

CHAPTER IV

DATA ANALYSIS AND RESEARCH FINDINGS

In this chapter, the researcher describes the data analysis and research findings. The data analysis consists of the statement of the problem which is presented in the chapter 1 (one). The statement of the problem consists of 2 (two) questions, namely (1) What are speech act used in 5 (five) version of Axis mobile cellular provider advertisements, (2) How are utterances used in 5 (five) versions Axis mobile cellular provider advertisements. To answer the problem, the researcher follows the procedure that has been mentioned in the chapter 3 (three).

4.1 Data Analysis

In data analysis, the researcher presents three steps to analyze the data. First, the researcher describes the data based on contextual features. Second, the researcher classifies the kinds of speech acts which are used in 5 (five) versions in Axis mobile cellular provider advertisements. Finally, the researcher describes the type of utterances or sentences used in 5 (five) versions of Axis mobile cellular provider advertisements.

4.1.1 Advertisement 1

Datum 1

In this advertisement, the conversation was between a father and a pregnant mother. The dialog is as follow:

Father (1.4) : Maaf, maaf, maaf, bawaanorok.
(Sorry, sorry, sorry, baby's eagerness)
 Pregnant mother : (kicks the ball hardly)

In the above conversation, the participants were a father and a pregnant mother. The conversation took place in the yard. The conversation happened when the pregnant mother was playing football with the father. They played football seriously, but when the pregnant mother played as a goal keeper, the pregnant mother kicked the ball hardly then the husband said this utterance to other football player. After nine months, a pregnant mother gave a birth the baby and she gave baby's name as Hap.

The above father's utterance, can be classified into representative speech act. It is as stated by Searle in Cutting (2002:17) who said that the speaker's act expresses a truth to the hearer. In father's utterance, he stated that Hap's skill is known since he was still an embryo. Indeed after the mother gave a birth the baby, she gave the baby's name as Hap. And then when Hap was a child, he has played football or basketball or baseball or so on. Until he became adult, he became a man who was competent in catching everything, such as a ball, stone, or else. Finally, he liked playing football and he played it every day with his friends. Then the result of locutionary and illocutionary acts from the father's utterance is surely that football players understand of Hap's mother attitude. They understood it by seeing what the mother has done at the time she was pregnant.

The father's utterance "*sorry, sorry, sorry, baby's eagerness*", father performed a declarative sentence. It is used by speaker to say what he thinks in his mind (Vanderveken, 1990:15). The father's utterance has a function to make a statement. He used this utterance because he wanted to apologize to other football player about his wife attitude who kicked the ball hardly.

Datum 2

In this second datum, the conversation was between Hap and a conductor of a bus. They talk as follows:

Conductor (1.6)	: Bukanapa! (<i>Open, please!</i>)
Hap	: (does not care)

In the above conversation, the participants were Hap and a conductor. The conversation took place in the bus. The conversation happened when Hap was going to play football with his friends. He went to the field by bus. He wore a complete football dress and attribute, such as stocking and gloves. Hap was very enthusiastic and happy. In the bus, Hap sat beside a man while sending a message to his friend. Suddenly, a conductor approached Hap and asked for the cost. Hap was surprised and did not quickly give some money to conductor. Hap felt that it was difficult to take some money in his pocket because he still wore the gloves. Knowing about that, a conductor was angry and said this utterance.

The above explanation, the conductor's utterance can be classified into directives speech act. According to Searle in Cutting (2002:17), he said that the speaker's word asks the hearer to do something in the future. In this conductor's utterance, he ordered Hap to take off his gloves because the conductor demanded the cost, but Hap did not quickly give some money. He felt that it was difficult to

take some money in his pocket. So he took his mobile phone to conductor that made conductor angry. Finally, Hap did not care what the conductor said and did not remove his glove. He still used it until arrived to the location.

The above conductor's utterance, "*open, please!*" can be included into imperative sentence. The speaker makes a sentence to the hearer to do something as Vanderveken (1990:15) stated. Conductor's utterance has a function to give a command. He used this utterance since Hap could not give him some money quickly because he wore gloves. The conductor felt annoyed and asked Hap to remove the glove from his hands. Besides that, this conductor's utterance can also be identified into exclamatory sentences. This conductor's utterance was an exclamatory sentence because it has a function to give a command with strong feeling. He said this utterance in a disappointed face and high tone because Hap did not quickly give him some money.

Datum 3

In this third datum, the conversation was between Hap and a football coach. They talk as follows:

A football coach (1.8): *Kaubakat. Sayabutuhkamu, Hap!*
(You are talented. I need you, Hap!)
 Hap : (surprised and just smile)

In the above conversation, the participants were Hap and a football coach. It took place in a field. The conversation occurred when Hap and his friends were doing a football training. A football coach got a new message from Fabian (Hap's friend) and he was angry. In an instant, the football coach threw the mobile phone. Hap then caught it. Knowing what Hap did, the football coach wanted Hap as the keeper for his team.

The above football coach's utterance can be classified into two kinds of speech act. The first, "*You are talented...*" is representative speech act. Searle in Cutting (2002:17) stated that the speaker's word expresses the truth to the hearer. In this football coach's utterance, he made Hap believe that he had a wonderful catching skill. In fact, Hap's skill has been seen since he was a child; moreover since he was at embryo of his mother. Furthermore, "*...I need you Hap!*" is directive. It is the same as what Searle in Cutting (2002:17) described, that the speaker's word tries the hearer to do something. This football coach's utterance told that he asked Hap to become a goal keeper. The coach knew that Hap had that skill, it is proved when he got a new message and threw his handphone, Hap quickly caught his handphone. From the accident, football coach asked Hap to become a goal keeper. Knowing the coach said like that, Hap was surely surprised and smiled.

The football coach's utterance "*You are talented. I need you, Hap!*" it can include into two types of sentences. First, "*You are talented...*" is declarative sentence. Conventionally used to say how things are (Vanderveken, 1990:15). This utterance has a function to make a statement. Football coach used this utterance because he told Hap that he had skill in catching. Then, "*...I need you, Hap!*" is imperative sentence. In Vanderveken's view (1990:15), imperative sentence is used by speaker to the hearer to do something. A football coach's utterance has a function to make a request. He used this utterance because he asked Hap to become a goal keeper.

4.1.2 Advertisement 2

Datum 4

In this advertisement, the conversation was between Hap and Uje(alm.).

They talk as follows:

Uje (1.2) : Tangkapdanbagikankemenanganitu!
 (Catch and share all of victory!)
 Hap : (Ready)

In the above conversation, the participants were Hap and UstadzJefri Al-Bukhori, well-known as Uje. The conversation took place in front of a mosque. The conversation happened on IdulFitri day. After praying IdulFitri, Hap met and apologized to Uje for his mistakes then Uje accepted it and gave an advice.

The above Uje's utterance, it can be identified into directive speech act. It is according to Searle's views as cited by Cutting(2002:17) that directive help the speaker's word to aim hearer for doing something. In Uje's utterance, he ordered Hap to spread and share the meaning of victories in IdulFitri, because that event was just a beginning from many victories in life. The result of locutionary and illocutionary acts from Uje's utterance was that Hap was ready to perform what Uje had said. He was optimistic and tried to catch much goodness in the form of catching a thief, catching shoes pitch from audiences when Hap was on a meeting, and so on.

Then Uje's utterance above, it can be classified as imperative sentences. It was used to make the hearer do something (Vanderveken, 1990:15). Uje's utterance has a function to give a command. He used this utterance because he asked Hap to always be kind to others.

4.1.3 Advertisement 3

Datum 5

In this advertisement, the conversation was between an old man and Joni.

They talk as follows:

Old man (1.2) : Joni, kamu akan menjadi orang yang blak-blakan
(Joni, you will become an honest man)
 Joni : (stay calm)

In the above conversation, the participants were an old man and Joni. It took place in a field in the afternoon. The conversation happened when Joni was a child, he met an old man. He said that Joni would be an honest man. In fact, Joni became an honest man of which many people were annoyed to him because Joni always spoke the truth based on what he saw to everyone.

The above old man's utterance can be classified into representative speech act. Based on the view of Searle as cited by Cutting (2002:17), it was said that this kind of utterance is about the speaker's word that wants the hearer to believe him. The old man used this utterance because he claimed that in the future Joni would be an honest man. Joni would speak the truth based on what he saw to everyone. The result from locutionary and illocutionary act in this utterance was that Joni just stayed calm and did not response anything about that.

The above old man's utterance can be classified into declarative sentences. It is used by speaker to say how things are (Vanderveken, 1990:15). This old man's utterance had a function to say something. He explained that in the future, Joni would become an honest man.

Datum 6

In this sixth datum, the conversation was between Joni and an old man.

The dialogue was as below,

Joni (1.6) : Pak, adaupil
 (*Sir, there is a dried snot*)
 Old man : (surprised)

In the above conversation, the participants were Joni and an old man. The conversation took place in a field. The conversation happened when Joni was a child, he met an old man. The old man said that in the future Joni would be an honest man. Apparently, what an old man said came true quickly. Joni spoke out frankly to him. He informed to the old man that there was a dried snot in his nose. The old man was surprised and felt ashamed.

The above Joni's utterance, it can be classified into representative acts. Based on the view of Searle as cited by Cutting (2002:17), it was said that this kind of utterance is about the speaker's word that wants the hearer to believe him. In this Joni's utterance, he insisted that in the old man's nose there was a dried snot. The old man was surprised and felt ashamed to Joni after knowing that. The effect of locutionary and illocutionary in this Joni's utterance was that old man was surprised after knowing that statement then he quickly cleaned his nose and felt ashamed to Joni.

The Joni's utterance above can be classified into declarative sentences. According to Vanderveken (1990:15), declarative sentence was used by speaker to say what he/she thinks in his mind. This Joni's utterance has a function to make a statement. He used this utterance because he wanted to inform to old man that there was a dried snot in his nose.

Datum 7

In this seventh datum, the conversation was between a fat man and Joni.

The dialogue was as follow:

Joni (1.4) : Jangancumaberdoaja Pak, usaha!
(Don't just praying, you must work hard too, Sir!)
 Fat man : (Annoyed)

In the above conversation, participants were a fat man and Joni. The conversation took place in a mosque. The conversation happened when a fat man and Joni were praying in a mosque. The fat man was praying to God loudly. He wanted to have a big house and a luxurious car. In fact, as Joni was an honest man, so he disturbed the fat man and said that he should not only pray, but he must work hard also.

The above Joni's utterance can be classified into two kinds of illocutionary acts. Namely are representative and directives acts. According to Searle's view, as cited by Cutting (2002:17), representative was a condition in which the speaker's word expresses a truth. It could be seen in the utterance "*Don't just praying, ...*", Joni used this utterance because he wanted to inform the fat man that in order to his dream would come true, he should not praying only. Furthermore, the continuing from Joni's utterance was "*....you must hard work.*" It includes into directives act. According to Searle, as cited by Cutting (2002:17), directive acts were a condition in which the speaker's word aims to make the hearer to do something. In this Joni's utterance, he asked the fat man to work hard. The fat man's dream would not come true if he just praying without working hard. So Joni said this utterance and asked the fat man to work hard. The result of

locutionary and illocutionary acts from this Joni's utterance was that the fat man just listening to what Joni said but felt rather annoyed and frowned.

The above Joni's utterance can be classified into two kinds of sentences type. Namely are declarative and imperative sentences. In this Joni's utterance "*Not only pray,*", it is grouped into declarative sentences. According to Vanderveken (1990:15), it was stated that declarative was used to say what he thought. This Joni's utterance had a function to make a statement. He used this utterance because he wanted to tell the fat man that he must work hard in order to reach his dream, not only praying. Furthermore, Joni continued this utterance "*....you must hard work*". It was classified into imperative sentences. According to Vanderveken (1990:15), it was stated that this kind of sentences was used to get the hearer to do something. Joni's utterance had a function to ask the fat man to work hard. His dreams would come if he worked hard, not only staying at home and praying

Datum 8

In this advertisement, the conversation was between a security, Joni, and wife's security. The dialogue was as follow:

Joni (1.7)	: Pak, mataitubuatistri, bukanbuat yang lain (<i>Your eyes are only for your wife, not others</i>)
Security (1.8)	: Gangguajasielu Jon. (<i>Don't disturb me!</i>)
Wife's security	: (comes and twists the security's ears).

In the above conversation, participants were a security, wife's security, and Joni. The conversation took place in front of one of citizen's house. The conversation happened when the security seduced a beautiful girl by whistling at her which was walking in front of him. Not long after that, Joni came. Joni who

knew the security's attitude gave an advice to him. But, much time later, after Joni left the security, the security's wife came from behind. The wife twisted the security's ears and told him to go back home after knowing the security's attitude was bad like that.

The above Joni's utterance can be classified into representatives acts. According to Searle, as cited by Cutting(2002:17), this illocutionary act's kind was used by speaker to make the hearer believe him. In Joni's utterance, he warned the security that he had a wife, so he must keep his eyes. The wife said that the attention should be hers only not others.

The above utterances, Joni's utterance and security's utterance, those could be identified as declarative sentences and exclamatory sentences. First, in Joni's utterance "*your eyes for your wife, not for others women*", it could be classified into declarative sentences. According to Vanderveken(1990:15) it was stated that this sentence's type was used to say what was thought. This Joni's utterance had a function to make a statement. The statement was in a form of an advice. He used this utterance because he wanted to remind the security that he had already had a wife. So he might not disturb and seduce other women. Afterwards, in security's utterance "*don't disturb me!*", it was classified into exclamatory sentences. The exclamatory sentence was used to express the speaker's mental as stated by Vanderveken (1990:15) quoting. The security's utterance had a function to express his annoying. He used this utterance because he wanted show to Joni that he was angry with him.

Datum 9

In this ninth datum, the conversation takes place between a security and men. They talk as follows:

Security (1.10) : Ngumpetdimanasi Joni.
(Where doeshe hide (Joni))
 Men : confused

In the above conversation, the participants are a security and men. The conversation takes place in field. The conversation happens when a security looks for Joni. Joni feels under pressurebecause he thinks that many people dislike him because his honestly. So, Joni be scarecrowand hide in the middle of yard till night. Security and many people feel losing of Joni, so they look for in whole of village. Some hours later, Joni is succed found by citizens.

The above security's utterance can be classified into directive acts. Based on Searle in Cutting (2002:17) says that the word is used to some else to do something. In this security's utterance, he requests to many people to look for Joni. Joni hid because he thought that many people dislike about his characteristic. Afterwards, the locutionary and illocutinary' effect from this utterance is men understand what security's means and help to look for Joni also.

In other hand, the above security's utterancecan be included into interrogative sentences. As Vanderveken (1990:15) quotes that this kind is used to ask question to someone else. The security's utterance has function to get the information from men. He uses this utterance intend to men to obtain a new about Joni's existence.

Datum 10

In this tenth datum, the conversation takes place between a security and a man. They talk as follows:

Security (1.13): Panggilsemuawarga. Pakek axis yang paling hemat
(Call the whole citizens. Use Axis, the most thrifty)
 Man 2 : (run)

In the above conversation, participants are a security and a man. The conversation takes place in a field. The conversation happens when Joni is found by citizens and security is very happy. Joni hid and not back to his house because he feels under pressure. He thinks that many people dislike him cause his honestly. But in fact, the whole village citizens confused to look for him. And after long time they look for, finally Joni is succeed found.

The security's utterance can be classified into directive acts. Based on Searle in Cutting (2002:17), says that speaker's word aims to make the hearer to do something. In security's utterance, he asks the man to call the whole citizens that Joni found. And then, the perlocutionary from locutionary and illocutionary acts from this security's utterance is the man run quickly. After security said that, he runs fast happily to announce to the citizens.

The security's utterance "*call the whole citizens*" can be identified into imperatives sentences. Based on theory's Vanderveken (1990:15), he says that imperative sentence is used to get someone else to do something. In this security's utterance has a function to make the hearer to do something for him. He uses this utterance to ask a man for call all of people to announce that Joni was found so that he can keep Joni as well.

4.1.4 Advertisement 4

Datum 11

In this advertisement, the conversation takes place between whole citizens and Joni. They talk as follows:

Man (1.3) : Joni. Kerenenggak?
(Joni. What do you think about my new things?)
 Joni : (shock)

In the above conversation, participants are men, women, and Joni. The conversation takes place in a village. The conversation happens on IdulFitri celebration. All of people celebrate the muslim's celebration include Joni and his neighbors. One day, a little girl comes to Joni to saying congratulation. Suddenly, his neighbors shout his name. Joni looks for the source voice and shocked to see. A man performs his new watch to Joni. After that one by one from them, showing their new things, such as, new watch, bracelet, necklace, ring, pendant, dress, trousers, shirt, shoes, and so on. They do that because they want to show up their new things to Joni. Watching that thing, Joni does not amazing, instead he dislike and give a speech to them.

The above utterance can be classified into directives of illocutionary act. Based on Searle in Cutting (2002:17), quotes that this category act is the man's word has aim to Joni does something. In this man's utterance, he has specific purpose in his mind that is he requests Joni for look him to know his new watch and his shoes. Then, the locutionary and illocutionary acts' effect from this utterance is Joni looks for the voice source which calling him and sees the man while shocked.

The above utterance “*Joni, what do you think about my new things?*” it identified into interrogative sentence. According to Vanderveken’s (1991:15) theory about types of sentence, he states that interrogative sentence is a kind of sentence that used the speaker to ask question. In man’s utterance has function to get information from Joni. He ask what his new watch is cool or not to Joni. The man wants the real answer, with yes or no, but Joni’s answer disappointed him, Joni does not answer instead give a speech.

Datum 12

In this twelvth datum, the conversation takes place between Joni and men. They talk as follows:

Joni (1.4) : Stop! Lebaranbukanuntukpamer)
 (*Stop! Idulfitri is not for showing*)
 Men : (see once more for their belongings)

In this datum, the story is continuing from eleventh datum. The participants and the takes place also are same. Namely: Joni, men, and women. And takes place in a village. The conversation happens after they showed their new things to Joni. Knowing that, Joni is not interesting and says to them that IdulFitri should be used for silaturahmi or mutual apologizing to others. Men and women feel their doing are not important and false, then they release their goods.

The above utterance can be classified into three kinds of illocutionary acts. They are representative, directive, and expressive acts. Based on Searle in Cutting (2002:17), he quotes that representative is the speaker’s word say the truth. In this utterance, Joni claims that IdulFitri is not for showing new goods to others, but, it should be a pure day where everybody mutual apologizing. Then, it identified into directive acts because Searle in Cutting (2002:17) says that this

category is which the word aims to makes someone else to do something for him. Joni forbids many people to performing their new things on IdulFitri, although on every moment because IdulFitri is a pure day for muslim. Thereafter, based on Searle expressive is the word state what the speaker feels (2002:17) therefor this utterance also classified into expressive because Joni deplores his neighbor do like that. They should not do that on IdulFitri but also do not do that in every moment.

The above Joni's utterance, it identified into two kinds of type's sentences. Namely: imperative and exclamatory sentences. It can be imperative sentence because it has function as a commanding. He uses this utterance since he feels annoyed when men and women showing their new goods, so he asks them to stop doing that. Last, it categoried into exclamatory sentence that express Joni's feeling. And this Joni's utterance has function to give an assertion. He uses this utterance in order to inform men and women that IdulFitri is a pure day. So they must do good thing to others and should not do that.

4.1.5 Advertisement 5

Datum 13

In this advertisement, the conversation was between a man and a woman.

The dialogue was as follow:

Man (1.2) : Lagihemat
 (*I'm saving my money*)
 Woman : (shocked)

In the above conversation, the participants were a man and a woman. The conversation took place in a supermarket. The conversation happened when the man was shopping in a supermarket. He was walking alone around the supermarket while phoning his girlfriend. Once he stopped in front of perfume

shelf, he tried it and used it around his cloth. The man did not realize that there was a woman who was shocked for looking what the man did. Knowing that, the man quickly said to her that at this time he was saving his money.

The above conversation, it could be identified as representative act. Based on Searle's view in Cutting (2002:17), it is said that the illocutionary act is used by speaker to make the reader believed him. In this man's utterance, he claimed that he was saving his money to the woman. The man wanted the perfume but he could not afford it at this moment because he was saving his money. The result of locutionary and illocutionary acts from this utterance was that the man was continuing to use the perfume although he did not have any money to pay for the perfume.

The above man's utterance, *I'm saving my money*, it can be classified as an exclamatory sentence. The exclamatory sentence is used to express the speaker's mental state as Vanderveken (1990:15) has stated. The man's utterance functions to express his condition. He used this utterance because he wanted to show his condition to the woman that he was saving his money at that time.

Datum 14

In this fourteenth datum, the conversation was between a man and his friends. The dialogue is as follow:

Man (1.4)	: Lagihemat (<i>I am saving my money</i>)
Friends	: (shocked)

In the above conversation, the participants were a man and his friends. The conversation happens on lunch time when all of the university students are take a rest included a man and his friends. They are eating in one table. The man

buys the lunch only with a plate of rice, he doesn't buy the side dish or vegetables. The man is eating in one table with his friends while calling his father. His friends shocked when they look at the man puts one by one the friend's side dish and girl's drinking. His friends stunned and the man says to them that he is saving his money at this time.

The above conversation, the man's utterance is identified into directive act. It based on Searle in Cutting (2002:17) that directive is the speaker's word aim to hearer to do something. In man's utterance, he asks the side dish and drinking to his friends because he insists that at the time, he is saving his money. So he just buys the lunch a plate of rice, without the side dish and drinking. After that, the perlocutionary act from this utterance is he asks the side dish and drinking to his friends.

From the man's utterance "*I'm saving my money*" it can classified into exclamatory sentence because it according to Vanderveken's (1990:15) theory. He says that the exclamatory sentence is used to express the speaker's mental state. The man's utterance has a function to expresses his condition. He uses this utterance because he wants to show his condition to his friends that he is thrifty at this time.

Datum 15

In this fifteenth datum, the conversation takes place between a man and his girlfriend. They talk as follows:

Man	: Hemat
(1.6)	: (<i>Thrifty</i>)
Girlfriend (1.7)	: Hemat. Ngomonghemattapinelponmulu (<i>Thrifty and thrifty. You said thrifty but you have called your friend for a long time</i>)

The above conversation, the participants are a man and his girlfriend. The conversation takes place in a car. The conversation happens when a man invites his girlfriend to go somewhere. The man opens the car door for his girlfriend while calling his friend. After they stay in the car (the man still calling with his friend), his girlfriend turns on the AC. But knowing what his girlfriend did, the man quickly turns off the air conditioner. His girlfriend is angry and also complains to him that he said he was thrifty but he has called his friend for a long time.

The above conversation can be identified there are 2 (two) acts. First, in the man's utterance (1.6) "*Thrifty*" is identified into directive because it has implicit meaning in the utterance. Based on Searle in Cutting (2002:17) says that directive is the speaker's word aim to hearer to do something. In this man's utterance, he forbids his girlfriend to turn on the air conditioner. And then the result of locutionary and illocutionary acts this utterance is his girlfriend sulks and they do not use the air conditioner but use a fan. And then, girlfriend's utterance (1.7) "*Thrifty and thrifty. You said thrifty but you have called his friend for a long time*" can be included into 2 (two) kinds of illocutionary acts. They are directive and expressive acts. It is named directive act because she gives a command to her boyfriend to turn off his calling. She complains to her boyfriend because he said that he was saving his money, but in fact he has been called with his friend for a long time. In other words, this girl's utterance is classified into expressive act also. Based on Searle in Cutting (2002:17) says that expressive is the speaker's word is what his or her feeling. In this girl's utterance, she feels annoyed to her boyfriend. She may not turn on the air conditioner because her boyfriend is saving his

money. But in the fact, he has been called his friend for a long time. So, the effects of locutionary and illocutionary acts this utterance is the man or her boyfriend still has called his friend.

The above conversation, there are 2 (two) utterances. First, in utterance (1.6) “Thrifty” is identified into declarative sentence. The man’s utterance has function to say what he thinks. He uses this utterance because he wants to his girlfriend to use a fan, not air conditioner. Next, in girlfriend’s utterance (1.7) “*Thrifty and thrifty. You said thrifty but you have called for a long time*”. It classified into exclamatory sentence because according to Vanderveken (1990 p.) states that exclamatory sentence is used to expresses the speaker’s mental state. Girl’s utterance has a function to expresses his annoying. She uses this utterance because she wants to show to her boyfriend that she was sulk with him.

Datum 16

In this last datum, the conversation takes place between a man and SPBU keeper. They talk as follow:

Man (1.9) : *Yok*
 SPBU keeper : *Setengah?*
 Man (1.12) : *Setengah liter*
 (a half litre)

In the above conversation, the participants are a man, his girl friend, and SPBU keeper. It takes place in SPBU. The conversation occurs when a couple is dating and suddenly their car was broken and ran out fuel. The man asks his girlfriend to go down and pushes the car. Some hours later, they find the SPBU

and the man buys gasoline. But, at the time the man was thrifty, so he doesn't buy a liter of gasoline, but he just buys a half of gasoline.

The above conversation, it classified into 2 (two) classification. They are in man's utterance (1.9) and (1.12). First, in the utterance (1.9) "*Yok*" it identified into directive act. He gives a command to his girl friend to goes down and pushes the car. Then the perlocutionary act from this utterance is the girlfriend goes down and pushes the car. Furthermore, in utterance (1.12) "*A half liter*" it identified into directive act too. He asks to SPBU keeper to fill up a gas tank only a half liter.

The above conversation, the utterances classified into 2 (two) types. They are imperative and declarative sentences. In utterance (1.9) "*yok*", it included into imperative. An imperative sentence is used the hearer to do something as Vanderveken's (1990:15) theory. The man uses this utterance because he wants his girlfriend to goes down and pushes the car so the car arrives in SPBU. Lastly, in utterance (1.12) "*A half liter*" it identified into exclamatory sentence. As Vanderveken (1990:15) quotes that exclamatory is the speaker's mental state. The man has a function as expresses his vexation. He says this utterance with strong feeling because he claims to SPBU keeper that he wants fill the gasoline only a half liter.

4.2 Research Finding

After analyzing the 16 (sixteen) data from the versions of Axis mobile cellular provider advertisements, the researcher gets the result of her analysis and presents it in the form of table as follows:

Table 4.2.1: The Summary of Research Findings

Data	Participants		Utterances	Kinds of Illocutionary Acts				
	Addressor	Addressee		Dec	Rep	Com	Dir	Exp
1	Father	Player	1.4		✓			
2	Conductor	Hap	1.6				✓	
3	Coach	Hap	1.8		✓		✓	
4	Uje	Hap	1.2				✓	
5	Old man	Joni	1.2		✓			
6	Joni	Old man	1.6		✓			
7	Joni	Fat man	1.4		✓		✓	
8	Joni	Security	1.7		✓			
9	Security	Men	1.10				✓	
10	Security	Man	1.13				✓	
11	Man	Joni	1.3				✓	
12	Joni	Neighbors	1.4		✓		✓	✓
13	Man	Woman	1.2		✓			
14	Man	Friends	1.4				✓	
15	Man	Girlfriend	1.6				✓	
	Girlfriend	Man	1.7				✓	✓
16	Man	Girlfriend	1.9				✓	
	Man	SPBU keeper	1.12				✓	
Total				0	8	0	13	2

Abbreviation:

Dec : Declarations

Rep : Representatives

Com : Commisives

Dir : Directives

Exp : Expressives

The above table can be described that there are only two kinds of illocutionary acts used by the characters found in version of Axis mobile cellular provider advertisements. In first datum, the researcher finds one kind of illocutionary act. That is representative act. In second datum, there is one kind of illocutionary act. That is directive act. Then there are two kinds of illocutionary

acts found in third datum. They are representative and directive acts. While, in fourth datum there is one kind of illocutionary act. That is directive act. Thereafter, in fifth datum there is one kind of illocutionary act. That is representative act. Meanwhile in sixth datum also found one kind of illocutionary act. That is representative act. Afterwards, in seventh datum there are two kinds of illocutionary acts. Namely: representative and directive acts. Next, that there is only one kind of illocutionary act in eighth datum. There is representative act. And then in ninth datum, there is one kind of illocutionary act. There is directive act. Yet, in tenth datum, there is one kind of illocutionary act. That is directive act. After that, that also there is one kind of illocutionary act found in eleventh datum. That is directive act.

Based on the speech acts used by the characters in “Axis” mobile cellular provider advertisements above, the researcher found that the various utterances are used by the characters. From the above table, the utterance (1.4) presents Father’s utterance “*Sorry, sorry, sorry baby’s eagerness*” is includes a declarative sentence and has functions to make a statement. Then, in utterance (1.6) “*Open, please!*” which is uttered by bus conductor is showed imperative sentence and functions as a command. In utterance (1.8) presents coach’s utterance “*You are talented. I need you Hap!*” is identified into declarative and imperative sentences because has functions to make a statement and make a request.

In second advertisement, Uje’s utterance (1.2) “*Catch and share all of victory*” is include imperative sentence and has function to give a command. Moreover, in third advertisement, the utterance (1.2) present old man’s utterance “*Joni, you will become an honest man*” is identified into declarative sentence and

functions as a means for telling Joni that he has become an honest man. Next, in Joni's utterance (1.6) "*Sir, there is dried snot*" is declarative sentence also and has function as a means of informing Old man that there is bad something in his nose. In utterance (1.4) "*Not only pray, you must hard work Sir!*" presents by Joni also is identified into declarative and imperative sentences because has function as a means to informing and insisting to old man and as imperative sentence because the function to give an advice. Next, in utterance "*Your eyes for your wife, not for others*" is declarative because the function to make statement. And in utterance "*Don't disturb me!*" is exclamatory sentence because that indicate strong feeling and has function to show his annoying to Joni. Afterwards, in security's utterance "*Where does he hide?*" is interrogative sentence and functions for asks a question. Next, in utterance (1.13) "*Call the whole citizens!*" which is uttered by security also is performed imperative sentence and has function to give a command.

In the next advertisement, the man's utterance (1.3) "*Joni, what do you think about my new things?*" is performed to interrogative sentence and has function as asking a question to Joni. Then, in utterance (1.4) "*Stop! Idulfitri is not for showing*" is uttered by Joni identified into imperative and exclamatory. It can imperative because has function as a commanding. And as exclamatory sentence that indicate strong feeling and has function to give an asserting.