



**ILLOCUTIONARY ACTS IN COMMERCIAL ADVERTISEMENTS AND  
ITS CONTRIBUTION TO TEACHING SPEAKING**

Final Project

Submitted in partial fulfillment of the requirements

for the degree of *Sarjana Pendidikan* in English

by

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I certify that this final project is definitely my own work. I am completely responsible for the content of this final project. Other researchers' opinion or findings included in the final project are quoted or cited in accordance with ethical standards.

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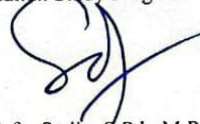
**RATIFICATION**

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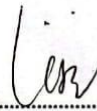
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## **MOTTO**

(ظَفِيرَ صَبْرٍ مَنْ)

Whom be patient, will be get lucky.

Without the prayers of parents the struggle will be in vain.

## **DEDICATION**

To my father; Widianoro

To my mother; Marfuah

To myself

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## ABSTRACT

**Alafair Cinta Az-Zahraa. 2022.** *Illocutionary Acts in Commercial Advertisements And Its Contribution to Teaching Speaking.* Final Project, English Education Study Program, Faculty of Language and Arts Education, University of PGRI Semarang. Advisor I: Dr. Listyaning Sumardiyanu, M.Hum. Advisor II: Dra. Maria Y.W.L., M.Pd.

**Keywords:** *Illocutionary art, commercial advertisements, teaching speaking.*

Language can be used to achieve specific goals, such as marginalizing certain social actors or selecting appropriate words. Communication is the way by which people interact with one another. People can communicate with one another in order to convey information or express themselves to the addressee. The specific objective of this research is to identify the kinds and function of illocutionary acts used by commercial advertisements and to figure out the contribution of this research to teaching speaking. The descriptive qualitative analysis method is used in this study. The data is gathered by documentation. First, the researchers watch the advertisements in order to understand what the content of advertisements. Second, the researcher found the transcript of commercial advertisements to complete the data. Third, researcher analyzes the illocutionary acts that show from that performance in commercial advertisements. The results of this research are: (1) There are five types of illocutionary acts which found in 16 scripts commercial advertisements on the YouTube (total 24 utterances). (2)The function of illocutionary acts in the commercial advertisements on the YouTube are identifying brands, information, and persuasion. (3) The contribution in teaching speaking through illocutionary acts in commercial advertisements as a media in the form of video and material in the form of pronunciation in learning speaking. For contribution in teaching speaking, the researcher suggest to the teacher to using advertisements as a teaching material because it can be a fun way to learning speaking.

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## **CHAPTER I: INTRODUCTION**

In this chapter, the researcher provides underlying background on the study about illocutionary acts in commercial advertisements and its contribution to teaching speaking. The important parts of this chapter cover background of the study, reason for choosing the topic, statements of the problem, objective of the study, significances of the study, definition of the key terms and outline of the study.

### **A. Background of the Study**

Communication is one of human beings. The unit of human communication is speech acts. In daily activity speech acts usually used. This statement supported by Toolan in Speech acts refers to what is done when something is said. Thus, speech acts is study of language by people saying something. When the hearer performs an act, it means that he or she is performing an illocutionary act. Searle (1976:10) proposed five categories of illocutionary acts: representative, directive, commissive, expressive, and declarative. Illocutionary act can be found in the daily life conversation.

Language skills has important role in attracting the students in attention. Commercial advertisements can be one that attracts students attention because it is contextual as material in learning speaking. Surely can be alternative as a media to teaching speaking because commercial advertisements are interesting, communicative and informative.

The teacher must choose a good way to create an interesting activity in the classroom that will encourage students to speak up and enjoy the learning

process. The study is aimed at contribution to teaching speaking. Students have a variety of difficulties when speaking English. First, it is related to students' lack of vocabulary, which makes it difficult for them to say words in class and also makes them nervous. Second, some of those students are afraid of making a mistake and afraid because of their pronunciation is not as good as native speaker when speaking English. Third, the students speak more with their first language or their mother tongue.

To help overcome difficulties in learning speaking, the researcher offers the use of alternative media by commercial advertisements to contribution to teaching speaking. In this study the researcher choose commercial advertisements as the object of the study because there are a lot of illocutionary acts which can be found. Therefore, the researcher chooses “Illocutionary Acts in commercial advertisements and its Contribution to Teaching Speaking”.

### **B. Reason for Choosing the Topic**

The rationales for which the researcher desires to conduct a study entitled “Illocutionary Acts in Commercial Advertisements and its Contribution to Teaching Speaking” are as follows:

1. The researcher wants to know the kinds of illocutionary acts that used in commercial advertisements.
2. The researcher wants to know message delivered by advertisement on commercial advertisement.
3. The researcher wants to know what is to teaching speaking.



### **C. Statements of the Problem**

In relation on the background of the study previously, this study seeks to address the following questions:

1. What kinds of illocutionary acts are used in commercial advertisements?
2. What are the functions delivered by commercial advertisements?
3. What is the contribution to teaching speaking?

### **D. Objective of the Study**

Considering the statements of the problem, this study clarifies some aspects in Illocutionary Acts in Commercial Advertisements and its Contribution to Teaching Speaking, namely:

1. To identify the kinds of illocutionary acts used by commercial advertisements.
2. To know the function of illocutionary acts of the commercial advertisements.
3. To know the contribution to teaching speaking?

### **E. Significances of the Study**

This study has a massive opportunity to be useful for all parties namely:

1. The readers

The result of the study can be used as a reference for the readers in studying linguistics. The readers will find the examples about pragmatics, especially about speech act. The readers also know that it can be an alternative teaching material for speaking.

2. The English Teacher

It gives a contribution in teaching material for speaking using commercial advertisement which can help students in communication.

## **F. Definition of Key Terms**

To avoid misunderstanding about the theories which are used in this research the researcher needs to clarify the key terms as follows:

### **1. Speech Acts**

Austin (1962: 94) stated in his 1962 book entitled *How To Do Things With Words* say something is to do something, or that in saying something, and even by saying something, we do something. According to Austin in Isnawati (2015) that when people say or state something, they also do something or create an act, it is called speech acts. At this time, people can perform an action physically. The speakers do not need to do the action physically. The utterances said would be sufficient to perform an action. From the definition above, the researchers get conclusion that speech act is study of the intention speaker meaning when people use the language performing an act.

### **2. Types of Speech Acts**

Austin categorizes speech acts into three types: locutionary acts, illocutionary acts, and perlocutionary acts.

#### **a. Locutionary acts**

The basic act of producing a meaningful expression of an utterance is the locutionary act. It is concerned with the meaning of words or sentences that are appropriate in the dictionary, as well as the principle of syntax. The act of saying something is referred to as the locutionary act (Riemer, 2010:109).

b. Illocutionary acts

(Hashim, 2015) defines that the illocutionary act is at the heart of every speech act theory. There must be a function in every utterance. The function or meaning found in the utterance is referred to as an illocutionary act. "I promise to give you some money," for example, is not only a statement, but it also binds the speaker to what she or he has just said. This is due to the fact that utterance intention is the fact that the speaker intends to do something. Therefore, the illocutionary act of an utterance above is the act of promising.

c. Perlocutionary acts

The act of achieving a specific perlocutionary effect on the hearer as a result of the hearer recognizing (what she/he believes to be) the locution and illocutionary force in utterance is referred to a perlocutionary acts. So, a perlocutionary acts is the hearer's behavioral response to the meaning of an utterance, which may or may not be a physical or verbal response, but may simply be a mental or emotional response of some kind. Perlocutionary acts is concerned with the effect of illocutionary act on the listener (Rustianti, 2011:24)

3. Advertisements

According to Moriarty, et al (2015) advertisement is any which is undertaken by or on behalf and advertiser or marketer for payment or other valuable consideration. Moreover, Raum (2014) stated advertisement is a kind of communication. Its purpose is to inform people about a particular event,

idea, or product. Most advertising is designed to sell products and services. Furthermore, according to Kottler in Fitriana (2010) “advertising is any paid form of non-personal communication of ideas, goods and service by an identify sponsor.” Based on O’Neill in Fitriana 2010) “language of advertising is apart from other languages”. Moreover, Goshgarian in Fitriana (2010) defines that the power of advertisement is set up by two elements; image and words. These elements must be fully applied attentively since the combination of words and image makes up the language of advertising. The words and images used in making or creating advertisement will influence the reader’s responses. To get expected effects or responses from the readers, an advertiser must be careful and smart in selecting and putting them. An advertisement not only provides information. (Novianti & Maliyani, 2018)

#### 4. Teaching Speaking

The goal of teaching speaking skills is communicative efficiency. Teaching speaking is distinct from teaching other abilities, according to Rivers (1981: 188) stated that teaching speaking places greater demands on the instructor than teaching any other language skill. Many issues can arise as a result of the language learning process itself, as well as technological issues that may arise in the classroom. Speaking is the act of using language in a normal voice, of uttering words, of learning and being able to use a language, of expressing oneself in words, and of giving a speech. The capacity to utilize language to explain ideas is known as speaking ability.

## **G. Outline of the Research**

The researcher compiled this study report into five chapters. Every chapter contains a different topic. Chapter 1 is introduction. This chapter consists of background of the study, reasons for choosing the topic, statements of the problem, objectives of the study, significances of the study, definition of key terms, and outline of the research. Chapter 2 is a review of related literature. This chapter consists of a review of related theories and previous of the research. In addition, the researcher will discuss about previous study in related matter that can be used as study references. Chapter 3 is the methodology of the research. This chapter consists of research design, subjects of the research, instrument, methods of data collection, and method of data analysis. Chapter 4 is research findings and discussion. This chapter consists of research findings and discussion. Chapter 5 is the conclusion. This chapter consists of a conclusion on the research and suggestions according to research findings.

## **CHAPTER II: REVIEW OF RELATED LITERATURE**

In this chapter, the researcher compiles some theories that are needed to explain some concept applied in this study. The leading theory is speech acts with several scopes including locutionary acts, illocutionary acts, perlocutionary acts, teaching speaking, macro and micro skills of speaking, types of classroom speaking performance, teaching speaking of genre and advertisements. Furthermore, the researcher gathers previous studies that will be useful as reference.

### **A. Review of Related Theories**

In this study, the researcher wants to explain the review of related literature and previous study. The review of related theories includes, speech acts, types of speech acts, teaching speaking, advertisement, macro and micro of speaking skills.

#### **1. Speech Acts**

Speech Acts is a pragmatic concept that explains how language functions in the context of users and situations. Part of pragmatics where there are certain aims beyond the words or phrases when a speaker says something called speech acts. When people want to express themselves, they don't just make grammatical structures and words; they also use those utterances to do actions. Speech acts, in general, are activities carried out by utterances, and in English, they are usually labeled with more specific terms like apology, complaint, compliment, invitation, promise, or request.

According to Austin (in Tsui, 1994: 4), speech acts are actions performed by created words. Birner (2013), in a similar vein, stated that "uttering something" also entails "doing something." People can take action by simply expressing something. In line with this Yule, (1996: 47), stating that speech acts are actions carried out through utterances. Another definition is delivered Searle (2012: 8) speech act is human communication that is performed with utterances of certain types such as making a statement, asking a question, giving an order, describing, explaining, apologizing, thinking, congratulating, and so on. He also mentions the types of speech act that are performed in a conversation: locutionary acts, illocutionary acts, and perlocutionary acts.

There is an extensive literature on the differentiation between locutionary, illocutionary, and perlocutionary acts. The understanding between locution, illocution, and perlocution can be found in this example: "could you make a cup of coffee?"

Locution: The speaker uttered the words which semantically mean requesting the listener to make a cup of coffee.

Illocution: The speaker performed an act of requesting the listener to make a coffee.

Perlocution: The speaker persuaded the hearer to give a coffee, and as response, the listener gave a cup of coffee as the speaker wishes.

**a. Locutionary Act**

Locutionary act is the act of producing an utterance or a meaningful language expression by a person. The act of saying something in the full sense of say is referred to as a locutionary act. When a speaker uses his or her organ of speech to produce utterance, a locutionary acts is performed indirectly via his or her utterance. The locutionary acts, in other words, is the act of a speaker employing his or her organ of speech to make utterance. For example, “watch out! There is a car”, the moment when the utterance is being said by the speaker by using the organ of speech is called locutionary act. A locutionary act is the act of saying something and or what is said.

The researcher concludes that a locutionary act is the act of uttering something literary to the addressee, or that the meaning of sentences is equal to what the speaker utters without regard for context. As a result, in pragmatic terms, locutionary act plays a lesser role in understanding speech act.

**b. Illocutionary Act**

Illocutionary act is the act performed in saying something. The illocutionary acts is performed via the communicative purpose. Any speaking act that amounts to stating, inquiring, acknowledging, reporting, publishing, recommending, thanking, pressing, promising, and so on is considered an illocutionary act. It is the act of speaking something, as opposed to the illocution act. In every utterance, there



must be a function in it. The function which is found in the utterance is called the illocutionary act. The following is the example: “I promise to come to your party tomorrow.” The utterance above is not only a statement but it also binds the speaker to what she/he has just said. This is because that utterance intention is the fact that the speaker will do something in future or we can say, the speaker promising something. Therefore, the illocutionary act of an utterance above is the act of promising. According to Searle and Rihardi (2005:26), there are five main forms of illocutionary acts that can be performed in speech, using the following five categories of utterance:

### **1) Assertive or Representative**

The purpose of this category is to state whether the speaker believes something to be true or false, or to deliver some information to the listener. Paradigmatic cases include: *asserting*: to assert a fact with confidence and strength, *claiming*: to make a claim about what one has attained or accomplished without giving evidence or proof, *Stating*: to state things definitely and plainly, *predicting*: predicting or estimating what will occur in the future, *affirming*: to make a public declaration of a fact in order to support, uphold, or defend it, *Retelling*: to tell something in a different way, *Informing*: to provide someone with information about a subject, *Bringing* anything to a close: to bring things to a close, *Explaining*: to explain something to

someone in greater detail and account for an event by providing a reason or justification

Example:

- a) That's what makes America great. (asserting)
- b) She claimed that he came from a wealthy, educated family.  
(Claiming)
- c) That's why elections matter. (stating)
- d) Journalists have begun to make predictions about who will win the upcoming election. (Predicting)
- e) He affirmed the country's commitment to peace. (Affirming)
- f) John retells the history of the world from the black perspective  
(Retelling)
- g) Someone telling a friend what time they will arrive. (Informing)
- h) My mom brought John home from the hospital (Bringing)
- i) She has a pointed nose with a little freckles and black hair.  
(Explaining)

## 2) Directives

Attempts by the speaker to persuade the listener to do something. The proposition's content is that the listener performs some future acts. Paradigm cases are consist of; *Ordering*: to order someone to do something. It is more polite to order than to command. *Commanding*: to persuade someone to do what they need to do. *Requesting*: to act politely asking for something. *Inviting*: to act someone to attend an

event (birthday party or meeting). *Advising*: to give someone an advice. *Suggesting*: to put an idea to someone's mind. *Questioning*: to ask someone something.

Example:

- a) We can do this for our country (Ordering)
- b) Go there! (Commanding)
- c) Let me said this publicly (Requesting)
- d) Please come to my party tonight (Inviting)
- e) sleeping pills are not advised (Advising)
- f) I recommend that we wait a day or two. (Suggesting)
- g) Police detained three suspects for questioning. (Questioning)

### 3) Commissives

Commissives are speech acts in which the speaker commits to a future course of action. The purpose of this act is to commit the speaker to some future course of action paradigm cases: *Promising*: a stated intention to give, do, or refrain from doing something. *Hoping*: wishing for something to happen or to be done. *Offering*: demonstrating a willingness to do or give something. *Refusing*: to express disagreement or unwillingness to give, accept, or do something.

Examples:

- a) No, Thank you (Refusing)
- b) I'll make this country great (Promising)

- c) That's the future that we hope (Hoping)
- d) Can I help you? (Offering)
- e) No, Thank you (Refusing)

#### 4) Expressive

The purpose of this class is to express the psychological state or attitude of the speaker such as joy, sorrow, and likes/dislikes.

paradigm cases: *Thanking*: to express appreciation to someone.

*Compliment*: an expression of admiration, approval, or praise.

*Congratulating*: to speak about praise or something that someone

receives. *Believing*: to express one's belief in something or someone.

*Apologizing*: is an expression of regret when you do something

wrong. *Greeting*: is a sign of welcome or recognition. *Celebrating*: to

express approval for someone or something.

Examples:

- a) Thank you (Thanking)
- b) You are best women (Complement)
- c) I believe in you (Believing)
- d) Congratulation on your achievement (Congratulating)
- e) I'm sorry it is my fault (Apologizing)
- f) Hello what's up? (Greeting)
- g) Hurray! I got a really good grades! (Celebrating)

## 5) Declarations

Declarations (also known as declaratives) are speech acts that cause immediate changes in a current state of affairs. Those that effect immediate changes in the institutional state of affairs and rely on elaborate extra-linguistic institutions.

The speaker causes changes in the world by performing this type of speech act; that is, he or she creates a correspondence between the propositional content and the world. Opening a bridge (officially), declaring war, excommunicating, firing from employment, and nominating a candidate are all paradigmatic cases.

Example:

- a) I now pronounce you husband and wife (declaring)
- b) I name my baby “Chika”. (naming)
- c) I was enmeshed in lives that were precarious, tragically scarred by violence, drug abuse and isolation. (excommunicating)
- d) He was guilty of not being able to bear the humiliation of being fired. (firing from employment)
- e) We anticipate that the party will nominate him for president. (nominating a candidate)

### c. Perlocutionary Act

The effect of the speaker's utterance to the listener is called perlocutionary act. Perlocutionary act is the act performed as a result of saying. In a slightly more technical sense, a perlocution is the act by

which an illocution has an effect on or influences the addressee. Another way to put it is that a perlocutionary act is a result or by product of speaking, whether intentional or unintentional.

For example, if I promise to give some money, the effect of my words may be positive. The reason for this is that the hearer is in desperate need of money. Yet, it can also give the opposite effect to the hearer because of that utterance, the listener may become enraged. This is due to the fact that the hearer is a highly wealthy individual who does not require any financial assistance from the speaker. The listener will believe he is being mocked. By pronouncing a sentence, the perlocutionary act produces consequences on the audience. Furthermore, a perlocutionary act is a performance that involves saying something Leech(1983: 31).

## **2. Teaching Speaking**

Teaching speaking is a very important part of second language learning. The ability to communicate in a second language clearly and efficiently contributes to the success of the learner in school. Therefore, it is essential that language teacher pay great attention to teaching speaking. According to Nunan (1989), Brown and Yule “begin their discussion on the nature of spoken language by distinguishing between spoken and written language”. Spoken language is made up of short, often fragmentary utterances with a variety of pronunciations. (Thesis et al., 2014). An utterances defined in terms of speaker’s intention and the effect it has on a listener is called speech

act. When we do a speech act, we do speaking. Speaking is one of English skills used to express ideas and to communicate with other people in the entire world. This is an activity of producing words or sentences orally.

Speaking is a skill which means not only to be known or learn, but also to be practiced. Speaking is not about what should be said only but what people should listen from you to know and to understand each other. Speaking involves oral communication; people can convey their thoughts, sentiments, emotions, and messages via speaking. Speaking, according to Tarigan (1992), is the talent of using spoken language to convey information. Furthermore, Harmer (2007) stated that speaking is a skill that has become an important part of daily life because it is the way for people to develop social relationships as human beings.

Based on the definitions above, speaking is the most important skill of language because it involves expressing ideas, opinions, or feelings to others through the use of words or sounds of articulation in order to inform, persuade, and entertain.

### **3. Macro and Micro skills of speaking**

Brown (2007: 328) explains that speaking skills include both micro- and macro-skills. There are two types of skills: micro and macro. The need of focusing on both the forms and functions of language is suggested by micro skill. Individual processes in language learning are concerned by macro skill. Brown (2004:142-143) defines micro skills as the ability to produce smaller chunks of language such as phonemes, morphemes, words, collocations, and

phrasal units. The macro skills imply the speaker's focus on the larger elements: fluency, discourse, function, style, cohesion, nonverbal communication, and strategic options.

**a. Macro Skills**

- 1) Appropriately accomplish communicative functions according to situations, participants, and goals.
- 2) Use appropriate styles, registers, implicature, redundancies, pragmatic conventions, conversation rules floor-keeping and – yielding, interrupting and other sociolinguistic features in face-to-face conversations.
- 3) Convey links and connections between events and communicate such relation as focal and peripheral ideas, events and feelings, new information and given information, generalization and exemplification.
- 4) Convey facial features, kinesics, body language and other nonverbal cues along with verbal language.
- 5) Develop and use a battery of speaking strategies, such as emphasizing key words, rephrasing, providing a context for interpreting the meaning of words, appealing for help, and accurately assessing how well your interlocutor is understanding you.



**b. Micro skills**

- 1) Produce differences among English phonemes and allophonic variants.
- 2) Produce chunks of language of different lengths.
- 3) Produce English stress patterns, words in stressed and unstressed positions, rhythmic structure, and intonation contours.
- 4) Produce reduced forms of words and phrases.
- 5) Use an adequate number of lexical units (words) to accomplish pragmatic purposes.
- 6) Produce fluent speech at different rates of delivery.
- 7) Monitor one's own oral production and use various strategic devices- pauses, self-corrections, fillers, backtracking-to enhance the clarity of the message.
- 8) Use grammatical word classes (nouns, verbs, etc.), systems (e.g., tense. Agreement, pluralization), word order, patterns, rules, and elliptical forms.
- 9) Produce speech in natural constituents: in appropriate phrases, pause groups, breathe groups and sentence constituents.
- 10) Express a particular meaning in different grammatical forms.
- 11) Use cohesive devices in spoken discourse.

**c. Types of Classroom Speaking Performance**

There are five basic types of speaking, according to Brown (2004: 141-142), and they are imitative, intensive, responsive, interactive, and extensive.

### **1. Imitative**

The ability to imitate (parrot back) a word, phrase, or even a sentence is referred to as imitative speaking.

### **2. Intensive**

Intensive speaking extends beyond imitation to include any speaking performance that is intended to practice some phonological (such as prosodic element intonation, stress, rhythm, juncture) or grammatical aspect of language.

### **3. Responsive**

Responsive speech is interaction at the rather limited level of a brief chat, a conventional greeting and small talk, a simple comment or request.

### **4. Interactive speaking**

Interactive speaking; complex interaction which sometimes include multiple exchanges and/or multiple participant.

### **5. Extensive speaking**

Extensive speaking is oral production, there are speeches, oral presentation, and storytelling.

### **3. Teaching Speaking of Genre**

The instruction of genre speaking is divided into four sections.

#### **1. Building Knowledge of the Field (BKOF)**

The teacher gives an explanation about the material and the students have to pay the attention. The teacher and the students build the culture context, grammatical pattern, discuss the vocabularies, and share experience, etc.

*Example: the teacher discusses a material about vocabulary that suitable to the text and the students look for the meaning it words and then the students read it.*

#### **2. Modeling of Text (MOT)**

The students listen to the statements of short functional text, monologue, conversation that is directed a certain communicative purpose.

Example: the teacher read a text and then the students must pay attention, see, and listen carefully.

#### **3. Join Construction of Text (JCOT)**

In this part, the students try to develop their speaking skills with help from the teacher. They showcase their skill to communicate and their confidence in speaking.

Example: the teacher asks to the students for make a group discussion and narrating to look the conclusion about story.

#### **4. Independent Construction of Text (ICOT)**

In this part, the students are expected to be able to speak spontaneously monologue of descriptive, narrative, and recount. Example: the teacher asked the students to make a story about their experience and presents in the class.

#### **4. Advertisement**

Advertisement is a tool used to persuade people or society to buy a product. According to Isaacs (1998: 57), an advertisement is any device or public announcement, such as a printed notice in a newspaper, a commercial film on television, a neon sign, and so on, that is designed to attract public attention, bring in custom, and so on. According to Goddard (1998: 7) advertisement is the non-personal delivery of information about products, services, or ideas by identified sponsors through various media that is usually paid for and usually persuasive in nature. It is possible to conclude that advertisement is a method of persuading people to buy products or do something that a company or organization has launched. According to Kotler (2002:659), advertisements can be classified into four categories:

##### **a. Informative Advertising**

This is employed by businesses when a new product is launched. The purpose is to inform the public or market about new products, new uses, pricing adjustments, work techniques, and services, correct misconceptions, and establish a corporate brand image.

#### **b. Persuasive Advertising**

Becomes very important when market competition increases; the company aims to form demand so that consumers choose the company's products over other products.

#### **d. Comparison Advertising**

The type of persuasive advertising in which a brand is directly compared to other brands.

#### **e. Reminder Advertising**

A kind of advertising that is highly important for products in the adult stage, reminds consumers of the product's existence at all times.

The researcher chooses commercial advertisements because the type is informative advertising which could help teacher to teach speaking.

### **B. Previous Studies**

There are several studies which deal with similar speech acts and teaching speaking. The researchers try to analyze a few of the most prevalent studies in this field.

The first research was conducted by Novianti & Maliyani, (2018) a student of IKIP Cimahi Siliwangi. With the article title “An Analysis Of Speech Act In Advertising Of Child Milk On Television” focusing on illocutionary act found that the illocutionary acts of the three advertisements; Bebelac, Nutrilon Royal and Pediasure found there are eight representative three expressive, one declarative four commissives. the most dominance

illocutionary act used by the advertisements are representative and commissives.

The second research was conducted by Rudia wati et al., (2018) a student of IKIP Cimahi Siliwangi. With the article title "Speech Act In Indonesia's Shampoo Advertisement". In their research, The data will be analyzed using the types of illocutionary acts proposed by (Searle, n.d.) and supported by (Yule, 2006) and (Searle, n.d). (Nyota & Mutasa, 2008). The data comes from shampoo commercials in Indonesia. Shampoo brands advertised include Sunsilk, Zinc, Head and Shoulders, Dove, and Treseme. The data was collected, analyzed. The result of the investigation, Indonesian shampoo advertisements contain every speech act based on Yule's speech acts theory. Shampoo commercials in Indonesia Declarative speech accounts for 39% of all utterances. Commissive utterances account for 34% of the total, while representative utterances account for 11.90% of the total, or 10 utterance, expressive utterances account for 9.52%, and directive utterances account for 4.76%. According to the research, shampoo advertisements in Indonesia utilize more declaratives, implying that shampoo in Indonesia prefers to proclaim something based on presented facts to match a specific phenomenon.

The third research was conducted by widyaka, (2014) by a student of Universities Brawijaya. With the article title "Speech Acts Analysis In The Slogan Of Car Advertisements In Jawa Pos Newspaper". In his study took a qualitative approach. It was primarily concerned with evaluating slogan

utterances. The author examines the use of speech in the slogans of vehicle ads in the Jawa Pos newspaper. From December 2013 to February 2014, the data was gathered from the slogans of car advertising in Jawa Pos daily. The data was then analyzed using Searle's idea of speech act and Yule's theory to look at the different types of phrases. These slogan utterances were discovered to use speech acts, particularly locutionary and illocutionary acts. Representative, directive, and declarative illocutionary acts were discovered. Then there are declaratives, which are used to deliver information, and imperatives, which are intended to get someone to do something, which are found in the slogan utterances of car advertising. Furthermore, the most common sort of illocutionary conduct identified in automotive advertisement slogan utterance is representational.

The forth research was conducted by Ampa, (2013) a student of Universities Muhammadiyah Makassar. The article title "The Development of Contextual Learning Materials for the English Speaking Skills" The psychological, pedagogical, and psychological features of the contextual learning materials generated were evaluated. The researcher used the questionnaire to collect data in order to validate the prototype draft. TEFL specialists were invited to answer the rubrics' items and then remark on their weaknesses in relation to the factors and indicators. The goal of this study was to provide contextual learning materials for use by researchers in spoken subjects. The findings of this study show that the psychological criteria for developing learning materials for speaking skills are rationale, independence,

self-development, creativity, and cooperation, while the pedagogical criteria are guidance, choice, and reflection. These criteria have been validated by three experts, and their validity is very appropriate.

The fifth research was conducted by Ali, (2014) a student of University of Mysore, Mysore (India). With the article title “Technology in Teaching Speaking Skill” The researcher suggests that the modern technologies can be used as a supplement to the classroom teaching method to have a lively atmosphere in the classroom. This strategy is given opportunity for the students to use modern technological tools are much more interesting and provide fun and enjoyable learning, motivating the students, and help them to enhance their language learning in a fruitful way. Moreover, these tools improve students' communicative skills. The researcher suggest that the English teacher should be not only teach speaking just as a repetition of drills or memorization of dialogues but the teacher can use modern technologies such as communication lab, speech recognition software, internet, TELL (Technology Enhanced Language Learning), Pod casting, Quick Link Pen, Quicktionary etc.

The sixth research was conducted by (Asrifan & Baharuddin, N.D.) a student of Universitas Muhammadiyah Sidenreng Rappang. With the article title “Using Cat And Mouse Game To Improve Student’s Speaking Ability At The Eleventh Grade Of Ma Ympi Rappang”. The researcher state that many students have difficulties in speaking. The first problem is the students afraid of making mistakes. So that the researcher used game to help students



in speaking. These game “Cat and mouse” can also be regarded as an instrument that motivates students to participate in their teaching and learning process since it allows students to focus more on learning because they are not obligated to learn and reduces boredom in English learning. They also inspire students to get fresh experiences in a foreign language, which aren't always possible during the school year.

The seventh research was conducted by Syafiq, (2012) a student of Semarang State University. With the article title “Humor English Teaching Material For Improving Students’ Speaking Skill With High And Low Learning Motivation” The researcher seeks ideas and ways to help teachers establish an opinion about the use of humor in subject delivery when teaching so that they can be more effective. Students with both high and low learning motivation improved their speaking skills significantly when humor was used as a teaching tool. It was demonstrated by a variety of pre and posttest, both experimental and control. The students felt that humor reduced their “fear” in speaking performance, and other said that humor makes the learning environment more fun because it makes good atmosphere in the class.

In conclusion, there are some similarities and different between seven previous studies. The similarity of those studies is all of them have the same topic, focus on speech acts. The differences of those studies with this study, there are no study that has a contribution in learning English especially in teaching speaking. It is interesting to investigate the same topic, but using

different objects. By using different object, the research can show different result as different context as taken. With regard to the background of the study and the previous study. The researcher decided that this proposal about 'illocutionary acts in commercial advertisement and its contribution to teaching speaking'.

### **CHAPTER III: METHODOLOGY OF THE RESEARCH**

This chapter, the researcher discusses the research methods used in conducting a study about Illocutionary Acts in Commercial Advertisements and its Contribution to Teaching Speaking. This study includes the research design, instruments of the study, subject of the study, method of data collection, and method of data analysis.

#### **A. Research Design**

The research design enables the studies to conduct the research in relation to the objective, the method of gathering facts, and evaluating the approach to provide the findings and conclusion. Qualitative descriptive studies, according to Praditya et al (2014), tend to draw from general views of naturalistic inquiry. "Naturalistic inquiry entails merely a dedication to studying anything in its natural state or as it is to the extent that this is practicable in a research enterprise," according to Lincoln et al (in Praditya et al, 2014). It aims to describe the meaning of utterances in "commercial advertisements and its contribution in teaching speaking"

#### **B. Object of the study**

The objects of the study were 16 of commercial advertisements' speech acts on the YouTube. As the important instrument, the researcher studied the subject watching the advertisements, reading and learning the transcript by the focusing on the utterance acts, illocutionary acts in advertisements.

### **C. Source of the Data**

The Source of Data are taken from commercial advertisements on the internet, especially YouTube they are:

- a. Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash
- b. LG Washing Machine with AI DDtm Product Movie (Smart Features)
- c. Honda Civic 2022
- d. Lanaige Water Bank ft Song Hye Kyo TVC
- e. Toyota "Start Your Impossible" Second Version.
- f. Clean and Clear Foaming Facial Wash
- g. Lakme Makeup Commercial Agnezmo and Megan Fox
- h. Hyundai x BTS for The Earth TV Commercial (2020)
- i. Canon Take Your Photography to The Next Level
- j. Kia Carnival Commercial USA
- k. L'oreal Paris Casting Crème Gloss
- l. Intel Justin Gets Real: 2-in-1 Flexibility
- m. Toyota Version. 1 (2021) "Start Your Impossible"
- n. Adidas X Parley – A mission of our ocean
- o. Nike 30 Seconds ads Crawling is acceptable
- p. Pantene 'Sorry, Not Sorry'

### **D. Method of Data Collection**

In analyzing the data, the data was collected by documentation. It means the data, the researcher had some steps. First, the researchers watch the

advertisements in order to understand what the content of advertisements with deal and then looking for all of the words or utterance needed in this research.

Second, the researcher also found the transcript of commercial advertisements to complete the data. Third, researcher analyzes the illocutionary acts that show from that performance in commercial advertisements. Finally, the data that will answer the research problem.

### **E. Method of Data Analysis**

In analyzing the data, qualitative research was used for the final project. The kind of the researcher was not focus on numerals, but it is give attention on the researcher's knowledge toward the interaction among concept which is being learned. By analyzing the data means analyzing what the illocutionary acts find in the commercial advertisements. The procedure that applied in this research after classifying the data are follows:

1. Identifying what the illocutionary acts from the commercial advertisements
  - a. Finding the illocutionary acts from the commercial advertisements.
  - b. To know more detail, the researcher also read the advertisements script.
  - c. Then, the researcher analyzed the types of illocutionary acts that used in commercial advertisements.
  - d. Finding the function of the illocutionary acts in commercial advertisements
  - e. In this study the researcher used looking for the functions of each illocutionary act used in commercial advertisements. The researcher analyzed the script function of illocutionary acts.
  - f. Finding the contribution to teaching speaking

After researcher find the types of speech acts and function of speech acts, researcher will know what is the contribution to teaching speaking through commercial advertisements.

1. Discussing the result of analysis

After getting the data in finding research, the researcher discuss the finding using the theory in chapter II and the contribution to teaching speaking as alternates teaching material for speaking.

2. Making conclusion based on the result of this analysis.

After analyzed, the researcher make a conclusion about speech acts, the function of speech acts and its contribution in teaching speaking.

## **CHAPTER IV: RESEARCH FINDINGS AND DISCUSSIONS**

This chapter consists of two parts, they are Research Findings and Discussion. The Research Findings present the result of the data analysis and Discussions that describes and explains the data found.

### **A. Research Findings**

The data were collected from the illocutionary acts on commercial advertisements. The researcher found 16 scripts of commercial advertisements as the data focused on utterance. The 16 script are Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash, LG Washing Machine with AI DDTM Product Movie (Smart Features), Honda Civic 2022, Lanaige Water Bank ft Song Hye Kyo TVC, Toyota "Start Your Impossible" Second Version, Clean and Clear Foaming Facial Wash, Lakme Makeup Commercial Agnezmo and Megan Fox, Hyundai x BTS for The Earth TV Commercial (2020), Canon Take Your Photography to The Next Level, Kia Carnival Commercial USA, L'oreal Paris Casting Crème Gloss, Intel Justin Gets Real: 2-in-1 Flexibility, Toyota Version. 1 (2021) "Start Your Impossible", Adidas X Parley – A mission of our ocean, Nike 30 Seconds ads Crawling is acceptable, Pantene 'Sorry, Not Sorry'.

The data which are found were categorized based on theory of Searle such as Assertives or Representative, Directives, Commisives, Expressives and Declarations. The results on analysis of Illocutionary Acts of the Commercial Advertisements on the internet (YouTube) were as follows:

1. The Illocutionary Acts of Commercial Advertisements based on theory of Searle.

2. The message delivered by Commercial Advertisements on the internet (YouTube).
3. The Message Delivered by Advertisement on Commercial Advertisements.



1. The kind of Illocutionary Acts of Commercial Advertisements based on theory of Searle

2. The message delivered by Commercial Advertisements on the internet (YouTube).

TABLE 4.1

Assertive

No	Types of Speech Acts	Types of Illocutionary Acts	Advertisements	Utterances	The Functions Delivered by Commercial advertisements
1.	Assertive	Informing	Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash.	“Cèleteque hydration facial wash with moisturizing factors give you two in one care that gently cleanses and leaves your skin moisture balanced (not oily, not dry)”.	It contains the meaning of providing information.
2.	Assertive	Asserting	Honda civic 2022	<p>“The all-new Honda Civic designed to move you.</p> <p>In fact car and driver has called the Civic more fun to drive than top competitors.</p> <p>Because in their performing testing the Civic was the quickest around the track with more power and sharper handling than its rivals. The all-new Honda</p>	It provides an action to show a result that wants to make the audience believe by using their car.

				Civic built for all kinds of fun”.	
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3.	Assertive	Explaining	LG Washing Machine with AI DDTM product (smart movie features)	<p>“Do you want to know the status of your wash without walking to the washing machine?</p> <p>Access the LG ThinQ application in your smartphone.</p> <p>Then, control your washer anytime, anywhere.</p> <p>Check energy consumption and even control your washer with your voice”.</p>	It provides an action to show how to used LG ThinQ application by using smartphone.
4.	Assertive	Claiming	Laneige Water Bank ft Song Hye Kyo TVC	<p>“Laneige new water bank replenishes my skin with genuine moisture.</p> <p>Laneige mineral eye on micro particles act swiftly to reactive my skins ability to stay moisturized”.</p>	It contains that the advertiser conveys her beliefs by claiming that Laneige new water bank makes her skin stay moisturized.
5.	Assertive	Stating	Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash.	“That is why you need a facial wash that keeps you in control”.	It contains the meaning of providing stating to other’s people to use a facial wash that keep their face in control.

From the table above, the researcher found that there are some illocutionary acts of commercial advertisements on the YouTube. The types of speech acts categorized assertive or representative there are 5 types of illocutionary acts; informing, asserting, explaining, claiming and stating. Also there are 4 advertisements; Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash, Honda Civic 2022, LG Washing Machine with AI DDTM product movie (smart features) and Lanaige Water Bank ft Song Hye Kyo TVC.

Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash advertisements consists of 2 categorized illocutionary acts namely informing and stating. It categorized informing because the utterances “Cèleteque hydration facial wash with moisturizing factors give you two in one care that gently cleanses and leaves your skin moisture balanced (not oily, not dry)” it means the meaning of providing information on the advertisements. Also Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash advertisements categorized illocutionary acts stating because the utterance “That is why you need a facial wash that keeps you in control” it means of providing stating to other’s people to use a facial wash that keep their face in control.

Honda Civic 2022 categorized asserting because the utterance “The all-new Honda Civic designed to move you. In fact car and driver has called the Civic more fun to drive than top competitors. Because in their performing testing the Civic was the quickest around the track with more power and sharper handling than its rivals. The all-new Honda Civic built for all kinds of fun”. It provides an action to show a result that wants to make the audience believe by using their car (brand).

LG Washing Machine with AI DDTM product movie (smart features) categorized explaining because the utterance “Do you want to know the status of your wash without walking to the washing machine? Access the LG ThinQ application in your smartphone. Then, control your washer anytime, anywhere. Check energy consumption and even control your washer with your voice”. It provides an action to show how to used LG ThinQ application by using smartphone.

Laneige new water bank replenishes my skin with genuine moisture. Laneige mineral eye on micro particles act categorized claiming because the utterance “Laneige new water bank replenishes my skin with genuine moisture. Laneige mineral eye on micro particles act swiftly to reactive my skins ability to stay moisturized”. It provides that the advertiser conveys her beliefs by claiming that Lanaige new water bank makes her skin stay moisturized

TABLE 4.2

## Directive

No	Types of Speech Acts	Types of Illocutionary Acts	Advertisements	Utterances	The Functions Delivered by Commercial advertisements
1.	Directive	Ordering	Honda Civic 2022	“Contact your Honda dealer today or shop online”.	It contain the meaning, if the people want to buy the car, can directly contact to Honda daler or if the people want it easier, they can make purchase online through the Honda website.
2.	Directive	Suggesting	Clean and Clear Foaming Facial Wash	“But you know what can be such a hassle? Oily skin and pimples. Ewhh. You need a facial wash”.	It contain the meaning, if the people want to get a clear skin to avoid oily skn also a pimples on their face, they need to use a Clean and Clear foaming facial wash.
3.	Directive	Inviting	Adidas x Parley – A mission of our ocean	“We are running further today Adidas and parley are on mission to go even further. Let's do this together for the ocean, for the mountains, for the cities because plastic waste is an ocean problem and a mountain, forest, desert doesn't can't wait for tomorrow problem and	It contain the meaning that Adidas and Parley inviting people to maintain environmental balance like an ocean, a mountain also a city.

				through sport we are the solution to help end plastic waste”.	
4.	Directive	Advising	Nike 30 seconds advertisements Crawling is acceptable	“Falling is acceptable Puking is acceptable Crying is acceptable Blood is acceptable Pain is acceptable But quitting is not”	It contain the meaning that Nike give an advising to people that it is okay not to be okay, whatever happened in your life it is because you are a human, you have a feelings.
5.	Directive	Commanding	Toyota “Start Your Impossible” Second Version	“Starts automated driving? Let’s win this! Go!”	It contain the meaning that Toyota persuade the Car to do what they need to do.
6.	Directive	Questioning	Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash	“Is your facial wash enough?”	It contain the meaning that Cèleteque facial wash asked the people is that your facial wash apart from the Cèleteque brand was enough to makes moisturized and hydrated your facial skin?.
7.	Directive	Questioning	LG Washing Machine with AL DDTM product movie	“Do you want to know the status of your wash without walking to the washing machine?”	It contain the meaning that LG washing machine has a great technology and it can be a solution.
8.	Directive	Questioning	Lanaige Water Bank ft Song Hye Kyo TVC	“How does she stay so moisturized?”	It contain the meaning that the advertiser asked why her facial skin so moisturized. The people wants to know what the

					product she used is.
9.	Directive	Questioning	Clean and Clear Foaming Facial Wash	“you know what is fun about being a teen?”	It contain the meaning that the advertiser convey to people what are the fun things that teenagers can do.
10.	Directive	Questioning	Toyota “Start Your Impossible” Second Version	Hmmm... How about karaoke? Start automated driving?	It contains the meaning that the car will go without a driver it means the car will go to karaoke place with automated driving.



From the table above, the researcher found that there are some illocutionary acts of commercial advertisements on the YouTube. The types of speech acts categorized directive there are 6 types of illocutionary acts; ordering, suggesting, inviting, advising, commanding, questioning. Also there are 8 advertisements Honda Civic 2022, Clean and Clear Foaming Facial Wash, Adidas x Parley – A mission of our ocean, Nike 30 seconds advertisements Crawling is acceptable, Toyota “Start Your Impossible” Second Version, Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash, LG Washing Machine with AL DDTM product movie (smart features), Lanaige Water Bank ft Song Hye Kyo TVC.

Honda Civic 2022 categorized ordering because the utterance “Contact your Honda dealer today or shop online”. It provides the meaning, if the people want to buy the car, can directly contact to Honda dealer or if the people want it easier, they can make purchase online through the Honda website.

Clean and Clear Foaming Facial Wash consists of 2 categorized illocutionary acts namely suggesting and questioning. Because the utterance categorized suggesting because the utterance “But you know what can be such a hassle? Oily skin and pimples. Ewhhh. You need a facial wash”. It provides the meaning, if the people want to get a clear skin to avoid oily skin also a pimples on their face, they need to use a Clean and Clear foaming facial wash. Also it categorized questioning because the utterance “you know what is fun about being a teen?” it provides the meaning that the advertiser convey to people what are the fun things that teenagers can do.

Adidas x Parley – A mission of our ocean categorized inviting because the utterance “We are running further today Adidas and parley are on mission to go even

further. Let's do this together for the ocean, for the mountains, for the cities because plastic waste is an ocean problem and a mountain, forest, desert doesn't can't wait for tomorrow problem and through sport we are the solution to help end plastic waste". It provides the meaning that Adidas and Parley inviting people to maintain environmental balance like an ocean, a mountain also a city.

Nike 30 seconds advertisements Crawling is acceptable categorized advising because the utterance "Falling is acceptable, Puking is acceptable, crying is acceptable, blood is acceptable, pain is acceptable, but quitting is not". It provides the meaning that Nike give an advising to people that it is okay not to be okay, whatever happened in your life it is because you are a human, you have a feelings.

Toyota "Start Your Impossible" Second Version consists of 2 categorized illocutionary acts namely commanding and questioning. It categorized commanding because the utterance "starts automated driving? Let's win this! Go!" It provides the meaning that Toyota persuade the Car to do what they need to do. Also Toyota "Start Your Impossible" Second Version categorized illocutionary acts questioning because the utterance "Hmmm... How about karaoke? Start automated driving?" it provides the meaning that the car will go without a driver it means the car will go to karaoke place with automated driving.

Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash categorized questioning because the utterance "Is your facial wash enough?" it provides the meaning that Cèleteque facial wash asked the people is that your facial wash apart from the Cèleteque brand was enough to makes moisturized and hydrated your facial skin?.

LG Washing Machine with AL DDTM product movie (smart features) categorized Questioning because the utterance “Do you want to know the status of your wash without walking to the washing machine?” it provides the meaning that LG washing machine has a great technology and it can be a solution.

Lanaige Water Bank ft Song Hye Kyo TVC categorized questioning because the utterance “How does she stay so moisturized?” it provides the meaning that the advertiser asked why her facial skin so moisturized. The people want to know what the product she used is.

Table 4.3

## Commissive

<b>NO</b>	<b>Types of Speech Acts</b>	<b>Types of Illocutionary Acts</b>	<b>Advertisements</b>	<b>Utterances</b>	<b>The Functions Delivered by Commercial advertisements</b>
1.	Commissives	Promising	Canon Take Your Photography to The Next Level	“I'll teach you how to capture amazing landscapes and macro photography and I'll show you how to capture all the actions with a sportsman's and the emotions when shooting portraits”	It means the Canon camera promising that the picture which capture the moments with this camera will have a great photo.
2.	Commissives	Hoping	Hyundai x BTS for the Earth Television Commercial	“We hope these words will always stay with us. Hydrogen the positive energy for the better tomorrow”.	It contains the advertisements reminds the people to keep taking care the world and preserving the environment.
3.	Commissives	Offering	Lakme Makeup “Absolute Reinvent”	Megan Fox: “Wanna try my make up?”	It means the advertisement try to convey to the people about the lipstick roduct that Megan Fox and Agnezmo used.

From the table above, the researcher found that there are some illocutionary acts of commercial advertisements on the YouTube. The types of speech acts categorized commissives there are 3 types of illocutionary acts; promising, hoping, offering. Also there are 3 advertisements Canon Take Your Photography to The Next Level, Hyundai x BTS for the Earth Television Commercial, Hyundai x BTS for the Earth Television Commercial

Canon Take Your Photography to The Next Level categorized promising because the utterance “I'll teach you how to capture amazing landscapes and macro photography and I'll show you how to capture all the actions with a sportsman's and the emotions when shooting portraits” it provides the Canon camera promising that the picture which capture the moments with this camera will have a great photo.

Hyundai x BTS for the Earth Television Commercial categorized hoping because the utterance “We hope these words will always stay with us. Hydrogen the positive energy for the better tomorrow”. It provides the advertisements remind the people to keep taking care the world and preserving the environment.

Lakme Makeup “Absolute Reinvent” categorized offering because the utterance from Megan Fox: “Wanna try my make up?” It means the advertisement try to convey to the people about the lipstick roduct that Megan Fox and Agnezmo used.

Table 4.4

## Expressive

<b>NO</b>	<b>Types of Speech Acts</b>	<b>Types of Illocutionary Acts</b>	<b>Advertisements</b>	<b>Utterances</b>	<b>The Functions Delivered by Commercial advertisements</b>
1.	Expressive	Thanking	Lakme Makeup “Absolute Reinvent” Agnemo and Megan Fox	Agnemo: “Sure. Thank you”	It means that Agnemo thank you for being allowed to try her lipstick
2.	Expressive	complement	Iklan toyota ver.1 (2021) "start your impossible"	“You could be better than me. You could empower more girls than me. Score more victories than me. You could be me I always dreamed I could be”.	It means Toyota advertisements convey to people that everyone can be the best person and reach their dream.
3.	Expressive	Believing	L'oreal Paris Casting Crème gloss	“I believe in rewriting the rules in making a mark”.	It means the women in advertisement wants to convey that people must believe in themselves that they can do what they want, they can be anything they want.
5.	Expressive	Greeting	Intel Justin gets real: 2-in-1 Flexibility	“Hello, I’m a Justin. Just a real person doing a real comparison between MAC and PC”.	It means Intel want to convey to people that Justin means Just a real person doing a comparison



From the table above, the researcher finds that there are some illocutionary acts of commercial advertisements on the YouTube. The types of speech acts categorized expressive there are 5 types of illocutionary acts; Thanking, complement, believing, apologizing, greeting. Also there are 5 advertisements; Lakme Makeup “Absolute Reinvent” Agnezmo and Megan Fox, Toyota ver.1 (2021) "start your impossible", L'oreal Paris Casting Crème gloss, Pantene 'Sorry, not sorry', Intel Justin gets real: 2-in-1 Flexibility.

Lakme Makeup “Absolute Reinvent” Agnezmo and Megan Fox categorized thanking because the utterance Agnezmo: “Sure. Thank you” It means that Agnezmo thank you for being allowed to try her lipstick.

Toyota ver.1 (2021) "Start your impossible categorized complement because the utterance “You could be better than me. You could empower more girls than me. Score more victories than me. You could be me I always dreamed I could be”. It means Toyota advertisements convey to people that everyone can be the best person and reach their dream.

L'oreal Paris Casting Crème gloss categorized believing because the utterance “I believe in rewriting the rules in making a mark”. It means the women in advertisement wants to convey that people must believe in themselves that they can do what they want, they can be anything they want.

Pantene 'Sorry, not sorry' categorized apologizing because the utterance Why are women always apologizing? Sorry can I ask some questions? Sorry, give a minute. Sorry. Sorry. Sorry. Don't be sorry be strong and shine. I have questions. Morning,



you got a minute? Sorry, not sorry”. It means the women in advertisements want to convey to woman that they do not have to always sorry.

Intel Justin gets real: 2-in-1 Flexibility categorized greeting because the utterance “Hello, I’m a Justin. Just a real person doing a real comparison between MAC and PC”. It means Intel want to convey to people that Justin means Just a real person doing a comparison.

Table 4.5  
Declarations

<b>NO</b>	<b>Types of Speech Acts</b>	<b>Types of Illocutionary Acts</b>	<b>Advertisements</b>	<b>Utterances</b>	<b>The Functions Delivered by Commercial advertisements</b>
1.	Declarations	Naming	KIA Carnival Commercial USA	“Introducing the all new KIA Carnival MVP”	It means KIA naming the new car is Carnival MVP

From the table above, the researcher found that there is one illocutionary acts of commercial advertisements on the YouTube. The types of speech acts categorized declarations. The advertisements is KIA Carnival Commercial USA advertisements categorized naming because the utterance "Introducing the all new KIA Carnival MVP" It means KIA naming the new car is Carnival MVP.

### **3. Illocutionary act in commercial advertisements and contribution to teaching speaking**

The researcher found a lot of positive contribution from the commercial advertisements. Illocutionary act that used in commercial advertisements to teaching speaking can be a contribution as the media and material in teaching speaking. Illocutionary act has many kinds that interested to learn by the students.

There are many illocutionary acts for learning process in teaching speaking. The teacher also can use any kind of illocutionary act on advertisements in YouTube during the learning process, It will make the learning more interesting because there are many illocutionary acts on commercial advertisements that could be as a material and media so it will make the teacher more easily and also help to teaching speaking by using illocutionary acts on commercial advertisements.

Understanding the teaching material is important, teacher should understand the learning material to make learning process be successfully, by reading this research hopefully the teacher can be easier in understanding the material because there are examples of illocutionary act analysis.

By this analysis, the teacher also get some information that in teaching speaking through commercial advertisements the teacher should found a material to teach the students and make the learning process successful.

It is good for the teacher to have a media also a material for teaching speaking in the class. The teacher can teach speaking with media in the form of video advertisements that are played in front of the class and then the teacher asks the students to pay attention and listen carefully. Teaching speaking with this way also encourages students to speak up and enjoy the learning process.

In addition, the contribution of the illocutionary act with teaching speaking is to help students know the types of illocutionary acts based on Searle's theory such as assertive or representative, directive, commissive, expressive and declarative or declaration. By the way the teacher explains the illocutionary act material and asks students to make a dialogue in pairs using the types of illocutionary act categorized.

For example using the illocutionary act categorized directive. Student A: Chika, please come to my party tomorrow! Student B: Okay Chika I will come to your party tomorrow, see you. Based on dialogue between student A and student B, The students A and Students B do the conversation in pairs using illocutionary act paradigm inviting.

## **B. Discussion**

The utterance is one of the most important things in advertisements because it has a big role in promoting the product and attracts customers. We need interesting utterance to describe the product so the customers will be interested in buying

product. There are many ways to make interesting utterance one of them is by using illocutionary acts.

Using illocutionary acts in making advertisements more interesting because illocutionary acts can persuade the customers with its' attractive words. There are five illocutionary acts according to Searle (1976:10) there are five main forms of illocutionary acts are representative, directive, commissive, expressive, and declarative. There are 5 types of illocutionary acts in commercial advertisements namely representative, directive, commissive, expressive, and declarative.

#### 1) Representative

A representative speech acts is one in which the speaker expresses his or her belief about whether something is true or false. They are manifested in statement, prediction, state, suggest, announce, guess, claim, suggestion, fact, and etc.

The advertiser uses representative type of illocutionary in making advertisements to state that the product is good for the consumers. For example the utterance "Cèleteque hydration facial wash with moisturizing factors give you two in one care that gently cleanses and leaves your skin moisture balanced (not oily, not dry)". Representative types use the action verb as like informing, asserting, explaining, claiming and stating for example the utterance

#### 2) Directives

A directives speech act is a kind of speech acts that speaker use to get someone else to do something. It means that in directives utterance, the speaker

persuade the listener to do something such as ordering, commanding, requesting, inviting, advising, suggesting, questioning, and etc.

The advertiser uses ordering, suggesting, inviting, advising, commanding, questioning in commercial advertisements because in six types of illocutionary acts having some action words as like command, persuade, attend, advice and ask which has good impact to persuade the customer in consuming the product for example the utterance “Contact your Honda dealer today or shop online”.

### 3) Commisives

Commisives speech act is a kind of speech act that speaker commits to a future course of action. It means that in commisives utterance the speaker the listener give a promising, hoping, offering, refusing.

The advertiser uses promising, hoping, offering in commercial advertisements because in four types of illocutionary acts having some action words as like doing something, wishing for something happen, give something, and disagreement which good to attract the attention of buyers for example the utterance “We hope these words will always stay with us. Hydrogen the positive energy for the better tomorrow”.

### 4) Expressive

Expressive speech act is a kind of speech acts that speaker to express attitude of the speaker such as joy, sorrow, likes or dislikes. It means that in expressive utterance the speaker convey the listener thanking, compliment, congratulating, believing, apologizing, greeting, and celebrating.

The advertiser uses thanking, compliment, believing, apologizing, and greeting which made interest the viewers to watch the advertisements of the product for example the utterance “You could be better than me. You could empower more girls than me. Score more victories than me. You could be me I always dreamed I could be”.

#### 5) Declarations

Declarations is a kind of speech act that change certain circumstance via utterance. The acts of declarations are naming, excommunicating, declaring, firing from employment and etc. The advertiser uses naming which made viewers know the brand of the products in the advertisements for example the utterance “Introducing the all new KIA Carnival MVP”.

These advertisements consist of five main forms of illocutionary acts are representative, directive, commissive, expressive, and declarative. The kinds of speech acts are the aspects to be develop in speaking as the nature of the advertisements because it is authentic, according to the needs, contextual, real, and becomes interesting because the advertisements is about the products So this recommends as alternates material of teaching speaking. Teaching speaking is about how to use language for communication such as sharing an ideas thought and feeling to other people. The goal of teaching speaking is improve students’ communicative skills so that the students can express themselves and learn communicative circumstances.

There are many ways to make interesting teaching speaking, one of them is by using illocutionary acts in advertisements it can be alternates teaching

material for speaking. According to Tarigan(1992) speaking is the talent of using spoken language to convey information. In these studies there are 16 advertisements that can be alternates teaching material speaking in the advertisements there are illocutionary acts that contain five forms they are representative, directive, commissives, expressive and declarative that will help the teacher to teach speaking because the advertisements is contextual also the advertisements is about the products that will be interested.

The teacher teaches speaking with media in the form of the video commercial advertisements that are played in front of the class and then the teacher asks the students to pay attention and listen carefully. The types of speaking in this section is imitative because the teacher asks the students to repeat the words or sentence on the advertisements after they watch the video, also it can be a material for the teacher in teaching speaking. The genre of teaching speaking in this section is Modeling of Text (MOT) because the students listen and see and pay attention to the advertisements video that played by the teacher. This is a good for students learning speaking. An illocutionary acts in commercial advertisements has a contribution in teaching speaking especially in macro skills of speaking. The macro skills imply the teacher categorized in styles and fluency.

The categorized styles of speaking that is appropriate are the roles and status of participants in interaction. The roles that fits the needs in learning speaking between students and teachers because it was explained in the first chapter, the teacher must choose a good way to create an interesting activity, the teacher can



play advertisements video and the students are asked to watch the video of commercial advertisements, so that the learning would not be boring in the classroom. The status of participant in interaction is learning speaking.

The categorized fluency in illocutionary acts in commercial advertisements it educated students to practice how to pronounce and also know the vocabulary from the video it is a good choice for teachers. The students can understand how to pronounce it well in front of the class. A fun way to learn speaking through commercial advertisements.

## **CHAPTER V: CONCLUSIONS AND SUGGESTIONS**

In this chapter, the researcher gives conclusion and suggestion after found the kinds of illocutionary acts and the messages delivered on commercial advertisements. The conclusion provides answer to the statements of the problem in the first chapter, and the suggestion for the readers and contribution in teaching speaking.

### **A. Conclusions**

Based on the findings and discussion presented in Chapter IV, the conclusions drawn as follows:

After analyzing and discussing the illocutionary acts in commercial advertisements on the YouTube script, the researcher can conclude some points.

First there are five types of illocutionary acts which found in 16 scripts commercial advertisements on the YouTube (total 24 utterances) such as assertives or representatives 5 utterances, directive 10 utterances, commissives 3 utterances, expressives 4 utterances, declarations 1 utterances.

Second the function of illocutionary acts in the commercial advertisements on the YouTube are identifying brands, information, and persuasion. The meaning of commercial advertisements by using persuasive words which picture the sense of pleasure, creativity, and the advantages of a product.

Third the contribution in teaching speaking through illocutionary acts in commercial advertisements as a media in the form of video and material in the form of pronunciation in learning speaking will make easier way, help the teacher and interesting vibes in the classroom.

## **B. Suggestion**

Based on the result of study, the researcher gives some suggestion. Through this research, these studies enable the reader or future research to do similar Illocutionary act study. For the future researcher who are learning speech act especially illocutionary act through this research, this study enable the reader or future researcher to do similar illocutionary act study, in addition this reach limits of 16 commercial advertisements of illocutionary act. For the readers who interested with linguistic especially illocutionary acts the reader will know what the types of speech acts on commercial advertisements. For contribution in teaching speaking the researcher suggest to the teacher to using advertisements as a teaching material because it can be a fun way to learning speaking.

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## APPENDICES

### Appendix 1. Analysis of Assertive, Directive, Commisive, Expressive,

#### Declaration

##### 1. Assertive or Representative

NO.	Types of Illocutionary Acts	Utterances	Advertisements
1.	Informing	Cèleteque hydration facial wash with moisturizing factors give you two in one care that gently cleanses and leaves your skin moisture balanced (not oily, not dry).	Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash.
2.	Asserting	<p>The all-new Honda Civic designed to move you.</p> <p>In fact car and driver has called the Civic more fun to drive than top competitors.</p> <p>Because in their performing testing the Civic was the quickest around the track with more power and sharper handling than its rivals.</p> <p>The all-new Honda Civic built for all kinds of fun.</p>	Honda civic 2022
3.	Explaining	Do you want to know the status of your wash without walking to the washing machine?	LG Washing Machine with AI DDTM product movie (smart

		<p>Access the LG ThinQ application in your smartphone.</p> <p>Then, control your washer anytime, anywhere.</p> <p>Check energy consumption and even control your washer with your voice.</p>	features)
4.	Claiming	<p>Laneige new water bank replenishes my skin with genuine moisture.</p> <p>Laneige mineral eye on micro particles act swiftly to reactive my skins ability to stay moisturized.</p> <p>.</p>	Lanaige water bank ft Song Hye Kyo TVC
5.	Stating	That's why you need a facial wash that keeps you in control.	Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash

## 2. Directive

No	Types of Illocutionary Acts	Utterances	Advertisements
1.	Ordering	Contact your Honda dealer today or shop online.	Honda civic 2022
2.	Suggesting	But you know what can be such a hassle? Oily skin and pimples. Ewhhh. You need a facial wash.	Clean and Clear Foaming Facial Wash

3.	Inviting	We are running further today Adidas and Parley are on mission to go even further. Let's do this together for the ocean, for the mountains, for the cities because plastic waste is an ocean problem and a mountain, forest, desert doesn't can't wait for tomorrow problem and through sport we are the solution to help end plastic waste.	Adidas x Parley - A mission of our ocean
4.	Advising	Falling is acceptable  Puking is acceptable  Crying is acceptable  Blood is acceptable  Pain is acceptable  But quitting is not	Nike 30 seconds ads Crawling is acceptable
5.	Commanding	Start automated driving? Let's win this! Go!	Toyota "start your impossible" second version
6.	Questioning	Is your facial wash enough?	Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash.



7.	Questioning	Do you want to know the status of your wash without walking to the washing machine?	LG Washing Machine with AI DDTM product movie (smart features)
8.	Questioning	How does she stay so moisturized?	Lanaige water bank ft Song Hye Kyo TVC
9.	Questioning	You know what's fun about being a teen?	Clean and Clear Foaming Facial Wash
\ 10.	Questioning	Hmm... How about karaoke?	Toyota "start your impossible" second version

### 3. Commisives

No	Types of Illocutionary Acts	Uttarances	Advertisements
1.	Promising	I'll teach you how to capture amazing landscapes and macro photography and I'll show you how to capture all the actions with a sportsman's and the emotions when shooting portraits.	Canon Take your Photography to The Next Level
2.	Hoping	We hope these words will always stay with us. Hydrogen the	Hyundai X BTS for the earth

		positive energy for the better tomorrow.	Television commercial
3.	Offering	Megan Fox: Wanna try my makeup?	Lakme Makeup "Absolute Reinvent" Agnemo and Megan Fox

#### 4. Expressive

No	Types of Illocutionary	Utterances	Advertisements
1.	Thanking	Agnemo: Sure. Thank you	Lakme Makeup "Absolute Reinvent" Agnemo and Megan Fox
2.	Compliment	you could be better than me. You could empower more girls than me. Score more victories than me. You could be the me I always dreamed I could be.	Iklan toyota ver.1 (2021) "start your impossible"
3.	Believing	I believe in rewriting the rules in making a mark.	L'oreal Paris Casting Crème gloss
4.	Apologizing	Why are women always apologizing? Sorry can I ask some questions? Sorry, give a minute. Sorry. Sorry. Sorry. Don't be sorry	Pantene 'Sorry, not sorry'

		be strong and shine. I have a questions. Morning, you got a minute? Sorry, not sorry.	
5.	Greeting	Hello, i'm a Justin. Just a real person doing a real comparison between MAC and PC.	Intel Justin gets real: 2-in-1 Flexibility

### 5. Declarations

No	Types of Illocutionary	Utterance	Advertisements
1.	Naming	Introducing the all-new KIA Carnival MVP.	KIA Carnival Commercial USA

## Appendix 2. The Functions Delivered by Commercial Advertisements

### A. Representative

No	Advertisement	Illocutionary Acts	Speech Acts Types	The Functions Delivered by Commercial Advertisements
1.	Cèleteque: 2-in1 care with Cèleteque Hydration Facial Wash	“Cèleteque hydration facial wash with moisturizing factors give you two in one care that gently cleanses and leaves your skin moisture balanced (not oily, not dry)”	Representative (informing)	This advertisement is one of product commercial advertisements (facial wash) that contain utterances in representative function with categorized information. It is said so because it contains the meaning of providing information to other people’s face to get a healthy and clean facial skin. The context in this advertisement is that there is a woman who is walking in the middle of the city after a day of outdoor activities which makes her facial skin dirty and

				dull.
2.	Honda Civic 2022	The all-new Honda Civic designed to move you. In fact car and driver has called the Civic more fun to drive than top competitors because in their performing testing the Civic was the quickest around the track with more power and sharper handling than its rivals. The all-new Honda Civic built for all kinds of fun”.	Representative (assertive)	These data were taken from car advertisements, namely Honda Civic. These data are considered as assertive speech because it provides a an action to show a result that wants to make audience believe by using their car by saying "Civic was the quickest around the track with more power and sharper handling than its rivals" that indicate the facts. The audience will believe in the car and interest to using the car.
3.	LG Washing Machine with AI DDTM product movie (smart features)	“Do you want to know the status of your wash without walking to the washing machine? Access the LG ThinQ application in your	Representative (explaining)	These data were taken from washing machine advertisements, namely LG ThinQ. These data are considered as assertive speech categorized explaining because it provides an

		<p>smartphone. Then, control your washer anytime, anywhere. Check energy consumption and even control your washer with your voice”</p>		<p>action to show how to used LG ThinQ application by using smartphone make audience know how to check the status of the washing machine without walking to the washing machine</p>
4.	<p>Lanaige Water Bank ft Song Hye Kyo TVC</p>	<p>“Lanaige new water bank replenishes my skin with genuine moisture. Laneige mineral eye on micro particles act swiftly to reactive my skins ability to stay moisturized”.</p>	<p>Representative (claiming)</p>	<p>This advertisements show that the advertiser conveys her beliefs by claiming that Lanaige new water bank makes her skins stay moisturized. It is clearly stated in the expression” Laneige new water bank replenishes my skin with genuine moisture. Laneige mineral eye on micro particles act swiftly to reactive my skins ability to stay moisturized” in this advertisements, the</p>

				<p>advertiser seems to have belief that her statement is right, this illocutionary is categorized claiming, therefore it belongs to speech act type of representative.</p>
5.	<p>Cèleteque: 2- in1 care with Cèleteque Hydration Facial Wash</p>	<p>“That's why you need a facial wash that keeps you in control”.</p>	<p>Representative (stating)</p>	<p>This advertisement is one of product commercial advertisements (facial wash) that contain utterances in assertive function with categorized stating. It is said that because it contains the meaning of providing stating to other's people face to use a facial wash to keep them face in control, not too oily not too dry. It means stay hydrated with moisturizer with the product.</p>

**B. Directive**

<b>No</b>	<b>Advertisements</b>	<b>Illocutionary Acts</b>	<b>Types of Speech Acts</b>	<b>The Functions Delivered by Commercial Advertisements</b>
1.	Honda civic 2022	“Contact your Honda dealer today or shop online”.	Directive (ordering)	This advertisement shows that the advertiser conveys to people how to order the car. It is clearly stated in the expression “Contact your Honda dealer today or shop online”. It is said that because it contains the meaning if the people want to buy the car, can directly contact to Honda dealer or if the people want it easier, they can make purchase online through the Honda website.
2.	Clean and Clear Foaming Facial Wash	“But you know what can be such a hassle? Oily skin and pimples. Ewhhh. you need a facial wash”.	Directive (suggesting)	This advertisement shows that the advertiser conveys to people to suggest using a facial wash. It is clearly stated in the expression “But you know what can be such a hassle? Oily skin and pimples. Ewhhh you need a facial wash”. It is



				said that because it contains the meaning if the people want to get a clear skin and to avoid oily skin also a pimples on their face, they need to use a Clean and Clear foaming facial wash.
3.	Adidas x Parley - A mission of our ocean	“We are running further today Adidas and parley are on mission to go even further. Let's do this together for the ocean, for the mountains, for the cities because plastic waste is an ocean problem and a mountain, forest, desert doesn't can't wait for tomorrow	Directive (Inviting)	This advertisement shows that the advertiser conveys to people to inviting a mission of the ocean. It is clearly stated in the expression “Let's do this together for the ocean, for the mountains, for the cities because plastic waste is an ocean problem and a mountain, forest, desert doesn't can't wait for tomorrow problem and through sport we are the solution to help end plastic waste”. It is said that because it contains the meaning that Adidas and Parley inviting people to reduce the use of plastic to maintain environmental balance like an ocean, a

		problem and through sport we are the solution to help end plastic waste”.		mountain, also a city.
4.	Nike 30 seconds ads Crawling is acceptable	“Falling is acceptable; puking is acceptable, Crying is acceptable. Blood is acceptable, pain is acceptable, but quitting is not”.	Directive (advising)	This advertisement shows that the advertiser conveys to people to give an advice to not give up with life. It is clearly stated in the expression “Falling is acceptable; puking is acceptable, Crying is acceptable. Blood is acceptable, pain is acceptable, but quitting is not” it is said that because it contain the meaning that Nike give an advising to people that it is okay not to be okay, whatever happened in your life it is because you are a human, you have a feelings. The words “acceptable” means that it is normal to feel even the worst feeling, but when you quitting it can be

				acceptable.
5.	Toyota “Start Your Impossible” second version	Start automated driving? Let's win this! Go!”	Directive (commanding)	This advertisement shows that the advertiser conveys that the car will start automated driving. It is clearly stated in the expression “Start automated driving? Let's win this! Go!” it is said that because it contain the meaning that Toyota persuade the car to do what they need to do.
6.	Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash.	“Is your facial wash enough?”	Directive (Questioning)	This advertisement shows that the advertiser asked the people about the facial wash. It is clearly stated in the expression “Is your facial wash enough?” it is said that because it contain the meaning that Cèleteque facial wash asked the people is that your facial wash apart from the Cèleteque brand was enough to makes moisturized and hydrated your facial skin?.

7.	LG Washing Machine with AI DDTM product movie (smart features)	“Do you want to know the status of your wash without walking to the washing machine?”	Directive (Questioning)	This advertisement shows that the advertiser asked the people about the washing machine. It is clearly stated in the expression “Do you want to know the status of your wash without walking to the washing machine?” it is said that because it contain the meaning that LG asked the people that “do you want to know that LG washing machine has a great technology and it can be solution” so the people will know the status their washing machine without walking to the washing machine.
8.	Lanaige water bank ft Song Hye Kyo TVC	“How does she stay so moisturized?”	Directive (Questioning)	This advertisement shows that the advertiser asked Song Hye Kyo about her skin. It is clearly stated in the expression “How does she stay so moisturized?” It is said that because it

				contain the meaning that the advertiser asked why her facial skin so moisturized. The people want to know what the product she used is.
9.	Clean and Clear Foaming Facial Wash	“You know what is fun about being a teen?”	Directive (Questioning)	This advertisement shows that the advertiser asked the people about being a teen. It is clearly stated in the expression “You know what is fun about being a teen?” it is said that because it contain the meaning that the advertiser convey to people what are the fun things that teenagers can do.
10.	Toyota "start your impossible" second version	Hmm... How about karaoke? Start automated driving?	Directive (Questioning)	This advertisement shows the scene about of a group of people in a car going for a ride and asking how about karaoke It is clearly stated in the expression “Hmm... How about karaoke? Start automated driving?” it is said that the car will go without a driver

				it means the car will go to karaoke place with automated driving technology.
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### C. Commisives

No	Advertisement	Illocutionary Acts	Speech Acts Types	The Functions Delivered by Commercial Advertisements
1.	Canon Take your Photography to the Next Level	“I'll teach you how to capture amazing landscapes and macro photography and I'll show you how to capture all the actions with a sportsman's and the emotions when shooting portraits”.	Commisives (Promising)	This advertisement shows that the advertiser convey to the people that the Canon will take the photography to the next level. It is clearly said “I'll teach you how to capture amazing landscapes and macro photography and I'll show you how to capture all the actions with a sportsman's and the emotions when shooting portraits”. It means the Canon

				camera promising that the picture which capture the moments with this camera will have a great photo.
2.	Hyundai X BTS for The Earth Television Commercial	“Emerald ocean. Pure-white. Sky blue. Sun-kissed. Crystalline raindrops. Starlit. Woody fresh. We hope these words will always stay with us. Hydrogen the positive energy for the better tomorrow”.	Commisives (Hoping)	This advertisement shows the scene to convey the people about protecting the world with Hyundai X BTS for the earth Television commercial advertisement. It is clearly said “We hope these words will always stay with us. Hydrogen the positive energy for the better tomorrow.” it means the advertisement reminds the people to keep taking care the world and preserving the environment because hydrogen is things that humans need and so that the earth can stay healthy.

3.	Lakme Makeup “Absolute Reinvent” Agnezmo and Megan Fox	Megan Fox: “Want to try my make up?”	Commissives (Offering)	This advertisement shows the scene between Agnezmo and Megan Fox. It is clearly that Megan Fox said to Agnezmo ” Want to try my make up?” in this scene Megan Fox gave a lipstick to Agnezmo it means the advertisement try to convey to the people about the lipstick product that Megan Fox and Agnezmo used.
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#### D. Expressive

No	Advertisement	Illocutionary Acts	Speech Acts Types	The Functions Delivered by Commercial Advertisements
1.	Lakme Makeup “Absolute Reinvent” Agnezmo and Megan Fox	Agnezmo:”sure. Thank You”.	Expressive (thanking)	This advertisement shows the scene between Agnezmo and Megan Fox. It is clearly stated to Megan Fox “sure. Thank you” it means that Agnezmo



				<p>thank you for being allowed to try her lipstick. In this scene Agnezmo have used her lipstick product and gave it back to Megan Fox.</p>
2.	<p>Iklan toyota ver.1 (2021) "Start Your Impossible"</p>	<p>“you could be better than me. You could empower more girls than me. Score more victories than me. You could be me I always dreamed I could be.”</p>	<p>Expressive (complement)</p>	<p>This advertisement shows the scene to convey the expression of praise to people. It is clearly said “you could be better than me. You could empower more girls than me. Score more victories than me. You could be the me I always dreamed I could be.” It means Toyota advertisements convey to people that everyone can be the best person and reach their dream.</p>
3.	<p>L'oreal Paris Casting Crème gloss</p>	<p>“I'm a shade of art. I believe in rewriting the rules in making a mark”.</p>	<p>expressive (Believing)</p>	<p>This advertisement shows to convey to people that you can be express yourself you can be whatever you want. It is clearly said</p>

				<p>“I’m a shade of art. I believe in being myself. Free spirited, vibrant”.</p> <p>It means the women in advertisements want to convey that people must believe in themselves that they can do what they want, they can be anything they want. Be free and excited.</p>
4.	Pantene 'Sorry, not sorry'	<p>Why are women always apologizing? Sorry can I ask some questions? Sorry, give a minute. Sorry. Sorry. Sorry. Don't be sorry be strong and shine. I have a questions. Morning, you got a minute? Sorry, not sorry.”</p>	Expressive (Apologizing)	<p>This advertisement shows to convey to women that always feel reluctant to others people. It is clearly said “Why are women always apologizing? Don't be sorry be strong and shine. Sorry, not sorry.” It means the women in advertisements want to convey to woman that they do not have to always sorry. Do not be a reluctant people. Be strong people and shine.</p>
5.	Intel Justin gets	“Hello, i'm a	Expressive	This advertisement

	real: 2-in-1 Flexibility	Justin. Just a real person doing a real comparison between MAC and PC”.	(Greeting)	shows an introducing of the product. It is clearly said “Hello, i'm a Justin. Just a real person doing a real comparison between MAC and PC”. It means Intel want to convey to people that Justin means Just a real person doing a real comparison. In this advertisements Intel want to make a comparison between MAC and PC.
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## E. Declarations

<b>NO</b>	<b>Advertisement</b>	<b>Illocutionary Acts</b>	<b>Speech Acts Types</b>	<b>The Functions Delivered by Commercial Advertisements</b>
1.	KIA Carnival Commercial USA	Introducing the all-new KIA Carnival MVP	Declarations (naming)	This advertisement shows a new car from KIA. It is clearly said “: Introducing the all-new KIA Carnival MVP” it means KIA naming the new car is Carnival MVP.



### **Appendix 3. Script of the Advertisements**

#### **1. Cèleteque: 2-in-1 care with Cèleteque Hydration Facial Wash.**

Is your facial wash enough?

Your skin goes through ever-changing conditions (too oily, too dry)

That's why you need a facial wash that keeps you in control.

Cèleteque hydration facial wash with moisturizing factors.

Give you two in one care that gently cleanses and leaves your skin moisture balanced (not oily, not dry).

Now that's smart cleansing. Get more with Cèleteque gentle cleanse plus moisture balance.

#### **2. LG Washing Machine with AI DDTM product movie (smart features)**

Do you want to know the status of your wash without walking to the washing machine?

Access the LG ThinQ app in your smartphone.

Then, control your washer anytime, anywhere.

Check energy consumption and even control your washer with your voice.

Easier life with smart washer. LG ThinQ.

#### **3. Honda civic 2022**

The all-new Honda Civic designed to move you.

In fact car and driver has called the Civic more fun to drive than top competitors.

Because in their performing testing the Civic was the quickest around the track with more power and sharper handling than its rivals.

The all-new Honda Civic built for all kinds of fun.

Contact your Honda dealer today or shop online.

#### **4. Laneige Water Bank ft Song Hye Kyo TVC**

Hey her skin it's glowing

How does she stay so moisturized?

Laneige new water bank replenishes my skin with genuine moisture.

Laneige mineral eye on micro particles act swiftly to reactive my skins ability to stay moisturized.

Laneige new with water bank.

#### **5. Adidas x Parley - A mission of our ocean**

Our oceans are the big. Breathing heart of the planet. How do we save them and plastic waste for over five years Adidas and Parley have led the fight to protect the oceans. There is a huge demands for product that protect the environment instead of destroying them. To make shoes that include plastic waste. To inspire a new generation to take action. We are running further today Adidas and parley are on mission to go even further. Let's do this together for the ocean, for the mountains, for the cities because plastic waste is an ocean problem and a mountain, forest, desert doesn't can't wait for tomorrow problem and through sport we are the solution to help end plastic waste.

#### **6. Nike 30 seconds ads Crawling is acceptable**

Falling is acceptable

Puking is acceptable

Crying is acceptable

Blood is acceptable

Pain is acceptable

But quitting is not

### **7. Clean and Clear Foaming Facial Wash**

You know what's fun about being a teen?

What?

1. (one) Shopping for myself yeah
2. (two) Watching this with my friends
3. (three) Sleepovers

But you know what can be such a hassle? Oily skin and pimples. Ewhhh

That's why you need a facial wash.

But which one?

Clean and Clear foaming facial wash, specially made for teen skin.

The cleanser with unique gel formula so well try your skin and makes it soft and smooth. Clean and Clear foaming facial wash, certified made for teens.

### **8. Toyota "start your impossible" second version**

Arriving now. Ready? Set? Go!

Hmm.. How about karaoke? Yeah!

Start automated driving? Let's win this! Go!

A car. A friend. A part of the team.

Thanks Yui!

(TOYOTA. START YOUR IMPOSSIBLE)

### **9. Lakme Makeup "Absolute Reinvent" Agnezmo and Megan Fox**

A man: Agnes you gotta hurry!

Agnezmo: Where? What? My makeup is not done yet. Megan you look amazing.

Megan Fox: Thank you, you did it too

Agnezmo: No, I mean they told me to go on stage in 30 minutes and I'm still not ready.

Megan Fox: Wanna try my make up?

Agnezmo: Sure. Thank you

(try the lipstick) wow it's pretty color what do you think?

Megan Fox: I'm ready ya, come on

Lakmè Revent.

### **10. Hyundai X BTS for the earth Television commercial**

Emerald ocean. Pure-white. Sky blue. Sun-kissed. Crystalline raindrops. Starlit.

Woody fresh. We hope these words will always stay with us. Hydrogen the positive energy for the better tomorrow. Because of you.

### **11. Canon Take your Photography to The Next Level**

We are out here on the great outdoors to show you how to take your photography to the next level just by using the right lenses.

I'll teach you how to capture amazing landscapes and macro photography.

And I'll show you how to capture all the actions with a sportsman's and the emotions when shooting portraits.

### **12. KIA Carnival Commercial USA**

Take it wherever with whoever. This is the no holds barred multi-purpose vehicle with the capacity to take life on and the audacity to say what else you got.

Introducing the all-new KIA Carnival MVP.



### **13. L'oreal Paris Casting Crème gloss**

I'm a shade of art

I believe in rewriting the rules

In making a mark.

That's why I choose casting creme gloss from L'oreal Paris.

No ammonia color with the conditioning royal jelly in eleven glory shades.

I can be bronze, I can be cherry, I can be Mahogany, I can be whatever I want to be because I'm a shade of art. Casting crème gloss from L'oreal Paris. We are worth it

### **14. Intel Justin gets real: 2-in-1 Flexibility**

Hello, i'm a Justin. Just a real person doing a real comparison between MAC and PC.

Come on. Okay PC it's a laptop, a Tablet, laptop, tablet, laptop that's cool! Oh there's Intel, nice. Okay, now you got a laptop, and it's just the laptop. Oh I also have to get a tablet, I guess. And a keypad oh and a stylus, and the dangle!

### **15. Iklan toyota ver.1 (2021) "start your impossible"**

You could be me! Me? Actually.. you could be better than me. You could empower more girls than me. Score more victories than me. You could be the me I always dreamed I could be. Naho! Naho! It's game time! Just imagine... how far you can go! Because you don't need to be amazing to start, but you need to start to be amazing. Toyota. Start your impossible.

### **16. Pantene 'Sorry, not sorry'**

Why are women always apologizing? Sorry can I ask some questions? Sorry, give a minute. Sorry. Sorry. Sorry. Don't be sorry be strong and shine. I have a questions.

Morning, you got a minute? Sorry, not sorry.

### Appendix 4. Kartu Bimbingan Dosen Pembimbing I



#### KARTU BIMBINGAN FINAL PROJECT MAHASISWA UNIVERSITAS PGRI SEMARANG

NAMA : Alafair Cinta A.  
 NPM : 17420093  
 FAKULTAS/PRODI : FPBS/Pendidikan Bahasa Inggris  
 DOSEN PEMBIMBING I : Dr. Listyaning Sumardani, M.Hum.  
 DOSEN PEMBIMBING II : Dra. Maria Y.W.L., MPd

NO	WAKTU BIMBINGAN	MATERI YANG DIKONSULTASIKAN	TANDA TANGAN PEMBIMBING I
1	1 February	Title	
2	12 April 2021	Title and proposal <del>chapter 1</del>	
3	26 July 2021	Bab 1	
4	6 August 2021	Bab 1 & Bab 2	
5	7 September 2021	Approval: Chp. I-III	
6	9 December 2021	Chp. IV - V	
7	5 January 2022	Chp. I - II	
8	12 January 2022	Approval: Chp I - V	
9			
10			

## Appendix 5. Kartu Bimbingan Dosen Pembimbing II



### KARTU BIMBINGAN FINAL PROJECT MAHASISWA UNIVERSITAS PGRI SEMARANG

NAMA : Alafair Cinta Az-zahraa  
 NPM : 17420093  
 FAKULTAS/PRODI : FPBS/Pendidikan Bahasa Inggris  
 DOSEN PEMBIMBING I : Dr. Listyaning Sumardani, M.Hum.  
 DOSEN PEMBIMBING II : Dra. Maria Y.W.L., M.Pd

NO	WAKTU BIMBINGAN	MATERI YANG DIKONSULTASIKAN	TANDA TANGAN PEMBIMBING II
1	01 februari 2021	Title (konsultasi)	<i>[Signature]</i>
2	11 June 2021	Title (revisi)	<i>[Signature]</i>
3	01 July 2021	Title (revisi)	<i>[Signature]</i>
4	13 August 2021	# Chp. I - III	<i>[Signature]</i>
5	18 August 2021	Approval: Chp. I - III	<i>[Signature]</i>
6	28 September 2021	Chp. IV	<i>[Signature]</i>
7	15 November 2021	Chp. IV - V	<i>[Signature]</i>
8	12 January 2022	Approval: Chp I - V	<i>[Signature]</i>
9			
10			

## Appendix 6. Pengajuan Ujian Skripsi.



YAYASAN PEMBINA LEMBAGA PENDIDIKAN PERGURUAN TINGGI PGRI SEMARANG  
**UNIVERSITAS PGRI SEMARANG**  
 FAKULTAS PENDIDIKAN BAHASA DAN SENI

### PENGAJUAN UJIAN SKRIPSI

Diajukan Oleh:

N a m a : ALAFAIR CINTA AZ-ZAHRA

N P M : 17920093

Jurusan : 1. Pend. Bahasa Inggris  
 2. Pend. Bahasa dan Sastra Indonesia  
 3. Pend. Bahasa dan Sastra Daerah

Tema Skripsi :

ILLOCUTIONARY ACTS IN COMMERCIAL  
 ADVERTISEMENTS AND ITS CONTRIBUTION  
 TO TEACHING SPEAKING

Untuk dilaksanakan pada :

Hari / Tanggal : Jumat, 4 Maret 2022

W a k t u : 10.00 - 11.00

Ruang :

Adapun sebagai penguji :

1. Penguji I : Dr. Ustyaning Sumardiyani, M.Hum
2. Penguji II : Dra. Maria Y.W.L., M.Pd.
3. Penguji III : Dra. T. Sri Suwanti, M.Pd.

Semarang, 2 Maret 2022

Menyetujui,  
 Ketua Program Studi,

.....  
 DAPARS

Yang mengajukan,

.....  
 Alafair Cinta A.

## Appendix 7. Berita Acara Ujian Skripsi.



YAYASAN PEMBINA LEMBAGA PENDIDIKAN PERGURUAN TINGGI PGRI SEMARANG  
 FAKULTAS PENDIDIKAN BAHASA DAN SENI  
**UNIVERSITAS PGRI SEMARANG**  
 Kampus : Jalan Sidodadi Timur Nomor 24 Semarang Indonesia. Telp. (024) 8448217, 8316377  
 Faks. (024)8448217 Website: www.upgris.ac.id

### BERITA ACARA UJIAN SKRIPSI

Pada hari ini Jumat 04 Maret 2022, berdasarkan susunan tim penguji Skripsi :

1. Nama : Dr. Asropah, M.Pd.  
Jabatan : Ketua
2. Nama : Dr. Jafar Sodik, S.Pd, M.Pd.  
Jabatan : Sekretaris
3. Nama : Dr. Listyaning Sumardiyani, M.Hum  
Jabatan : Anggota (Penguji I)
4. Nama : Dra. Maria Yosephin, M.Pd  
Jabatan : Anggota (Penguji II)
5. Nama : Dra T Sri Suwarti, M.Pd  
Jabatan : Anggota (Penguji III)

Dengan ini menyatakan bahwa mahasiswa yang tersebut di bawah telah diuji skripsinya.

Nama	: Alafair Cinta Az-zahraa	Fakultas	: FPBS
N.P.M	: 17420093	Program Studi	: Pendidikan Bahasa Inggris
		Program Pendidikan	: Strata 1


Judul Skripsi :  
 ILLOCUTIONARY ACTS IN COMMERCIAL ADVERTISEMENTS AND ITS CONTRIBUTION TO TEACHING  
 SPEAKING

Nilai : \_\_\_\_\_


Demikian berita Acara Ujian Skripsi dibuat untuk diketahui dan dipergunakan seperlunya oleh pihak-pihak yang berkepentingan.

Ketua,  
  
 Dr. Asropah, M.Pd.

Sekretaris,  
  
 Dr. Jafar Sodik, S.Pd, M.Pd.

Penguji I,  
  
 Dr. Listyaning Sumardiyani, M.Hum

Penguji II,  
  
 Dra. Maria Yosephin, M.Pd

Penguji III,  
  
 Dra T Sri Suwarti, M.Pd

Mengetahui,  
 Dekan  
  
 Dr. Asropah, M.Pd.  
 NPP/NIP 936601104