AN ANALYSIS OF ILLOCUTIONARY ACT ON CARS SLOGAN

Riki Rikardo¹, Nova Rina¹, Fatimah Tanjung²
¹English Department, Faculty of Humanities, Bung Hatta University
²English Department, The Faculty of Teacher Training and Education, Bung Hatta University
E-mail: rriki39@yahoo.com

Abstract
This thesis entitled “An Analysis of Illocutionary Act on Cars Slogan.” It aims at determining the type of speech act slogan found on the car. The writer collected data by downloading the slogan car over the internet. Four steps taken by the writer to determine the source, find data, writing data, analyze the data and present the data. The author uses the method of observation and distributional method Sudaryanto. The author used the type of speech act theory by Parker and Austin as well as the basic theory and follow illocutionary act by Searle. The writer presented a descriptive analysis of the data. From the result of the analysis showed the type of speech act and illocutionary act on slogans widely used in cars is a form are direct speech act type and literal and representative illocutionary act on cars slogan.

Key words: analysis, illocutionary act, slogan