CHAPTER I
INTRODUCTION

This chapter explains the background of the research, statement of the problem, research objective, research significance, previous study, and definition of key terms.

1.1 Background of the Research

Technology in this era is undeniable. It greatly influences life, especially in helping people and their businesses. To facilitate business marketing people can utilize technology marketing by creating an advertisement (ad). Some companies are taking advantage of this development by adding communication channels, especially in advertising, which was previously done offline to online. Nowadays, advertising is everywhere to endorse one product and give customers all the information about that product. In advertising, the language is usually communicative and carefully chosen to have special effects. For example, when sellers create advertisements, they try to send their message to consumers with compelling language to get them interested in buying the services offered. One way to make consumers interested in buying a product is to create a slogan in advertising.

Ideally, slogans should be memorable messages in a few words, built on the buyer's benefit because their substance is more important than their style. This is supported by Kirkpatrick (1964), who states that slogans should be clear, memorable, and attractive. Slogans have many types and forms used in advertising. Therefore, slogans have become tools designed by advertisers to communicate their message to potential consumers. In slogans, language is usually used in written form that contains meanings that can give readers different understandings. There are different meanings in each word, understood based on the reader's idea, understanding, or concept because slogans are used for a specific purpose to influence and interest readers, listeners, and users.

1

In slogans on ad shopping sites, there are many variations of the language used. According to Rachmawati (2017), the way to deliver the core or advertising message is to introduce and display a product to the general public. In this way, the general audience understands the advertisement's product. Ad language has language characteristics that distinguish it from other languages. Language style in advertising can be broken down into non-standard language (i.e., slang and colloquial) and standard language (Zuliana, Tanjung, & Ardi, 2008). One of the characteristics of informal language is the frequent use of slang. Almost everyone uses slang, but it takes work to define the word. Slang is one thing everyone can recognize, and no one can define it (Fromkin, 1985). Sometimes, it may be easily recognizable with many variations in advertising language in slogans. This will have an impact on people's understanding of shopping site advertising because the variety of languages used by shopping sites can enrich the diversity of Indonesian used in online shopping site advertisements and more easily convey promotional intentions and objectives. After all, it looks more flexible than just one variety of languages.

Before technological advances in the world, as it is now, people had previously known the existence of typewriters as one of the media that was often used to convey information in the form of letters. Then along with lifestyle changes in society, as well as technological advances that were increasingly experiencing rapid development such as one of them that had a positive impact on technological advances in electronic devices such as laptops. Laptops have a role as a substitute for typewriters today. The wider community needs them because it can make it easier for people to send important information they want to convey to relatives and official agencies via Internet.

Meanwhile, laptops, sometimes called notebook computers by manufacturers, are relatively small and light-sized portable personal computers. Laptops can be easily transported and used in temporary spaces such as airplanes, libraries, temporary offices, and meetings. Communication tools allow users to

2

interact with each other using various communications (as long as they have internet access), such as social media, email, and video chat (if they have a webcam).

In the communication process, speakers and partners are needed to interact with each other. The transaction process between speakers and partners results in speech acts. The act of speech itself is the speaker's action through his speech. Speech acts are a branch of pragmatics related to communication and speech. We can observe that speech acts express feelings and thoughts in spoken and written language. According to Searle (1969), in speech acts, one does not always say what is meant, but there is always the possibility to state exactly what the speaker means. In other words, speech acts communicate an attitude of confidence, and the nature of speech acts depends on the attitude conveyed. There are three types of speech acts based on Austin's (1962) theory. There are locutionary, illocutionary, and perlocutionary actions. In general, a locutionary act is the act of saying something. An illocutionary act is an act performed in saying something. A perlocutionary act is an act performed by saying something.

Based on the phenomenon mentioned above, one does not always say what is meant, as Searle (1969) has stated, that illocutions are natural actions of speakers such as the pronunciation of a statement, offer, promise, question, and so on. The speech act in the speech of a sentence determines the meaning of the sentence. However, the meaning of a sentence is not solely determined by the act of speech, but always in the principle of the possibility of stating exactly what the speaker means.

Therefore, in each speech act, the speaker has the possibility to say certain sentences in adapting the speech to the context. This also applies to the utterance of slogans that is the meaning of the slogan is not solely determined by the speech act as spoken in the slogan. It is not uncommon for people to need help in understanding the meaning of slogans in online and offline advertising, or perhaps from customers there who understand the meaning but need to pay more attention to the slogan when buying the product. Therefore, researcher is interested in analyzing laptop

advertisement slogans using pragmatic analysis with the theory that will be used in this research is illocutionary act. A pragmatic analysis is a study of what the speaker intends and how it is or should be interpreted by the listener (Yule, 1996). This means that pragmatics focuses on the meaning behind words because people may say one thing but mean another.

Thus, the general purpose of this study is to find out the types of illocutionary acts in the slogans of selected laptop advertisement based on Searle's (1976) theory, and to understand the meaning and purpose of these slogans that may differ in each of their message. The research on the illocutionary act has previously been conducted by many researchers.

The first study was conducted by Isnain Arrosid and Aris Munandar (2018). The research title is *Illocutionary Acts in Online Airline Advertising Slogans*. This research has used qualitative methods. This research focuses on the types of illocutionary acts in online airline advertising slogans. In analyzing the data, researchers used Searle's theory (1979) to determine the types of illocutionary acts and Leech (1993) to determine the contextual meaning of illocutionary acts in online airline advertising slogans. This research found 40 data analyzed regarding the types of illocutionary acts, which are 28 assertives, 8 directives, 3 commissives, 1 expressive, and not a single declarative act.

The second study was done by Mohammad Irfan Maulana (2022). The research title is *Persuasive Strategies of Illocutionary Acts in the Advertisements of Global Brands*. This research has used qualitative descriptive research. This research focuses on the types of illocutionary acts and persuasive strategies that advertisers use of global brands. In this research, researchers used Searle's (1979) theory regarding the classification of illocutionary acts and Beebe's (2018) theory to find persuasive strategies. This research found 64 data which can be divided into 20 representational acts, 28 directives, 8 commissives, 8 expressives, and no declaratives. Thirty-one emotional appeals were used as persuasive methods, while fourteen were used to enhance credibility. Therefore, the persuasive strategy most

frequently used is Use Emotional Appeal with 31 data, and Directive Act with 28 data.

The third study was made by Afifa Marwah (2021). The research title is *Persuasive Strategies of The Illocutionary Act in 9 International Food and Beverage Brand's Advertisement*. This research has used descriptive qualitative as an analysis method. This research focuses on the types of illocutionary acts and persuasive strategies of food and beverage brand advertisement. In analyzing the data, researchers used the theory of types of illocutionary acts from Searle (1979) and Beebe (2012) to determine persuasive strategies in 9 international food and beverage brand advertisements. The results of this study found 64 pieces of data, and it was found types of illocutionary acts which were categorized into 27 representatives, 17 directives, 5 commissives, 15 expressives, and not a single declarative act. Persuasive strategies were used in 16 to increase credibility, 29 to use emotions to persuade, 19 to use evidence and logic to persuade. Therefore, the types of illocutionary acts that are most widely used are 27 data representatives and persuasive strategy that are most commonly used are 29 data use emotions to persuade.

Even though a lot of previous research has been carried out, this research has gap in similarities and differences with previous studies above. The researcher is interested in conducting similar studies on pragmatic analysis focusing on illocutionary acts using Searle's (1976) theory and different research objects. There are advertising slogans of selected laptop, and this research entitled "Illocutionary Acts in the Slogans of Selected Laptop Advertisements".

1.2 Statement of Problem

The statement of problem in this study is to find the meaning of laptop advertising slogans seen from the perspective of illocutionary acts. From the background of the research above, the researcher concluded that two questions would be the main focuses of this study, namely:

1. What are the types of illocutionary acts in the slogans of selected laptop advertisements?
2. What are the purposes of the slogans of selected laptop advertisements?

1.3 Research Objective

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

1. To find out the types of illocutionary act that are used in the slogans of selected laptop advertisements.
2. To describe the purposes of the slogans of selected laptop advertisements.

1.4 Research Significance

This research is fully hoped to give benefit theoretically as well as practically, as follow:

- Theoretically, this study will be helpful for readers who learn about pragmatics focusing on the types of illocutionary acts.
- Practically, this study will be helpful as one of the references for readers who want to do similar research on pragmatic analysis that focuses on the types of illocutionary acts.

1.5 Definition of Key Terms

The definition of key terms is the understanding of terminology that the researcher actually holds and uses. The definition of key terms in this study is intended to help the researcher describe the topics and variables studied. There are several definition of key terms in this study, which are as follows:

1. Pragmatics is concerned with the study of meaning as communicated by the speaker or writer and interpreted by the listener or reader (Yule, 1996).
2. An illocutionary act is an act performed in saying something (Austin, 1962).

3. Advertising is the structured and composed no-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media (Arens, 2002).

4. Slogans are so closely associated with trademarks. The picture mark often illustrates the idea put forth in the slogans, and then the slogan establishes a three-way; recall, the product, the trademark, and an important sales message. Usually, the slogans are made so effectively and modestly that people can remember them well (Gaw, 1969).