilkan oleh siswa siswi SMK sentra Medika, bazaar, dan saksikan berbagai acara musik dan tarian daerah" (“Come and enjoy the performance presented by SMK students of Medika center, bazaar, and watch various regional music and dance events”). The sentence is a refined invitation sentence. So the quote invites visitors to come and enjoy the art performance event presented by students of SMK Sentra Medika on November 23, 2021 in which there are various events such as bazaars, music events, and regional dances.

Implication: Request to students of SMK Sentra Medika to attend art performance events.



Figure 10. “Donasi Buka Puasa” (Iftar Donation)

The advertisement is included in the directive speech act of giving instructions. This can be seen from the following data excerpts "cukup donasi Rp. 15.000 untuk satu paket buka puasa" (“just donate Rp. 15,000 for one iftar package”). So the purpose of the sentence is to give instructions to people who will donate iftar food by giving only Rp. 15,000 for each portion.

Implication: Request to the public to participate in iftar donations held.

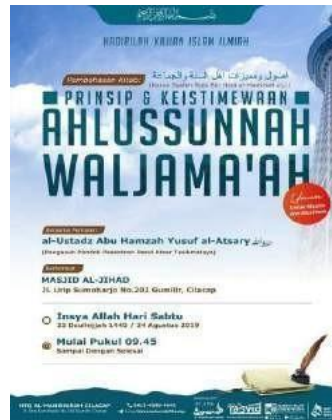


Figure 11. “Prinsip & Keistimewaan Ahlussunnah Waljama'ah”
(Principles & Privileges of Ahlussunnah Waljama'ah)

From the example data above, there is a directive speech act in the form of a command. Data excerpts as follows "hadirilah kajian ilmiah" (“attend scientific studies”). The purpose of this sentence is to give orders to the community or worshippers to participate in a study event held on Saturday, August 24, 2023 at the Al Jihad Mosque with the theme of discussing the principles and privileges of ahlussunnah wal jama'ah.

Implication: Request to the public to attend the study.



Figure 12. “Ikutilah Jalan Sehat” (Follow a Healthy Walk)

The data above contains persuasive elements in the form of commands. This is figured out through the word “Ikutilah” (“attend”). Therefore, the word has the intention to instruct the public to follow healthy walking activities.

Implication: Indirect notification of healthy walking activities.



Figure 13. “Hadirilah dan Ikutilah Sholat Idul Fitri” (Attend and participate in Eid prayers)

The ad contains persuasive sentences in the form of commands and instructions. The quote is as follows “Hadirilah dan ikutilah” (“come and join”). This sentence is in the form of a sentence of command that aims to invite the public to come and participate in carrying out Eid prayers on Monday, May 2, 2022 at 06.30 WIB at the Izzatul Ulya Mosque with Imam Ustadz Haris Jaya Dipraga. Then a quote showing the instruction sentence as follows “Mohon berwudhu dari rumah, hadir 10 menit sebelum Idul Fitri dimulai, dan Apabila kuota masjid sudah penuh masjid akan ditutup jamaah terlambat akan diarahkan ke Monumen Jogja Kembali” (“Please ablution from home, be present 10 minutes before Eid begins, and If the mosque quota is full, the mosque will be closed, late worshippers will be directed to Jogja Kembali Monument”). So the purpose of the sentence is to give instructions to the community or worshippers regarding the rules for Eid prayers located at the Izzatul Ulya Mosque.

Implication: Request to the public to come to the mosque before the quota is full.



Figure 14. “Ayo datang ke TPS” (Let's Come to the Polling Station)

The data contains commands with the following citations: “Ingat...!! Rabu, 17 April 2019 (Remember...!! Wednesday, 17 April 2019)” dan “Ayo datang ke TPS (Let's come to the polling station)”. If explained, the meaning of the sentence is an order to remember that Wednesday, April 17, 2019 people must come to the polling station to vote in the election.

Implication: Request to the public to conduct elections at polling stations.



Figure 15. “Penerimaan Peserta Didik Baru” (Acceptance of New Students)

From the example data above, a sentence in the form of a command was found. The sentence quote is as follows “Ayo daftar!!! (Let's sign up!!)”. When viewed from the sentence, at the end of the sentence there is an exclamation mark that serves to figure out a command. Then the order referred to from the sentence is intended to give an order to register for the school because the school is opening the 3rd batch of registration. **Implication: Notification** that registration for batch 3 has been opened.



Figure 16. “Ayoo...ikutilah!!” (Come on... Follow!!)

From the data above contains elements of command, it is evidenced by the following quotation: “Ayoo...ikutilah!! (Come on... Follow!!)”. When viewed from the sentence structure, there are particles and exclamation marks and those are the characteristics of command sentences. Then the purpose of the sentence is to give orders for students to take part in the scout competition activities held.

Implication: Request to participate in the upright meeting competition.



Figure 17. “Ayo! Sekolah di RA, MI, MTs, dan MA” (Come on! Schools in RA, MI, MTs, and MA)

The figure above includes directive speech acts in the form of commands. The quote is as follows: “Ayo! Sekolah di RA, MI, MTs, dan MA (Come on! Schools in RA, MI, MTs, and MA)”. Therefore, the purpose of the sentence gives an order for parents or school children to register and attend school in RA, MI, MTs, and MA.

Implication: Notification of school enrollment in RA, MI, MTs, and MA.



Figure 18

The sample data above contains persuasive text in the form of commands. The quote sentence is as follows “Ayo, rutin cuci tangan pakai sabun! (Come on, wash your hands regularly with soap!)”. The quotation contains an element of invitation in the form of a command indicated through the use of the word invitation “ayo/ come on” and there is an exclamation mark at the end of the sentence. So the order from the quote is to invite people to diligently wash their hands with soap so as to avoid disease.

Implication: Notice of the benefits of washing hands with soap.

15) Fifteenth pamphlet



Figure 21

The data contains sentences in the form of instructions and data quotations “Jaman sekarang tidak susah urus izin (Nowadays it is not difficult to manage permits)”. If elaborated, the sentence gives instructions to the community that nowadays to take care of licensing services is not difficult because it can be taken care of through www.ass.go.id so that everything becomes easier, faster, and well organized.

Implication: Indirect notification to the public to take care of permits.

18) Eighteenth pamphlet



Figure 22

The above advertising pamphlet contains instructions with the following data citations: “Perizinan berusaha BUM Desa dan BUM Desa Bersama sudah bisa diakses pada OSS (Business permits for Village BUM and Shared Village BUM can be accessed on OSS)”. So the explanation from the data quote above is that all forms of business licenses for Village BUM and Shared Village BUM can be accessed starting February 1, 2023 by visiting the oss.go.id website.

Implication: Indirect notification to visit the web provided.

19) Nineteenth pamphlet



Figure 25

The ad has a sentence offering. This can be proven by the following quote "Salurkan zakat anda (Distribute your zakat)". So the meaning of this sentence is that in the context of Ramadan, Darush Sholihin Binaan Ustadz Muhammad Abduh Tuasikal offers for the community to distribute zakat in the form of cash through his institution.

Implication: Notification to the public to pay zakat.

3) Third pamphlet



Figure 26

The example data above is included in the commissive speech act in the form of promises. The quotation data is as follows "Ketum AHY tegaskan Partai Demokrat komit perjuangkan dana OTSUS Aceh dan fraksi Partai Demokrat sampaikan catatan kritis terkait RUU Kota Negara (AHY chairman affirms that the Democratic Party is committed to fighting for OTSUS funds in Aceh and the Democratic Party faction conveys critical notes related to the State City Bill)". So the point of the quote is that the Democratic Party promises to answer (solve) these two problems so that the presence of the Democratic Party can be a hope for the community.

Implication: Notification to the public that the Democratic Party is chaired by AHY.

4) Fourth pamphlet



3) Third pamphlet



Figure 30

The data figure above contains expressive speech acts in the form of condolences. The element is taken from the following quote "Penggalangan dana bantuan korban gempa Cianjur (Fundraising for Cianjur earthquake victims)". This means that with the earthquake in Cianjur with a magnitude of 5.6 SR, it caused many casualties. Therefore, SD Muhammadiyah Palur showed empathy and support for the earthquake victims by holding a fundraiser.

Implication: Request to the public to make donations to victims of the Cianjur earthquake.

4) Fourth pamphlet



Figure 31

The above example of data contains expressive condolences, it is characterized by the following quote: "Aksi peduli bencana alam dan teatrical penggalangan dana untuk korban bencana gunung Sinabung dan banjir Sampang Madura (Natural disaster awareness and theatrical fundraising for victims of Mount Sinabung disaster and Sampang Madura flood)". So the purpose of the quote is a form of sympathy and concern from UNS Students to the victims of the Sinabung mountain disaster and the Sampang Madura flood by way of funds.

Implication: Notification to the public that the fundraiser has been opened.

Speech Act of the Declaration

A declaration speech act is a type of speech act that aims to make a formal statement or announce something such as deciding, canceling, banning, and allowing.

1) First pamphlet



Figure 32

The advertising data goes into the speech act of the declaration in the form of deciding. This is reinforced by the following quote "Non zonasi (Bread zone)". So the meaning of the sentence is that SMP Muhammadiyah 1 Kebumen decided to accept prospective students without being affected by the domicile of prospective students who register at the school so that prospective students whose homes are far or close to the school can register.

Implication: Notification to the community that there is no zoning in SMP Muhammadiyah 1 Kebumen.

2) Second pamphlet



Figure 33

The example data above contains a declaration in the form of deciding. The data quote is as follows "Dalam rangka maulid & tasyakuran Ananda Nor Emiliya & Nor Elisya telah tamat hafalan 30 juz Alquran (In celebration of the birthday and thanksgiving, Ananda Nur Amalia & Nora Elisya have finished memorizing 30 juz of the Alquran)". So the meaning of deciding is that the talk and sholawat at Gus Afri Musri's residence was held with the purpose of commemorating the maulid & tasyakuran Ananda Nor Emiliya & Nor Elisya which has completed the memorization of 30 juz Alquran.

Implication: Notification to the public that there is a prayer because it has finished memorizing 30 juz.

Integration of Learning Teaching Materials Indonesian

In the advertisements that have been analyzed, it can be concluded that these advertisements contain illocutionary speech acts in the form of assertive, directive, commissive, expressive, and declarative speech acts. The results of the analysis are then utilized by integrating them through Indonesian learning which refers to the Learning Outcomes of the Independent Curriculum. This integration can be done by designing teaching materials on one of the materials in Indonesian subject.

The illocutionary speech act as explained by the experts described earlier is an act of doing something with a certain purpose and function in the process of communicating (speaking). It can be said, there is a kind of power in speech that arises from the meaning of the speech. This is continuous with ad text material where the ad text itself focuses on information that encourages and persuades readers or listeners to be interested in the goods and services offered. To create an ad, written text is needed first which is useful as a guide script according to the structure and language rules of the ad so that the ad can achieve its purpose.

This advertising text is then classified into phase D on the Learning Outcomes of the Independent Curriculum. Phase D itself, students have the language ability to communicate and reason according to goals, social contexts, and academics. From this statement, teaching materials are made by utilizing the results of the analysis that has been carried out by taking into account the structure and linguistic rules of the advertisement itself. Illocutionary speech acts are integrated through persuasive (inviting) and imperative (commanding) advertising language rules so that students can learn the meaning of illocutionary speech acts in a text (advertising text). Teaching materials are made interactively that utilize several learning media such as audio, video, graphics, and so on which aim to control a command so that a two-way relationship is established between teaching materials and students. The teaching material is expected to be able to meet learning objectives, namely students can write advertising text to convey their observations and experiences in a more structured manner and write their responses to exposure and reading using their experience and knowledge.

CONCLUSION

Based on the results of research that has been done, speech acts are one of the studies in pragmatics which is the study of the relationship between linguistic forms and users of linguistic forms themselves. There is a discussion of the types of illocutionary speech acts including, First, assertive speech acts state; second, directive speech acts rule; third, the commissive speech act offers something; fourth, expressive speech acts express or show psychiatric attitudes such as praising; Fifth, declarative speech acts decide, cancel, prohibit, and allow. The illocutionary speech acts found can be an insight for students when reading a pamphlet or advertisement on social media or billboards on the street. In this study, conventional speech act implications were found, based on the type of speech act in the implications contained in every data contained in this study. The implications of speech acts found allow students to know the implied meaning contained in speech. This illocutionary speech act can also be implemented in Indonesian learning. Illocutionary speech acts are integrated through persuasive (inviting) and imperative (commanding) advertising language rules so that students can learn the meaning of illocutionary speech acts in a text (advertising text). Teaching materials are made interactively that utilize several learning media such as audio, video, graphics, and so on which aim to control a command so that a two-way relationship is established between teaching materials and students.

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