

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It consists of background of the research, statements of problems, research purposes, research significances, definitions of key terms and organization of writing.

1.1. Background of the Research

Islam is a religion that most blessed by Allah SWT as a guide for human life. The guidance of all aspect of human life can be found in it. Some of the guidance in islam is regulating the behaviour of human consumption and what they use for daily life. It is found in Holy Qur'an surah Al-Baqarah verse 168, "*O mankind, eat from whatever is on earth (that is) lawful and good and do not follow the footsteps of satan. Indeed, he is to you a clear enemy.*" In this verse, human encouraged to consume a lawful and good things. In arabic word, a lawful things is the same word with halal, which referred to as permissible in the Holy Qur'an. So, as a muslim, the main key in consumption is the halal concept.

Halal can be interpreted as things being allowed to be consumed in its relation to sharia law as long as they are safe and not harmful. This definition shows that other than fulfilling the sharia requirement, halal quality also demands the product to be safe, hygienic, and wholesome. This wholesomeness makes halal benefits not related only to religious beliefs, but also to nutrition quality, safety, hygiene, and non-contamination principle applied in the production process (Akim, Konety, Purnama, & Korina, 2019, p. 115). In conclusion, halal principles are not confined to the strictly religious, but involve health, cleanliness and safety. Therefore, many of halal industries have grown in several countries. By referring to Elsrage (2016, p. 5), the global halal market of 1.8 billion Muslims is not only limited to food products and the like, but now the halal industry has also developed outside the food sector, which includes health products

such as medicines and medical devices, cosmetics, toiletries and components of the service sector.

This halal product industry is of course supported by various marketing strategies in its growth. One of the marketing strategies for this halal product is through advertising. Advertising as a medium for promoting a product serves to provide information to consumers and must be able to persuade potential customers to act when getting this information to generate sales and profits. In practice, advertisements must be able to lead consumers to buy and use the products offered. Thus, in its delivery, advertisements contain persuasive speech acts and must use speech acts that can attract consumers to buy a product. Speech act itself is the basic or minimal unit of linguistics communication. It is an utterance that has performative function in language and communication. It can be performed when we offer an apology, request, complaint, invitation, compliment or refusal. In speech act, while speaking, the speakers do not only say something but also do something. Then they expect the listeners to recognize the functions of the sentences they speak and to act accordingly. In this case, the listeners figure out what a sentence was meant to express and carry forward the purposes of the speaker. Whenever the speakers ask a question, for example, they expect their listeners to realize that it is a request for information. According to Searle, there are five categories of speech act: representatives (or assertives), directives, commissives, expressives, and declarations (Pardede, 2016, p. 2). In conclusion, speech act has a very important role in advertising as one of the marketing strategies that support the growth of a product industries.

Many of halal industries has grown in several countries. One of the factors that support this growth is through advertising. In advertising, of course, must be interesting and use the right words to attract consumers. Therefore, various classes of speech act are used in advertisements to persuade listeners to be interested in halal products. In addition, because of halal product brands has developed in several countries, it is possible that each country has its own strategy in marketing halal products in advertisements through the speech act used.

The previous research about speech act on product advertisement has been done by Setiadi (2014) which entitled “*A Study of Speech Act in Computer Products Advertisements*”. This paper aimed to find out the illocutionary act that exist in computer products advertisement. The findings shows that there are two patterns of illocutionary acts that exist in computer products advertisement; assertive-expressive and directive expressive.

Another researchers are Novianti and Maliyani (2018) with their paper entitled “*An Analysis on Speech Act in Advertising of Child Milk on Television*”. This research aimed to describe the type of illocutionary act and to analyze the most dominant illocutionary function produced in the advertising. The finding shows that overall all types of illocutionary act are found in this analysis. But, not in every advertisement, all types of illocutionary act are found. Then, from the finding, it can be concluded that the most dominant illocutionary act contained in the advertisements in this study is representative and commissive.

Next researcher who discussed about speech act in advertisement is Halim (2016) with her writing entitled “*Speech Act Expression in the Advertisements on Television: A Case Study of Advertisement Both Food & Health Product and Cell-Phone Provider*”. This study seeks to illuminate the types of speech acts based on Searle and the approaches of advertisements proposed by Book and Schick. The data sources are in the form of verbal texts, namely, statements of the speaker’s dialogue and narration both Food & Health Product and cell-phone provider advertisements. These advertisements were taken from several private TV stations aired during 1st March – 30th April 2010. Furthermore, the research was conducted to investigate the types of speech acts expressed in these different styles and tones of advertisements, namely representatives, directives, commissives, expressive, and declaratives.

Therefore, in this study, will propose to analyze the speech act in advertisements too. However, this study will focus on halal product brands advertisements as a part of halal industries that grown in several countries. On the other hand, this study not only just analyze the speech act, but also it will be compared the speech act that used on

halal product brands advertisements in several countries to find out the similarities and differences from one another.

Then, based on explanation above, this study will conduct a research titled “A Comparative Study of Speech Acts Analysis on Halal Product Brands Advertisements in Several Countries”.

1.2. Statement of Problem

Based on the explanation in the background of the research before, advertising is one of the marketing strategies to promote a product, in this case, especially halal products. In an advertisement, it of course uses a speech act to deliver the advertiser’s message or intent in promoting a product, so that it can be conveyed properly to the hearer and attract potential customers to buy the product offered. So, with the development of halal products in several countries, it is possible that each country has its own strategy or way of promoting halal products through the speech act used in an advertisement. Therefore, based on this statement of problem, some of the research questions proposed in this study are as follows.

1. What are the speech acts classes used in halal product brands advertisements in several countries?
2. How are the similarities and differences on halal product brands advertisements in several countries from one another based on class of speech act analysis?

1.3. Research Purposes

Based on the research questions above, this study focuses on speech acts used in halal product brands advertisements. The research is aimed at:

1. To describe the speech acts classes used in halal product brands advertisements in several countries.
2. To analyze the similarities and differences on halal product brands advertisements in several countries from one another based on class of speech acts analysis.

1.4. Research Significances

The advantage of this study is specially divides into two significances; they are theoretically and practically.

1. Theoretically, the advantage of this research is to give information to readers especially the students of English Literature to understand deeply about any aspects of conversations.
2. Practically, through this study, the readers especially the one who want to understand deeply about speech acts, can analyze that are performed in the advertisement.

1.5. Definition of Key Terms

Speech act : the basic or minimal units of linguistic communication (Searle J. , 1969, p. 16). People not only produce utterances that contains grammatical structures and words when attempting to express themselves, but they also take action through those utterances. Then, actions that can be performed through utterances are called speech acts which commonly given a more specific label, such as apology, complaint, compliment, invitation, promise, or request (Yule, 1996, p. 47). In conclusion, speech act is talking about utterance in action. According to Searle (1976, pp. 10-13), there are five categories of speech act, namely representatives, directives, commissives, expressives, and declarations.

Halal : the things being allowed to be consumed in its relation to Sharia law as long as they are safe and not harmful. This definition shows that other than fulfilling the sharia requirement, halal quality also demands the product to be safe, hygienic, and wholesome. This wholesomeness makes halal benefits not related only to religious beliefs, but also to nutrition quality, safety, hygiene, and non-contamination principle

applied in the production process (Akim, Konety, Purnama, & Korina, 2019, p. 115). In conclusion, halal principles are not confined to the strictly religious, but involve health, cleanliness and safety.

Advertisement : one of the marketing strategies that use to persuade people through the message delivered to the audience to buy or consume some products. Hill (2017, pp. 1-2) explained advertising as a form of marketing which communicated to potential consumers aims to sell or promote a business product or service..

1.6. Organization of Writing

This paper is divided into five chapters. They are:

- Chapter I : **Introduction**, this chapter consists of background of the research, statement of problem, research purposes, research significances, definition of key terms and the organization of writing itself.
- Chapter II : **Theoretical Review**, this chapter serves some theories, including: pragmatics, speech acts, advertising and about halal product.
- Chapter III : **Research method** that contains of research design, object of the research, source of data, technique of collecting data and technique of analyzing data.
- Chapter IV : **Findings and discussions**. It elaborates of data analysis related to the finding and the further discussion the data that will be presented in this part.

Chapter V : **Conclusion and suggestion.** It includes the conclusion and suggestion of data analysis related to the finding the data that will be presented in this part.

