The Analysis of Apeech Acts Patterns in The Ads of Tresemmé Shampoo Product and the Implication in Learning English for Senior High School

Rika Wahyuni Tambunan
University of Sumatera Utara
Indonesia
rickatambunan7@ymail.com

ABSTRACT

This study aims to describe the speech acts in the ads of Tresemmé shampoo product orally and the implication in learning English for Senior High School. The purpose of this study is to explain the speech acts in the language of Tresemmé shampoo advertisement and imply them in learning English for Senior High School. The source of the data in this study is the ads of Tresemmé shampoo products that aired on television and the internet. Data collection techniques uses the recording techniques, observing and noting. The collected data is analyzed by using heuristic technique. The steps in analyzing the data are done by reducing, presenting and interpreting the data using heuristic techniques, and then drawing the conclusions. The results of the study will show that the speech acts on Tresemmé shampoo product used literal direct and indirect speech acts to attract consumers by involving a model who performs her hair care and provides information about the product. The results of this study can also be implicated in learning English in Senior High School as a source of student learning in exposition text.
Keywords: Speech Acts, English Learning, Exposition Text

Introduction

Advertisement (ad) is a way to deliver a product or service. Ad broadcasts on television will always be the center of attention for the audiences when the ad is shown. If the audience does not move the channel to another television station program, the audience will watch the ad one by one. Unlike the advertisement in the newspaper which are located in the newspaper columns that the reader can ignore, the television audience must watch the advertisements presented in the pause of an event program attentively.

Ad broadcasts on Television is considered as an effective way in marketing a product because through the television, the product can be clearly described on how to use and benefit by wrapping a short story that can attract the consumers to use the product. The ad discourse contained of a persuasive discourse. Keraf (1985: 119) stated that the persuasive discourse is a discourse that aims to change people's minds to accept or do something according to the discourse described. This statement is very suitable for the purpose of advertising, which is to influence people to buy a product. Advertisement can be a cost-effective way to spread the message, whether to build brand preferences or to educate people. Every word conveyed in the ad media, has a message to be used as an attraction to consumers.

In this research, the researcher will examine the pragmatic aspects. Wijana (1996: 1) argued that pragmatics is a branch of linguistics that studies the structure of language externally, namely how the language unit is used in communication. Yule (Ramaniyar, 2015) stated that pragmatics is the study of meaning conveyed by speakers (authors) and interpreted by listeners (readers). So, pragmatics is an interesting aspect of science to study because it involves how one understands each other linguistically, but

pragmatics can be discouraging because this study requires one to be able to understand others about what they think.

One popular advertisement in the community is Tresemmé shampoo ad that has a different way of submitting the advertisements each year. Tresemmé is an American brand of hair care products first manufactured by Godefroy Manufacturing Company in St. Louis, Missouri, United States, starting in 1947. It was named after renowned hair care expert Edna Emmé. The brand name is a phonetic translation of "well-loved" in French (très-**aimé**).

The researcher examined the aspects of pragmatics used in advertisements because she wanted to examine the structure of language externally and the meaning conveyed by speakers (authors) and interpreted by listeners (readers). This aims to attract the audience to buy their products. Besides that, packaging advertisement by using unique language can give a deep impression to the audience so that they are easy to remember. The most trusted source of advertisement through television media, because according to television media is a very profitable source of income. Therefore, in pragmatics, there are the forms of speech acts. Speech action is one of the pragmatic analyzes that examines language with its actual aspects. Speech acts consisted of three dimensions: locution speech acts, illocutionary speech acts and perlocutionary speech acts. These three dimensions will form a related speech without knowing beforehand.

1. The locution speech acts are to say something in words or sentences that correspond to the syntactic rules.
2. Illocutionary speech acts are to contain the intentions related to the several functions in the mind of the speaker.
3. Perlocutionary speech acts are intended to influence speech partners. This speech act occurs when the opponent says doing something after the locution and illocution.

Yule (2006) classified the speech acts into 5 types as general functions: Declarative, Representative, Expressive, Directive, and Commissive.

1. Declarative speech act is to change the world through speech.
2. Representative speech act is to state what is believed to be the case speaker or not. A statement of fact, affirmation, conclusion, demanding, acknowledging, showing, reporting, giving testimony, mentioning, and speculating
3. Expressive is to state something that is felt by the speaker. This speech act reflects the psychological statements and can be a statement of difficulty, joy, hatred, pleasure or misery
4. Directive speech act is used by speakers to tell others to do something. This type of speech act states what the speaker wants. These speech acts include; orders, requests, giving suggestions, asking, inviting, coercing, urging, collecting and challenging.
5. Commissive speech act is understood by speakers to bind themselves in future actions. This speech act states what is meant by the speaker. This speech act can be in the form of promises, threats, rejections, pledges and declaring ability.

Besides that, there are also the forms of direct and indirect speech acts. Direct speech acts have a direct relationship between the structure and the function of the sentence that forms it (news sentences, question sentences and command sentences. While indirect speech acts have no direct relationship between the structure and the function of the sentence that forms it.

Based on the background above, the purpose of this research is to describe the speech acts on the ads of Tresemmé shampoo products and imply the results of this

research into English learning in senior high school. Then, the results of the study can add and support the availability of the theories in the field of language, especially in the field of pragmatic studies, especially in the form of speech acts and how to express the implicatures. This research can also be used as a support or fact (proof) of certain theories related to other studies in this case about language analysis that use pragmatic as an analysis that look at the language and its function in communicating. The results of this study are useful for the readers, students, and teachers who are interested in understanding the meaning and purpose of the language as a whole. This research can also be used as a consideration in Indonesian language learning activities in senior high school.

Methods

The method used in this research is qualitative descriptive. Best (in Sukardi, 2003: 157) stated that descriptive research is a research method that attempts to describe and interpret objects as they are. The qualitative method in this research relates to the interpretation of the language used in the ad of Tresemmé shampoo. This research explained the phenomenon of language that occurs by using pragmatic study in the form of speech acts, implicature and context. The qualitative method in this research is a research procedure that produces descriptive data in the form of written or oral words from Tresemmé shampoo advertisement that can be observed. This research also aimed to provide an understanding of the language contained in Tresemmé shampoo advertisement on television by using Pragmatic study.

The type of data source in this research is a documentary from the recording of a hair care product, Tresemmé shampoo. The type of ad chosen in this research is commercial advertisement that airs on various private televisions in Indonesia. Private television stations were chosen because they have more frequent ad serving than state televisions. Tresemmé shampoo advertisement that air on private television can also be downloaded via the youtube.com channel.

To obtain the data, this research used purposive sample technique. This purposive sample technique is used to focus and select so that the implementation of research or the selection of samples more directed and appropriate to the problems discussed. The technique of taking sample is not based on random, regional or strata, but based on the existence of considerations that focus on a particular goal. (Arikunto: 2006). Notoatmodjo (2010) added that the purposive sample technique was sampling based on a particular consideration such as the characteristics of the population that were previously known. Then, the form of data in this research is written and oral data. Writing data is in the form of written sentences and displayed in Tresemmé shampoo ads. Oral data is obtained from spoken utterances in the advertisement.

The instrument in this research was the researcher herself. In qualitative research, the research instrument is the researcher herself (Sugiyono, 2008:222). That is, the researcher herself played the role as the planner, data collector and reporter of the research results. The data in this researcher is linguistic events. Therefore, the data collection techniques in this research used recording, seeing and noting techniques. The technique recording is data acquisition by recording the usage of spoken language in the advertisement. The technique of seeing and recording are done by listening to the recording itself and analyzing the speech acts and context. In analyzing the data of this research, the researcher used heuristic analysis techniques. Through this technique, the

researcher formulated the hypotheses on the forms of implicatures that appear and then test them based on available data.

Discussion

The data obtained and discussed are the speech acts found in Tresemmé shampoo ads. The types of speech acts found in Tresemmé shampoo ads include the locutionary, illocutionary and perlocutionary acts. Types of locutionary act are news, questions and commands. Locations of news forms found in Tresemmé shampoo ads, then questions and commands. Judging from illocutionary speech acts, found assertive, directive, expressive, commissive and declarative illocutionary acts. Forms of assertive illocutionary speech acts most often appear in this study, then followed by directive, expressive, declarative and lastly commissive. Judging from the speech acts of perlocution in this study. Based on the way of delivery, found types of direct and indirect speech acts. Direct speech acts are more dominant in this study. Based on the meaning of the words that compose found literal and non-literal speech acts. The following table below is the types of speech acts that will discuss the speech acts in Tresemmé shampoo ads:

Table 1. Types of Speech Acts

No	Types	Category	Indicator
1	Locution	Information	An utterance of notification about an updated information to the hearer.
		Interrogative	An utterance to ask for information to the partner
		Command	An utterance to instruct the partners to do something
2	Illocution	Assertive	An utterance that ties the speaker to the truth of the expressed proposition.
		Directive	An utterance which has an effect through the speaker's actions.
		Expressive	An utterances are used to express the psychological attitude of the speaker to the hearer.
		Commissive	The utterances involves the speaker in some future actions.
		Declarative	The utterances that results in changes in facts, namely the compatibility between the contents of speech and reality.
3	Perlocution	Giving influence	The utterances which has the effect or influence power arise by the speaker to the hearer.
4	Direct	News	The utterances about an information to the hearer.
		Question	The utterances to ask for information to the hearer
		Command	The speaker tells the hearer to do something
5	Indirect	News	If the utterances are about information to the hearer partner is used to govern the hearer.

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		Question	If the speaker asks for information to the hearer and it is used to govern the hearer
6	Literal	News	If the utterances are about an information to the hearer have the same purpose as the words that compose it.
		Question	If the speaker asks for information to the hearer have the same purpose as the words that compose it
		Command	If speaker tells the hearer to do something have the same purpose as the words that compose it
7	Non – Literal	News	If the utterances are about an information to the hearer, have a purpose that is not the same as the words that compose it.
		Question	If the speaker asks for information to the hearer, have a purpose that is not the same as the words that compose it.

No	Types of Speech Act	Category	Function	A I	D II	S III	Sub - Total	Total
1	Locutionary	Information	Informing	2	1	4	7	
		Interrogative	Asking	0	0	2	2	10
		Command	Commanding	0	1	0	1	
2	Illocutionary	Assertive	Declaring	2	1	4	7	
			Refuting	0	0	0	0	
			Judging	0	0	0	0	
			Maintaining	0	0	0	0	17
			Admitting	1	0	0	1	
			Saying	2	0	4	6	
			Showing	1	1	1	3	
		Declarative	Requesting	0	0	0	0	
			Instructing	0	0	0	0	2
			Suggesting	0	0	2	2	
		Expressive	Complaining	0	0	0	0	
			Praising	0	0	0	0	
			Criticizing	0	0	0	0	
			Apologizing	0	0	0	0	
			Quipping	0	0	0	0	0
			Being thankful	0	0	0	0	
			Greeting	0	0	0	0	
		Commisive	Offering	0	0	0	0	0

		Declarative	Prohibiting	0	0	0	0	
			Allowing	0	0	0	0	0
			Canceling	0	0	0	0	
3	Perlocutionary	Giving influence	Doing something	0	0	0	0	
			Reducing tension	0	0	0	0	
			Making happy	1	0	2	3	
			Making persuaded	4	1	2	7	17
			Making interested	4	1	2	7	
			Make Understanding	0	0	0	0	
			Making upset	0	0	0	0	

Table 2. Speech Acts in Tresemmé shampoo ads based on the purpose of the action from speaker's perspective

Table 3. Speech Actions in Speech Acts in Tresemmé shampoo ads based on the Method of Submission

No	Types of Speech Act	Category	Function	A I	d II	S III	Sub – Total	Total
1	Direct	Information		0	0	5	5	
		Interrogative		0	0	2	2	7
		Command		0	0	0	0	
2	Indirect	Information		5	2	0	7	7

Table 4. Speech Acts in Tresemmé shampoo ads based on disclosure of meanings

No	Types of Speech Act	Category	Function	A	D	s	Sub – Total	Total
1	Literal	Informative	Informing	4	2	4	10	
		Interrogative	Asking	0	0	0	0	20
		Command	Commanding	0	0	0	0	
2	Non – Literal	Informative	Quipping	0	0	0	0	0
			Commanding	0	0	0	0	

Ad's description:
I   : Tresemmé keratin smooth | salon smooth hair that lasts for up to 48 hours
II   : New Tresemmé Pro Collection Shampoo and Conditioner
III   :Tresemmé – Salon Style Hair at Home

The implication in learning English for Senior High School

"Emerging foreign language towards Industrial Revolution 4.0"

In 2013 curriculum, English is not only a foreign language material, but also a way of thinking. Language is a way to express the ideas and usually realize in a text form. Text is interpreted as a meaningful words, which contains of complete ideas. With this assumption, the function of language learning is to develop the ability to understand and create the text because communication occurs in the text. Text-based learning is used as the basis for the development of basic competencies in Indonesian language subjects in the field of knowledge and skills in 2013 Curriculum (Priyatni, 2014: 37).

This research is not only an analysis of Speech act in Tresemmé shampoo ads but the researcher attempted to implicate this research in learning English for Senior High School student. An exposition text is chosen because it is included as an English material in learning planning design (RPP).An exposition text usually has three sections. The first section introduces the author's point of view and can preview arguments that may follow in the text. Next comes a series of arguments that aim to convince the audience. The final section is a conclusion that sum up the arguments and reinforces the author's point of view.

As in XI class syllabus, on competency standards to understand the meaning of short functional texts and monologues in the form of reports, narrative, and analytical exposition in the context of everyday life. In this context, it focused on analytical exposition text. For the basic competencies also include responding to the meaning contained in official and unofficial short functional oral texts accurately, smoothly and acceptable in various contexts of daily life. It also responds to the meaning in monologue text that uses a variety of spoken languages accurately, smoothly and acceptable in the context of everyday life in the form of text: report, narrative, and analytical exposition.

Conclusion

Based on the results of research and discussion that has been done, it can be concluded as follows:

1. The speech acts found in Tresemmé shampoo ads are seen from the purpose of the act of the speaker's view, namely locution speech acts, illocutionary speech acts and perlocutionary speech acts.
2. The speech acts found in Tresemmé shampoo ads from the way they are delivered which is direct and indirect speech acts.
3. The speech acts found in Tresemmé shampoo ads from the expression of meaning are literal speech acts and non-literal speech acts.
4. The speech acts on Tresemmé shampoo ads use locution speech acts, illocutionary speech acts and perlocutionary speech acts, direct speech acts and indirect speech acts, literal speech acts and non-literal speech acts. Tresemmé shampoo ads' manufacturer tries to explain clearly about the products offered through the advertisement impressions in order to attract the consumers. In addition, Tresemmé shampoo ads serve to attract consumers by involving various expressions of feelings and information about hair care offered.
5. The results of this study can be implied as one of the learning resources in learning to compile exposition texts on high school students where students are able to compile exposition texts in accordance with the characteristics of the text that will be made both orally and in writing, and distinguish the exposition text both oral and written . Besides being easier to find ideas and ideas that students will develop in the exposition text, through advertisement impressions students

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will also get an overview of ways that can be used to express arguments supporting ideas / ideas in exposition text.

Suggestion

Based on the conclusions above, the authors provide suggestions as following.

1. For teachers

To improve students' ability to write exposition text, teachers need to use learning resources. One of alternative learning resources that can be used are the product of advertisements. Exposition text will at least be overcome by trying toincrease students' knowledge and insight into unique ideas on product of advertisements. However, the teacher should be able to choose and sort out the advertisements that appear since it will be made as a learning resource to remain relevant with student characteristics.

2. For students

Students must keep studying hard to increase the knowledge and insight in understanding and developing the exposition texts. One way student can inspire students' ideas in developing exposition texts through ads that air on television. In addition, listening activity shows the adverts can train their language skills in aspects listening skills.

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