CHAPTER I
INTRODUCTION

A. Research Background

Advertisement is one of the essential things in business, and it brings a company come bigger by promoting products. This is also one of the interesting linguistic problems to analyze. Advertisement is a particular form of communication to fill marketing functions (Pika, 2017, p. 1). There are many ways to promote a product, such as social media, marketplace platforms, videos, pamphlets, and brochures. Unique content in the advertisement attracts many customers, and it makes a company reach the goal of a business. To make good content for advertising, a creator must have a strategy and a great idea. One good strategy in advertising is the use of sentences in the right way.

The researcher use utterances in advertisements as research objects, which be studied with speech act theory. The most famous Speech acts theory is Searle (1979) and John. L. Austin is also known as the 'father of speech act theory.' His book "How to Do Things with Words" (1962) contains a concept that the Speech Act Theory employs the speaker-centered model when the meaning of acts is conceptualized. He pointed out that when people use language, they perform a kind of action (Fasold, Linton, & (Eds.), 2006, p. 32). The speech act theory used in this research is the illocutionary act which is one of its branches. The concept of a "locutionary act" is intended to cover the "act of 'saying something'" in the "complete ordinary sense (Dörge, 2004, p. 49). In other words, the illocutionary act focuses on the utterances spoken by the speaker, and then the ad is classified into types of illocutionary acts.

Advertising generally aims to influence the audience to do something following the wishes of the speaker. Therefore advertising utterances are always related to persuasive sentences. The purpose of persuasion is to reach the goal; in the advertisement, the goal is to persuade the hearer to buy the products. Speech can produce more substantial persuasive effects than writing (Dewi, 2019, p. 101).

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Persuasive means to persuade or influence the hearer. The proper arrangement of persuasive language can attract the audience's attention to use the product or service offered. Advertisements aim to convince customers to buy a product, so this object is related to persuasive theory. The researcher uses the theory of persuasive strategies from Steeven A. Beebe and Susan J. Beebe (2012) to look at the types of utterances in advertisements that aim to influence or invite the audience. The theory enhances credibility, uses emotion to persuade, and uses logic and evidence, which have their respective definitions to identify persuasive utterances as a strategy.

The relationship between persuasion and illocutionary act is explained by Jibreen (2018), that persuasion carries an implicit message to people to influence the mind to do something the speaker says. Therefore, this is a reciprocal process; the resulting actions of both participants can influence the persuasion process. Generally, persuasion can be realized through reciprocal speech acts. Persuasive utterances are not the only function as directive speech acts but also occur in other classes: representative, commissive, expressive, and declarative, which means that persuasive strategies can be applied to utterance illocutionary acts (Jibreen, 2018).

For example (in Fauzan, 2013), there is an advertisement from Class Mild. The speaker said, "Talk Less, Do More" it's the first data. The persuasive theory can be included using emotion to persuade or Phatos (Aristotle's theory) because the speaker is stating command words to raise the audience's emotion. Hence, the analysis for illocutionary acts theory goes into directive acts because the speaker gives the utterance that commands the audience.

The advertisements object in this research is ten international food and beverage brand's advertisements. The researcher used nine food and beverage brands. The brands are involved in the top 26 as the biggest food and beverage brand in the world based on annual sales. According to Laughman (2020), *Food Engineering's* annual report ranks the world's top 100 food and beverage companies all year 2020 based on annual sales, and the top 26 of them are used by the researcher as the object of this research. The brands are; Nestle (KitKat, Nestum, Milo) as the number 1 brand's of the rank with revenue 76.802 - 80.195 U.S. $B, Pepsico (Tropicana,

Coke, Lays, Quaker Oat) as the number 2 brand's of the rank with revenue 67.161 - 64.661 U.S. $B, Mars as the number 6 brand's of the rank with revenue 37.63 - 35 U.S. $B, Cocacola Company (Fuze Tea) as the number 7 of the brand's rank with revenue 37.266 - 31.856 U.S. $B, Danone as the number ten of the brand's rank with revenue 28.322 - 20.83 U.S. $B, Mondelez International (Cadbury) as the number twelve of the brand's rank with revenue 25.868 - 25.938 U.S. $B, Kraft Heinz Company (Kraft) as the number thirteen of the brand's rank with revenue 24.977 - 26.259 U.S. $B, Unilever (Lipton Tea and Hellmann's Ketchup) as the number fifteen of the brand's rank with revenue 21.6 - 17.095 U.S. $B, and the last is Kellogg's Company as the number twenty-six of the brand's rank with revenue 13.578 - 13.547 U.S. $B. So it is interesting to analyze how they promote the products. The researcher analyzes how their advertisements work for marketing strategy, especially in an utterance using Illocutionary acts and persuasive strategies. The problem in this research is determining the best advertising strategy to increase sales of small companies to be successful, like large companies that have entered the world rankings.

B. Research Question

This research discusses persuasive strategies of the illocutionary act in several international food and beverage brand advertisements. The speaker in the advertisement expressing their utterances of the illocutionary act in different situations and purposes. Furthermore, the illocutionary act's persuasive strategies can also affect the understanding of the speaker's utterances. Based on the statement of the problem above, some questions formulated to investigate are as follows :

1. What types of illocutionary acts have persuasive strategies in 9 international food and beverage brand advertisements?
2. What are the persuasive strategies of illocutionary acts in 9 international food and beverage brand advertisements?

C. Research Purposes

Based on the formulation of the research question above, the researcher is intended:

1. To find the types of illocutionary acts in persuasive strategies in 9 international food and beverage brand advertisements.
2. To find persuasive strategies of illocutionary acts in 9 international food and beverage brand advertisements.

D. Research Significance

The result of this study is expected to be beneficial to the following:
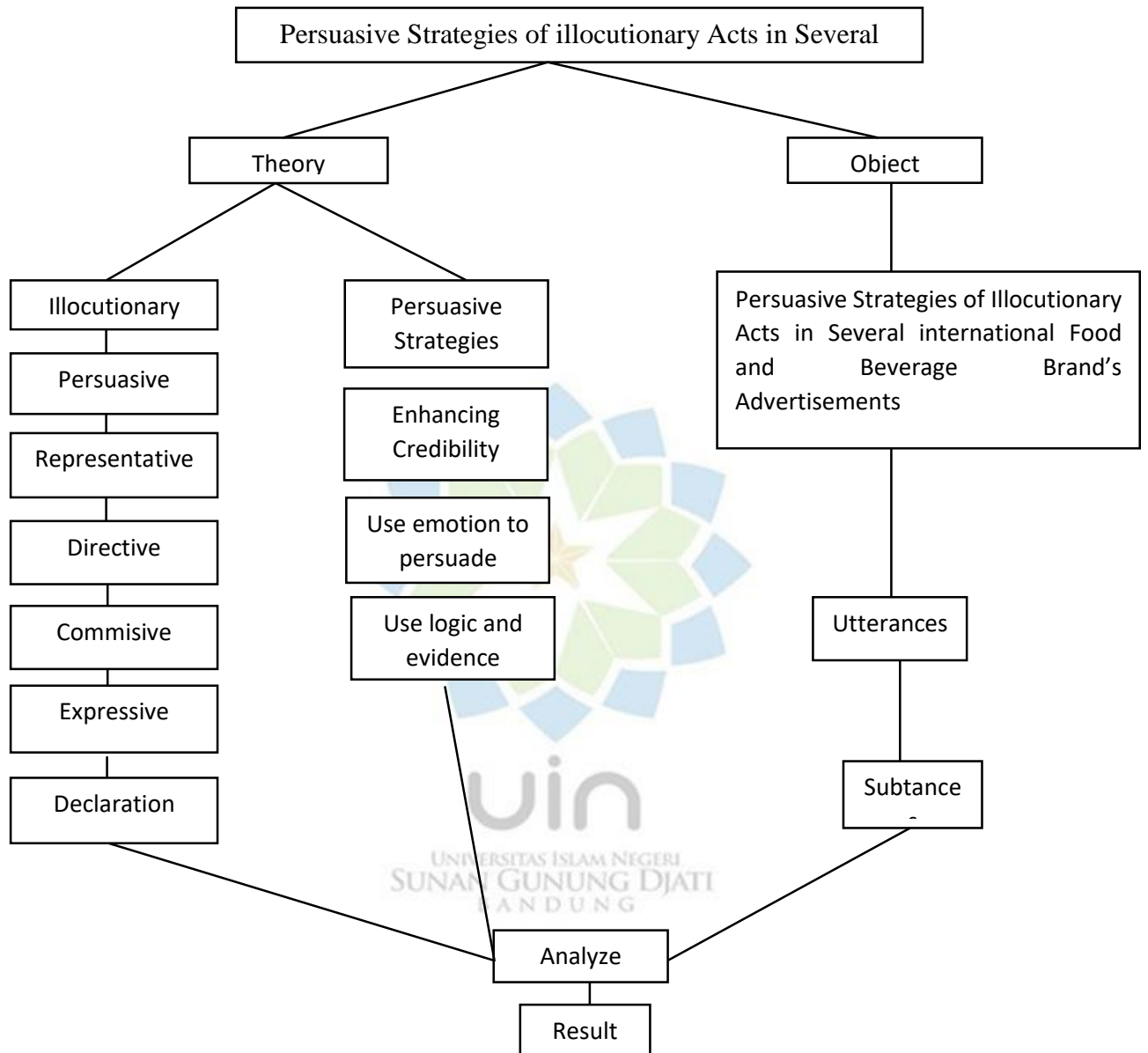
1. Theoretically

This research can contribute to recognizing persuasive strategies, illocutionary acts in the advertisement, and other issues related to persuasive strategies.

2. Practically
   a) English literature students expect they can understand the persuasive strategies of illocutionary act order to create a good relationship.
   b) For English communities, persuasive strategies of the illocutionary act can be applied to make interaction easy.
   c) For another researcher, this present study can be a reference and a comparison study for those who are interested in the research of persuasive strategies of illocutionary act.

E. Conceptual Framework

This research attempts to analyze Persuasive Strategies of illocutionary Acts in 9 international food and beverage brand's advertisements. The brands are; Nestle, Pepsico, Coca-Cola, Unilever, Danone, Mars, Kellogs, Unilever, Kraft, etc. These are the conceptual framework:

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                    │ Persuasive Strategies of illocutionary Acts in Several │
                    └────────────────────────────────────────────────┘


              ┌──────────────┐                          ┌──────────────┐
              │    Theory    │                          │    Object    │
              └──────────────┘                          └──────────────┘


  ┌──────────────┐      ┌──────────────┐      ┌──────────────────────────────────┐
  │ Illocutionary│      │  Persuasive  │      │ Persuasive Strategies of Illocutionary │
  └──────────────┘      │  Strategies  │      │ Acts in Several international Food │
                        └──────────────┘      │ and        Beverage       Brand's │
  ┌──────────────┐                            │ Advertisements                    │
  │  Persuasive  │      ┌──────────────┐      └──────────────────────────────────┘
  └──────────────┘      │  Enhancing   │
                        │  Credibility │
  ┌──────────────┐      └──────────────┘
  │Representative│
  └──────────────┘      ┌──────────────┐
                        │Use emotion to│
  ┌──────────────┐      │   persuade   │
  │  Directive   │      └──────────────┘
  └──────────────┘                            ┌──────────────┐
                        ┌──────────────┐      │  Utterances  │
  ┌──────────────┐      │ Use logic and│      └──────────────┘
  │  Commisive   │      │   evidence   │
  └──────────────┘      └──────────────┘

  ┌──────────────┐                            ┌──────────────┐
  │  Expressive  │                            │  Subtance    │
  └──────────────┘                            └──────────────┘

  ┌──────────────┐
  │ Declaration  │
  └──────────────┘

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                        │   Analyze    │
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                        │    Result    │
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This research contains the speech acts theory by Searle (1979) and just focuses on illocutionary acts. Searle (1979) developed a classification of different functions or actions that might be performed in utterances (Dewi, 2019, p. 101). The illocutionary act is performed via the communicative force of an utterance, such as promising, apologizing, offering. This act is also called the act of doing something in saying something. The most significant activity level in a speech act is the illocutionary act because the force the speakers have desired determines this act. These are the illocutionary acts types according to Searle's theory (Yule, 1996, p. 43).

1. Representative is speech acts that the utterances commit the speaker to the truth of the expressed proposition.
2. The directive is speech acts that the speaker uses to get someone else to do something. These speech acts include requesting, questioning, command, orders, and suggesting.
3. Commissive, is speech acts that the utterances commit the speaker to some future course of action; these include promising, threatening, offering, refusal, pledges.
4. Expressive is speech acts that the utterances express a psychological state. These speech acts include thanking, apologizing, welcoming, and congratulating.
5. Declaration is speech acts that utterances affect immediate changes in the institutional state of affairs and rely on elaborate extra-linguistic institutions.

To achieve the goal of advertisements, the researcher uses various efforts, known as persuasive strategies, that could be identified from the types of illocutionary acts. According to Virtanen and Halmari (2005), persuasive strategies involve linguistic behavior or choices. In this case, the researcher chooses the most appropriate and effective acts to attain persuasion. (Dewi, 2019, p. 113). The persuasive theory used in this study is the persuasive strategies of Beebe (2012) to look at the types of utterances in advertisements that aim to influence or invite the

audience. The theory is enhancing credibility, using emotion to persuade, and using logic and evidence (Beebe, 2012) The theory is based on Aristotle's theory; there are ethos, pathos, and logos as forms of persuasive strategies.

According to the speech act theory by Austin (1962) and Searle (1969,1979), a persuasion is an act by itself that can be (Jibreen, 2018, p. 36). It means speech acts and persuasion can't be separated; both of them appertain. Especially in illocutionary acts that contain the type of significant speech acts. Persuasive advertising is a form of product promotion that seeks to persuade a potential customer to purchase a specific product, usually when presented with several different similar products in the same product category (Suyitno, 2019, p. 296).

F. Previous Study

There are three previous studies with the same topic referenced by the researcher. The first one is from Fauzan, who analyzed "Persuasive Strategies Used in Slogans of Cigarette's Advertisement" (Fauzan, 2013), the researcher find that persuasive strategies are typically used in cigarettes advertisement. Using Aristotle's theory, there are respective three-way methods of convincing the audience; those are; Ethos (speaker's nature and credibility), Pathos (speaker's ability to controlling emotion), and Logos (speaker's argument or giving facts). The research using those three methods in the analyzed slogan of cigarette advertisement. There are 13 slogan data from a cigarette advertisement, 4 data of Ethos, 4 data of Phatos, and 5 data of Logos. The research also discusses the persuasive strategies used in the slogan, the Ethos strategy used by messages in the advertisement, or showing a comprehensive knowledge about the context. The Phatos strategy in cigarettes' advertisements is used to give effect and control the emotions of audience targets. Logos in this advertisement's persuasive strategies show that the company has a logical reason or fact about their products. So, the advertisements can attract more customers with these strategies.

The second is from Firmansyah and E. Kuntjara's research; they are analyzed "Persuasive Strategies Used by Agung Sedayu Group in The Infomercial, Metro TV" (Firmansyah, 2017). The research object is Agung Sedayu Group which is the biggest property developer in Indonesia. The research used the theory of Beebe (2012) about persuasive strategies: enhancing your credibility, using logic and evidence, and using emotion to persuade. In Additional and supporting theory, I. Firmansyah and E. Kuntjara also used theory by Holmes (2001) for social aspects in the research. The author used two types of research methods: qualitative methods supported by quantitative methods. The most dominant persuasive strategy used in the object is using emotion to persuade, and it is almost 31.8% of the total data. The researcher used speech data from Feni and Yeyen, the hosts in Agung Sedaya Group Infomercial. They are using three aspects from Beebe's theory in the speech: Enhancing Your Credibility; Competence, Trustworthiness, Using Logic and Evidence; Inductive Reasoning, Deductive Reasoning, and Using Emotion Persuade; Use Concrete Examples That Help Your Listeners Visualize What You Describe, and Use Emotion-Arousing Words. The second data also used a speech by the host. They are Evelina and Arifin as the Representative Team of Agung Sedayu Group in its Infomercial with the same result as the first data speech.

The third previous research is from Dewi Anjani Purba, who analyzed "Persuasive Strategies In Woman Cosmetics Advertisement Of Skin Whitening Product On Television Commercial" (PURBA, 2017). Same as the first previous study, the research used Aristotle's theory for persuasive strategies and used advertisement as the object. The method is qualitative descriptive who analyzed through describing and explaining data based on persuasive strategies by Aristotle (1854). There are 50 data from different cosmetics brands, especially in skin whitening products taken from the official website of the brands, YouTube video, and advertisement on television. The result found 32 data as Ethos categorized, 12 data as Phatos, and six as Logo. Most of the advertisements studied using Aristotle's theory are more inclined to Ethos categorized, and it is because the most effective strategies to attract more customers. The researcher also found two processes in

persuasive strategies: Elaboration Likelihood Model (ELM) and The Heuristic Systematic Model (HSM).

This research uses the same theory, namely persuasive strategies based on the theory of Aristotle (1854), which was later developed by Steeven A. Beebe and Susan J. Beebe (2012). The theory used is still based on three elements, namely Ethos (credibility), Phatos (emotion), and Logos (evidence). As for the difference, this study examines international brand food and beverage advertisements as the object and first classifies advertisements according to the type of illocutionary act.