

## SPEECH ACTS ANALYSIS IN THE SLOGAN OF CAR ADVERTISEMENTS IN JAWA POS NEWSPAPER

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### ABSTRACT

**Key words:** speech act, locutionary act, illocutionary act, slogan

Language is always related to acts. When people are doing communication, they are not only the message, but also performing an action from the utterance. This phenomenon is called speech act. There are three types of speech act; locutionary act refers to what the speaker said, illocutionary act refers to the force by the speaker, and perlocutionary act refers to the effect of the illocutionary act to the listener. Speech acts can be found in daily communication, for example it can be found in slogan. In this study, the writer analyzes speech act within utterances contained in the slogan of car advertisement in Jawa Pos newspaper. There are three problems to be solved: (1) What are the locutionary and illocutionary acts used in slogan of car advertisements; (2) What are the types of sentences used in slogan of car advertisements; (3) What type of illocutionary act is mostly used in slogan of car advertisements.

This study used qualitative approach in document analysis since it focused on analyzing the utterances written in slogan. The data were collected from the slogan of car advertisements in Jawa Pos newspaper from December 2013 until February 2014. Then the data were analyzed by using Searle's theory of speech act and using Yule's theory to analyze the types of sentences.

From 26 utterances, it was found that those slogan utterances apply speech acts, especially locutionary acts.

and illocutionary acts. Illocutionary acts were found in the forms of representative, directive, and declarative. Then, the types of sentences found in the slogan utterances of car advertisements are declaratives which are used to give information and imperatives which are used to make something. Furthermore, the most frequent type of illocutionary acts found in the slogan utterances of car advertisements is representative.

The writer suggests the next researchers to analyze other slogan utterances to find out the slogan writer's intents within the slogan utterances. In addition, it is suggested for researchers to investigate other objects, such as speech, movie script, comic, and any other media.

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