



THE ACTION TO SPEAK ON TV COMMERCIAL ADVERTISING

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ABSTRACT

The language that is used in commercial advertising serves the objective of convincing the general public of the merits and benefits of a product in the hopes that it will eventually be purchased by customers and placed on the market. Advertisers employ specific language in their discourse because there are advantages to using odd and disputed terminology in contrast to basic language, which is why basic language is avoided whenever possible. This is a deserving area for more research, especially in terms of how speaking actions are performed. An utterance is considered to be a speech act if it contains an action as a functional unit of communication and takes into account aspects of the speaking context. Speech acts may take several forms. When a person says anything, Austin (1962) asserts that they are also acting out that same thing. Speech actions may be categorized as representational, directive, commissive, expressive, or proclamation. The purpose of this study is to analyze the different types of speech movements that are used in television commercials. This study obtained its data from several advertisements for food and beverages, including those for Tango, Chips Lisa's, ABC chili sauce, and Ads, amongst others. The qualitative research data were acquired using the methods of documenting and observing the phenomena of interest. In this particular piece of study that was conducted in 1996, the data was analyzed using Yule's pragmatic theory. Informal presentations are made of the findings obtained from the data analysis. According to the results of the inquiry, it is possible to draw the conclusion that commercial advertising often makes use of the following four types of speech acts: representational, directive, expressive, and commissive.

KEY WORDS

Speech act, commercial advertisement, speech action, characteristics, English language.

Introduction

It is a powerful tool that companies use to promote their products or services. TV commercials are one of the most effective ways to reach a large audience and create brand awareness. When creating a TV commercial, it is important to consider the target audience and the message that you want to convey. The commercial should be visually appealing and engaging, with clear and concise messaging. It should also be memorable, leaving a lasting impression on viewers. To ensure the success of a TV commercial, it is essential to have a well-planned strategy that includes research, planning, execution, and evaluation.

By following these steps, companies can create effective TV commercials that resonate with their target audience and drive sales. Ultimately, TV advertising can be an excellent way for businesses to reach new customers and grow their brand.

The business of persuading people to do something or purchase a product via the use of words is known as advertising. Language plays a very significant part in advertising. For instance, on television, which is often regarded as the most successful medium for selling things, language is used, at the very least, as a tool to comprehend what is shown on the screen. Language is the primary instrument that is used in advertising to convey a reality. In this instance, a single piece of language serves not one but two distinct functions. To begin, language is used as a tool for the purpose of describing the reality of the items (products) that are being offered/advertised. Second, after the presentation of the item description, the language is then employed to further construct the picture on the item. Utilizing the power of words as part of the advertising strategy is one of the ways that imagery may be accomplished. Because of this, marketers use certain techniques in order to accomplish their objectives, one of which is selecting the appropriate kind of speech act to deploy.

Speech actions are distinct symptoms that stem from a psychological foundation, and the continuance of speech actions is dependent on the speaker's linguistic competence in dealing with a variety of situations. The importance or relevance of the actions involved in speech is the primary focus of the field of research known as speech acts. When a person says anything, Austin (1962) asserts that they are also acting out that same thing. According to the speech act theory's definition, which defines speech acts as actions completed through speech, this comment provides the ground for the creation of the theory. Speech acts are defined as activities accomplished by speech. Because of this, an utterance is considered to be a speech act if it includes action as a functional unit in communication and takes into consideration aspects of the speech setting.

There is a close connection between the different speech motions and the different speech occurrences. Both are manifestations of the same underlying mechanism, which I will refer to as the communication process. Because they include people speaking to one another in a specific environment, speech events are considered to be social events. This speech event is simply a series of speaking activities that have been organized to achieve a certain goal. Therefore, speech acts are often included in speech occurrences. If speech events are social phenomena, as was previously mentioned, then speech actions are the individual symptoms of a psychological character, and the continuance of speech actions is reliant on the speaker's linguistic ability in dealing with particular conditions. While in speech acts, the importance or significance of the activities in the speech, such as representational, directing, expressive, commissive, and declaration speech actions, is stressed. In speech events, the goal of the event is emphasized, while in speech acts, the meaning or significance of the activities in the speech is emphasized. The purpose of this study is to analyze the different types of speech movements that are used in television commercials.

Theoretical Basis

This research primarily makes use of the Pragmatics theory as its explanatory framework. Yule (1996:3) provides a list of four definitions of the field of pragmatics, which are as follows: (1) the field that examines the meaning of the speaker; (2) a field that examines meaning in accordance with its context; (3) fields that go beyond the study of the meaning uttered, examining the meaning communicated or

communicated by the speaker; and (4) a field that examines forms of expression in accordance with social distances that limit the participants in certain conversations.

It is a very regular practice for advertisements to be shown on television in the form of parodies. These parodies often feature conversations taking place between two or more people. The use of pragmatic theory is required in order to comprehend the significance of the utterances that were found in the data of this research without ignoring the part that the participants played or the setting in which the utterances were made in conversation. Examining, for example, how politeness tactics impact language use, how to interpret conversational implicatures, and how felicity permits a speech act are all examples of ways in which you might demonstrate the use of pragmatics, which is lacking from both syntax and semantics in this particular case.

The speech act hypothesis that was developed by Searle is regarded as plausible by a number of academics. Searle's speech act theory was built on top of Austin's ideas, which served as the basis. According to Searle (1969:16), there is no type of human communication that does not include some sort of action. The unit of linguistic communication is supported not only by symbols, words, or phrases, but also by the formation of symbols, words, or sentences in the execution of speech acts. This means that symbols, words, or sentences may be generated in a variety of contexts. Speech acts are the production of phrases in a given context. Speech acts are the smallest unit of linguistic communication, and speech is the smallest unit of speech.

On the basis of this viewpoint, Searle initially classified speech acts into the following four groups: (a) speech acts (utterance act), which refers to the activity of saying words such that the elements spoken are words or morphemes; (b) a propositional act, which refers to the act of saying a sentence; (c) illocutionary act, which refers to the act of saying a sentence, but it is accompanied by the speaker's responsibility to take an action.

A theory of speech acts that Searle (1975) presented put an emphasis on the illocutionary in the development of language. The purpose of this kind of activity will decide how far it goes in its development. Searle divided the tasks associated with speech into five distinct groups. Yule (1996: 92-94) distinguishes between the same five categories of speech activities as Searle does. There are five different speech actions, and they are representative, directive, expressive, commissive and declarative:

(1). Declarative, i.e., verbal actions that express the speaker's beliefs. This form of speech act commits the speaker to the truthfulness of what is uttered (for example, stating, demanding, giving testimony, reporting, proclaiming, showing, mentioning, speculating

(2). Directives, which are speech actions employed by speakers to direct others what to do. This is a sort of speech act in which the speaker intends for the speech partner to carry out the statement (for example, forcing, inviting, demanding, urging, ordering, ordering, pleading, asking, demanding, challenging, suggesting.

(3). Expressive (evaluative), especially verbal actions that express how the speaker feels about something. This is a sort of speech act in which the speaker intends for his utterance to be taken as an appraisal of the speech's subject matter (for example, praising, criticizing, thanking, complaining, blaming, flattering, congratulating.

(4). Commitment, or spoken acts that are perceived to commit the speaker to future actions. This is a form of speech act that obligates the speaker to carry out the statement (for example, swear, threaten, promise, declare ability, take a vow, offer.

(5. Declaration, specifically verbal actions that alter the world by words. This is the sort of speech act in which the speaker intends to generate something new (for example, deciding, prohibiting, canceling, validating, permitting, granting, lifting, classifying, forgiving, forgiving).

Research Methods

The data for this research came from several types of television commercials. Commercial advertising has been selected as the category for this ad. This particular research makes use of four different commercial advertising, all of which promote various kinds of food and drink goods. Tango, Chips Lisa's, ABC chili sauce, and Ads are what are being advertised here. The observation approach combined with the recording technique and the listening and note-taking technique was used in the process of data collection for the research project. After that, the data were examined by using the Pragmatic theory that Yule (1996) developed. In this report, the findings of the data analysis are presented using informal approaches. Using strings of words, phrases, and technical jargon to develop and describe each study topic allows for the use of informal techniques (stories) in the process of presenting the findings of an analysis of the data. This approach is known as narrative.

Discussion

The following will describe the types of speech acts found in TV commercials. Each type of speech act is presented with an example of advertising data. There are several abbreviations used in data analysis, namely P1/2 (Speaker 1/2), N (narrative), and L (lyric).

1. Representative Speech

Representative speech acts are speech forms that bind speakers to the truth of the propositions expressed, for example stating (stating), suggesting (suggesting), boasting (boasting), complaining (complaining), and claiming (claiming). The following are examples of representative speech acts found in Tango wafer advertisements.

Data 1: Tango Wafers

P1: "(1) Usually this is the time for snacking. (2) I used to worry about hoarding calories and cholesterol. (3) Good thing there is now a Fitbar chips. (4) Don't worry, it's delicious again."

P2: "(5) After burning calories, you accumulate more calories? (6) Since there is a Fitbar chips, you don't have to worry."

N: "(7) Fitbar, calories awake zero cholesterol."

Q1: "(8) Replace your snacks with Fitbar chips."

N: "(9) Fitbar chips, snacking with no worry."

(Iraqi Media: WOW)

Speech 1, "Usually this is the time for snacking", is a kind of representative speech act because in this speech the speaker states his habit of eating snacks every 3 pm. Speech 5, "After burning calories, then accumulating calories again?", is also a representative speech act because in this speech the speaker expresses his belief that after exercising and burning calories, he should not eat snacks that can increase calories again. In addition, the narration in utterance 7, "Fitbar, keeps calories at zero cholesterol", and utterance 9, "Fitbar, snacking with no worry", are also representative speech acts because the speaker

informs/informs that Fitbar contains zero calories so that they can snack. any time without worrying about high cholesterol. The utterance has an illocutionary power, that is, if you want to snack but don't want to be fat, then eat Fitbar. Speech with illocutionary power like this has perlocutionary power, namely the belief and belief that eating Fitbar does not make the body fat. This belief can eventually encourage someone to buy and consume Fitbar.

1. Expressive Speech Acts

Expressive speech act is a form of speech that serves to express or show the psychological attitude of the speaker to a situation, for example thanking (thanking), congratulating (pardoning), blaming (blaming), praising (praising), condolences (condoling). The following are examples of expressive speech acts found in the advertisement for Jacob's crackers.

Data 2: Jacob's crackers

L : "(1) The fish haven't eaten yet, the children's homework is too much, a burden! (2) Just remembered that the rice ran out, the refrigerator leaked, the boss was sadistic, the maid came home, the in-laws came. (3) O burdens!"

N : "(4) You don't feel the burden when your body is fit. (5) The new Jacob's crackers are delicious. (6) Rich in nutrition of real wheat, milk and vegetables. (7) Jacob's delicious healthy choice."

(Source: RCTI)

Speech which is a type of expressive speech act is speech 3, "Ouch burdens!" In the speech, the speaker states what he feels. The speaker complains with all the burdens he has. This is further emphasized by the word ouch which is an interjection commonly used to express feelings of sadness, regret, pain, and so on. The utterance has an illocutionary power, which shows how heavy the work of a housewife is which is often considered trivial by some people. The utterance contains perlocutionary power to the listener, namely the belief that to be able to carry out various strenuous activities, food intake is needed that can provide extra energy. Thus, the audience will be encouraged to buy the advertised food product.

2. Directive Speech Acts

Directive speech acts are speech acts used by speakers to tell others to do something. This is a type of speech act performed by the speaker with the intention that the speech partner does what is in the utterance (for example, forcing, inviting, demanding, urging, ordering, ordering, pleading, asking, demanding, challenging, suggesting). The following are examples of directive speech acts found in Ades advertisements.

Ad Data 3: Ads

N: "(1) Choose. (2) Drink. (3) Crush. (4) Ads, small steps make a difference."

(Source: Vion)

In the advertisement above there are several very short utterances, namely utterances 1-3, "Choose, Drink, Crush". These three utterances are types of directive speech acts. The utterance is included in the type of directive speech act because the speaker wants the listener to do something as stated in his utterance. The indicator in directive speech is the existence of an action that must be done by the speaker after hearing an utterance. Advertisers use the word vote to tell the audience to choose Ads drinking

water because Ads is quality mineral water. The word drinking is also used to tell the audience to drink Ads in order to enjoy its freshness. Meanwhile, the word crush is used to tell the audience to immediately crush the Ads bottle after drinking it to feel the thrill of crushing the bottle. In general, the three utterances contain an order for the addressee to take an action. Thus the perlocutionary power of the speech is the act of choosing, drinking, and crushing Ads.

1. Commissive Speech

Commissive speech acts are speech acts that bind speakers to carry out what has been said. Commissive speech acts are speech forms that function to express promises or offers, for example promising, swearing, threatening, expressing ability, and taking vows. The following are examples of commissive speech acts found in the ABC chili advertisement.

Ad Data 4: ABC Sauce

P1: (1) "It's cool..... well, less challenging...."

P2: (2) "Hhhmmmm.... Hahahaha.....Are you sure...????"

N: (3) "Discover the new sensation of ABC chili paste. (4) Once you try the spicy sensation, you will be challenged over and over again. (5) Made with fresh chili and selected shrimp paste."

P1: (6) "Try it first, then you will know the taste."

Q2: (7) "With ABC, you can always do it."

(Source: HIC TV)

The advertisement above uses commissive speech acts, which can be seen in speech 7, "With ABC, you can always do it". As previously stated, commissive speech acts function to state a promise or offer. Implicitly speech 7 can be said to be very "promising". The utterance has an illocutionary power, which promises that by using ABC sauce, mothers can always make delicious dishes. In other words, utterance 7 offers a product that promises a delicacy. The perlocutionary power caused by the speech is that the audience will be tempted by the ABC sauce and finally tempted to buy the product.

Conclusion

Advertising language is persuasive language. For this reason, advertisers use certain strategies to achieve their goals, one of which is choosing the right type of speech act. Examined from the use of speech acts, in general commercial advertisements only use four types of speech acts, namely representative, directive, expressive, and commissive speech acts. Thus, it can be concluded that the four types of speech acts are the most appropriate types of speech acts in the context of advertising discourse in terms of their characteristics and functions. On the other hand, declaratory speech acts are not suitable to be applied in the context of advertising discourse because they cannot bridge the goals of persuasive advertising language. The characteristics of declaratory speech acts are utterances that are deciding, prohibiting, canceling, validating, permitting, granting, lifting, classifying, forgiving, and forgiving. From an ethical point of view, advertisers will avoid utterances that are decisive, prohibiting, or classifying, because an advertisement will be considered arrogant if it prohibits people or society from doing something. For example, if an advertisement explicitly prohibits people from using a particular product and instead recommends the advertised product, or even demonizes a competitor's product, that would be seen as arrogant and an unfair way of competing.

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