"ILLOCUTIONARY ACT ANALYSIS OF ENGLISH TOURISM ADVERTISEMENTS IN INDONESIA"

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ABSTRACT

The writer analysis about meanings and illocutionary function as found in Indonesia tourism advertisements. The purpose of this research is to explain meanings and illocutionary function in Indonesia tourism advertisement based on Dell Hymes's theory (1974) and Searle's theory (1969).

The method used in this research is descriptive-qualitative method. Technique used in collecting the data is non-observational technique in which the writer only acts as observer and proceed the research by downloading several advertisement about Indonesia tourism and classify words or phrases containing illocutionary function and meanings. On the other hand, method used to analyze the data is referential method. And other that, the data is concluded and displayed by using formal and informal method, where the result of analysis is explained in written form along with the pictures of the tourism advertisements.

The results of the analysis are 11 data that have been found, the data are described based on the context of S-P-E-A-K-I-N-G Hymes (1974). Therefore, the 11 data contain an illocutionary function in each of the data, among them are 4 data having directive function, 4 data commissives function, 2 assertive function and 1 expressive function. Out of 11 data found, there are two function illocutionary functions that appeared, which are directive and commissives functions.

Keywords: *Pragmatics, Illocutionary Act, Context, Advertisements.*

I. INTRODUCTION

Language becomes one way of human communication, both in writing and speaking. One of the communicated through writing is advertising. One of linguistics phenomenon which is happening is the use of language in advertising especially tourism advertisement. In principle, Advertisement is a media tool for that influences people to buy a product or services through visual or oral messages. In addition, a productor service is advertised to create awareness in the minds of potential buyersthrough various advertising mediums such as Newspaper, Magazines,Television, Radio, Posters, Hoardings, Billboard and in recent time internetand web advertising.

Moreover, language become an important medium to support an advertisement to the public.There is a closely relationship between advertisement and language to make each individual understand

the purpose of the advertisement made. In other words, advertisement will not be interesting for consumers without language. The language used in the advertisement must be attractive and able to obtain reader's attention so that the reader is interested in that product or service.

Tourism English destination lately shows it is better development. It is proved by many interesting advertisement found in English. Most of advertisement used a good and attractive language. Dunn and Barban (1986) stated that advertising is non-personal communication through a variety of media paid by companies, organizations non-provit, and individuals using advertising messages that are expected to inform or persuade certain groups of people to read that message.

In additions, advertisement has role and functions as the medium to give information about new products, features as well as their benefit to the consumers. It is also expected that advertisement explains a from the product. Lewis (2000) states that advertising is paid non personal communication from an identified sponsor using mass media to persuade or influence an audience.The purpose of advertising is to inform the consumers about their product and convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs.

Moreover, the analysis of language used in advertisement will be more easily where we see it for pragmatics perpective. Then, Pragmatics is part of linguistics that study about the relation of interpretation of linguistics based on the meaning contex. Yule (1996:03) stated that pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Pragmatics is the study of speaker meaning Pragmatics can not be separated with context. Context has a power that can influence an utterance, likewise the important thing to interpret an utterance. Levinson (1983:5) states that pragmatics is the study of the use of language in communication. In conclusion, pragmatics is the study of meaning of utterances in relation to the contexts which involves how a speaker produces an utterance to deliver his or her

intention and how the listener interprets it.

Speech acts represent a key concept in the field of pragmatics which can be broadly defined as language use in context taking into account the speaker's and the addressee's verbal and non-verbal contributions to the negotiation of meaning in interaction, Searle (1979).

Here the writer provides an example of tourism Indonesia advertisement:

like home, and the reader can imagine the beautiful of Sumba. Its also supported by Lyons (1968:136), mentions that meaning is ideas or consept, which can be transferred from the mind of the speaker to the mind of.

Based on the theory of SPEAKING Dell Hymes (1974), the writer find setting, ends, participants, Act sequence, and Instrumentalities. The setting here take a place at Sumba which includes potential hill vast tourists. The ends, here is supposedly to make people visit exact promoted hill in the advertisement. The participants are the four girls sat on the

Source:https://www.google.com/search?client=firefox-b-d&q=visit+sumba

This example of the data it can be seen that tourism advertisement of Sumba. If we see the advertisement text above, it shows that the some people enjoy the beautiful landscape with the hill vast. The context of the data above is context of tourism for tourist. In other word, advertisement producers offer tourism products to tourists. The purpose of this advertisement is to introduce and give an overview of the offered tourist products. While the ultimate goal is to attract tourist to come and visit Sumba. The meanings of text above tell Sumba has friendly tourism destination

grass. The act sequence is the four girls take a picture from the back, it order tourists to believe that it is the best place to visit. The last the instrumentalities is Sumba There's No Place Like Home.

Based on the data 1 before found in (3.1 meaning of illocutionary)tourism advertisement of Sumba. Sumba advertisement it deals with Commissives classifying, Commissives are those kinds of speech acts that speaker use to commit themselves to some future action, Searle (1969). In this datum 1, the text of

"There's No Place like Home" is just in Sumba we can feel we are at home, the comfort place, the beautiful landscape, the unique culture, etc.

English advertisement of tourism Indonesian is so important to analyze in this era, because Indonesia has become one of country in the world must be visited by tourism destination. When hearing about Indonesia, in their mind is beautiful tourism and culture, because Indonesia has a thousand cultures, language and of course tourism, that is the point why the writer interested to analyze this topic, and another reason is with English advertisement to make easier tourist what the interest destination will they visit. The last reason is this analysis about English advertisement of tourism especially tourism Indonesia has not yet found in this faculty. So, the writer carries out a research entitled ***"Illocutionary Acts Analysis of English Tourism Advertisements in Indonesia"***

II. METHOD OF THE RESEARCH

The writer use descriptive-qualitative method to make understand the object of this research, which is Qualitative research methods emphasize on field observation research methods and data are analyzed in a non-statistical, As well as explanations be developed by the author himself who still refers to sources that related to the facts. Mahsun(2011:257) explains that qualitative method focus on the meaning and describes the data which are not a group of numbers but rather of oral words or written words.The aim of qualitative method is understanding the phenomena and meaning in a research through words. In this research used qualitative method because to describe tourism Indonesia advertisement with words will making clearly and detail for all of phenomena on this research.

Sudaryanto(1993:40) said that source of the data is divided into two sources, substantional data and locational data. Substantional data is the source that had form or same with the materials, and locational data is source of collecting the data it self. In this research, the substantional data in this research is utterance (word, phrase, sentence). The locational data in this research is internet source, especially google source.

In collecting the data, the writer used non-observation method, which is the writer just collect the data from internet or the other media that support the writer to collects the data. Beside that, the technique in collecting the data the writer used non-participant technique. Sudaryanto (1993:134)

claims that non-participant technique is the researcher an observer, on the other hand the, researcher observes the utterences that occur in conversation process.

Technique of analyzing the data is an attempt to get the result or the answer of the problem of this research. Sudaryanto (1993:13) states that there are two methods to analyze the data, which are referential method and distributional method. Referential method is a method of analyzing the data which the tool device is outside, regardless and not being part of the language that will be investigated. The distributional method is the method which the tool device is the language itself.

In this research, the writer uses referential method to explain the data in which the tool device refers to the referent of the language.

III. RESULT

In this research the writer uses formal and informal method to present the data. Sudaryanto (1993:145) said that informal data presentation is presentation in word, sentences without sign or symbol, while formal data presentation is presentation with sign and symbol. The writer present as an background of the research, identification of the problem in this research and the writer include the question of the research into two question which probably often appear in the subject of the

analysis. The question following below:

1. What are the meanings of English advertisement texts of tourism destination in Indonesia?
2. What are the functions of English advertisement texts of tourism destination in Indonesia?

IV. DISCUSSION

4.1 Meanings of Illocutionary Acts
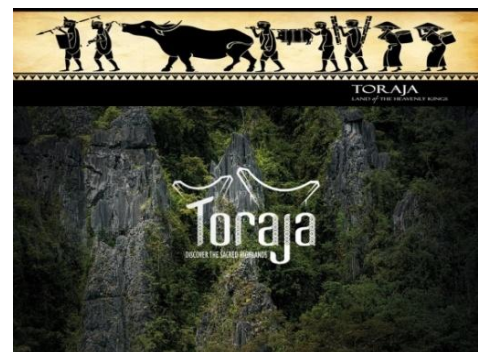
We can clearly see that it tries to attract people's attention to explore the unique and mysterious nature of Toraja. Not only it was written on the picture, it can be seen from the whole picture which shows several interesting and intriguing views. The dark green forest perfectly depicts the mystical and thrilling surroundings in the area. The picture also seems to be taken from a highland as it provides us a wide view of enormous cliffs and trees. The entire sight makes everyone feel the chilling and eerie emotions. In addition to that, the advertisement also gives symbolic drawings at the top of its picture which represent the

ancient culture of Toraja. It was widely known in the history that the original tribe of Toraja used to breed their cattles and hunt animals for daily supply, and the women were in charge of collecting plants and herbal medication. So, considering that it is an advertisement, it might have been the primary reason of these drawings that they try to illustrate the ancient life of Toraja tribes which will definitely draw people's interest to take a closer and deeper look at these particular highlands.

As it states the feeling of the highlands that the maker wants us to experience and it express the psychological state in which we can feel the situation from a single picture.From the advertisement above, the writer also find several different features that help to contextualize the linguistics analysis, which are participant, setting, and scene, also ends. From the context above, the writer used Hymes's theory of SPEAKING to analyze the data. The writer find out setting, participants, ends, act sequence, instrumentalities. From the participants feature, the writer consider the picture of ancient tribes as the symbolic representation of participants. For the setting and scene can clearly be seen as the Toraja highland and its mystical view (scene), and for the ends of this advertisement, is most likely to get people exploring and discovering the

sacred Toraja highlands as the result of the advertisement. The act sequence is the participants back home from hunting.

4.2 Functions of Illocutionary Acts
4.2.1 Expressive
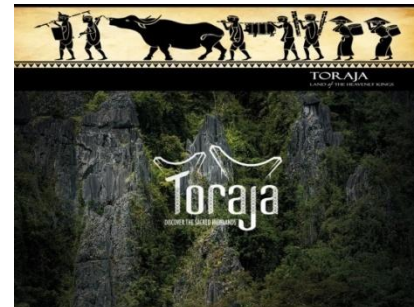
Toraja advertisement it can be seen Expressive act, *"Toraja, discover the scared highlands"* as it states the feeling of the highlands that the maker wants us to experience and it express the psychological states in which we can feel the situation from a single picture. This explanation also supported by Searle (1969) Expressive is used to express the psychological state in sincerity condition about a state of affair in specified in the propositional content.

4.2.2 Directive
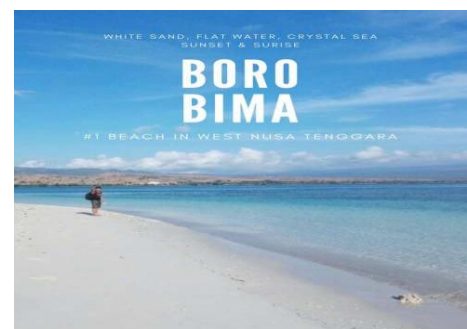
From the data above, advertisement West Nusa Tenggara *"White sand, flat water, crystal sea, sunset and sunrise, BoroBima #1 beach in West Nusa Tenggara"* it can be seen Directive act, as it states the feeling of the white sand, flat water, crystal sea, sunset and sunrise as it leads us to have intention of exploring the Boro Bima beach in West Nusa Tenggara. Like Searle (1969) stated that Directives are illocutionary acts that are attempts by the speaker to make the hearer do something.

4.2.3 Commissives

Klaten advertisement *"Visit Klaten the shine of java"* this advertisement explains that Klaten represents the beauty of Java which is full of art and culture, and also seen as a unique strategy to completely make people want to take a future vacation to Klaten, therefore it can be seen as an act of Commissives. As it is trying to make people want to commit the action themselves by persuading them with the advertisement. Supported by Searle's (1969)

theory Commissivesare those kinds of speech acts that speaker use to commit themselves to some future action

4.2.4 assertive

The Maluku advertisement *"the beauty of Maluku wonderful Indonesia"*this advertisement describe that Maluku is famous with beautiful beach and high mountains, and Maluku has lots of beach. The text advertisement that include in assertive are text explain the truth beautiful of Maluku with the beach and mountains,it deals with Assertive classifying, According to Searle (1969) Assertive is to commit its speaker with the degree of strength to the truth of the propositional content, whereas the new picture entails that whoever performs a assertive licenses the inference that he aims at activated knowledge of the propositional content.

V. CONCLUSION

The writer concludes that the meanings and function of illocutionary act. The results of the analysis of 11 data that have been found, the data are described based on the context of S-P-E-A-K-I-N-G by Hymes (1974). Therefore, the 11 data contain an illocutionary function in each of the data, among them are 4 data having directive function, 4 data commissives function, 2 assertive function and 1 expressive function. Out of 11 data found, there are two function illocutionary functions that appeared, which are directive and commissives functions.

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