

CHAPTER IV

ANALYSIS AND FINDINGS

This chapter, the data are analyzed by using speech act theory. This chapter is divided into two parts. The first part is analysis of the data based on classes of illocutionary act to answer the problem. The second part is the summary of number findings in classes of illocutionary act is classified that presented in the table form.

4.1 The Analysis of Class of Illocutionary Act

Based on the problem in chapter 1, to identify forms of illocutionary act in advertisements taken from *Jawa Pos*, on Saturday April 28, 2012 is presented. The data are analyzed by using speech act theory, especially, illocutionary act by Searle's theory in (Coulthard, *ibid*).

4.1.1 Advertisement 1

There are some utterances in advertisements one to analyze.

Utterance 1: "*Ikan bakar mataram masakan khas Pulau Lombok.*"
(Mataram grilled fish is dishes typical of the Lombok Island).

The class of illocutionary act in utterance one of advertisement one is representatives. Because the advertiser swears to make belief that Mataram grilled fish is dishes typical of the Lombok Island.

Utterance 2: “*Gurami mangga muda, bebek sambal pencit, sukung bakar kecap pedas, ayam bakar taliwang, udang goreng garing, kepiting telur asin, babat cabe hijau, kepiting tarakan, dll.*” (Carp young mango, duck sauce pencit, sukung grilled spicy soy sauce, grilled chicken Taliwang, crispy fried shrimp, crab egg sauce, tripe green chili, crab Tarakan, and so on).

The class of illocutionary act in utterance two of advertisement one is representatives. Since the advertiser suggest to society that if they want eat carp young mango, duck sauce pencit, sukung grilled spicy soy sauce, grilled chicken Taliwang, crispy fried shrimp, crab egg sauce, tripe green chili, crab Tarakan, and so on, they can eat in Mataram grilled fish.

Utterance 3: “Delivery order!”

Utterance 4: “*Menerima nasi kotak, arisan, meeting, ulang tahun, man yek, dan acara bersama keluarga Anda.*” (Serve box rice, arisan, meeting, birthday, man yek, and event with your family).

The utterance three and four is related. And the class of illocutionary act in utterance three and four is directive. It is because the advertiser uses delivery order serving to invite society who wants Mataram grilled fish to consume. For example: arisan, meeting, birthday, or, man yek, and event with the family.

Utterance 5: DISCOUNT 50 % MANDIRI card holder.

Utterance 6: “*DISCOUNT 20 % untuk umum setiap hari.*” (*DISCOUNT 20 % for general everyday*).

The utterance five and six is similar utterance. And the class of illocutionary act in utterance five and six of advertisement one is commissives. Because this sentence is involves intention. If society eats in Mataram grilled fish will get discount fifty percent for who pay mandiri card holder and twenty percent for common every day.

Utterance 7: “*Tersedia paket hemat mulai Rp 38.000/ 2 orang, Rp 90.000/ 5 orang.*” (Available economical packages start from Rp 38.000/ 2 people, Rp 90.000/ 5 people).

The class of illocutionary act in utterance seven of advertisement one is directives. It is because the advertiser uses economical packages start from thirty eight thousands rupiahs for two people and ninety thousands rupiahs to invite society in order to eat in Mataram grilled fish.

So, in advertisement one were found two utterances of representatives, two utterances of directives, and two utterances of commissives.

4.1.2 Advertisement 2

There are three utterances to analyze.

Utterance 1: “*Ingin langsing?*” (Wants slim?).

The class of illocutionary act in utterance one of advertisement two is directives. It is because the advertiser offering something to invite everyone who want a slim body.

Utterance 2: “*Cukup 1x sehari dan temukan khasiatnya.*” (Enough one time in one day and found the power).

The class of illocutionary act in utterance two of advertisement two is representatives because the advertiser swears to make belief that enough one time in one day consumes herbalax slimming instant and society will found the power.

Utterance 3: Herbalax slimming instant.

The class of illocutionary act in utterance three of advertisement two is representatives because the advertiser swears to make belief that herbalax is capsule for make slim the body.

So, in advertisement two were found one utterance of directives, and two utterances of representatives.

4.1.3 Advertisement 3

There is one utterance in advertisement three. But, it is whole in this advertisement.

Utterance: “*Murni resep kuno tanpa obat dan bahan pengawet.*” (Pure ancient prescription without medicine and additive).

The class of illocutionary act in this utterance of advertisement is representatives because the advertiser swears that prescription which uses Livana

spikoe in making spikoe is pure ancient prescription without medicine and additive.

So, in advertisement three just found one utterance and that is a representatives.

4.1.4 Advertisement 4

There are five utterances to analyze.

Utterance 1: Surabaya eye clinic lasik center Surabaya.

The class of illocutionary act in utterance one of advertisement four is representatives. Because the advertiser swears to make belief that Surabaya eye clinic is lasik center of Surabaya.

Utterance 2: *“Fasilitas terlengkap di Indonesia bagian timur.”* (The complete facility in eastern of Indonesia).

The class of illocutionary act in utterance two of advertisement four is representatives. Since the advertiser swears to make belief that Surabaya eye clinic lasik center Surabaya is the complete facility in eastern of Indonesia.

Utterance 3: *“Penglihatan yang lebih baik untuk kehidupan yang lebih baik.”* (The better of eye to better of live).

The class of illocutionary act in utterance three of advertisement four is representatives. Since the advertiser swears to makes belief that with uses the

facility in Surabaya eye clinic, so, society who uses the services will get the better of eye and live will be better too.

Utterance 4: “*Teknologi terbaru zyoptix 100.*” (Zyoptic 100 the newest technology).

The class of illocutionary act in utterance four of advertisement four is representatives because the advertiser swears that technology which use in Surabaya eye clinic is zyoptic one hundred newest technology.

Utterance 5: Beauty with lasik.

The class of illocutionary act in utterance five of advertisement four is representatives. Since the advertiser swears that society can beauty with uses lasik in Surabaya eye clinic lasik center Surabaya.

The concluding of advertisement four is five utterances or all of sentences in advertisement four use representatives of class of illocutionary act.

4.1.5 Advertisement 5

There are five utterances to analyze.

Utterance 1: “*Spring bed sofa jati Jepara semua murah berkualitas.*” (Spring bed sofa Jepara teak is all the cheap quality).

The class of illocutionary act in utterance one of advertisement five is representatives because the advertiser swears to make belief that spring bed and sofa have made from Jepara teak were all cheap quality.

Utterance 2: “*Parkir 400 mobil belanja mebel aman dan nyaman.*” (400 car parking area furniture shopping is safe and comfortable).

The class of illocutionary act in utterance two of advertisement five is directives. Since with, four hundreds car parking area furniture shopping is safe and comfortable, the advertiser invites society who wants to buy furniture in order to shopping furniture in Tunjungan City furniture center.

Utterance 3: “*Melayani luar pulau.*” (Serve outside of island).

The class of illocutionary act in utterance three of advertisement five is directives because the advertiser uses serving outside the island to invite society in order to shopping furniture in Tunjungan City furniture center.

Utterance 4: “*Classic modern minimalis untuk rumah apartemen villa.*” (Classic modern minimalis for house, apartment, and villa).

The class of illocutionary act in utterance four of advertisement five is directives. Since with, the style of spring bed and sofa which classic modern minimalis for house, apartment, and villa, the advertiser invite society to shopping furniture in Tunjungan City furniture center.

Utterance 5: “*Door prize sepeda motor, LCD TV 32’, blackberry.*” (The door prize are motor cycle or LCD TV 32’ or and blackberry).

The class of illocutionary act in utterance five of advertisement five is commissives because if society shopping in Tunjungan City furniture center will get some door prize. They are motor cycle or LCD TV 32’ or blackberry.

The concluding of advertisement five is one utterance of representatives, three utterances of directives, and one utterance is commissives.

4.1.6 Advertisement 6

In advertisement six have many utterances to analyze. There are six utterances to analyze.

Utterance 1: “Absolute cocktail treatment.”

The class of illocutionary act in utterance one of advertisement six is representatives because the advertiser swears to make society belief that treatment which uses is come from absolute cocktail.

Utterance 2: “*Mengandung bahan dasar alami buah-buahan dan bunga.*”

(Contains the basic ingredients of natural fruits and flowers).

The class of illocutionary act in utterance two of advertisement six is directives. Since the advertiser uses treatment which contains the basic ingredients of natural fruits and flowers, it, uses by the advertiser to invite society who want do treatment in order to do treatment in Jayanata.

Utterance 3: “*Masker inovasi baru.*” (New innovation of mask).

The class of illocutionary act in utterance three of advertisement six is directives because Jayanata uses masks with new innovations, and it, uses by the advertiser to invite society who want do treatment in order to do treatment in Jayanata.

Utterance 4: “*Sangat cocok untuk semua jenis kulit dan segala usia.*” (It is suitable for all skin types and all ages).

The class of illocutionary act in utterance four of advertisement six is directives. Since that absolute cocktail treatment it is suitable for all skin types and all ages, and it, uses by advertiser to invite society who want doing treatment in order to do treatment in Jayanata.

Utterance 5: DISC. Rp 25.000 Absolute Treatment 1 - 30 April 2012.

The class of illocutionary act in utterance five of advertisement six is commissives. Because this sentence is involves intention. If society doing treatment in Jayanata absolute cocktail treatment will get discount twenty five thousands rupiahs for absolute treatment and the date is 1 – 30 April 2012.

Utterance 6: DISC. Rp 100.000 HSR Lifting Extra Firming 1 – 30 April 2012.

The class of illocutionary act in utterance six of advertisement six is commissives. Since this sentence is involves intention. If society doing treatment in Jayanata absolute cocktail treatment will get one hundred thousand rupiahs for HSR lifting extra firming and the date is 1 – 30 April 2012.

So, the concluding of advertisement six is one utterance is representatives, three utterances are directives, and two utterances are commissives.

4.2 The Summary of Classes of Illocutionary Act

The summary of findings in classes of illocutionary act presented in the table form is classified.

No.	Utterance	The Classes of Illoc		
		Rep.	Dir.	Com.
1.	Mataram grilled fish is dishes typical of the Lombok Island.	Swe.		
2.	Carp young mango, duck sauce pencit, sukang grilled spicy soy sauce, grilled chicken Taliwang, crispy fried shrimp, crab egg sauce, tripe green chili, crab Tarakan, and so on.	Sug.		
3.	Delivery order!		Inv.	
4.	Serve box rice, arisan, meeting, birthday, man yek, and event with your family.		Inv.	
5.	DISCOUNT 50 % MANDIRI card holder.			Int.
6.	DISCOUNT 20 % for common every day.			Int.
7.	Available economical packages start from Rp 38.000/ 2 people, Rp 90.000/ 5 people.		Inv.	

Table 4.2.1 The Classes of Illocutionary Act in Advertisement 1 (Mataram Grilled Fish)

Notes:

Swe. : Swear

Inv. : Invite

Sug. : Suggest

Int. : Intention

No.	Utterance	The Classes of Illoc		
		Rep.	Dir.	Com.
1.	Want slim?		Inv.	
2.	Enough one time in one day and found the power.	Swe.		
3.	Herbalax slimming instant.	Swe.		

Table 4.2.2 The Classes of Illocutionary Act in Advertisement 2 (Herbalax Slimming Instant)

Notes:

Inv. : Invite

Swe. : Swear

No.	Utterance	The Classes of Illoc		
		Rep.	Dir.	Com.
1.	Pure ancient prescription without medicine and additive.	Swe.		

Table 4.2.3 The Classes of Illocutionary Act in Advertisement 3 (Livana Spikoe)

Notes:

Swe. : Swear

No.	Utterance	The Classes of Illoc		
		Rep.	Dir.	Com.
1.	Surabaya eye clinic lasik center Surabaya.	Swe.		
2.	The complete facility in eastern of Indonesia.	Swe.		
3.	The better of eye to better of live.	Swe.		
4.	Zyoptic 100 the newest technology.	Swe.		
5.	Beauty with lasik.	Swe.		

Table 4.2.4 The Classes of Illocutionary Act in Advertisement 4 (Surabaya Eye Clinic)

Notes:

Swe. : Swear

No.	Utterance	The Classes of Illoc		
		Rep.	Dir.	Com.
1.	Spring bed sofa Jepara teak is all the cheap quality.	Swe.		
2.	400 car parking area furniture shopping is safe and comfortable.		Inv.	
3.	Serving outside the island.		Inv.	
4.	Classic modern minimalis for house, apartment, and villa.		Inv.	
5.	The door prize are motor cycle or LCD TV 32'or and blackberry.			Int.

Table 4.2.5 The Classes of Illocutionary Act in Advertisement 5 (Spring bed Sofa Jepara Teak)

Notes:

Swe. : Swear

Inv. : Invite

Int. : Intention

No.	Utterance	The Classes of Illoc		
		Rep.	Dir.	Com
1.	Absolute cocktail treatment.	Swe.		
2.	Contains the basic ingredients of natural fruits and flowers.		Inv.	
3.	New innovations of masks.		Inv.	
4.	It is suitable for all skin types and all ages.		Inv.	
5.	DISC. Rp 25.000 Absolute Treatment 1 - 30 April 2012.			Int.
6.	DISC. Rp 100.000 HSR Lifting Extra Firming 1 – 30 April 2012.			Int.

Table 4.2.6 The Classes of Illocutionary Act in Advertisement 6 (Jayanata Absolute Cocktail Treatment)

Notes:

Inv. : Invite

Int. : Intention

Swe. : Swear