CHAPTER I

INTRODUCTION

1.1. Background

People who have been interested in language learning for a long time are not unfamiliar with the process. This is because the primary function of language is communication. Communication is essential to the development and comprehension of a language during the process of learning. People use utterances with implied meaning in their everyday communication on occasion. This requires the addressee to interpret the speaker's true intentions. Context is also necessary for the addressee to interpret the meaning of the utterances, as it can stimulate and contribute to the hearer's interpretation.

Humans are communal by nature, interacting with others and their environment in a social context throughout their lives. Interaction with others is an inevitable human need. Therefore, communication is an essential activity. The existence of language will be required for the community's daily communication practices. "In linguistics, language is a vocal symbol system that is used by members of specific groups for collaboration, communication, and Self-identification (Kushartanti, 2005). It's possible to say that the use of language to communicate one's thoughts. The human language not only represents ideas, but also social identity.

In other words, others will recognize the linguistic habits of a person or group. Alwasilah (2021) elucidates that a person's or group linguistic habits will be known to others; in other words, the habits will naturally associate others with the person or group. Alternatively, one could say that a person's or group linguistic habits will be recognized by someone else, and the other will be automatically associated with the habit of the person or group. In the study of language, what people do by saying words is called speech acts. Speech acts has three types included: locutionary act, illocutionary act, and perlocutionary act (Yule, 2017).

In social relations, language is used by someone to represent who they are it relates to the strong identity of a particular social group and is represented by speech acts. (Hudson, 2013) says that "a speech-act is a bit of speech produced as part of a bit of social interaction as opposed to the linguistic and philosopher decontextualized example". According to the quotation, speech acts is context-dependent and usually found because of habits or ideas that appear in society. The use of speech acts in the society as if a mode, speech acts appears and mostly people choose to use it, and usually it can be found everywhere.

Talking about speech acts, we must know that speech acts is a part of literature and literature is part of language education that has a big effect for students who can think critically about language and challenge the students to understand the culture of society in communicating. The way of Speaker to communicate is not only in the

oral language speech or face to face talking but also in the written language such as in newspaper, book, novel, movie script, advertisement, short story and many others (Zamzami, 2015). Advertising is any frame of non-personal introduction and promotion of thoughts, merchandise, or services by specific support to be paid. In the rule, advertising could be a implies of communication to display and advance thoughts, products, or services conducted by the communicator in this case the company or producer to the communities who in this case publicly,especially its clients through non-personal media that's mass media (Marahaeni, 2020)

The utterance of the advertising sometimes has not got suitableness of the base form of a such written rule of a language, but the more important of the language is can be understood the meaning contain In addition, advertising is something that is very interesting so that it brings greater influence

Researcher use beauty product advertisements as research objects because these advertisements have a great influence on consumers. This fact becomes one of the reasons that makes the phenomena of speech acts are interesting to discuss in this article. This proposal will focus on the analysis illocutionary act that is used by beauty product advertising.

In doing this research, the researcher has already read some studies that closely related to the illocutionary act in skincare product advertising. First of all, a research is written by Pika (2017), wrote a thesis entitled "The Illocutionary Act of Television Advertisements Mobile Network Operator" *(Pragmatic Analysis).* This study aims to find out the sentence type of utterances performed by the advertiser in "Mobile network operator" on television advertisement, and to describe direct and indirect illocutionary acts are performed in "mobile network operator "on television advertisement. This research used a descriptive qualitative method. Based on research results finds that the types of sentence that appear on the fourth commercial advertisements those *are Kartu As- Cak Lontong Nyalon, Kartu As- Kepoin Fb Pake Paket 500, Kartu As- Paket Mingguan Bikin Kenyang Internetan and Telkomsel Kartu As- Cerita Asikin* are declarative sentence, imperative sentence, and interrogative sentence.

The author's reason for choosing and assigning this title to be researched is because the author wants to know what makes women interested in buying or using this product, whether because the price is affordable or the product is suitable for the skin so it whitens quickly and is easy to blend and also There was a problem that occurred so I wrote it in the problem statement. 1.What contexts underly illocutionary acts used in beauty product advertisements on social media?

2.What illocutionary acts are implied in beauty product advertisements on social media?

This paper consists of the theoretical background of pragmatics and the pragmatic analysis on English advertisements. Based on the problems and the previous research above the researcher had conducted a research with Title "Speech Act Analysis of Beauty Product Advertisement on social Media"

1.2. Statement of Problems

From the description in the background of the problem, a research problem can be formulated as follow:

1. What contexts underly illocutionary acts used in beauty product advertisements on social media?
2. What illocutionary acts are implied in beauty product advertisements on social media?

1.3 objective of research

1. Identifying contexts underlying illocutionary acts used in beauty product advertisements on social media
2. Identifying illocutionary acts which are implied in utterances in beauty product advertisement on social media

1.4. Scope of the study

Based on the above, this study is limited to the analysis of illocutionary act beauty product on social media advertising. Researcher selected the top beauty product advertising brands in Indonesia.

1.5. Significance of research

The researcher expects that this study can contribute, advantageous, and beneficial to the student, readers, and department.

1. Theoretically, the researcher hopes would offer information and knowledge about language speech act, especially in the language of advertising, where its use of language is persuasive.

2. The researcher hopes the through this research, the readers understood more about language speech act in advertisement and to provide beneficial information for anyone who wanted to conduct the next research related to the topic. For the department, the researcher hopes that this study's result could be useful for the student, Especially English literature department student who wanted to analyze speech act.

1.6. Literature Review

The issue about speech act had been discussed by several researchers. Research needs a previous study to indicate the research that it is worthy to be analysis, the previous research presented about the research and analysis on the previously that has done here are some studies related to the speech act follows:

Firstly, Pika (2017), wrote a thesis entitled "The Illocutionary Act of Television Advertisements Mobile Network Operator" *(Pragmatic Analysis).* This study aims to find out the sentence type of utterances performed by the advertiser in "Mobile network operator" on television advertisement, and to describe direct and indirect illocutionary acts are performed in "mobile network operator "on television advertisement. This research used a descriptive qualitative method. Based on research results finds that the types of sentence that appear on the fourth commercial advertisements *those are Kartu As- Cak Lontong Nyalon, Kartu As- Kepoin Fb Pake Paket 500, Kartu As- Paket Mingguan Bikin Kenyang Internetan and Telkomsel Kartu As- Cerita Asikin are declarative sentence, imperative sentence, and interrogative sentence.*

Secondly, Haryani (2017), wrote a journal entitled "Pragmatic Analysis of English Advertisements a Case Study". The aim of the study is to find out how persuasive goals of the advertisements are expressed through the language. The analysis focuses on the illocutionary act and the application of cooperative principles in English advertisements. This paper consists of the theoretical background of pragmatics and the pragmatic analysis on English advertisemens.

Thirdly, Naufalina (2017), wrote a thesis entitled "a Speech Acts Analysis of Bon Appetite Food Advertisement". The researcher mainly describes speech acts used in Bon Appetite food advertisements by identifying the types of speech acts, and figuring out the speech act

patterns in the advertisements. This research was conducted by using a descriptive qualitative method. The data were collected from Bon Appetite published in March to May 2016 which were in the form of words, phrases, clauses, and sentences. After being collected, the data were analysed based on speech acts theory by Austin. Data trustworthiness was achieved through triangulation.

Fourth, Ari (2017, wrote a thesis entitled "Locutionary Act of Fashion Advertisement" *(Pragmatic Analysis).* This study deals with Locutionary Acts find in fashion magazine Script. The objectives of this research were to find out the meaning and effect of Locutionary Acts. This study was conducted by applying descriptive qualitative method. The data were derived from Bazaar harpers Magazine edition July 2007 and online time magazine. After the find of the utterances meaning in the magazine. Then the writer found the effect of the researcher. The effect based on the Bazaar Harpers Magazine edition July 2007 and online time magazine the audience can to known the effect of the locutionary act of fashion advertisement. Therefore the audience action the fashion based on the magazine. This showed the magazine can help the audience to know more of the advertisement especially in fashion.

Fifth, Moch (2022) wrote a journal entitled "Analysis of Speech Act of Instant Noodle Advertisement 50th On Television". The problems studied in this analysis are speech act, idioms, utterance, and phrases contain in television advertisements for an instant noodle products. This research is

important because in production, promotion is one of the important aspects to boost product sales. A qualitative descriptive method with a pragmatic approach was used to conduct this research. The data for this study were generated and analyzed using the instant noodle advertising language. Data collection technique used are observation and not-taking technique. Data is obtained by viewing and monitoring. The instant noodle advertisement and recording data from selected advertisements for study. The result of this study indicates that there are verbal speech acts, nonverbal speech acts, and verbal speech act.

Sixth, Nanda and San (2021), wrote a journal entitled "a speech act analysis of written advertisement of cosmetic brand in Indonesia". This study use qualitative research from several cosmetic advertisements. This as uses 16 types of speech act, and out of 16 types of speech act, only 10 brands are taken from cosmetic advertisement to attract or invite product to buy. And advertising results from 10 cosmetic brands in Indonesia only got 7% speech statement, 30% information, 9% claim, 19% suggestion, 2% argument, 2% accusation, 2% referral, 16% directive, persuasion 2%, promise 2%. From this result that most cosmetic brands in Indonesia use information, to make more interesting for buyers to find out more information than other advertisements.

Seventh, Nurul, Nuruddin and Ismalianing (2021), a journal entitled "an analysis of illocutionary acts in beauty product advertisements in television broadcast". The present study attempts to investigate the type of

illocutionary act used in beauty product advertisement utterances in television broadcast. The significance is to enrich the literature on speech act used by advertisers, especially illocutionary act in beauty product. This research's main data were several advertisements utterance of beauty product, such as shampoo advertisements, cosmetic advertisements, facial wash advertisement, and other related beauty advertisement product. Further, the data were described by a descriptive study. In addition, data were gathered by downloading the advertisement from YouTube and taking note the conversation to analyze the utterances used in the advertisements. Furthermore, the data were analyze based on context advertisement utterances in he from of conversations on television broadcast and classified the utterances using the theory proposed by Searle about types of illocutionary act.

Eighth, Tessa (2022), a journal entitled "An Analysis of Implicate and Speech Act on Scarlet Whitening Advertisement". The aims of this study are to describe the usage of implicature and kinds of speech act used by scarlet whitening advertisement on Instagram captions and advertisement video on the Instagram official account scarlet whitening. Critical discourse analysis theory by Mills (2006) will be the grand theory in this study. The implicature theory by grace and speech act theory by Searle will be conducted in this study. A descriptive qualitative method will be used in this study. The data in this study are kinds of words, phrases, and or sentence that contain implicature meaning from scarlet whitening

advertisement in the form of an Instagram caption or speech from star ambassador, Korean actor Song Joong ki in a video of scarlet whitening advertisement. The result shows that there is the usage of implicature and illocutionary speech acts in scarlet whitening advertisement.

The difference between the research that will be conducted and previous studies are the data sources and the issues that will be investigated. In this study, advertising on social media served as the data source, whereas in the previous study, television and magazines served as the data source.

In this study, the research chooses beauty product advertisement as an object of research. Beauty product are products that are needed to treat to beautify one's skin and appearance. The beauty products consist of hair, face, lip care products and so on. Then the reason why the writer chooses this object in doing the research is that the writer finds the interesting persuasion in representing the fragrance of the product. It makes the writer interested in analyzing the issue.

1.7. Theoretical Base

In this chapter the theory that is used as a reference is theory Austin in his study of illocutionary act ,the researcher will present several theories about pragmatics that examine illocutionary act studies. in presenting the theories, the researcher takes several sources as a

reference for preparing proposals, considering that theory is very important and become and tool for data analysis.

1.7.1 Pragmatics

A cording to (Leech, 1996) Pragmatics is the study of the meaning conveyed by the speaker to the addressee or interlocutor. This study has a lot to do with the analysis of the speaker's intent towards his utterances rather than the meaning of the words or phrases used in the utterance itself. In addition, pragmatics is the study of linguistics related to context. That is, a context of consideration is needed about how speakers organize what they want to say and adapt it to the other person they are speaking with. The context in question relates to who is who spoke, what was discussed, to whom, and where the conversation took place (Yule, 2014).

The pragmatic study of advertisement always involves text analysis because advertisement is a kind of text. A text is a complete communication that has the elements of the sender, receiver, and message bound with a certain aim, so the analysis used is text analysis. The text analysis conducted by using a pragmatic approach is called pragmatic analyses (Saefudin, 2013)

Based on this explanation, it can be concluded that pragmatics is a branch of linguistics that studies the relationship between language and the context that underlies the explanation of language interpretation. In

this definition, it means that to understand the purpose of using our language, we are required to understand the context in which the language is used

1.7.2. Speech Acts

Speech act was originally by philosopher J. L. Austin and developed by John R. Searle. Austin (1955) stated in his book, in which by saying or saying something we are doing something. It indicated that in utterances that is stated, there is an action that performed. According to Searle (1979) a language is performing speech acts such making request, statements, giving comments, etc.

Speech acts are pragmatic elements that involve speakers and listeners or writers and readers and what is being said. Speaking can be said as an activity, because it may have a specific purpose and purpose. Speech is the main means of communication and has real meaning in communication, with forms of speech involving two parties under certain conditions (Chaer, 2010). Speeches that have psychological characteristics and their continuity are determined by the speaker's language ability in dealing with certain situations are said to be speech acts (Chaer and Agustina, 2010). Speech acts have their own purposes and objectives, which refer to influences or activities on oneself and others. Searle (in Rusminto 2009: 74-75), says that a speech act is a

theory that examines the meaning of language based on the relationship between the action and the speech of the speaker.

According to Yule (1996), speech acts are concerned with the 7communicative intent of the speaker when producing utterances. Speech acts are also defined by the purpose for which the speaker used the language, such as to make a request, to apologize, or to report. There are three components of speech acts, according to Austin (1962): the locutionary act, the illocutionary act, and the perlocutionary act.

From this explanation it can be concluded that a speech act is a language that can be understood properly if it is in line with the situation and context of the language. Speech can also be said to be meaningful, if it is carried out or realized in communication. Based on a certain condition and on the relationship between the activity and the speech.

1.7.3. locutionary Act

A locutionary act is an act of speaking, an act of uttering a sentence according to the meaning of the word of the meaning of the sentence. This utterance says something that is true in accordance with the facts in that matter. Austin said that locutionary is simply saying something, conveying information, speaking. Asking questions and so on (Austin,1962). Locutionary speech obeys the conditions of truth and request sense and reference to be understood. Reference depends on the speaker's knowledge at the time of the narrative (Austin, 1962). Wijana (1996) states

that locutionary act are speech act to express something. A locutionary speech act is an act of expressing something therefore it can also be referred to as the act of saying something (Searle, 1969). In this case we do not questions the intent or purpose of the utterance. For example, someone says "I am hungry" meaning that person says he is hungry.

1.7.4. Illocutionary Act

The illocutionary is the speech act to state something, simultaneously it can be used to do something. To know whether an utterance used is to state a direct or indirect act it must be decided that the utterance is in this context.

The illocutionary action is a type of expression that indicates where there is a gap for a verb that explicitly mentions the illocutionary action that is being performed. Such verbs can be said to be performative verbs, namely verbs that explicitly convey the types of speech acts performed such as promise, invite, apologize, predict, swear, request, warn, insist, and prohibit. Often, however, no performative verb is mentioned. Other illocutionary acts that can be identified are word order, stress, and intonation, such as low-quality sound to warn or threaten, possibly used to denote illocutionary action (Yule, 1996).

Illocutionary actions can be fulfilled if the speech partner knows the attitude expressed by the speaker. The way to decide a reader does the direct or indirect illocution act, it can use the rule as follows, "where

the direct illocution of an utterance is deliberately infelicitous, an indirect illocution is an act to which the bearer's attention is drawn by mentioning one of its felicity conditions". The illocution speech act is very difficult to identify because it has to consider who is the speaker and the reader, when and where this speech act become the illocutionary act. It is the central part to understand the speech act.

1.7.5. Perlocutionary Act

Perlocutionary is doing an action by stating something (Tarigan, 2009). This perlocutionary act has an influence on the speech partner who listens to the speech (Chaer, 2010). As a result of this influence, the response from the speech partners is not only in the form of words, but also in the form of actions or deeds. Perlocutionary acts are referred to as the act of affective someone. Perlocutionary speech act is an effect for those who listen (Wijana, 1996). According to Nadar (2013), perlocutionary acts are actions used to influence speech partners such as humiliating, intimidating, persuading and others.

Perlocutionary acts are utterances that give effect or influence to speakers with the form of speech (Sherry et al, 2012). From this explanation, it can be concluded that perlocutionary speech acts are utterances that influence the speech partner to the utterances stated. The effect is in the form of the influence of the expression heard by the interlocutor in accordance with the situation and conditions. Example: 'I'm hungry', which is spoken by the speaker causes an effect on the listener,

that is, by the reaction of giving or offering food to the speaker. In the sentence "It is hot here", based on a certain context (hot air, being in a room where windows and doors are all closed, for example), then the result that will be obtained is that the window will be opened wide or ignored altogether.

1.7.6. Advertisement

According to (Mawardi, 2022) advertisement is a message conveyed with the aim of introducing a product to an audience with a particular media platform. Advertising is an important instrument in the marketing process. In practice, advertising becomes part of the marketing promotion. With the development of the era in a more digital direction, there is a transformation in the form of a more varied advertisement. For example, you can find various advertisements on social media platforms or advertisements on creative billboards. All of that has one objective goal, namely how the audience/public is aware of the ad and is interested in buying the product offered.

In addition to advertising, there is an advertising process that refers to costs that must be distributed for sponsors' purposes in carrying out promotions in the form of ideas and products. Advertisements must be persuasive, so that the audience can be interested in buying the products offered through various media.

According to Supriyanto in his book entitled Earning Profits from Printed Billboard Banners, advertising is the promotion of goods, services, companies and ideas that must be paid for in a certain amount by a sponsor. Who is the sponsor? Sponsors are specific companies that become clients.

1.7.7. Social Media

From the two words media and social that have been explained, then we combine them to become the word social media. In the following, there are several definitions of social media, among others, put forward by Mandibergh who argues that "social media is media that facilitates cooperation between users who produce content (user generated content)". (Nasrullah, 2017: 11).

Meanwhile, Boyd explained that: Social media is a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other. Social media has the strength of user-generated content (UGC) where content is generated by users, not by editors as in mass media institutions. (Nasrullah, 2017)

From these two definitions, it can be concluded that social media is a medium which is a medium based on internet technology (online media) that allows a person to interact socially, communicate and collaborate, and share with other people.

1.8. Conceptual Schemes

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┌─────────────────────────────────────┐        ┌──────────────────┐
│ Speech Act analysis of beauty Product│ ◄───── │   Descriptive    │
│ Advertisement on social Media        │        │   qualitative    │
│                                      │        │     method       │
└─────────────────────────────────────┘        └──────────────────┘
        ↙                    ↘
┌──────────────────────────┐   ┌──────────────────────────┐
│ 1. The contexts underly  │   │ 2. The illocutionary acts│
│    illocutionary acts    │   │    are implied in beauty │
│    used in beauty product│   │    product advertisement │
│    advertisement on      │   │    on social media.      │
│    social media.         │   │                          │
└──────────────────────────┘   └──────────────────────────┘
            ↑                              ↑
            └──────┌──────────────────┐────┘
                   │ Pragmatic approach│
                   └──────────────────┘
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