

Pragmatic Speech in Electronic Media Advertisement

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Abstract. This research aims to examine the speech strategy found in media advertisement. The speech applied is using pragmatic theory. Method used is qualitative descriptive method. The data collecting uses listening note taking method. The data collected will be classified then continued by describing the speech's type and function. Advertisement is one of media promotion for a product and has a significant role in increasing the production income. A product or service can be introduced to public by advertisement, so that everyone will be aware of the offered product or service. In this research analysis, there are many types of speech found in some advertisements. The speech made to grab people's interest by inserting attractive sentences. The promotion strategy in advertisement mostly are using locutionary, illocution and perlocutionary act.

Keywords: speech; pragmatic; advertisement; media

1. Introduction

We all know that language is one of communication tools used by people. Language has informative, expressive, directive esthetic and phatic function [1]. Informative function can be described as a information carrier. Pragmatic Speech in Electronic Media Advertisement Considered as the main function of the language itself. In written KBBI, language is a system of arbitrary sound symbols, which are used by members of a community to work together, interact, and identify themselves. Sansoso said that the definition of language is a sound produced from human speech that is done unconsciously to form a pattern of language that is following the dialect of each human character itself. Language has an important role in human life, with the existence of language that makes all humans can communicate well to just exchange ideas or experiences with each other. In communication, there are two types of forms namely direct and indirect communication and oral and written communication. The language itself will later function to lead to a mutual understanding between communicators and communicants or between readers and writers. Language is an absolute thing that is used in communication and certainly is needed by humans.

Communication and language can lead to a speech act that functions as a form of expression of something. Speech action itself is found in one study in pragmatics. Pragmatics as a study of the meaning conveyed by speakers (or authors) and interpreted by listeners (or readers) or pragmatics itself is the study of the intent of speakers [2]. in pragmatics involves an interpretation of what is meant by someone in a context and how that context can influence what is said. Pragmatics is also a study of how to have more meaning conveyed than what is spoken.

Yule argued that the sign of speech act can be an apology, complain, praise, promise or request. Speech act is divided into three: locutionary act, illocutionary act and perlocutionary act. Locutionary act is an act of saying something. Locutionary is an act to say a series of sentences which meaning is same as what is said. Locutionary acts has several forms, such as, declarative, imperative and interrogative.

Illocutionary act is a speech an act to deliver or inform something and an act to make something is done. The basic Illocutionary, which is usually called the act of doing something, is a speech that its existence has another meaning from the speaker. The meaning is implicit and make the speaker wants something is done. The third act is perlocutionary which aims to give the hearer a certain effect or the act of affecting [2]. All those three acts mentioned above are applied to daily conversation and can be found in media advertisement.

Advertisement is one of media to promote a company or products we are familiar with. Advertisement is a media to promote a product or service. Visual advertisement is more effective to attract people's interest and make them buy the product being advertised. The advertisement is not only visually colorful, but there are message that becomes the tag line. The verbal message in advertisement is the branding image of the advertisement.

Speech act found in advertisement has different strategy. That strategy can be reflected on verbal message in the advertisement. The verbal message inserted has different function. The speech's function is influenced by the speech act used. In this research, the writer will described the speech act of advertisement in media, to parse the speech strategy applied to advertise.

2. Research Method

This research is using descriptive qualitative method. The data source applied in this research is advertisements downloaded online with some products offered. The writer intends to analyse the advertisement that have locutionary, illocutionary and perlocutionary act. The method of collecting data used by the writer is listening and note taking method. The data noted by the writer is the speech delivered by the speaker in the advertisement video. Then, the data will be selected based on locutionary, illocutionary and perlocutionary act and will be analysed. Finally, the conclusion will be made.

3. Result and Discussion

Speech act is divided into three type. Those are: locutionary, illocutionary and perlocutionary act. Locutionary act is an act to say or inform something. Illocutionary act is a speech act which its existence contains implicit meaning that can make the hearer does something. Perlocutionary act is an act that has a certain effect to the hearer. The analysis speech acts found in the electronic media advertisement will be explained below:

3.1. Zalora Advertisement

In the 30 seconds long Zalora advertisement shows a conversation yet with a narration delivered by the narrator. In the beginning of the advertisement shows 3 female models who are busy selecting some clothing. In this scene, the narrator says “Looking for something to wear for *lebaran*? Discover it on Zalora” followed by two male models appeared. Then it displays the models wearing the chosen outfit. Reflecting the narration at the beginning of the advertisement, the outfits worn are *lebaran* themed, such as *gamis*, skirt, long sleeved top, sweater, shirt, and the other *lebaran* themed clothing. In this scene, the narrator continues by saying “Now 80% off for your various original brands with 30 days restitution”. At the end of the advertisement there is a text “ALWAYS APPEAR FRESH”, then the logo Zalora is displayed. In the closing scene, the narrator says “always appear fresh only on Zalora”.

According to the description above, we can see that there are three speech acts said by the narrator, such as: “Looking for something to wear for *lebaran*? Discover it on Zalora”, “Now 80% off for your various original brands with 30 days restitution”, and “Always appear fresh only on Zalora”. The first speech, “Looking for something to wear for *lebaran*? Discover it on Zalora”, is a locutionary directive act. Locutionary act is an act to make the hearer do something, and directive is an imperative sentence to order the hearer to do something. In this sentence, the narrator indirectly asks the hearer, who has trouble selecting the outfit for *lebaran*, to buy their clothing on Zalora only. Since it is Ramadan, clothing for *lebaran* is something hunted by people. So the speaker wishes that the hearer will buy the clothing at Zalora. Next is the sentence “Now 80% off for your various original brands with 30 days restitution” is locutionary representative act. Locutionary is an informative and representative speech act. In that sentence, the speaker gives the information about the free 30 days restitution if there should be any issue with the product. The information is true and can be checked on the website. Lastly, the sentence “always appear fresh only on Zalora” is an expressive locutionary. In that speech, the speaker indirectly asks the hearer to buy their clothing on Zalora if they want to look fresh.

3.2. Mylanta Advertisement

Mylanta advertisement is a 31 seconds long advertisement. This advertisement shows a family who are breaking the fast. The family consists of grandmother, father, mother and children. In the beginning of the video, the grandmother says “breaking the fast” with the sign of *bedug* sound which is signaling the time. Then, one of the children whines and says “Ouch, my stomach ulcer”. Then, the narrator says “When stomach ulcer attacks, go get mylanta” with the children in pain as the background while drinking Mylanta and the narrator continues “Mylanta with quick action formula reduce your pain instantly”, with an animation that shows how Mylanta works in the peptic. In the closing scene, the narrator says “Mylanta helps reducing your stomach ulcer pain and keeps the *silaturahmi* going well.”

As can be seen above, there are speech uttered by narrator or the models. In the first utterance “breaking the fast” said by the grandmother is an imperative locutionary act. Locutionary act is imperative. The grandmother announces “breaking the fast” when there is *bedug* sound to make the other characters do so. This is an imperative act to make other people do like what has been said. Then there is “Ouch, my stomach ulcer” utterance said by the child. This utterance is an expressive locutionary speech and the child wants something to be done to his pain. Then the grandmother gives him the Mylanta to reduce the pain. In this scene, the narration spoken by the narrator is “When your ulcer is hurt, take Mylanta immediately”, that utterance is an imperative locutionary act because that narration gives an advice to take Mylanta immediately. In the closing scene, “Mylanta helps reducing your stomach ulcer pain and keeps the *silaturahmi* going

well.” This is a representative locutionary act where there is an information about the effect that Mylanta has which helps reduce the pain and keep the *silaturahmi* going well. The truth about the information is when the family gathers without no one in pain.

3.3 Listerin Advertisement

Listerin Advertisement is 32 seconds long with Arie Untung’s family as the main characters. In the opening, there is a narration “Listerin makes your mouth extra clean while 12 hours fasting. Brushing your teeth only is not enough. Use Listerin to reduce the 99,9% bacteria for fresh breath” with Arie Untung’s family using the product, as the main background. Then continued by “makes Arie’s family feel confident in doing *silaturahmi* even to strangers” narration and shows Arie’s family greets the people around them without being afraid of bad breath. It is ended while showing the product.

In the first utterance delivered by the narrator, “Listerin makes your mouth extra clean while 12 hours fasting” is an expressive illocutionary act where the speaker asks the hearer to use Listerin because Listerin can make your breath odorless even though you have to fast for 12 hours. Illocutionary is an act when the speaker needs the hearer to do something and expressive is a speech that depicted a condition. This utterance is intriguing the hearer to buy the offered product. Then, there is “Brushing your teeth only is not enough. Use Listerin to reduce the 99,9% bacteria for fresh breath” utterance which is a directive illocutionary. Illocutionary is a speech that provides information to the hearer, meanwhile directive is an utterance that requires the hearer to do something. In the utterance, the narrator tells that brushing your teeth only is not enough to make your mouth feels fresh and odorless. The utterance can be classified as an imperative sentence for the hearer to buy the product. Then continued by “makes Arie’s family feel confident in doing *silaturahmi* even to strangers” which is a representative locutionary. Locutionary is an informative act and representative is the truth. The information showed by Arie Untung’s family interacting with strangers confidently.

3.4 Split Candy Advertisement

This advertisement is 30 seconds long with 3 main characters; an older brother, younger sister and their mother. In the opening we can see the older brother is enjoying the candy alone and the younger sister appears while saying “I want some”. When her brother is unresponsive, she is getting upset and calls her brother stingy. Their mother comes and asks what is happening. The younger sister says “I want that Split candy” and the brother is responding “I finished all of them because of the fresh lemon flavor”. The mother tells the younger sister to buy the candy. The older brother asks for some candies but she refuses to share them by saying “I will not give you, Split candy is good”.

In the conversation above, there is “I finished all of them because of the fresh lemon flavor” utterance which is an expressive locutionary act. Locutionary is an informative act and expressive is utterance that is expressing a certain condition. The older brother does not want to share his candies because they are so refreshing and finishes them all by himself. The older brother gives the hearer that the candies he enjoyed are refreshing and has lemony taste. It can be seen by the older brother’s expression. Just before the video ends, the younger sister brings her own candies, the brother wants his share but she refuses to give some. “I will not give you, Split candy is good” utterance by the younger sister shows information that the candies are too good to share.

3.5 Kiko Advertisement

The advertisement is 30 seconds long with abundant children characters and two adults as parents. The situation is crowded. In the beginning of the video, there children playing in the yard cheerfully. Then, the mothers takes some Kiko products out of the freezer then brings them to the yard where the children play while saying “Kiko Tropikal”. The children are rushing towards the mother and choose the wanted flavor. They are saying “wow it is bigger,” “it’s good, right?” “the bigger the more flavorful” while enjoying the products. In the end of the video, they say together “1000 is more fun. Kiko Tropical is refreshing. The bigger the more flavorful.”

There is an utterance “wow it is bigger” said by a kid as a respond. That utterance is a representatif locutionary act. Locutionary act is giving information to the hearer, meanwhile representative is utterance based on the actual condition. Information given by the the kid is the size of Kiko is getting bigger. The size of Kiko Tropical is indeed way bigger which is matched with the utterance saying that the price is Rp 1000,-, more expensive than the old variant. The final utterance “1000 is more fun Kiko Tropical is refreshing. The bigger the more flavorful,” is a representative ilocutionary. Ilocutionary is an utterance to influence the hearer to do something and representative is a utterance matched with the actual condition. The utterance “1000 is more fun” and “the bigger the more flavorful” said to attract the hearer and make them try the product. The speaker wants the hearer to enjoy the flavor and it can be seen by the expression they make when enjoying the bigger Kiko.

4 Conclusion

Advertisement is one of media to promote a product or service and has a significant role in increasing the production income. By advertisement, a product of service can be introduced to the public, so everyone will familiar with the product offered. In the analysis there are various speech acts found in those advertisements. Those speech acts are made to make the advertisements are more interesting. The promotion strategy of advertisement is tend to use locutionary, ilocutionary and perlocutionary act.

References

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