

ABSTRACT

Ayu Dina Rianti (1175030047): A Comparative Study of Speech Acts Analysis on Halal Product Brands Advertisements in Several Countries

Key Words: Speech Act, Halal, Advertisements.

This research discussed speech act used on halal product brands advertisements in several countries. The main purpose of the research is to describe and compare the speech acts classes used in halal product brands advertisements in several countries. There are two research question that proposed in this study. Those are the used of class of speech act, as well as the similarities and differences on halal product brands advertisements in several countries from one another based on class of speech act analysis. From the two statement of the problem above, then it will be analyzed by using classification of speech act theory by John Searle. By using that theory, the utterance that exist on advertisements will be classified. Then, the similarities and differences on halal product brands advertisements in several countries from one another based on class of speech act analysis will be appeared when the utterance was classified. The method used in this study is the qualitative method. This method helps to describe the data being studied qualitatively.

From the results of the research that has been done, it turns out that the use of class of speech act found on halal product brands advertisements in several countries based on Searle's theory is representative, directive, commissive, and expressive speech act. Meanwhile, the declaration speech act was not found at all on halal product brands advertisements in several countries. In addition, there are also found those similarities and differences from one another, such as; representative speech acts was found in every halal product brands advertisements in several countries and it is the dominant than the other classes of speech act. Then, some halal product brands advertisements in several countries has the same number of speech act's class used, however, on the other hand some halal product brands advertisements in several

countries use more varied speech acts than others. Next, there are the speech act that just found in some halal product brands advertisements in several countries. The last which is the important thing is halal context on halal product brands advertisement in several countries mostly mentioned and presented through representative speech acts.



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Kata Kunci: Tindak tutur, Halal, Iklan.

Penelitian ini membahas tentang tindak tutur yang digunakan pada iklan-iklan merek produk halal di beberapa negara. Tujuan utama penelitian ini yaitu untuk menjelaskan dan membandingkan jenis tindak tutur yang digunakan pada iklan-iklan merek produk halal di beberapa negara. Terdapat dua pertanyaan penelitian yang diajukan pada penelitian ini, yakni meliputi; penggunaan jenis tindak tutur, serta persamaan dan perbedaan pada iklan-iklan merek produk halal di beberapa negara satu sama lain berdasarkan analisis jenis tindak tuturnya. Rumusan masalah diatas selanjutnya akan dianalisis menggunakan teori pengklasifikasian tindak tutur dari John Searle. Dengan menggunakan teori tersebut, ucapan-ucapan yang terdapat pada iklan akan terklasifikasi berdasarkan jenisnya. Kemudian, persamaan dan perbedaan pada iklan-iklan merek produk halal di beberapa negara satu sama lain berdasarkan analisis jenis tindak tuturnya akan muncul saat ucapan-ucapan pada iklan tersebut telah diklasifikasikan. Metode yang digunakan pada penelitian ini yaitu metode kualitatif. Metode ini membantu untuk menjelaskan data yang dikaji secara kualitatif.

Dari hasil penelitian yang telah dilakukan, ternyata ditemukan bahwa penggunaan jenis tindak tutur yang ditemukan pada iklan-iklan merek produk halal di beberapa negara berdasarkan teori Searle adalah tindak tutur representatif, direktif, komisif, dan ekspresif. Sedangkan, tindak tutur deklarasi tidak ditemukan sama sekali pada iklan-iklan merek produk halal di beberapa negara. Selain itu, ditemukan juga persamaan dan perbedaan pada iklan-iklan merek produk halal di beberapa negara satu sama lain berdasarkan analisis jenis tindak tuturnya diantaranya yaitu; tindak tutur representatif ditemukan di setiap iklan-iklan merek produk halal di beberapa negara

dan tindak tutur tersebut lebih mendominasi daripada jenis tindak tutur lainnya. Lalu, beberapa iklan-iklan merek produk halal di beberapa negara memiliki kesamaan jumlah tindak tutur yang digunakan, namun di sisi lain juga beberapa iklan-iklan merek produk halal di beberapa negara menggunakan tindak tutur yang lebih bervariasi daripada yang lainnya. Selanjutnya, terdapat tindak tutur yang hanya ditemukan pada beberapa iklan-iklan merek produk halal di beberapa negara saja. Terakhir, yang mana merupakan hal penting yaitu konteks halal pada iklan-iklan merek produk halal di beberapa negara kebanyakan disebutkan dan ditunjukkan melalui tindak tutur representatif.

