

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Communication can not be separated from all of human activity in each day. Communication is the process of delivering message or information to other human using various means to persuade receiver. Mass communication is message which is communicated by mass media (form media or electronic media). Communication strategy are tactics, manner, method, style and bridge that is used by advertisement creator in communicating a message in order to be different from competitor. But, the receivers have their own perception about the advertisement.

Television is one of mass media which has feature that can be enjoyed by public. Various and interesting presentations make television is common in society. One of television's interesting views is advertisement. Advertisement constitutes as the most effective promotion because it has big character in the process of how the consumers make the decision to buy the product.

Advertisement is a form of communication for marketing, news or messages which used to motivate a potential buyer and sellers to promote a product or service, to influence public opinion, encourage, persuade and manipulate public to support thinking or action. Whereas American in Cum (2011:2) said that advertisement is identified sponsor to present their ideas, goods, and services. In addition, advertisement is the means of mass selling and has been made a necessary to public as Gardner in Cum (2011:2).

Television presents many kinds of advertisement, such as, food, drink, furniture, transportation, gadget, and mobile phone card provider. One of card provider is “Axis”.

Axis is one of famous card provider in Indonesia. Axis has many version in each advertisement. And in each version are unique and interesting. In that advertisement there is interesting substance to analyze, like, speech or language used and action.

In this occasion, the researcher is focusing the study on the speech acts in the Axis mobile cellular provider advertisement. Naturally, the kinds of speech act are argued by Austin’s (in Cutting 2002:16) theory. He said that speech acts are classified into three classes. They are: (a) Locutionary acts, (b) Illocutionary acts, and (c) perlocutionary acts. Then, the researcher analyzes utterances that are used in the Axis mobile cellular provider advertisements. They contain the dialogues among the characters in Axis mobile cellular provider advertisements.

As far as the researcher’s knowledge, researchers that analyze the speech act of “Axis mobile cellular provider advertisements” in term of linguistic are difficult to find. Indeed this kind of research will offer linguistic study about linguistic work related to speech act analysis. This research therefore is important in terms of linguistic study in general and speech act in particular.

1.2 Question of the Research

Based on the background of the problem above, the problem researcher formulates are below:

- (1) What are the kinds of speech acts used in Axis mobile cellular provider advertisements?

- (2) How are the utterances used in Axis mobile cellular provider advertisements?

1.3 Purpose of the Study

Based on the question of the problem above, the purpose researcher are:

- (1) To classify the speech acts used in the Axis mobile cellular provider advertisement.
- (2) To describe the form of utterances used in Axis mobile cellular provider advertisement.

1.4 Significance of the Study

The researcher do this research for increase her knowledge and hope that will give more information to readers or other students about the definition of speech act, how the speech act utterance, and how the characters used the act and the language.

1.5 Scope and Limitation

The scope of this study is discourse analysis and the researcher limits her analysis on the utterances of the characters in advertisement containing speech act.

1.6 Definition of the Key Term

In order to avoid misunderstanding and misinterpreting of the sentence, the reader can identify the meaning of the word below:

1.6.1 Speech act

According to Yule (1996:47) said that speech act is an action performed by utterances. Furthermore, Austin (in Crystal 2008:472) quotes that speech act is a theory which analyzes the behavior speaker and hearer's utterances in interpersonal communication.

1.6.2 Locutionary act

Based on Austin (in Cutting, 2002:16) locutionary act is what speaker said, utterance the form of the words; the act of saying something. Then, Cruse (2002:331) quotes that locutionary act is the act of composing a string words and conforming to the grammar of some language.

1.6.3 Illocutionary act

Related to Soekemi (in Rosida, 2013:6) says that illocutionary act is the act of the utterance which is performed by saying the utterance. In addition, Yule (1996:48) states that illocutionary is performed by the communicative force of an utterance.

1.6.4 Perlocutionary act

According to Austin (in Cutting, 2002:16) perlocutionary act is effect of the hearer; reaction of the hearer. Meanwhile, Yule (in Wijaya, 2013:7) states that perlocutionary act is an utterance with a function without intending it to have an effect.

1.6.5 Advertisement

In the words of Gardner (in Cum, 2002:2) advertisement is used to give notification to public or announce to many people or mass.