

## CHAPTER I

### INTRODUCTION

#### A. Background of The Study

Humans are social beings who are always interacting with other humans. Interaction between peoples a form of communication. Humans need language to communicates a means of communicating. Kridalaksana (1981 : 17) state the language is a system of symbols that form as arbitrary sound which use by the member of community to work with others, to communicate and to identity theme selves. It is said that language is human tool to express mind, feeling, experience which consist of agreeable symbols in community. Human need language as they use it by their own way as they understand the meaning of each language they use.

Linguistics is the scientific study of human language Linguistics itself has some of the studies, one of which is a pragmatic. Pragmatics According to Yule (1995: 4), pragmatics is the study of language from the point of view of the users, especially of the choices they make, the constraints they encounter in using language in social interaction and the effects their use of language has on the other participants in an act of communication. Pragmatics deals with utterances, by which we will mean specific events, the intentional acts of speakers at times and places, typically involving language. One must be careful, however, for the term is often used with more limited meanings. It has more to do with the analysis of what people mean by their utterances or what the words or phrases in those utterances might mean by themselves. Pragmatics generally is the study of the

natural understanding and specifically the study of how people comprehend and produce a communicative or speech act.

Speech Acts are defined as actions performed via utterances in an actual situation of language use. The function of speaker intends the hearer (s) to take or to interpret. Jhon Searle's theory such as; (1) directive, (2) declarative, (3) representative, (4) commissive, (5) expressive, which are found in the cigarette billboard. Briefly, declaratives mean utterances that affect immediate changes in the institutional affairs and which tend to rely on elaborate extra linguistic institutions. These speech acts declare something to be so and they may be used to assign a name or role. Speech is the sentence that to speak. Speech utterances usually flanked by two silence. Always in the form of oral speech, while the representation of speech in written form (Kridalaksana : 2008). In billboard many words that use speech act that make people be confuse because sometimes the sentences there is in billboard nothing related with adverticed. as an examples is "NGGAK ADA LOE NGGAK RAME". When viewed as a whole from this billboard, we can see no connection between cigarette and the sentence. The sentence "NGGAK ADA LOE NGGAK RAME" in the speech act is included in the category of expressive. Through a speech act but we can analyze the intent of the billboard. The word "RAME" in the sentence does not mean a lot of people in that context. But interpreted as a cigarette that brought their friends who make a lively mood.

Society always use language in the life. But not necessarily all the listeners know the intention of speakers of that language, using the speech act the author

wanted to convey the intentions of speakers. Society or a human society is a group of people related to each other through persistent relations, or a large social grouping sharing the same geographical or virtual territory, subject to the same political authority and dominant cultural expectations (<http://en.wikipedia.org/wiki/Society>).

Smoking is a choice and individual freedom while not disturbing those around them. One of the most interesting of the cigarette is, almost all smokers know the harmful effects of smoking, but they chose the face of smokers. But that's not what I want to write here. Evils of cigarettes made of tobacco companies must anticipate the ad was to be accepted by society, so many restrictions that limit must they go through, starting from a given time slot, until the message is the message. Cigarette advertising should not be saying that smoking is bad, do not have to show people smoking, but the ad should be able to achieve the target

Mass communication (mass communication) is a communication using mass media, both print newspapers, magazines, billboards, posters, pamphlets, and the tabloids) or electronic (radio, television, and internet) which is managed by an institution or institutionalized people. Which goes to a large number of people scattered in many places, anonymous, heterogeneous (Mulyana, 2003:75).It does not have to fully expect the figure ads will be remembered for its customers. If consumers can remember some of the signs, such as the picture is quite interesting, because in ultimately if someone remembers the typical signs of and he will encouraged to remember and identify other important matters that listed in the advertisement (Jefkins, 1994: 16).

Billboard advertisements are one that has always been the center of attention of the public using the road. Therefore, the authors take on board the research because of tobacco advertising in the media billboard cigarette. Smoking is not displaying images. But only the words, cigarettes can be sold from the old to the young who should not deserve to consume cigarettes.

### **B. The Problem of The Study**

The problems of the study are formulated as the following :

1. What are the types of speech act used in the “Cigarette’s Billboard” text?
2. What is the most dominant type of Speech Act used in the “Cigarette’s Billboard” text?
3. What makes the dominant types occur the way they are?
4. What the meaning of text in “cigarette billboard” base on picture?

### **C. The Scope of the Study**

The study is limited to the words contained in cigarette billboards and the writer uses speech acts includes the types, the classification, and produce the language. The scope of the study in this research focused only on the types of speech acts based on Jhon Searle’s theory such as; (1) directive, (2) declarative, (3) representative, (4) commissive, (5) expressive, which are found in the cigarette billboard. In order to have specific research, the writer limits the study on the “Cigarette Billboard” text.

#### **D. The Objective of the Study**

Related to the background above, the objective of the study is formulated as following:

1. To find out the types of speech acts which are used in the “Cigarette Billboard” text.
2. To find out the dominant type of Speech Act used in the “Cigarette Billboard” text.
3. To find out what makes the dominant types occur the way they are.
4. To fine out meaning from each text in “cigarette billboard” base on picture.

#### **E. The Significance of the Study**

From the objective of the study, writer hopes that the explanation in understanding of advertisement advance the knowledge of reader in knowing advertisement in billboard. The findings of this study are expected to be useful for:

1. Readers will understand the meaning and the role of text and picture in advertisement.
2. student of language and communication will understand more about speech act and recognize the role of speech act in communication.
3. To be a guide or reference for the further research about analysis of speech act.