

An Analysis of Illocutionary Acts in Beauty Product Advertisements in Television Broadcast

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Abstract

Nowadays, advertising is no stranger to the wider community. We can commonly find advertisements through several media such as television, radio, magazines, billboards, and even YouTube. The present study attempts to investigate the type of illocutionary acts used in beauty product advertisement utterances in television broadcasts. The significance is to enrich the literature on speech acts used by advertisers, especially illocutionary acts in beauty products. This research's main data were several advertisements utterances of beauty products, such as shampoo advertisements, cosmetic advertisements, facial wash advertisements, and other related beauty advertisement products. Further, the data were described by a descriptive study. In addition, data were gathered by downloading the advertisement from YouTube and taking note the conversation to analyse the utterances used in the advertisements. Furthermore, the data were analysed based on context advertisement utterances in the form of conversations on television broadcast and classified the utterances

using the theory proposed by Searle about types of illocutionary act. There are five types of illocutionary by Searle: declarative, representative, expressive, directive, and commissive. Above all, the findings showed that the assertive function dominates in beauty advertisements and commissive is the type rarely used in beauty product advertisements.

Keywords: Advertisement, Illocutionary Acts, Speech acts, Television Broadcast

1. INTRODUCTION

Advertising is one of the media useful to support an activity or business in society. In general, advertisements are designed in such a way as to attract the attention of consumers or customers to buy or use the goods or services offered. Good advertisements have to use good language, straightforward and easy language to be understood by customers as advertising targets. That is why language must be used appropriately in advertising. In this research, the researchers focus on the Illocutionary act and the utterance used in beauty product advertisements in television broadcasts. Advertisers have skillfully accomplished their illocutionary goals manipulate the linguistic and para-linguistic elements of communication. They have decided what is considered charming, attractive, persuasive, and all-encompassing language. Especially for women, it is essential to showcase the images of beauty and attraction to impress the community (Feramayasari & Pangesti, 2020). However, many business organizations failed because of a lack of traceability protection and bad strategy, as Perry (2012) stated. For example, the researchers found many beauty product advertisements in Indonesia mock or compare their products using several advertising languages. It can be analyzed the speech used in verbal or non-verbal communication then how does the implicated become persuaded by listeners or consumers.

Moreover, the advertisement's language and the context of the situation will make the customer interest in the product of the advertisement itself. This can happen because in saying a sentence of language, a person does not merely say something with that sentence, but there is a meaning of signifying something from the sentence that is spoken based on context. As stated by Bovee and Arens (1982) cited in Ivo and Rosa (2013), advertising is any form of presentation by non-private entities that are commonly used to promote ideas, products, or services to customers by certain sponsors that must be paid for. In contrast, Kotler and Keller (2007) state that Advertising can save costs in spreading the message whether it is for building brand preferences or educating people on the product advertisement. It means that an activity can spread to the wider community through advertising. The relationship between the language and the context in this advertisement is studied in a known branch of macro linguistics, namely pragmatics study, as stated by Ivo and Rosa (2013). This affects the diversity of types of speech used.

Studies on advertising can be related to pragmatics, as stated above. According to Basra and Thoyyibah (2017), pragmatics is concerned with the fact that the language used is interrelated with each culture's existing context. It means that the listeners will difficult to understand what the speaker says without the context. Furthermore, the speech act is part of the pragmatic. According to Yule (1996), the speaker produces speech that contains words

and grammatical structures and shows actions through the speech. In addition, Dibdyaningsih (2019) states that the speech act is an action where the language is something that can be discussed by considering the use of language used by the speaker to achieve the desired action and how the listener can infer the meaning meant by the speaker according to what he said.

Beauty products have been needed by humans since ancient times, both men and women. It is usually broadcast through an advertisement on television, radio, magazine, billboard, etc. Several beauty product advertisements are shown on television, such as advertisements about hair care, facial care, body care, makeup, acne removers, body slimming pills, and others with a variety of existing brands. All of the products of beauty have effects, from head until toe. Therefore, in an advertisement, there are various forms of speech acts used by producers that have a function according to the purpose of the advertising through utterances. There are three kinds of speech acts in the utterance of advertisements, as stated by Austin (1962), cited in Della and Sembiring (2018): locution, illocution, and perlocution.

As a foundation of this research, the researchers take some previous studies related to analyzing illocutionary acts of beauty product advertisement in television broadcast. First, a related study from Halim (2016) researched expression of speech act in advertisements on television. However, this research focused on food, health product, and cellphone provider advertisements. The result of this research found that five types of speech acts based on Searle are expressed in these different tones and styles of advertisements. The second previous research was done by Rudiawati et al. (2018) entitled "Speech acts in Indonesia's shampoo advertisement". This research shows that Indonesia's shampoo advertisement contains all speech acts based on Yule's speech acts theory, but it uses declaratives. It shows that shampoo advertisements in Indonesia prefer to declare something based on provided fact to fits the certain phenomenon.

The other related research by Syafitri (2019) aims to identify and explain the functions and strategies of commissive function used in commercial advertisements. This research only focuses on one type of illocutionary, namely commissive. The result has shown that commissive speech can also be found in commercial advertisements or when promoting or selling a product, goods, or services. From the explanation of all previous studies, the present study contributes to filling the gaps in speech act research that focus on the illocutionary act used in the advertisement of beauty product on television. Based on the explanation and elaboration above, the researchers formulate the research question: What types of Illocutionary acts and the utterance used in beauty product advertisements in television broadcasts?

Advertisement is one of media created by a company to market their products to the wider community. According to Susanti (2019) in her research, advertising provides information about products advertised for sale and can change the way people perceive society; or in other words, the advertisement can persuade people to buy things they do not need. What more, an advertisement is always related to the language. Commonly, one of the phenomena of language use in advertisement is a speech act. According to Yule (1996), speech acts are displayed through utterances. In line with Yule, speech acts used in

communication aim to convey propositions or information and take action (Prasetya & Samhati, 2017).

Moreover, speech acts have three dimensions or categories. Grundy (2008) stated that the people involve locutionary acts, illocutionary acts, and perlocutionary acts when they speak something. Kusumaningsih (2018) conclude the three of dimension of speech act as Locutionary act is basic actions of utterances, or basic actions to produce meaningful linguistic expressions, illocutionary act are actions that the speaker wants to communicate to the receiver, and perlocution acts are the act of interpreting what the speaker is saying. The three types of speech acts can usually be found in an advertising discourse. At first glance, advertising discourse is news, but when pay attention to more power details, illocutionary and concentrated power big.

Besides, this study only focuses on illocutionary acts used in beauty product advertisement utterances in television broadcasts. There are five types of illocutionary by Searle (1969): declarative, assertive, expressive, directive, and commissive. Couple with Searle, the types of illocutionary act conclude by Basra and Thooyibah (2017) in their study that declarative is the speech act uttered by a speaker changes the world situation. Assertive is speech acts with firm power that state what the speaker believes in the case. Then, Expressive is a type of illocutionary act that point what the speaker' feels. Directive expresses what the speakers want or use to get someone to do something. Meanwhile, commissive is one of the illocutionary acts that bind the speaker to future actions or express its intent.

2. RESEARCH METHODS

The research employed a descriptive study to describe the use of speech acts in beauty product advertisements broadcast on television. This research's primary data were several advertisements utterances for beauty products such as shampoo, cosmetics, facial wash, and the other related to beauty product of advertisement.

The data and results obtained from this study were descriptive in illocutionary functions and analysis of the utterance used in five advertisements. They were classified based on the type of illocutionary acts and the utterances used in beauty product advertisements on television broadcast? The five advertisements used for this research analysis consist of some brands: Dove deodorant, Sunsilk hijab shampoo, Wardah facial wash, Wardah day cream, and Marina hand and body lotion. This study's instrument was the documentation and videos of beauty products obtained from the YouTube channel. In terms of data analysis, first, the data were gathered by downloading the advertisements from YouTube and taking note of the conversation to analyze the utterance used in the advertisement. Furthermore, the data were classified based on the utterances using Searle's theory about types of illocutionary act, analyzing the data, and making conclusions.

3. FINDINGS

Based on the research finding, the assertive function is mostly used in the advertisement of beauty on television. It reflects the utterances in beauty product advertisements on television as a statement of fact. In contrast with the assertive,

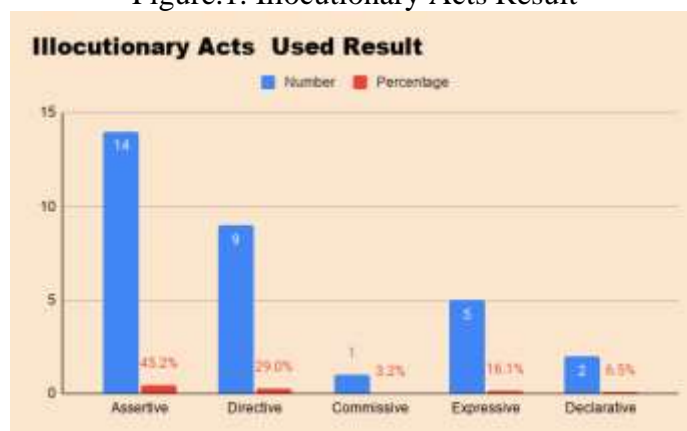
commissive is the type rarely used in beauty product advertisement. The findings showed that the assertive function dominates in beauty advertisements. This shows that utterances that are watched usually in the form of a statement of changes in the physical condition participants starting from head until toe. This also shows that the utterance in beauty product advertisements displays various forms but still has the same function. The data can be seen as in the followings:

Table.1. Illocutionary Acts Result

No	Types of Illocutionary Acts	Number	Percentage
1.	Assertive	14	45.2 %
2.	Directive	9	29%
3.	Commissive	1	3.2%
4.	Expressive	5	16.1 %
5.	Declarative	2	6.5%
Total		31	100%

This research result could be seen in the graph form as below.

Figure.1. Illocutionary Acts Result



From the result of Illocutionary Acts usage, the description would be explained below.

3.1. Assertive

According to Searle (1969) cited in Della and Sembiring (2018), Assertive shows the actual state and has to tie the speaker to something that happens and the proposition's truth. There are 14 utterances from 31 utterances classified as assertive. One example is as the following.

Tak ada noda gelap, percaya diri dengan dove ultimate repair deodorant.
(No dark spots. Feel confident with Dove Ultimate Repair Deodorant.)

These data were taken from beauty product advertisements, namely dove deodorant.

These data are considered as assertive speech because it provides an action to show a result that wants to make the audience believe by using their product by saying "no longer exists". In addition, there are also utterances in the form of the word "Confident" that indicate the facts. The audience will believe in the product and support them using the word confident with dove repair deodorant.

3.2. Directive

According to Prasetya and Samhati (2017), a directive illocutionary act is a speech act that serves to encourage the speaker to do something where the action can be in the form of an order or commands. Representative data of directive utterance can be seen in this below.

"Girls...rambutmu perlu dirapihin!
(Girls... your hair needs to be tidied up!)

This advertisement is one of the product beauty advertisements (shampoo) that contains utterances in a directive function with verb suggestions. It is said that because it implies that other people do something and give advice to rearrange their hair before an impromptu interview. The context in this advertisement is that there is a direction from an assistant to a woman who will be interviewed to immediately fix her messy hair after passing through a street full of smoke and dust.

3.3. Commissive

According to Mustofa (2017), Commissive is the action the speaker uses to commit to something. The function of this category is to bind the speaker to some future action. Here is representative data of declarative utterance.

Kulit cerah gak berminyak seharian dengan wardah perfect bright moisturizer.
(Bright skin is not oily all day with the Wardah Perfect Bright Moisturizer).

These data were taken from Wardah beauty product advertisements. This data is commissive speech because it provides a promising statement using words all day long. Promising words can be seen from this ad's entirety that promises their customers that they will have fair skin and no oiliness within a day if they apply this beauty product to their skin.

3.4. Expressive

According to Esti (2014), Expressive speech acts are part of the illocutionary act to express a psychological attitude the speaker likes to congratulate them and praise themselves or others. In other words, this kind of action shows the speaker's own feelings. The data of expressive utterance can be seen in this below.

Aku pakai Marina hand and body lotion UV White.

(I use Marina hand and body lotion UV White.)

The data were a product of Marina hand and body lotion beauty advertisement from Mawar deJongh as an actress of the advertisement. This advertisement is classified as expressive of illocutionary because the speaker feels proud to say that she uses the beauty advertisement product, where the previous context that happened was someone who stated that her skin looked very white.

3.5. Declarative

According to Rudiawati et al. (2018), Declarative is a form of speech act that functions to say something to the partner or the interlocutor by providing facts according to certain phenomena. There are 2 utterances from 31 utterances that are classified as declarative. There are 2 forms of declarative utterances found by researchers in this study that can be seen below:

SPF 28 nya melindungimu dari sinar matahari.
(The SPF 28 protects you from the sunlight).

The data were a product of Wardah beauty advertisement from Ayana as an actress of advertisement. The utterance showed that this product wants to convey something to its listeners or consumers. This statement becomes declarative with the use of the verb "its SPF 28 protects you from the sun". The advertisement states the ingredients contained in this face cream and how it affects your skin. This expression can also be interpreted in the advertisement; it states that the product can provide nutrition and protect the skin from sunburn.

Dengan micolone ice and perfume touch, memberikan sensasi dingin menyegarkan. Keharuman di setiap sentuhan.
(With microloan ice and perfume touch, give a cool and refreshing sensation fragrance at every touch.)

This is one of the Sunsilk Hijab Shampoo commercial products, starring the beautiful artist Laudia Chintya Bella. According to Haucsa et al. (2020), a beautiful model can be used as a role model for the product advertisement displayed because it can influence the audience's behavior to follow the ad model's habits in choosing a product. This advertisement shows that this product wants to convey something to its listeners. It declares that the product they are advertising can make customers' hair fresh and smell good even when wearing a hijab during the day. This ad also states that customers' hair will still feel a cool and refreshing sensation within 48 hours. This statement illustrates that this product wants to change consumers' world by choosing this product, especially consumers who use the hijab because at the head of their advertising slogan, they also mention that their product is the hijab shampoo number 1 in Indonesia.

4. DISCUSSION

Based on the research results, it can be seen that illocution is one of the essential aspects analyzed in speech acts, which is also integrated with real life. Many studies have analyzed this form of illocution, such as analyzing talk shows, film dialogues, song lyrics, political debates, conferences, official speeches, artist interviews, product advertisements, and even daily conversations. In this study, the researchers deliberately examined the illocutionary form of advertisements, especially beauty product advertisements on television broadcasts. According to Husain et al. (2020), Illocutionary acts is an action that challenges the speaker in conveying the purpose of the utterance. Illocutionary action will succeed if the speaker takes action appropriate to the listener; conversely, it is rejected if the listener does not hold back the speaker can take action and attempt to prevent the illocutionary effect of that action (Chankova, 2019).

Moreover, there are five different types of illocutionary by Searle (1999) cited in Dibdyaningsih (2019): declarative, assertive, expressive, directive, and commissive. In general, the results of each research analysis on this illocution will undoubtedly be different. From the five illocutionary parts above, the study results on the talk show will be further from the president's speech or the advertisement shown on television. For example, Sembiring and Ambalegin (2019) conducted a study on illocutionary analysis in Aladin's film. The results showed that directives function as the most widely used illocution with the number 10 utterances from the 30 words found and the declarative being the least used, namely only 2 out of 30 utterances. Furthermore, research conducted by Haucsa et al. (2020) on the speech act of Tom Cruise's interview showed that representatives were more dominant into cruise interviews with 48% and declarative being a form of illocution that was not found by researchers or 0% utterance.

In addition, this research is about the illocutionary analysis in advertisements. The researcher analyzes the illocution in beauty product advertisements that are broadcast on television. This study found that of the five types of illocutionary acts in the advertisements of the beauty products studied. They are assertive, directive, commissive, expressive, and declarative. In the finding of this research, the percentage of the most utterance consists of assertive (45.2%), directive (29%), expressive (16.1%), declarative (6.5 %), and commissive (3.2%).

The finding revealed that the assertive function is mostly used in the advertisement of beauty in television with a percentage of 45.2% or 14 utterances and commissive is rarely used in beauty product advertisement with a percentage 3.2 % or 1 utterance. Several studies are in line with the finding of this research, such as studies by Widiastuti (2020), Sartika et al. (2019), and Emmiyati and Indriani (2019) that also found assertive as dominant of used in their research. Those studies reveal that utterances that are watched usually in the form of a statement of changes in participants' physical condition starting from head until toe. Couple with these results, Assertive shows the actual state and has to tie the speaker to something that happens and to the truth of the proposition expressed (Della & Sembiring, 2018).

In contrast with the assertive, commissive is a type of illocution that is least used to analyze advertisements for beauty products on television broadcast. This is evidenced by the analysis findings by researchers who only found 1 utterance or percentage 3.2 % out of five

advertisements that the researcher had examined. This finding is supported by Karmila et al. (2019), who also found one commissive on their research. Commissive is the action the speaker uses to commit to something. This category's function is to bind the speaker to some future action (Mustofa, 2017).

5. CONCLUSION AND SUGGESTIONS

Above all, this research can be concluded that the illocutionary functions found in beauty product advertisements on television are all of the type based on Searle theory. They are assertive functions, directive functions, commissive functions, expressive functions, and also declarative functions. Moreover, the percentage of the most utterance found of illocutionary acts in beauty product advertisement in television broadcast consists of assertive (45.2%) or 14 utterances, directive (29%) or 9 utterances, expressive (16.1%) or 5 utterances, declarative (6.5 %) or 2 utterances, and commissive (3.2%) or 1 utterance.

In the advertisement of beauty products on television broadcast, the dominant illocutionary acts are the assertive function, and the least used is commissive function. This research shows the dominance of assertive functions in beauty product advertisements on television broadcast show a statement to viewers who watch. Something that is stated in the form of physical conditions changes due to the products used in advertisements, and these changes can take various forms starting from toe to tip of hair.

Based on the research results and conclusions, there are also suggestions conveyed by researchers to the readers, namely in beauty product advertisements on television: there are speeches with explicit meanings. By reading this article, readers are expected to understand the explicit speech in the advertisement.

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