AN ANALYSIS OF ILLOCUTIONARY ACT FOUND IN FOOD AND BEVERAGE ADVERTISEMENTS

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Abstract
In this thesis, the writer described about illocutionary act which was used in food and beverage advertisement. The writer focused to discuss about structure forms of utterance of illocutionary act and functions of illocutionary in food and beverage advertisement. The data were taken from internet media. In the research, the writer found all of form and four functions of illocutionary act in food and beverage advertisement. The writer concluded that the advertiser used the form and function of illocutionary act in order to make the reader interest with the product. The form of utterance often used by the advertiser is declarative. The advertiser often gave a statement or information to the reader in the advertisement in order to persuade the readers. Actually, all the utterance has imperative function but the advertisers are not directs requesting the consumer to use the product. It means that the advertiser only used statement to persuade the consumer. In addition, the function of illocutionary act which often use by the advertiser is representative. The writer gave some stating, claiming and suggestions to the reader in order to make the reader interesting.

Key Words: Illocutionary Act, food and Beverage advertisement

Background
Advertising is an important element to promote products, goods, idea or service by many manufacturers. Advertisement can be found in printed or electronic media such as magazine, television and internet. The aims of advertisement are to promote or display the finest quality of products, goods, idea or service in order to make the audience identifies the products and know about the products. In other words, it is used to remember the name and to persuade the audience to buy the product or to use the service. To make the audience remember the name of product, we need good communication in advertisement.

In communication, there are the speaker, message or information and the hearer. In giving information, we use language to make the hearer or the reader understand our information to them. The way of someone convinces and influences the hearer can be studied in speech act theory. According to Yule (1996:47), speech act is actions performed via utterances. Analyzing speech act means analyzing an utterance. In producing speech act, a speaker can influence a hearer.
According to Austin in Levinson (1983:236), there are three types of speech act that are produced by the speaker. They are, illocutionary act, locutionary act, and perlocutionary act. Illocutionary act is the utterance of sentence which determines sense reference. Illlocutionary act is the making statement, offer, promise, etc, in uttering a sentence, by virtue of the conventional force associated with it (or with its explicit performative paraphrase). Perlocutionary act is bringing about the effect on the audience by means of uttering of sentence.

In this research, the writer is interested to discuss illocutionary act in food and beverage advertisements in internet media. Illocutionary acts can be uttered through representative, commissive, directives, expressive and declaration acts. It means when the speaker says something there are illocutionary acts in his utterances. For example when a speaker says a declarative utterance in his advertisement of their product, it does not mean that he just tells information or informs something seems in the syntactic form of that utterance. The advertiser has their own priority of illocutionary act that want to be shown to the consumers such as to promote the best side of their own product, services and goods. For example the utterance Mizone’s soft drink is (be100%). This utterance is intended to persuade the consumers to buy its product or indirectly “buy our product” but the form of how advertisers deliver their ideas are different because they want to make good choice of words that can convey the best side of their product. It intends to show the excellent of the product or to show their good qualities of the product.

In doing this research, the writer relates how the advertisement persuades the consumer by using illocutionary act. As the object of the study, the writer chooses food and beverage advertisement from internet media. In food and beverage advertisement, the writer focuses to discuss form and function of illocutionary act which use by advertisers in their advertisement.

Methodology

In method of the research, the writer uses type of analyzing qualitative. Qualitative research is the research that its data are explained in verbal form and are analyzed without using statistic technique. Qualitative is the research that data take from words. The writer focuses discussing the utterance in the advertisements. The data is taken from advertisement in internet media. From the internet media, the writer tries to analyze the data from food and beverage advertisement.

In collecting data in this research, the writer uses observation method to collect the data. The observation method is the method
in collecting the data by the process of observing to the language that is research. The writer observes the data by reading and searching food and beverage advertisement in internet media.

After using observation method to collecting the data, the writer uses note-taking technique to identify the forms of the data and functions of illocutionary act in those advertisements. Some steps that the writer use in collecting data;

1. Reading and searching the data from internet media.
2. Identifying the forms and functions of illocutionary act from the advertisement.
3. Making a list to the sentence.
4. Writing the data in the notebook.
5. Classifying the data into the forms and functions of illocutionary act.

In this research, the writer observes, reads and search carefully internet media to find the occurrence of illocutionary act. And next the writer classifies the utterance into forms of illocutionary act, and functions of illocutionary act.

There are two methods in representing of the data analysis; they are formal and informal method. The formal method explain about symbols and signs, and the informal method is using the writer own word to explain the analysis. So, to represent the data, the writer applied informal method.

**Analysis and Finding**

In analyzing the data, the writer was taken data from internet media especially on the advertisement of food and beverage advertisements. The writer analysis the data about the form and function of illocutionary act in food and beverage advertisements. The forms of illocutionary act are related with three forms, declarative, interrogative and imperative. While the function of illocutionary act, divide 5 functions, they are assertive, directive, commisives, expressive and declaration

1. **Beverage advertisements**

1.1. **Declarative**

Declarative is a kind syntactic forms of illocutionary act which give information about something. Declarative form is used to make a statement. This grammatical one form of the utterance has truth meaning to give information about something. The speaker conveys the information for example:

**Example 1**
In the advertisement, the advertisers and The Coca-Cola Company made the utterance in the advertisement. The context in advertisement, speaker is advertiser, the addresses are consumers. In epistemic context, Coca cola is a soft drink which contains the carbonated. Coca cola can make you will be happiness and fresh. The utterance is *Coca Cola open happiness*. The utterance of the advertisement is to offer the product. The intention of the utterance is with coca cola you will get happiness.

Based on the utterance in advertisement above the syntactic form of the utterance above is declarative form. But actually the utterance has imperative function. The advertisers decide to promote their product in statement or give information to the addresses. In this case, the syntactic form of the utterance is different with the intended purpose of the speaker. The advertisers are not directs requesting the consumer to use the product. It means that the advertiser is only use statement to persuade the consumer. In addition the function of the utterance is commisives. As we know that Commisives is commit the speaker to some future action. The utterance ‘coca cola open happiness’ have functions to give a promise to the consumer that the product will make the consumer happiness than before. Happiness will happened in your live after drinking the coca cola.

**Example 2**

In the advertisement, the advertisers and The Nescafe Company make the utterance in the advertisement. The context in advertisement, speaker is advertiser, the addresses are consumers. In epistemic context, Nescafe is a brand introduced by the Nestlé Company. Nescafe is a brand of instant coffee which has so many products. The utterance of Nescafe above is *up for anything*. The utterance of the advertisement is to offer the product. The intention of the utterance above is stating to the consumers that their product can drink in any activities.

The syntactic form of the utterance above is declarative form. The advertisers decide to promote their product in a
statement or declarative form. But actually the utterance has imperative function. The advertisers decide to promote their product in statement or give information to the addresses. In this case, the syntactic form of the utterance is different with the intended purpose of the speaker. The advertisers are not directs requesting the consumer to consume the product. It means that the advertiser is only use statement to persuade the consumer.

The function of utterance in the advertisement above is representatives. Assertive/reprentatives: commit the speaker to the truth of he expressed proposition. The utterance is stating that the Nescafe product can use in any activities. As we know that Nescafe is coffee product. The product make the consumers more spirit and not easier sleepy in doing all activities.

1.2. Imperative

Imperative form is used to give an order or make a request. For example:

Example 3

It is another example of coca cola drink. The context in advertisement, speaker is advertiser, the addresses are consumers. In epistemic context, Coca cola is a soft drink which contains the carbonated. Coca cola can make you will be fresh. The utterance is stop for a pause… go refreshed. The utterance of the advertisement is to offer the product. The intention of the utterance is fresh your body with coca cola in doing activity or after doing some activity.

In the advertisement above, the advertisers and coca cola company decide to promote their product with Imperative form. Imperative is a kind of illocutionary act which give an order or make a request about something. The advertisers are direct requesting the readers to consume their product. So the function of utterance in advertisement above is Directives. Directive is intended to produce some effect through action by the hearer. The utterance ‘stop for a pause… go refreshed’ can mean that this utterance request the consumer to fresh the body with coca cola in doing activity or after doing some activity.

In the advertisement above we can see, a man who feel tired after drove the car and fill the gas, invited by the other man to drink a coca cola bottle, to refresh the body after do some activity. As we know that coca cola is a soft drink. Coca cola can consume in all time and all activity.
Example 4

It is one of another Mizone advertisement. In the advertisement, the advertisers and The Mizone Company give an utterance in the advertisement. The context in advertisement, speaker is advertiser, the addresses are consumers. In epistemic context, Mizone is active water drinking. Mizone Active Water contains B Vitamins to unlock energy reserves in your body. And with the unique flip and flow cap, Mizone Active Water is the ideal drink for when you are active. The utterance is be 100%. The utterance of the advertisement is to offer the product. The intention of the utterance is request the hearer to be kept 100% with mizone drink in doing activities.

The syntactic form of the utterance above is imperative form. The advertisers decide to promote their product with request form. Imperative is a kind of illocutionary act forms which give an order or make a request about something. The advertisers are direct requesting the reader to use their product and consume their product with the imperative form. The function of utterance in advertisement above is Directives. Directive is intended to produce some effect through action by the hearer. The utterance “be 100%” can mean that this utterance have a request function. The advertiser and Mizone Company invite the consumer to be kept 100% with Mizone drink in doing activities. As we know that Mizone drink is ion supply drink. So they invite the readers to change ion body which spend because do some activities with Mizone drink.

1.3. Interrogative

Interrogative is used to ask a question. For example:

Example 5

In the advertisement above, the advertisers and The Mizone Company make many utterances in the advertisement, but just one main utterance where do you go. The context in advertisement, speaker is advertiser, the addresses are consumers. In epistemic context, Mizone is active water drinking. Mizone Active Water contains B Vitamins to unlock energy reserves in your body. And with the unique flip and flow cap, Mizone Active Water is the ideal drink for
when you are active. The utterance is “where do you go”. The utterance of the advertisement is to offer the product. The intention of the utterance is with mizone drink, you can do so many activities, where do you want and what do you want, with mizone drink you will be keep active.

The syntactic form of the utterance above is interrogative form. Interrogative is used to ask a question. The advertisers decide another way to promote their product to the consumers. The advertisers use asking question to persuade the consumer. The advertisers give Challenge to the consumer to consume the product wherever consumer going. Based on the intention of the utterance above, the function of utterance in advertisement above is Directives. Directive is intended to produce some effect through action by the hearer. The utterance “where do you go” can mean that this utterance have a future function. The advertisers give promising to the future action of the hearer. The hearer as consumers will keep active in doing all activities with mizone drink.

2. Food Advertisements

2.1. Declarative

Declarative is a kind syntactic forms of illocutionary act which give information about something. Declarative form is used to make a statement. This grammatical one form of the utterance has truth meaning to give information about something. The speaker conveys the information for example:

Example 6

In the advertisement above, the advertisers and The Bogadillo Company made the utterance in the advertisement. The context in advertisement, speaker is advertiser, the addresses are consumers. In epistemic context, the bocadillo or bocata, in Spain and Latin-American countries, is a sandwich made with Spanish bread cut lengthwise, not with sliced bread. Traditionally seen as a humble food, its low cost has allowed it to evolve over time into an iconic piece of cuisine. In Spain, bocadillo are often eaten in cafes and tapas bars. The utterance is we are better than burger. The utterance of the advertisement is to offer the product. The intention of the utterance is to stating or to give information to the readers that they product is better than burgers. In Mexico they are the number one fast food.

Based on the utterance in advertisement above, the syntactic form of the utterance above is declarative form. The
advertisers decide to promote their product in statement or declarative form. Declarative is a kind of illocutionary act which give information about something. But actually the utterance has imperative function. The advertisers decide to promote their product in statement or give information to the addresses. In this case, the syntactic form of the utterance is different with the intended purpose of the speaker. The advertisers are not directs requesting the consumer to consume the product. It means that the advertiser is only use statement to persuade the consumer. In addition, the function of utterance in the advertisement above is assertive/representatives.

Assertive/representatives: commit the speaker to the truth of he expressed proposition. The utterance is to stating or to give information that they product is better than burgers. In Mexico they are the number one fast food.

**Example 7**

In the advertisement, the advertisers and McDonald's Corporation made the utterance in the advertisement. The context in advertisement, speaker is advertiser, the addresses are consumers. In epistemic context, The McDonald's Corporation (NYSE: MCD) is the world's largest chain of hamburger fast food restaurants. McDonald's primarily sells hamburgers, cheeseburgers, chicken, french fries, breakfast items, soft drinks, milkshakes and desserts. The utterance in advertisement is *free Wi-Fi served at all restaurants*. The utterance of the advertisement is to offer the product. The intention of the utterance is recommending the reader about the best of servicing in McDonald's. They are stating that they restaurants served the consumers with free Wi-Fi in every restaurants of McDonald's.

Based on the utterance in advertisement above, the syntactic form of the utterance above is declarative form. The advertisers decide to promote their product in a statement or declarative form. But actually the utterance has imperative function. The advertisers decide to promote their product in statement or give information to the addresses. In this case, the syntactic form of the utterance is different with the intended purpose of the speaker. The advertisers are not directs requesting the consumer to consume the product. It means that the advertiser is only use statement to persuade the consumer. In addition, the function of utterance is Assertive/representatives. Assertive/representatives: commit the speaker to the truth of he expressed
proposition. Mc Donald is stating that in every McDonald's restaurants, they served Free Wi-Fi to make the consumers enjoying.

2.2. Imperative

Imperative form is used to give an order or make a request. For example:

Example 8

In the advertisement above, the advertisers and McDonald's Corporation made the utterance in the advertisement. The context in advertisement, speaker is advertiser, the addresses are consumers. In epistemic context, The McDonald's Corporation (NYSE: MCD) is the world's largest chain of hamburger fast food restaurants. McDonald's primarily sells hamburgers, cheeseburgers, chicken, french fries, breakfast items, soft drinks, milkshakes and desserts. In response to changing consumer tastes, the company has expanded its menu to include salads, fish, wraps, smoothies and fruit. The utterance is give our best to your family. The utterance of the advertisement is to offer the product. The intention of the utterance is recommending the reader about served and the best of products in McDonald’s.

Based on the utterance above, the syntactic form of this utterance is imperative, Imperative is a kind of illocutionary act which give an order or make a request about something. The advertisers are direct requesting the readers to enjoying with their product and their served. So the function of utterance in advertisement above is Directives. Directive is intended to produce some effect through action by the hearer. In this case, McDonald’s recommending the reader about served and the best of products.

2.3. Interrogative

Interrogative is used to ask a question. For example:

Example 9

Advertisement is another example of KFC advertisements. On the advertisement, the advertiser gives question utterance. The context in advertisement, speaker is advertiser, the addresses are consumers. In epistemic context, KFC primarily sells fried
chicken pieces and variations such as chicken fillet burgers (chicken sandwiches [US]) and wraps, salads and side dishes such as French fries and coleslaw, desserts and soft drinks, often supplied by PepsiCo. So to make the consumers satisfied with their food. The KFC try to make available their product with a bumper bucket packet. The utterance is how about a bumper bucket. The intention of utterance is recommending to the consumers or readers about the new big packet of CFC.

Based on utterance above, the syntactic form of the first utterance above is interrogative form. Interrogative is used to ask a question. The advertisers ask question to the consumer to promote their product and persuade the consumer. This utterance has directives the function. Directive is intended to produce some effect through action by the hearer. In this case, CFC recommends to the readers they served the consumers with bumper bucket or big packet. Bumper bucket packet is super packet jumbo in KFC product. This packet available to consumer who wants buys KFC food to consume together, example for birthday or another party.

**Conclusion**

After analyzing the data, the writer found three form utterances of illocutionary acts in food and beverage advertisements. They are declarative, imperative, and interrogative. In this case, the forms of illocutionary act dominant by the declarative form. Many of the advertisers try to persuade the consumer with give information or statement to promote the product. To make know about the meaning of utterance, the consumer should use background knowledge to know the meaning.

The writer also found five basic kind function utterance of illocutionary act in food and beverage advertisements. They are representative, directive, commissive, expressive and declaration. These acts intended to deliver the advertiser intention. Representative is the basic kind functions of illocutionary act which dominant in food and beverage advertisements. Representative commit the speaker to the truth of he expressed proposition. The advertiser does suggesting, stating and claiming the product to persuade the readers as consumers. Directive use by the advertisers is to request and recommend the reader about the products. Commissive use by the advertiser is to give some future action which can get by the readers as consumers. Expressive use by the advertiser is to make know about the product. In this case the advertiser praising the product to the readers as consumers. And the last is declaration, declaration is to use for illocutions whose successful performances, such as declare about the effective of the product.
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