SPEECH- ACT ANALYSIS OF XL bebas ADVERTISEMENTS IN PULSA TABLOID

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Abstrak

Membuat iklan sama halnya dengan melakukan komunikasi kepada orang lain. Hal ini sejalan dengan prinsip Pragmatik, dimana inti dari sebuah komunikasi adalah tersampainya pesan dengan baik. Penelitian ini memilih iklan XL bebas yang diambil dari tabloid PULSA sebagai objek kajian. Iklan ini akan dianalisis dari segi *speech act (Locution, Illocution, Perlocution)*, berdasarkan teori *Austen/Searle* dan analisis *copywriting*. Dari hasil analisis, disimpulkan bahwa pesan iklan memiliki maksud tersendiri yakni respektif respon dari pembaca. Selain itu elemen *copywriting* juga sangat menentukan dalam menuliskan pesan iklan guna menarik perhatian pembaca.

Key words: speech act, locution, illocution, perlocution, advertisement, copywriting

INTRODUCTION

Recently, Indonesian telecommunication is characterized by a tariff war among cellular operators. The tariff war has been booming since last year especially for GSM prepaid cards such as Simpati (Telkomsel), IM3 (Indosat) and XL bebas (Excelcomindo) (William, 2008). These cellular operators offer many and various kinds of information of tariff order. The most interesting offer is the continuously decreased tariff. They provide it as the 'weapon' to win the competition. Consequently, the decreased tariff directly brings benefit to the people or customers. The tariff war among the operators can be clearly seen from their advertisements.

Advertising is a means to obtain a strong position in competitive industrial circumstances. It typically attempts to persuade potential customers to purchase or to consume more of a particular brand of products or services (Widyatama, 2007; p. 141). Many advertisements are designed to generate increased consumption of brand image and brand loyalty. For these purposes, advertisements often contain both factual information and persuasive messages. As one of the elements of advertisement, a message has an important role. It is the core of advertisement (Kotler, 2000; p. 13).

O'Neill (1986) states that language of advertising is apart from other languages. The power of advertisement is set up by two elements; image and words (Goshgarian,

1986; p. 117). These elements must be fully applied attentively since the combination of words and image makes up the language of advertising. The words and images used in making or creating advertisement will influence the reader's responses. To get expected effects or responses from the readers, an advertiser must be careful and smart in selecting and putting them. An advertisement not only provides information, but also persuasions. Once the readers are interested, they will do what the advert says.

The advertisements of XL bebas, one of cellular cards produced by *PT. Excelcomindo Pratama Tbk,* are really interesting, amazing and unique and therefore must be interesting to analyze. *Information Communication Telecommunication (ICT Watch)* published a polling result in Jakarta, on Thursday, April 3, 2008, showing that *XL* has the most appealing advertisement (34, 75%), concerning its package and presentation side. The next are Telkomsel (26, 04 %), Indosat (11, 28 %), Bakrie Telecom (8, 86%). Three (6, 49 %), and Telkom Flexi (6, 17 %) (http://sicentol.wordpress.com).

The polling also reveals that XL was the first cellular phone operator to decrease tariff on September 2007. General Manager Public Relation of XL Febriati Nadira admitted that by launching new tariff Rp.1/detik in 2007, the number of XL customers inclined significantly to 15, 5 million (22, 8 %) in the late of December 2007 compared to that before 2007, in which XL could only reach 9, 5 % customers or 14 % of market segment nationally. In addition, Febriati Nadira said that the trend of cellular operator advertisements recently is pointed on tariff promotion. By launching this advertisement, *XL* challenges other cellular operators to compete fairly in lowering tariff. Besides, *XL* also tries to let the readers think and compare which card has cheaper price. This can be clearly seen from one of the messages in its advertisements: *"MANA ADA YANG LEBIH MURAH"*.

Message is the core of an advertisement. It can be in written form (copy) or pictures. Message is what the advertiser expects or intends. It is the important point delivered from hearers to listeners. If the message is not transmitted well, the communication process will be disturbed (Kotler, 1996; p. 3)

In determining the message or intended meaning of communication, pragmatics is applied. Pragmatics is the study of meaning communicated by a speaker (or writer) and interpreted by a listener (or reader) (Yule, 1995; p. 3). Studying language via pragmatics means one can talk people's intended meaning, their assumptions, their purposes and the kinds of actions (for example, request, and order) that they perform when speaking.

J.L. Austin (1911-1960) claims that many utterances (things people say) are equivalent to actions. Some people can do extraordinary things with words, like baptizing a baby, declaring war, awarding or sentencing a convict. Linguists have called these things "speech acts" which is developed by John Langshaw Austin. Thus, speech acts deal with language which is used to perform an action (Schiffrin, 2001; p. 49)

This viewpoint of speech acts is similar to the use of language in advertisement. In the process of making advertisement, the language is used to create enticing message in order to get expected responses from the readers. If the customers do not understand what the advertiser intends, the advertisement means failed. (Suyanto, 2007; p. 142).

The language used in *XL bebas* advertisements will be the object to analyze. How the language used in creating written message (copy) is the point of the analysis. The advertisements studied are taken from *PULSA* tabloid, a tabloid specializing on phones and its complexities such as new cellular phone models, phoning tariff, information of price of cellular phones and advertisements of cellular phone operators.

In this study, the writer will try to analyze the language used to create copy in *XL bebas* written advertisements. Although the written form of advertisement is easier to be understood since it can be reread but it is also difficult because it should be connected with the context to determine what the advertiser's intention is. This analysis will apply the theory of speech act including three elements: types of *locutionary* and *illocutionary acts* as well as the expected responses (*perlocutionary acts*) of the readers and determining several elements of copywriting used in XL *bebas* advertisements to fulfil the illocutionary acts, and how those elements are applied.

METHODOLOGY

The method of this research is descriptive qualitative since it is aimed to understand the phenomena such as behaviours, perceptions, motivations, and actions holistically and descriptively in words in a specific context by using natural method or certain theories (Moleong, 2006; p. 6). The value of qualitative research is bound by the theories which are used to do the analysis (Stainback, 1988; p. 19). It also gives explanation and description on the object.

Qualitative research method is applied in this research in order to describe the types of locutionary and illocutionary acts as well as the expected reader's responses (perlocutionary acts) that occur in "advertisement". This is a research focusing on the

language of advertisements from the viewpoint of speech acts by applying the concept of acts proposed by J.L. Austin and J. Searle and copywriting elements proposed by Jefkins (1997).

ANALYSIS

According to the data, here are the types of locutionary act, illocutionary acy, perlocutionary act, copywriting, and copywriting elements used:

types of locutionary act

- declarative
- interrogative
- imperative
- exclamatory

Locutionary act is the basic act of utterance or producing a meaningful linguistic expression. (Yule, 1996; p. 48). Another relevant definition states that locutionary act is the statement itself, having grammatical structure and linguistic meaning. (Hurford and Heasley, 1984; p. 241). In the four XL bebas advertisements, it can be seen that the type of locutionary act here is dominated by declarative sentence, totally 38 sentences from 48 sentences. However some exclamatory and imperative sentences are added. The many use of declarative sentences make the advert less obstrusive than using imperative sentences. Here, the advertiser would like to tell the readers that the cheapest tariff is available now and that only *XL* that can provide such cheapest atriff.

Types of Illocutionary Act

- representatives
- directives
- expressive
- declaratives
- commisive

Mostly, we do not just produce well-formed utterances with no purpose. We form an utterance with some kind of function in mind. This is the second or the illocutionary act. It is the focus or the point of speech act theory (Levinson, 1997; p. 235).Hence, many linguists consider that illocutionary act and speech act is same. (Searle, 1974; p. 55).

In *XL* advertisements analyzed, the advertiser tends to state many things related to products rather than directly ask or request the readers to do something. Representative illocutionary act, especially thr description mostly occurs in *XL* advertisements. It is absolutely aimed to make the readers more convinced that XL cheapest tariff is true. Here, especially in advertisement two and three, the advertiser would like to describe in detail how the readers can enjoy the cheapest tariff offered. However, some directive, commisive, and declarative illocutionary acts also discussed since they happen in XL advertisements here.

Perlocutionary Act

We of course simply create ab utterance with a function with intending it to have an effect. This is the third part, the perlocutionary act or called uptake. It is the act of causing a certain effect on the hearer and others (Hurford and Heasley 1984; p.234). For instance, when a speaker creates an utterance, he or she intends to have an effect, like when a speaker says "There is a horpet in your left ear" it may well cause the hearer to panic, to scream and to scratch wildly at his/ her ear. Here, being panic, screaming and scratching are the effects caused by the speaker's utterance or we can say it the perlocutionary act.

Copywriting Elements

In XL advertisements, the advertiser tends to give complete and detailed information for the readers about the new cheapest tariff promoted through their sentence arrangement and word choices. As a result, the readers will be happy, surprised and they can phone by using XL new tariff as long as possible till satisfied.

The sentences or the copywriting created must be selling words, and they should be powerful enaugh to stress the main point of the advertisement. In advertisement one, the advertiser repeated the word "termurah" (the cheapest) in many parts of the advertisement. The use of superlative adjective can make the readers think that what is offered by XL is really the cheapest, and such expression is very crucial, as it is the first advertisement dealing with tariff war, in positioning XL as the only operator that can provide the cheapest tariff.

In advertisement one, there is the word "gratis" (free) in headline. It is considered as the powerful word since it can influence the reader's emotion to make use of XL's new offering. Besides, the advertiser also tens to hold the readers'interests by convincing the

readers that XL is the pioneer om phoning and sms cheapest tariff like shown in the sentences applied are mostly including in the *subhead* (1) advertisement one "TARIF TERMURAH KE SEMUA OPERATOR, DIJAMIN!" (THE CHEAPEST TARIFF TO ALL OPERATOR, GUARANTEED!); (2) advertisement two "Mana ada yang lebih murah?" (Is there any cheaper tariff?), etc. In this advertisement, the expression "makin murah" (cheaper) is repeated. The comparative adjective is effective to make the readers refer back to the earlier advertisement and think that what is now offered by XL is much cheaper than before, and therefore they should not use other cellular cards to get cheaper tariff.

In advertisement four, since it deals with a certain occasion, the expression *gratis nelpon* (free calling) is used. This expression is used to attract the readers to what can be got by using XL during ramadhan time. In short, the "key words" can help the readers capture the messages the advertiser intends in his advertisement.

CONCLUSION

After doing the analysis, several conclusions of XL *bebas* advertisement can be derived. The conclusions will be explained in details in this chapter. It is to know the advertiser's intention.

In advertisement one, the advertiser would like to position XL as the only operator that can provide the cheapest tariff as indicated by the repeated use of the word "termurah" (the cheapest). To support this attempt, the sentences used are mostly declarative which are aimed at providing the readers with the information that XL is the only operator which has the cheapest tariff. By using these sentences, the readers will be excited and more convinced that XL new tariff is really cheap. This is what the advertiser actually intends. To fulfill this purpose (the advertiser's intention), the advertiser applies the word "termurah" (the cheapest) at most of elements of copy writing, such as in the headline, subhead, and body copy.

In advertisement two and three, the advertiser attempts to show that XL tariff is getting cheaper and cheaper, even the cheapest one as indicated by giving the longer and clear details of tariff usage. Besides, XL would like to convince the readers by giving commisive word that is "dijamin" (guaranteed). By using this word, the readers hopefully will be more convinced that XL new tariff is getting cheaper than before. To fulfill this purpose (the advertiser's intention), the advertiser tends to provide the details of promo

tariff in the advertisements. Thus, in copywriting elements, the advertiser focuses on the body copy (additional information). As a result, the readers can phone by using XL new tariff as long as possible till satisfied.

The advertiser tends to hold the readers' interests by convincing the readers that XL is the pioneer on phoning and sms cheapest tariff, like shown in the subhead sentence of advertisement. In addition, the advertiser would like to persuade the readers by using the word "gratis" (free) in the copywring (the headline). This word is considered as the powerful word since it can influence the reader's emotion to make use of XL's new offering.

Finally the readers will be more convinced that XL is a good card providing cheap tariff. During tariff war, XL has strategic steps in persuading the readers and countering other operators' related promo. XL's four advertisements represent the strategies intended. Firstly, XL provides the cheapest tariff compared with that of other operators. Secondly, the tariff offered is getting cheaper, and so is the third advertisement. In the last advertisement, XL provides a new offering that is XL SEMAUMU special for Ramadhan reverberation by which the readers can call for free for 17 hours.

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TABLE I   : The findings of locutionary act in "XL Advertisements"

XL Advertisements	Sentence/ Data	LOCUTIONARY ACT			
		Declarative	Interrogative	Imperative	Exclamatory
Advertisement I	1	✓			
	2				✓
	3	✓			
	4	✓			
	5	✓			
	6	✓			
	7			✓	
	8	✓			
	9	✓			
	10	✓			
	11	✓			
Total		**9 (nine)**	**0 (zero)**	**1 (one)**	**1 (one)**
Advertisement II	1	✓			
	2				✓
	3	✓			
	4			✓	
	5				✓
	6	✓			
	7	✓			
	8	✓			
	9	✓			
	10	✓			
	11	✓			
	12			✓	
	13	✓			
	14	✓			
	15	✓			
Total		**11 (eleven)**	**0 (zero)**	**2 (two)**	**2 (two)**
Advertisement III	1	✓			
	2	✓			
	3		✓		
	4	✓			
	5	✓			
	6	✓			
	7			✓	
	8	✓			
	9	✓			
	10	✓			
Total		**8 (eight)**	**1 (one)**	**1 (one)**	**0 (zero)**
Advertisement IV	1	✓			
	2	✓			
	3	✓			
	4	✓			
	5	✓			
	6	✓			
	7			✓	
	8	✓			

	9	☑			
	10	☑			
	11	☑			
	12	☑			
Total		**11** **(eleven)**	**0** **(zero)**	**1** **(one)**	**0** **(zero)**

TABLE II   : The findings of illocutionary act in "XL Advertisements"

Ad	S	ILLOCUTIONARY ACT																					
		Representative					Directive				Commisive					Expressive					Descriptive			
		A ff	B el	C o n	R e p	D es	C o m	I n v	R e q	S u g	G ua	P le	P r o	S w e	W ar	A p o	A p p	Co ng	R e g	J o y	B a b	P r o	N a m	S e n
I	1				☑																			
	2	☑																						
	3					☑																		
	4					☑																		
	5					☑																		
	6																☑							
	7						☑																	
	8	☑																						
	9					☑																		
	10	☑																						
	11																☑							
Total		**3**			**1**	**4**	**1**										**2**							
Ad	S	Representative					Directive				Commisive					Expressive					Descriptive			
		A ff	B el	C o n	R e p	D es	C o m	I n v	R e q	S u g	G ua	P le	P r o	S w e	W ar	A p o	A p p	Co ng	R e g	J o y	B a b	P r o	N a m	S e n
II	1	☑																						
	2										☑													
	3																☑							
	4						☑																	
	5										☑													
	6					☑																		

Ad	S	Representative					Directive				Commisive					Expressive					Descriptive			
		Aff	Bel	Con	Rep	Des	Com	Inv	Req	Sug	Gua	Ple	Pro	Swe	War	Apo	App	Cong	Reg	Joy	Bab	Pro	Nam	Sen
	7					✓																		
	8					✓																		
	9					✓																		
	10					✓																		
	11				✓																			
	12						✓																	
	13	✓																						
	14					✓																		
	15					✓																		
Total		**2**			**1**	**7**	**2**				**2**						**1**							

Ad	S	Representative					Directive				Commisive					Expressive					Descriptive			
		Aff	Bel	Con	Rep	Des	Com	Inv	Req	Sug	Gua	Ple	Pro	Swe	War	Apo	App	Cong	Reg	Joy	Bab	Pro	Nam	Sen
III	1	✓																						
	2					✓																		
	3			✓																				
	4																	✓							
	5																	✓							
	6																	✓							
	7							✓																	
	8					✓																			
	9					✓																			
	10	✓																							
Total		**2**		**1**		**3**		**1**									**3**							

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Ad	S	Representative					Directive				Commisive					Expressive					Descriptive			
		Aff	Bel	Con	Rep	Des	Com	Inv	Req	Sug	Gua	Ple	Pro	Swe	War	Apo	App	Cong	Reg	Joy	Bab	Pro	Nam	Sen
IV	1												✓											
	2	✓																						
	3	✓																						
	4	✓																						
	5					✓																		
	6	✓																						
	7						✓																		
	8	✓																						
	9					✓																		
	10	✓																						
	11	✓																						
	12													✓											
Total		**7**				**2**	**1**						**2**											

Note:

S : Sentence

Representative
- Aff : Affirmation
- Bel : Belief
- Con : Conclusion
- Rep : Report
- Des : Description

Directive
- Com: Command
- Inv : Invitation
- Req : Request
- Sug : Suggestion

Commisive
- Gua : Guarantee
- Ple : Pledge
- Pro : Promise
- Swe: Swear
- War: Warranty

Expressive
- Apo: Apology
- App: Appreciation
- Cong: Congratulation
- Reg : Regret
- Joy : Joy

Declarative
- Bap : Baptism
- Pro : Pronouncement
- Nam : Name
- Sen : Sentence

TABLE III   : Copywriting Elements

XL Advertisement	Sentence	COPYWRITING ELEMENTS						
		Headline	Subhead	Body copy	Price	Name and address	Coupon	Signature slogan
Advertisement I	1		✓					
	2	✓						
	3			✓				
	4			✓				
	5			✓				
	6			✓				
	7			✓				
	8			✓				
	9			✓				
	10			✓				
	11			✓				
Total		**1**	**1**	**9**				
XL Advertisement	Sentence	Headline	Subhead	Body copy	Price	Name and address	Coupon	Signature slogan
Advertisement II	1							✓
	2		✓					
	3	✓						
	4			✓				
	5			✓				
	6			✓				
	7			✓				
	8			✓				
	9			✓				
	10			✓				
	11			✓				
	12			✓				
	13			✓				
	14			✓				
	15			✓				
Total		**1**	**1**	**12**				**1**
XL Advertisement	Sentence	Headline	Subhead	Body copy	Price	Name and address	Coupon	Signature slogan
Advertisement III	1	✓						
	2		✓					
	3			✓				
	4			✓				
	5			✓				
	6			✓				
	7			✓				
	8			✓				
	9			✓				
	10			✓				
Total		**1**	**1**	**8**				
XL Advertisement	Sentence	Headline	Subhead	Body copy	Price	Name and address	Coupon	Signature slogan
Advertisement IV	1		✓					
	2		✓					
	3	✓						
	4		✓					
	5			✓				
	6			✓				
	7			✓				
	8			✓				
	9			✓				
	10			✓				
	11			✓				

	12			☑				
Total		**1**	**3**	**8**				