

ABSTRACT

Elsera , Maeda. An Analysis of Speech Act in Billboard.A Thesis.Faculty of Language and Arts.The State University of Medan, 2013.

This study deals with the analysis types of speech act in billboard. The objectives of this study are to identify the types of speech act used in cigarette billboard, to identify the most dominant types of speech act used in cigarette billboard. The method of this study is descriptive qualitative method. The data are taken from texts of cigarette billboard in street in Medan. 20 billboard are taken purposive randomly as the sample. There are 10 street in Medan. The data are analyzed and classified into four types of speech act in the procedures, namely directive, commissive, expressive, representative, and declarative. The findings indicate that statement analysis is applied at 5%, commissive at 25% and representative at 70% speech act occurred in advertising texts. It is found that the texts of advertisement is dominated the speech function of representative . This is also implies that the advertising texts mostly specify interacting goods and services rather than giving information.

