Speech acts in written advertisements

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Abstract

Speech act is effectively implemented in advertisement since it is used for communicating the message to persuade audiences (viewers, readers or listeners) either to purchase or take some actions upon products, ideas or even services conveyed. Advertisement is classified into two, commercial and non-commercial based. The latter is also known as public service advertisement or public service announcement. This kind of advertisement is only available to nonprofit organization (government). This initial research analyses data presented in public service advertisement especially the one which is related to the social issues on the environment, how to keep the environment clean and keep motivating and persuading community awareness against a number of environment problems for the betterment of life. The data was collected through documentation and observation methods. The analysis based on the theories of speech act and advertisement. The results of the analysis show found 3 types of speech acts in clauses and sentences. The results of the analysis also show how the media of advertisements implemented and maximized speech acts to the viewers, listeners, and readers (target audiences) in motivating public awareness on the cleanliness environment by using different class of words (noun, verb, adjective).

Keywords: speech act; public service advertisement; communication; environment; cleanliness

1. Introduction

Speech act has a very close relationship with pragmatics in which the main emphasize is how the language is used or in other words how to use the language to be understandable by both the speakers and the addressee. In speech act the speaker who utters the utterances actually wants the addressee to do the action. Context of situation has roles or influences in speech act. Context of situation can help the speakers to realize what and how to utter; and to the addressee how to understand what is delivered. The form of utterances in speech act can be in written and in spoken. Speech act is widely used in media and that is one of the sub topics of this conference Language, Media, and Discourse.

One of the media is advertisement. Advertisement can be in written or printed, audio, audio visual, internet, social media. As a tools, information delivered in advertisement can be easily understood by the public. Advertisement can be commercial and non-commercial. The latter is also known as Public Service Advertisement or Public Service Announcement and in Indonesian language is *Iklan Layanan Masyarakat*. In this paper both terms are used in turns (PSA and ILM). Speech act is widely used both in PSA and ILM as the media to deliver information on social issues to the public (viewers and listeners). PSA or ILM is often functioned by the government to inform the public about important issues. Government institutions are generally as the providers to provide PSA or ILM and have lots of importance to use this kind of ads as one of the tools to deliver information on social issues to the

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public. For example one of the social issues is the cleanliness of the environment. Cleanliness of the environment does not only refer to the condition where the environment is clean physically. The more important is how public understand and implement cleanliness as a habit and then becomes a culture in their life. In line with its name it delivers information about social issues among others the danger of narcotics, the danger of free sex relationship, and the importance of natural resources like forest, water, energy, mine. PSA or ILM is the right tools for delivering that kind of important information.

In conducting a research there must be a number of previous research to be reviewed. The purpose of reviewing the previous research is to know the position of the research under study. To be more specific is what will be the specific differences and similarities, the contribution, compared to the previous and the present researches. There are 4 previous related researches have been reviewed for the importance of this research which are described chronologically based on the year it was conducted. The first one is the research paper done by Moeschler (2002) with his research title Speech acts Theory and The Analysis of Conversations: Sequencing and Interpretation in Pragmatic Theory. Moeschler (2002) stated that analysis on conversation absolutely can be done by applying the theory of speech act which belongs to the field of discourse analysis. The meaning of conversation predicted in speech act is changeable since it starts from a unit of communication into a unit of discourse in which discourse analysis leads to a more specific problem reached through interpretation and sequencing. The second research reviewed was conducted by Simon & Cartis (2015) entitled Speech Acts in Written Advertisements: Identification, Classification, and Analysis. In their research the focus of the analysis was viewed from the perspective of interdisciplinary. By applying or implementing a series number of the first speech act force (illocutionary force) indicating devices the research emphasized on three main points such as identifying, classifying, and analyzing types of speech acts in written advertisement. The third research was conducted by Robert (2018) entitled Speech Acts in Discourse Context.

2. Objective Research

In his research he applied an approach that speech act distinct mood from illocutionary force, it is more than a conventional indicator of force. The focus of speech act theory lays on the particular verbal predicates with typical used to produce performative speech act with the first person as the subject. The fourth research is from Naufalina (2017) in which the analysis is emphasized on speech act in one food advertisements. The two theories applied are from Yule and Searle. The analysis focuses on identification of speech act and the pattern of speech act applied in *Bon Appetite* advertisement. There are two important findings in her research statements serve as the highest locutionary act and commisives serve as the highest illocutionary acts. The research under study has 2 differences from the 4 previous researches mentioned above. First is using public service advertisement which delivers information about clean environment as the data source. Second it applied the theory of speech acts proposed by Searle (1975). There are two research problems: (1) to find out what types of speech acts are used in PSA or ILM? (2) what are the forms and meanings of the speech acts used in PSA or ILM?

3. Literature Review

In conducting a research, both qualitative and quantitative, the role and the influence of a theory is very important. A theory is not only used for analyzing the data but also for determining a number of things such as what the research is about, how is the design, and the problems formulated or the research questions. In this research two theories are applied for the importance of data analysis. First is the theory of speech act from Searle and second theory of advertisement from Cook (2001). Speech Act theory is considered as part or the sub field of Pragmatic theory since it has something to do with

the use of language or how the language is used. In the used of language it is not only the information is delivered but also the action is carried out. Austin (1962) is well known of his book entitled How to Do Things With Words which discusses speech act. Three basic senses in which in saying something one is doing something, and hence three kinds of acts that are simultaneously performed: (i) locutionary act: the utterance of a sentence with determinate sense and reference; (ii) illocutionary act: the making of a statement, offer, promise, etc in uttering a sentence, by virtue of the conventional *force* associated with it (or with its explicit performative paraphrase); (iii) perlocutionary act: the bringing about the effects on the audience by means of uttering the sentence, such effects being special to the circumstances of utterance. It is of course the second kind, the illocutionary act, that is the focus of Austin's interest, and indeed the term speech act has come to refer exclusively to that kind of act. Austin is careful to argue that (i) and (ii) are detachable, and therefore that the study of meaning may proceed independently, but supplemented by a theory of illocutionary acts.

In sum then, the illocutionary act is directly achieved by the conventional force associated with the issuance of a certain kind of utterance in accord with a conventional procedure, and is consequently determinate. In contrast, a perlocutionary act is specific to the circumstances of issuance, and is therefore not conventionally achieved just by uttering that particular utterance, and includes all those effects, intended or unintended, often indeterminate, that some particular utterance in a particular situation may cause. Speech act theory considers the levels of action at which utterances are said to perform. As has been understood that in speech act theory what is more emphasized is the action of the utterances. How the speakers want the addressee or the hearers carry out the action through the understanding of the utterances uttered by the speakers. How the addressee understand the information delivered through the words, phrases, clauses or even sentences. It means that it does not only focus on the utterances but it is more on the action. Austin theory was then developed by Searle (1975) who divides speech act into 5 levels as follows: (1) Assertives, speakers achieve the *assertive point* when they represent how things are in the world or commits the speaker to the truth of a proposition such as suggesting, putting forward, swearing, boasting. An example: *No one makes a better cake than me.* (2) Directives, when they make an attempt to get hearers to do something or an attempt to make the addressee perform an action: asking, ordering, requesting, inviting, advising, and begging. An example: *Could you close the window?* (3) Commissives, when they commit themselves to doing something or commit the speaker to some future course of action: promising, planning, vowing, betting, opposing. An example: *I'm going to Paris tomorrow.* (4) Expressives, when they express their attitude about objects and facts of the world or express how the speaker feels about a state of affairs: thanking, apologizing, welcoming, deploring. An example: *I am sorry that I lied to you.* (5) Declarations, when they do things in the world at the moment of the utterance solely by virtue of saying that they do or change the state of the world to bring it into conformity with the propositional content, examples: *You are fired; I swear; I beg you; I here pronounce you man and wife.*

For the understanding of advertisement this type of advertisement has the responsibility to the audiences either listeners or viewers and the five questions must be clear (what, who, why, when, and where) in order the information delivered is understandable. Task of this kind of ads is to remind the audience for the dangerous of let say dengue fever and to keep maintaining people awareness on its danger. This type of ads generally provided by government or non-profit organizations. The purpose is to become responsible citizens through a behavior of healthy life for the sake of a betterment environment and generation.

4. Methods

Research Methods are tools and techniques for doing research. Research is a term used liberally of any kind of investigation that is intended to uncover interesting or new facts. As with all the activities, the rigour with which the activity is carried out will be reflected in the quality of the results (Walliman,

2011). In his book entitled *Research Methods: The Basics* he divides into 2 important points: (1) What you can do with research: (a) the nature of knowledge and the reasons for research; (b) the specific methods used to carry out effective research. Further information or explanation are about the implementation of research to gain new knowledge. He classified 8 ways and one among those 8 which is considered applicable for this research is EXPLAIN: this is a descriptive type of research specifically designed to deal with complex issues. It aims to move beyond 'just getting the facts' in order to make sense of the myriad other elements involved, such as human, social, political, cultural, and contextual; (2) Research Design, there are numerous type of research design that are appropriate for the different types of research project. The choice of which design to apply depends on the nature of the problems posed by the research aims. Each type of research design has a range of research methods that are commonly used to collect and analyse the type of data that is generated by the investigations (Walliman, 2011).

Based on the previous information makes research methods is one of the most important requirements in conducting a research. Research methods applied in this research consists of 5 elements as follows: type of data, data source, data collection, data analysis, and analysis presentation. Primary data is printed public service advertisement (*iklan layanan masyarakat*). The data is in Indonesian language.

The research location is in the city of Denpasar, the capital city of Bali Province. Denpasar is divided into four districts: West, East, North r, and South Denpasar. The data were collected from two districts (East and West Districts of Denpasar and in the city centre). The data source is the public service advertisement provided by the government of Denpasar city especially the environmental life department or institution (*Dinas Lingkungan Hidup dan Kebersihan*).The lower level of government institutions also provide this type of advertisement.

The data were collected through documentation method. The procedures applied in documentation method was by taking pictures to all of the advertisement informed about cleanliness in the two districts mentioned before. The following step is to print the data. The next step is followed by reading and classifying the data based on the five types of speech act proposed by Searle (1975). The data which belong to each type of speech act were then reclassified whether it consists of phrases, clauses, or sentences. Further the collected and classified data was then chosen randomly to be analyzed based on theories of speech act and advertisement. Whether or not each data belongs to different types of speech act Assertives, Directives, Commissives, Expressives, and Declarations in delivering messages or information to the public. What makes the differences among the data and what are the identification in classifying the data belong to five different types of speech act.

It is a qualitative research which emphasizes on the quality of entities, process, and meaning. The qualitative research emphasizes on the natural reality which is built socially, the intimate/close relationship between the researchers and the object under study, and the situational obstacles which formulated the questions. This kind of research emphasizes more on the naturalness or the question characteristic which based on values. The research will find the answer for the questions which based on how social experiences are created and given meanings (Denzin, 2003). Qualitative data consists of words which are the main materials for certain social knowledge especially in anthropology, history, languages/linguistics, and politics (Miles & Huberman, 1984).

5. Results and Discussion

In the results and discussion 5 types of data classification are analysed based on the theory of speech act developed by Searle (1975) and theory of advertisement by Cook (2001). The group of 5 types of data based on the first word (s) used in the beginning of the clauses and sentences. The first data grouping starts with verbs *buanglah* 'throw away', *budayakan* 'habituated', *jagalah* 'keep', and

stop 'stop'. The second data grouping starts with adjective *bersih* 'clean*'* and noun *kebersihan* 'cleanliness'. The third data grouping starts with invitation or persuasive word *mari* with the first plural pronoun *kita* which becomes *mari kita* 'let's' The fourth type of data grouping is initiated with *terima kasih* 'thank you' and the fifth type of data grouping initiated with the words *perhatian* 'attention' and *dilarang* 'forbidden.' The phrases, clauses, and sentences in each PSA are rewritten or represented for the sake of the analysis and the pictures are presented separately for the completion of the analysis.

Data 01

(a)   Buanglah sampah pada tempatnya;
(b)   Budayakan lingkungan bersih dan sehat;
(c)   Jagalah kebersihan;
(d)   Stop tas, sedotan dan kemasan berbahan plastik dalam setiap acara dan kegiatan sehari-hari.

     Data 01 (a, b, c, and d) start with verbs *buanglah* 'throw away', *budayakan* 'habituated', *jagalah* 'maintain', and stop 'stop'. The first three data are collected from one of traditional markets in West Denpasar District. The information delivered to the public is provided by Pemerintah Kota Denpasar, Perusahaan Daerah Pasar Kota Denpasar, and A Private Food Industry. Data 01 (a) consists of a clause *Buanglah sampah pada tempatnya*. 'Put or throw rubbish into the rubbish bin.' Based on the theory of speech acts proposed by Searle (1975) that clause belongs to assertive and directive speech acts. In the assertive speech acts speakers reached the point of being assertive when they represent how the representations of things in the world or promises the speaker to true preposition. Here speaker (three institutions) inform public ideas about what and where they should do. The assertive speech act represents how rubbish should be treated or how the public should treat rubbish. The assertive speech act delivered in the meaning of suggesting and putting forward. In suggesting, the speaker suggests the public to do the right treatment for rubbish that is to throw or put rubbish into the rubbish bin which are provided on certain points at public places, for example market. In putting forward which means to suggest formally that the public should consider rubbish to be thrown into the rubbish bin.   The directives speech acts deliver the meanings of ordering and advising. The clause begins with a verb *buanglah* 'throw away' in which this verb has close relationship with unusable stuffs or invaluable things for example rubbish. In this psa the verb *buanglah* 'throw away' is followed by the word *sampah* 'rubbish.' The directive speech act is ordering the public to throw away rubbish *pada tempatnya* 'in the rubbish bin' provided by the three institutions at certain points in the market. The directive speech act through the verb is also advising the public to keep the environment glean and healthy. It is an education to the public to be aware of the cleanliness and health. To have a clean and

healthy environment public are advised to throw rubbish into the rubbish bin. Data 01 (b) *Budayakan lingkungan bersih dan sehat* 'keep the environment clean and healthy.' Based on the theory of speech acts that clause belongs to assertive and directive speech acts. In assertive speech act the speaker represents how things are in the world or promises the speaker to true preposition such as giving a suggestion and the one with particular purpose. Here the speaker (the authority) wants the addressee (public) to keep life in clean and healthy environment. This kind of life style is supposed to be a habit and then becomes a culture. In directives speech act the speakers make an attempt to get hearers to do something. Through the written PSA or ILM the authority orders, requests, and advices public to keep the environment clean and healthy which then becomes as the style of life. What does the speaker wants the addressee do in data 01 (c) *Jagalah kebersihan* 'keep clean' is exactly the same. It also belongs to assertive and directive speech acts. Data 01 (d) *Stop tas, sedotan dan kemasan berbahan plastik dalam setiap acara dan kegiatan sehari-hari* 'stop using plastic on certain events and daily activities.' This data belongs to the same speech acts (assertive and directive). Here the speaker wants the addressee to stop using stuffs made of plastics. The purpose of suggesting, putting forward, ordering, requesting, and advising is to prevent the environment damage. The action of preventing environment damage will keep the environment clean and healthy.

Data 02

(a)   Bersih itu indah;
(b)   Kebersihan bagian dari iman.

   Data 02 (a and b) successively begin with an adjective *bersih* 'clean' and noun *kebersihan* 'cleanliness.' Both data consists of a clause *bersih itu indah* 'clean is nice or clean is beautiful,' and *kebersihan bagian dari iman* 'cleanliness brings convenience.' In the theory of speech act it is mentioned those clauses belong to assertive and directive speech acts. Suggesting and an attempt to get hearers to do something is the commitment to the truth of a proposition. When environment (market) is clean it will be very nice. There is also an advice from the speaker. This condition will make more and more people to come for buying and selling things. Besides it will also bring convenience, happiness, beauty, and health. From the linguistic (meaning) point of view the assertive speech act starts with an adjective *bersih* 'clean' creates a positive meaning and there is an indirect instruction in it. What the addressee should do for a place or an area to be clean. It may give a suggestion that people should keep the environment clean so it will look nice or beautiful. Through the adjective *bersih* there is also a hidden instruction or message the environment will be nice so that is why public must do an action of cleanliness. Data 02 (b) consists of a clause *Kebersihan bagian dari iman* 'cleanliness brings convenience' and belongs to assertive and directive speech acts which deliver

suggestion and advice to the public. Here the speaker (government or authority) wants the addressee to keep clean life because it will bring convenience. In other words public can get convenience through clean and healthy environment.

Data 03

(a)   Mari kita jaga kebersihan Pasar Badung;
(b)   Mari kita ciptakan lingkungan yang bersih dan rindang;
(c)   Mari kita tingkatkan kepedulian dan peran aktif dalam mengelola sampah untuk mewujudkan lingkungan bersih sampah;
(d)   Mari wujudkan Kota Denpasar yang sehat, bersih, dan sejuk melalui: 1. Mengelola sampah rumah tangga melalui pola 3R: *Reduce*, yang berarti mengurangi timbulan sampah; *Reuse*, yang bermakna menggunakan kembali barang bekas; *Recycle*, artinya mendaur ulang sampah menjadi barang yang bermanfaat. 2. Menanam dan memelihara tumbuh-tumbuhan yang bermanfaat bagi kesehatan dan lingkungan.

All of the data above (data 03) start with the words *Mari kita* 'Let us or let's or Please.' It is generally used to invite or persuade the people who we talk to. The sentences in the PSA or ILM are successively as follows: *Mari kita jaga kebersihan Pasar Badung* ' Let's keep Pasar Badung or Badung Traditional Market clean,' *Mari kita ciptakan lingkungan yang bersih dan rindang* 'Let's keep the environment clean and cool,' *Mari kita tingkatkan kepedulian dan peran aktif dalam mengelola sampah untuk mewujudkan lingkungan bersih sampah* 'Let's increase our involvement in managing rubbish for a comfortable environment,' *Mari wujudkan kota Denpasar yang sehat, bersih, dan sejuk melalui*….'Let's keep Denpasar comfortable, clean, and cool through…… All of those sentences respectively are classified as assertive, directive, and expressive. In assertive one there are meanings of suggesting and putting forward; in directive speech act there are meanings of ordering, requesting, inviting, and advising. In the assertive speech act the speaker behaves confidently so that the addressee notice what are suggested and put forward through the utterances the speaker utters. In data 03 (a, b, c, and d) the speaker, in this case let's say the government who provides the PSA or ILM suggests, puts forward, orders, requests, invites, and advices the public together with the authority to keep the environment convenient. Togetherness to keep the convenient environment is delivered through the words *mari kita* which express the meanings of suggesting, putting forward, ordering, requesting, inviting, and advising. It is like an indirect command from the government to motivate and persuade public awareness on the clean, convenient, healthy, cool, and beautiful environment.

Data 04

(a)　Terima kasih anda tidak membuang sampah di sepanjang jalan dan got ini!!!;
(b)　Terima kasih anda telah menjaga kebersihan kota.
(c)　"Terima kasih" untuk tidak membuang limbah atau sampah sembarangan. DLHK Kota Denpasar.

　　Data 04 (a, b, and c) is initiated with the words *Terima kasih* 'Thank you.' The three data are in the form of sentences as follows: *Terima kasih anda tidak membuang sampah di sepanjang jalan dan got ini*!!! 'Thank you for not throwing rubbish along this road and drain' or 'Thank you to keep the road and drain clean.' *Terima kasih anda telah menjaga kebersihan kota* 'Thank you to keep the city clean.' *Terima kasih untuk tidak membuang limbah atau sampah sembarangan* 'Thank you to keep the environment clean.' The three sentences used in the PSA or ILM belong to expressive speech act which mean that they definite the attitude on objects and facts of the reality or definite the speaker's feeling on how to thank. Here the authority as the speaker who provides the advertisement expresses thanking to the public as the addressee.

Data 05

(a)　Perhatian!!! Selain warga Br. Lebah, Br. Pande, dan warga sekitar kantor Satpol PP dilarang membuang sampah disini!
(b)　Dilarang!!! Membuang sampah di sini dan sekitarnya. Apabila melanggar dikenakan sanksi atau denda.
(c)　Dilarang membuang sampah di sekitar tempat ini!!! Dikenakan sanksi malu/sosial.
(d)　Malu dong. Dilarang membuang/membakar sampah di sekitar wilayah tempat ini.

Data 05 (a, b, c, and d) used different words at the beginning. The words are *perhatian* 'attention,' *dilarang* 'forbidden,' and *malu dong* 'it is embarrassed.' The four clauses are as follows: *Perhatian!!! Selain warga Br. Lebah, Br. Pande, dan warga sekitar kantor Satpol PP dilarang membuang sampah disini!* 'Attention!!! Dust bins are provided only for certain members!' *Dilarang!!! Membuang sampah di sini dan sekitarnya. Apabila melanggar dikenakan sanksi atau denda.* 'Prohibited or Forbidden!!! Throw rubbish in this area. Against the law will be punished.' Dilarang membuang sampah di sekitar tempat ini!!! Dikenakan sanksi malu/sosial. 'Keep this area clean!!!' Against the law will be punished.' Malu dong. *Dilarang membuang/membakar sampah di sekitar wilayah tempat ini.* 'It's embarrassed. Keep the environment clean.' The four clauses used in the PSA or ILM above belong to directive speech act in which the speakers make an attempt to get hearers to do something or an attempt in order the addressee will be able to perform an action. In this case it is ordering. This speech act gives an order to the addressee or hearers not to do as what being uttered. Here the public which refers to the addressee are forbidden to throw rubbish anywhere they like to do it. They are directed to throw rubbish into the rubbish bin which are already provided by the authority, non-profit organizations or even from companies. The directive speech act which has the meaning of ordering wants the addressee or the hearers to keep the environment clean, healthy, and convenient.

6. Conclusion

Speech act and advertisement theories are applied for data analysis. Based on this theory the priority is the action which means what the speaker wants the hearer or the addressee actually do. The action which is supposed to do is delivered through the words (verbs, nouns, adjectives). Based on the theory of advertisement there is always a hidden message delivered. In the data analysis the hidden message is delivered through the form of indirect command, both in clauses and sentences. The conclusion that can be drawn from the analysis there are 3 types of speech acts: assertive, directive, and expressive; the speech acts are delivered in written language in the forms of clauses and sentences. There are 7 meanings delivered in the 3 types of speech acts: suggesting, putting forward, ordering, requesting, inviting, advising, and thanking.

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