

CHAPTER V

CONCLUSION

Language as communication in advertisement is needed. One of the communication models in advertisement is the message. Thus, the message in advertising that is written can be accepted by society with the language. Furthermore, language in advertisement should be interesting and persuasive so that the consumers buy the product. According the statements above, languages in advertisements have intended meaning.

In linguistic, it relates to the speech act theory. In speech act there is illocutionary act which discuss about sentence or utterance that has intended meaning. Illocutionary act have 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 is when the sentences 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. With classes of illocutionary act, identify and classifying of classes of illocutionary act in advertisements will be found, especially, advertisements in the *Jawa Pos*, Saturday April 28, 2012. Furthermore, in this research will be uses the class of illocutionary act to analyze advertisements in the *Jawa Pos*, on Saturday April 28, 2012.

After analyze the data, utterance by utterance in each advertisement to identify based on classes of illocutionary act, can be conclude that each advertisement has some classes of illocutionary act. The classes of illocutionary act are representatives, directives, commissives, expressives, and declarations. In advertisement one there are representatives, directives, and commissives. Advertisement two there are representatives and directives. Advertisement three only has representatives. Advertisement four also only has representatives. Advertisement five there are representatives, directives, and commissives. Advertisement six also has representatives, directives, and commissives.

From six advertisements which analyze in chapter four can be classified as follows: Advertisement 1, advertisement one have seven utterances. Utterance one includes representatives, utterance two is also representatives, utterance three is directives, utterance four is also directives, utterance five is commissives, utterance six is also commissives, and utterance seven is directives. Advertisement 2, advertisement two has three utterances. First utterance is directives, second utterance includes representatives, and third utterance is also representatives. Advertisement 3, advertisement three only has one utterance. This utterance includes representatives. Advertisement 4, advertisement four has five utterances and all utterances in this advertisement include representatives. Advertisement 5, advertisement five has five utterances. First utterance includes representatives, second utterance is directives, third utterance is directives, fourth utterance is also directives, and utterance five is commissives. Advertisement 6, advertisement six has six utterances. Utterance one is representatives, utterance two is directives, utterance three is directives, utterance four is also directives, utterance five is commissives, and utterance six is also commissives.

Based on the above, representatives are most frequent used in advertisements in the *Jawa Pos*, Saturday April 28, 2012 than others. However, directives and commissives also used in advertisements. But, the expressives and declarations do not found in advertisements.