

ANALYSIS OF LOCUTIONARY AND PERLOCUTIONARY ACTS IN FOREIGN ADVERTISEMENTS

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ABSTRACT

Pragmatics in linguistics is the scientific study of the relationship between language and the context that underlies the explanation of the meaning or understanding of language. In pragmatics, there is a branch of science that discusses speech acts, which are divided into three categories: locutionary acts, which are only utterances delivered by speakers to state something; an illocutionary act is a speech act that has a specific purpose or context; perlocutionary acts are actions carried out by the speech partner as an effect of the speaker's speech. Speech acts do not only occur orally but also in writing, including scripts in advertisements. The research method used is qualitative and descriptive because the data collected doesn't involve statistical figures. This approach provides a narrative overview of the object and study results. The researcher acts as the instrument, collecting data on speech acts based on Austin and Nababan's theories. The results of the analysis show that in German-language advertisements, there are all types of speech acts. It is very important to learn and understand language, not only in terms of grammar but also in the context and meaning of the language to avoid misunderstandings.

Keywords: Pragmatics, Speech Act, Locutionary, Perlocutionary, German-language advertisements

ABSTRAK

Pragmatik dalam linguistik adalah studi ilmiah tentang hubungan antara bahasa dan konteks yang mendasari penjelasan makna atau pemahaman bahasa. Dalam pragmatik, ada cabang ilmu yang membahas tindak tutur, yang dibagi menjadi tiga kategori: tindak lokusi, yang hanya merupakan ucapan yang disampaikan oleh pembicara untuk menyatakan sesuatu; tindak ilokusi adalah tindak tutur yang memiliki tujuan atau konteks tertentu; tindak perlokusi adalah tindakan yang dilakukan oleh mitra tutur sebagai efek dari tuturan pembicara. Tindak tutur tidak hanya terjadi secara lisan tetapi juga secara tertulis, termasuk dalam naskah iklan. Metode penelitian yang digunakan adalah kualitatif dan deskriptif karena data yang dikumpulkan tidak melibatkan angka statistik. Pendekatan ini memberikan gambaran naratif tentang objek dan hasil penelitian. Peneliti bertindak sebagai instrumen, mengumpulkan data tentang tindak tutur berdasarkan teori Austin dan Nababan. Hasil analisis menunjukkan bahwa dalam iklan berbahasa Jerman, terdapat berbagai jenis tindak tutur. Penting untuk belajar dan memahami bahasa, tidak hanya dari segi tata bahasa, tetapi juga dari konteks dan makna bahasa untuk menghindari kesalahpahaman.

Kata Kunci: Pragmatik, Tindak Tutur, Lokusi, Perlokusi, Iklan Berbahasa Jerman

INTRODUCTION

Language is a crucial aspect of human beings, and the current technological advancements are also influenced by the development of language. As social beings, the use of language is deeply ingrained in human life, both verbally and in writing. One of the functions of language is to serve as a tool for communication among individuals, enabling interaction with one another. Communication involves the conveyance of information from the speaker to the listener. However, mere delivery is not sufficient to ensure the true meaning from the speaker to the listener. All parties involved in the communication process must understand each other, meaning that the meaning perceived by the listener must align with the meaning expressed by the speaker.

In a speech event, there is a speaker and a listener. This speech event occurs not only in direct conversations but also in written forms. Therefore, it is crucial to understand the intentions and purposes behind someone's utterances for the communication process to proceed smoothly. Pragmatics and semantics are branches of linguistic studies that focus on meaning. In this research, the researcher chooses to delve into the field of pragmatics, specifically studying locutionary and perlocutionary speech acts. In pragmatics, there are several types of speech acts: locution which conveys speech without any specific intention, illocution which carries another meaning in an utterance, and perlocution which affects the listener.

Previous research that has discussed speech acts includes Firda (2022), who titled her thesis "Analysis of German Speech Acts in the Novel *Land In Sicht* by Ilona Hartmann." Firda's research aimed to describe the types, forms, and functions of illocutionary speech acts found in the literary novel *Land In Sicht*. There is a similarity between Firda's research and this research as both use a pragmatic approach. However, there are differences between the two studies. Firda's focus was on literary novels, while this research focuses on written discourse in the form of advertising media. Additionally, Firda examined the types, forms, and functions of illocutionary speech acts, whereas this research focus is locutionary and perlocutionary speech acts. This research study focuses on the analysis of locutionary and perlocutionary speech acts in German-language advertisements and aims to discuss the use of speech acts in advertisements to better understand the meaning of each utterance in the ads and its impact on the listener.

Further research on speech acts includes Aziz's (2012) study titled "Illocutionary and Perlocutionary Acts in the Novel *Surat Kecil Untuk Tuhan* by Agnes Davonar." Aziz's research aims to describe the illocutionary and perlocutionary acts in the novel *Surat Kecil Untuk Tuhan*.

This research is similar to Aziz's because both use a pragmatic approach and examine illocutionary and perlocutionary acts. However, there are differences between the two studies too. Aziz's research uses the Novel Surat Kecil Untuk Tuhan by Agnes Davonar as the data source, while this research study analyzes written discourse from foreign language advertising media.

METHOD

This research employs a qualitative descriptive research method. The qualitative method focuses on in-depth observation and analysis. Therefore, the use of qualitative methods in research can yield a comprehensive study. This research is qualitative and descriptive because the data obtained are not statistical figures or numerical values; rather, the study presents an overview of the object and the results of the study in a narrative form. The collected data will be analyzed, classified, and interpreted, and ultimately, conclusions will be drawn regarding the types of speech acts, the interrelation of utterances, and the meanings contained within them.

The object of the research used is locutionary and perlocutionary speech acts found in German-language advertisements. This research was conducted in the German Language Education Study Program, Faculty of Language and Literature Education, Universitas Pendidikan Indonesia.

In qualitative research, the instrument used for data collection is the researcher, involving the collection of locutionary and perlocutionary speech act data in German-language advertisements, and the data analysis technique used in this research is descriptive data analysis. The analyzed data consists of descriptions and classifications of locutionary and perlocutionary speech acts based on the theories of Austin (1962) and Nababan (1987). The research procedures that will be undertaken by the researcher to achieve the research objectives are literature review, data collection, data processing, concluding, and report preparation.

RESULT AND DISCUSSION

Result

In the Foreign advertisements that the author has found, several ads contain written speech acts aimed at informing and promoting positive aspects for commercial goods or others. They even have an impact on the interlocutor or reader, influencing them to produce the desired reaction. Here are some German-language advertisements.

1. Advertisement for *Freiberger* beer, in this advertisement people or interlocutors can see two adults enjoying time in nature while drinking beer, and there is a writing “*Bleib wie dein Bier*” which means “Stay true to your beer.”



(<https://www.bleib-wie-dein-bier.de/unsere-kampagne>)

The locutionary speech act is the sentence “*Bleib wie dein Bier*” because it is a statement in itself. The perlocutionary speech act involves people or interlocutors who are influenced and end up purchasing the product as desired by the advertiser.

2. Advertisement for the *Bundeswehr* armed forces, in this advertisement people or interlocutors can see military uniformed members inside a military vehicle with the inscription “*Ich kämpfe für mein Land. Und gegen Vorurteile. Egal wie du bist, hier bist du richtig.*” which means “I fight for my country. And against prejudices. No matter who you are, here is where you belong.”



(<https://www.sueddeutsche.de/projekte/artikel/kultur/bundeswehr-imagekampagne>)

The locutionary speech act is the sentence: *“Ich kämpfe für mein Land. Und gegen Vorurteile. Egal wie du bist, hier bist du richtig.”* Because it is a statement in itself. The perlocutionary speech act involves people or interlocutors who are influenced and whose sense of patriotism is aroused, leading them to join the *Bundeswehr* as desired by the advertiser.

3. Advertisement for *Müllermilch* milk drinks, in this advertisement people or interlocutors can see the milk drink product with the inscription *“Für guten Geschmack sind wir Deutschen nicht bekannt. Mit einer Ausnahme.”* which means “We Germans are not known for good taste. With one exception.”



(<https://www.persoendlich.com/kategorie-werbung/so-schmecken-uns-die-deutschen-319498>)

The locutionary speech act is the sentence: *“Für guten Geschmack sind wir Deutschen nicht bekannt. Mit einer Ausnahme.”* Because it is a statement in itself. The perlocutionary speech act involves people or interlocutors who are influenced, feeling entertained and curious about the “exception” prompting them to try the product by purchasing it, aligning with the desires of the company or advertiser.

Discussion

Pragmatics is the study of the science of the relationship between language and the underlying context that explains the meaning or understanding of language. This perspective indicates three important aspects in pragmatic studies: language, context, and understanding. In the *Kamus Besar Bahasa Indonesia (KBBI)* third edition of 2005, pragmatics is mentioned as something related to conditions that determine the harmony or disharmony of language use in communication. "Pragmatics is related to the conditions that determine the harmony or disharmony of language in communication" (KBBI, 1993: 177). According to the International

Pragmatics Association (IPRA), pragmatics is the investigation of language that involves the intricacies of language use and its functions (Soemarmo, 1987: 3).

Nababan (1987, 2) adds that the term pragmatics, in a broader sense, refers to the rules of language usage, which involve the selection of language forms and the determination of their meanings about the speaker's intentions based on context and circumstances. Charles Morris (1946) (cited in Nababan, p. 1) divides the study of language into three kinds:

- a. Syntactics or Syntax (study of the relationship between language elements)
- b. Semantics or Semantics (study of the relationship between language elements and their meanings)
- c. Pragmatics (study of the relationship between language elements and language users).

He also argues that pragmatics is a general form of semiotics or the science of signs, specifically interpretable as the way people use language signs and how those signs are interpreted (Sulistyo, 2013, p. 1). According to him, pragmatics is a general form of semiotics. Levinson (1983) (cited in Nababan, p. 2) provides five definitions of pragmatic science, two of which are most relevant to the discussion of pragmatics: "Pragmatics is the study of the relationship between language and context underlying the explanation of the understanding of language" and Levinson also states that "Pragmatics is the study of the ability of language users to connect sentences with contexts that are appropriate for those sentences." From the above, it can be concluded that pragmatics is a scientific study that explores the relationship between language and context, forming the basis for explaining or understanding language. In the context of pragmatics, there are three main aspects: language, context, and understanding. Pragmatics can be understood as the rules of language usage that involve the selection of language forms and the determination of their meanings according to the speaker's intentions in specific contexts and circumstances.

Speech act is one branch of pragmatics. A speech act is an utterance that contains illocutionary intent or force and influences the interlocutor or listener. Speech acts can take the form of sounds, words, phrases, sentences, or utterances that have a specific intent and influence the listener. According to Rohmadi (in Rahayu, 2014, p. 3), Speech act or Speech act or Speech act is part of the speech event (Speech Event) which is an actual phenomenon in a speech situation. Austin (1975, p. 5) states, "The uttering of the sentence is, or is a part of, the doing of an action, which again would not normally be described as saying something." The translation of this sentence is "Uttering a sentence is, or is part of, doing an action, which is not

normally described as saying something." Austin (1962) states that analytically we can separate three kinds of speech acts that occur simultaneously, namely:

1. Locutionary act, which associates a topic with an expression, is similar to the relationship between "subject" and "predicate" or "topic" and "explanation" in syntax.
2. Illocutionary act, which is the utterance of a statement, offer, promise, question, and so on. This is closely related to the forms of sentences that embody an expression.
3. Perlocutionary act, which is the result or effect produced by the expression on the listener according to the "situation and conditions" of uttering the sentence.

Austin (in Levinson, 1983, p. 236) states that locution is "the utterance of a sentence with determinate sense and reference," and if the definition provided by Austin is translated, it means "an utterance conveyed clearly and definitively." Additionally, Lismayanti and Aswadi (in Aini and Utomo, 2021, p. 12) state that the locutionary speech act is a type of speech that is easy to analyze because it does not require the context of the speech situation. This speech aims to convey something with a clear and easily understood meaning and reference. Rustono (in Aini and Utomo, 2021, p. 12) states, "Locutionary speech act is a speech act that has the function of stating something." It can be understood that locution is merely an utterance conveyed by the speaker to state something clearly and definitively without any specific context or intention.

On the other hand, illocutionary speech act is a speech act that has a specific intent or context. Austin (in Rustono 1999: 35) argues that illocutionary speech act is the act of doing something. Illocutionary speech acts can cause others to act through the force of speech uttered by the speaker. Meanwhile, a perlocutionary speech act is a speech act that aims to influence the interlocutor. Searle (1969, p. 23) explains, "A speaker is characteristically performing at least three distinct kinds of acts. (a) The uttering of words (morphemes, sentences); (b) referring and predicting; © stating, questioning, commanding, promising, etc." The speaker is performing at least three different types of actions: (a) uttering words (morphemes, sentences); (b) referring and predicting; © stating, questioning, commanding, promising, etc. Then Rachman (in Hawa, 2021, p. 11) states, "Illocutionary speech acts have functions beyond just providing information because they can also be used to perform specific actions. Illocutionary speech acts are usually related to expressions such as expressing gratitude, giving commands, offering something, making promises, and granting permission." After illocution, there is a perlocutionary speech act, which focuses more on the effects caused by the speaker on the

interlocutor, and the reactions that the interlocutor gives to the speaker constitute a perlocutionary speech act.

Austin (In Hoffmann, 2010, p. 155) explains that perlocutionary speech act is "*den „perlocutiven Akt“, der in über die Illokution hinausgehen den (nicht konventionellen) Wirkungen besteht, die auf Gefühle, Gedanken, Handlungen anderer ausgeübt werden (etwa, dass man jemanden von etwas überzeugt (Perlokution), indem man eine bestimmte Behauptung (Illokution) macht.*" "Austin states that perlocutionary speech acts consist of non-conventional effects beyond illocution, which can influence the feelings, thoughts, or actions of others. For example, when someone makes a specific statement, the perlocutionary speech act can convince others of something (perlocution) aside from its illocutionary intention." Searle (1969, p. 46) explains that "... saying something and meaning it is a matter of intending to perform a perlocutionary act." Based on Searle's statement, it can be interpreted as 'Saying something and meaning it can be understood as perlocution.' Furthermore, Chaer (in Ulfah, 2015) also mentions that perlocutionary is uttered by a speaker related to non-verbal actions or behaviors of others. From the statements of these experts, it can be concluded that speech acts are verbal actions performed by a speaker to an interlocutor to convey something, which can be a mere utterance (locution), an utterance with intention (illocution), and also an utterance aimed at influencing the interlocutor to perform a specific action (perlocution).

As is known, advertising is a tool closely related to commerce, usually intended to inform, offer, or promote something such as products, services, or other things to the general public through print or digital media. According to Jaiz (in Zakariansyah, 2021), advertising is defined as all forms of messages about a product conveyed through media, targeting part or all of society. Furthermore, according to Fatihudin and Firmansyah (in Zakariansyah, 2021), advertising is a communication model that can reach the public widely. Advertising can be used to build a long-term image and also accelerate quick sales. Additionally, advertising is standardized, can be broadcast repeatedly, and can obtain a dramatization effect from the aired ads. Nowadays, advertising is evolving in the creative industry, bringing forth many interesting ideas and being carried out on various platforms on social media. Advertising is flourishing with the creation of content not only by official employees but also by others as long as they are creative in producing content.

Regarding content, Kotler et al (in Zakariansyah, 2021) argue that content is the new advertising, and Content Marketing is a marketing approach that involves creating, selecting, sharing, and enlarging content that is interesting, relevant, and useful for a clearly defined

audience, creating conversations about its content. From the above explanation, it can be understood that advertising is a commercial communication tool that promotes products, services, or goods through print or digital media. Its role includes building a long-term image, increasing sales with dramatization effects, and evolving in the creative industry with the participation of individuals on social media. Content is recognized as a key element in modern advertising, with content marketing focusing on creating, selecting, and distributing content that is interesting and relevant to create conversations among the target audience.

CONCLUSION

As a human who is a social being, one will never be separated from matters related to language because it is an instrument for socialization. Therefore, it is crucial to learn and understand language, not only in terms of grammar but also in the context and meaning of the language. The scope of pragmatic studies is a branch of linguistics that deals with the context underlying the understanding of language communicated by language users. One branch of this field is speech act theory, which is divided into three types: locution, illocution, and perlocution.

This research focuses on two speech acts: locution, which is a speech act in the form of a statement, and perlocution, which is the effect of a speech act that can influence the interlocutor to take a certain action. Speech acts are not limited to spoken language but also include written language. The main object of this research is German-language advertisements. In the several advertisements that are under study, there are speech acts that have locutionary and perlocutionary meanings.

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