

# CHAPTER I

## INTRODUCTION

This chapter discusses some aspects that deal with the topic of the research. They are background of the study, statements of the problems, objectives of the study, significance of the study, scope and limitation, and definition of key terms.

### 1.1 Background of the Study

To sell a new product the company or somebody requires a promotion. Therefore, they need an advertisement to introduce a new product to society. Thus, the consumers can know about a new product.

Wells (1995: 5) states that “Advertising is paid persuasive communication that uses nonpersonal mass media—as well as other forms of interactive communication—to reach broad audiences to connect an identified sponsor with a target audience. In addition:

“Advertising is defined as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought. An occasional exception to this is the public service announcement (PSA), whose advertising space or time is donated by the media,” Hill, (2004: 16).

Media that used in advertisement has many variety. There are audio advertisement, visual advertisement, and audio visual advertisement. Audio advertisement, for example: by radio. Visual advertisement, such as: by newspaper, magazine, etc. Audio visual advertisement, for example: by television.

One of the media used in advertisement is newspaper. Newspaper is familiar in society because newspapers are reaches with the people’s lives. In newspaper, many contents to be read by the reader, one of the contents is advertising.

“Newspapers, however, contain a range of items; news, comment and analysis, advertising, entertainment. In fact, the larger part of a newspaper will be devoted to items other than news, for example, TV listing and advertising.” Reah, (1998: 2). In addition:

“An editor of the *New York Times* once said that about 60 percent of the content of his newspaper was advertising. The papers you have looked at may not contain such a high percentage, but it is highly unlikely that the highest percentage of the paper is devoted to news coverage,” Reah, (1998: 2).

Many things that could attract society read advertisement on newspaper, there are: languages, drawing, etc. For example to interest the society about advertisement is languages. Languages as communication in advertisements are needed. It because languages have message or intended meaning to can be reaches society. Wells (1995: 101) states that:

“The basic parts of a communication model—the source, the message, noise, and the media—in terms of how they relate to advertising. The last category we’ll talk about is the receiver, or in advertising terms the consumer, and how the consumer decodes, or responds to, the message.”

One of the communication models is the message. Thus, the message in advertising that is written be accepted by society with the languages. Furthermore, languages in advertisements should be interesting and persuasive so that the consumers buy the product.

Thus, languages in advertisements have intended meaning. Languages advertisement can be makes society to interest by newspaper. The example for advertisements in newspaper is “Buy 1 Free 1.” The society think if people buy 1, they will get 1 for free. But, for advertiser the sentences have intended meaning. For advertiser, the sentences used to invite attention the society to buy a product by giving offering. Thus, the advertiser should choose the word that used in advertisements and the advertiser should make the sentences as good as possible. Langacker, (1972: 177)

states that “The sentence can be used in making statement or assertion, request information, give orders, issue warning, make promise, and so on.” So, the purposes to invite society to buy a product that presented a producer. For example: Want slim? The point out this sentence is asked for something, such as, asks to society who wants the slim body.

Furthermore, languages in advertisements are which have intended meaning or message will be attract to analyze. In linguistic, it relates to the speech act theory.

Wood (2000: 4) states:

“A major source of the view that language is action is Austin’s (1962) theory of speech acts. Austin pointed out a feature of language that is known implicitly by all language users: utterances not only have a certain “meaning” (i.e., they refer to states, persons, events, etc.), they also have force, that is, they are not only about things, they also do things.”

In speech act there is illocutionary act which discuss about sentences or utterances that has intended meaning. With illocutionary act the language used in advertisement that has intended meaning can be understood. Coulthard, (1985: 18) states that “an illocutionary act which is an act performed in saying something, the act identified by the explicit performative.” For example: “Buy 1 Free 1.” For advertiser the sentence has intended meaning and involves intention. For advertiser, anyone who buys the product will get one more the product for free.

Illocutionary act has five classes to make easier meaning the sentences, there are: representatives, directives, commissives, expressives, and declarations. Representatives are when the utterances used to make belief something. Directives are when the utterances to invite something. Commissives are also almost like directives, but this time the point is commit the speaker himself to acting and it necessarily involves intention. Expressives are when the utterances used to express something.

Declarations are when the utterances used to provides rules for their use – a court, committee, church, and rule book.

From the explanation above, there are some examples of the utterances to know what the classes of illocutionary act in advertisements, such as: “Buy 1 Free 1.” For advertiser the sentence has intended meaning and involves intention. For advertiser, anyone who buys the product will get one more the product for free, this example is commissives class. Another example: “Want slim?” For advertiser as the speaker is offering something to invite everyone who wants a slim body, this example is directives class.

Furthermore, according the text above, this research uses speech act theory, especially illocutionary act, because illocutionary act is relates with this research and with illocutionary act sentences or utterances in advertisements will be understood. Newspaper is chosen because many advertising exist in this media. It is because most of the contents in newspaper are advertising.

Thus, according the statements above, that describes the type of illocutionary act which is part of the speech act theory in the advertisement on newspaper want to be done with the title “*The Illocutionary Act of Advertisements in the Jawa Pos, Saturday April 28, 2012.*” It is because the speech act theory, especially, illocutionary act is relevant to analyze the expressions in advertisements.

## **1.2 Statement of the Problem**

Related to the background above, the problem can be formulated as follows:

What classes of illocutionary act are used in advertisements in the *Jawa Pos*, Saturday April 28, 2012?

### **1.3 Objectives of the Study**

Based on the statement of the problem, the purposes of the study are formulated as follows:

1. To identify forms of illocutionary act in advertisements in the *Jawa Pos*, Saturday April 28, 2012.
2. To classify of illocutionary act in advertisements in the *Jawa Pos*, Saturday April 28, 2012.

### **1.4 Significance of the Study**

This research, hopefully, can give advantages to society to understand the language used in advertisements, especially, that is relates to the types of speech act theory (illocutionary act) that found in advertisements in the *Jawa Pos*, Saturday April 28, 2012.

### **1.5 Scope and Limitation**

This research, the scope of this study is just the speech act theory, especially, the illocutionary act. And the limitation of this study is just advertisements that found in *Jawa Pos*, Saturday April 28, 2012.

### **1.6 Definitions of Key Terms**

#### **1.6.1 The Theory of Speech Act**

“A major source of the view that language is action is Austin’s (1962) theory of speech acts. Austin pointed out a feature of language that is known implicitly by all

language users: utterances not only have a certain “meaning” (i.e., they refer to states, persons, events, etc.), they also have force, that is, they are not only about things, they also do things,” Wood, (2000: 4). In addition, Traugott and Pratt, (1980: 229) states that ‘Speech act is an utterance as an act performed by a speaker in a context with respect to and addressed.’ And according to Hurford and Heasley (1983: 232) states that “Speech is action, and that language can actually be used to do thing.”

### 1.6.2 Illocutionary Act

“An illocutionary act which is an act performed in saying something, the act identified by the explicit performative,” Coulthard, (1985: 18). For example: “Buy 1 Free 1.” For advertiser the sentence has intended meaning and involves intention. For advertiser, anyone who buys the product will get one more the product for free.