

CHAPTER IV

FINDING AND DISCUSSION

This chapter presents finding and discussion arising from the obtained data in relation to the two research problems. In this chapter the researcher explores the result of the data finding and analyzing the data according to theoretical framework stated in chapter II about locutionary acts proposed by Levinson (1983) and the illocutionary acts proposed by Searle (1968). In finding, there are some stages in analyzing the data, namely data description and data analysis, and conclusion drawing. The discussion is about the data finding more deeply about types of both locutionary and illocutionary act found in the data.

4.1 Finding

The finding contains utterance in *A Mild's* advertisement. The researcher organized the data to find which utterances contain locution and illocutionary act and also the types of locution and illocutionary act. The researcher categorized the utterance which is spoken and written in *A Mild's* advertisement. The data of the utterance were taken from three advertisements of *A Mild's* advertisement in 2012.

There is *A Mild's* advertisement; “*Untuk Diri*” version in January 2012, “*Kadang Hari*” version in April 2012 and “*Semua Mencari*” version in July 2012 which is

contain of the spoken and written utterance. The analysis of the utterances was focused on the types of locutionary and illocutionary act for each utterance.

4.1.1 Data description

There are three data from *A Mild's* advertisement in this study. These utterances were obtained from transcribed script of *A Mild's* advertisement; "*Untuk Diri*" version in January 2012, "*Kadang Hari*" version in April 2012 and "*Semua Mencari*" version in July 2012. Since some utterances contained similar illocutionary acts, the writer presented some representative utterances consisting similar types of illocutionary acts such as directives and commissives. The writer was apprehending some example of utterance including more and different types of illocutionary act as the representation. The utterances were chosen using different table based on the number of the data. These utterances were presented in the following table.

Table 4.1.1 Utterances containing locutionary and illocutionary act

Data 1: Untuk Diri Version

| No | The Original Utterances | The English Translation |
|----|--|---|
| 1 | <i>Untuk yang tak pernah nyaman</i> | For those who were never comfortable |
| 2 | <i>Yang tak pernah berhenti mencari</i> | Those who never stop searching |
| 3 | <i>Untuk siapa yang bertujuan untuk tersesat</i> | For whom that intend to get lost |
| 4 | <i>Mengikuti kemana hati ingin pergi</i> | Follow where the heart wants to go |
| 5 | <i>Untuk yang malu untuk malu</i> | For those embarrassed to commit a shame |
| 6 | <i>Berusaha sama agar berbeda</i> | Trying to be equal in order to be different |
| 7 | <i>Untuk yang takut takut pada penyesalan</i> | For those who are afraid of regret |
| 8 | <i>Untuk sang pelopor dan sang pemberontak</i> | For the pioneers and the rebels |

| | | |
|----|---|---|
| 9 | <i>Lupa daratan pada setiap tantangan dan kemungkinan</i> | Forget the mainland on any challenges and possibilities |
| 10 | <i>Untuk yang siap tersandung tanpa harus jatuh</i> | For those who are ready to stumble without falling |
| 11 | <i>Untuk yang siap mencari dan tersesat</i> | For those who are ready to seek out and to get lost |
| 12 | <i>Untuk yang siap hidup untuk diri</i> | For those who are ready to live for themselves |
| 13 | <i>Go ahead.</i> | Go ahead |
| 14 | MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGUAN KEHAMILAN DAN JANIN. | Smoking can cause cancer, heart attack, impotence and disorder of pregnancy and fetus |

Data 2: Kadang Hari Version

| No | The Original Utterances | The English Translation |
|----|---|---|
| 1 | <i>kadang hari, mendung seakan tak mau pergi</i> | Sometimes, the day with a cloud which seems to remain |
| 2 | <i>sinar selalu kan datang lagi</i> | The ray always comes right again |
| 3 | <i>hujanlah hujan hari ini</i> | Rain falls today |
| 4 | <i>membuka ragu</i> | Opening doubt |
| 5 | <i>pacu langkahmu</i> | Drive your step |
| 6 | <i>Bersamaku</i> | Together with me |
| 7 | <i>jangan merasa kau sendiri (kau tak sendiri)</i> | Do not feel that you are alone (you are not alone) |
| 8 | <i>gapai tanganku</i> | Take my hand |
| 9 | <i>mereka kan bebaskan kita</i> | They will release us |
| 10 | <i>percayalah semua</i> | Trust me all |
| 11 | <i>kadang hari mendung seakan tak mau pergi</i> | Sometimes the day, wish a cloud seems do not want to go |
| 12 | <i>sinar kan selalu datang lagi</i> | The rays have always come right again |
| 13 | <i>Go ahead</i> | Go ahead |
| 14 | MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGUAN KEHAMILAN DAN JANIN. | Smoking can cause cancer, heart attack, impotence and disorder of pregnancy and fetus |

Data 3: Semua Mencari Version

| No | The Original Utterances | The English Translation |
|----|---|--------------------------------------|
| 1 | <i>Sahabat sejiwa semua mencari</i> | A friend with common soul, all seek |
| 2 | <i>Canda tawa pelepasan, semua mencari</i> | Laughter is released, all seek |
| 3 | <i>Tempat dimana kau mencinta semua mencari</i> | A place where you love, all seek |
| 4 | <i>Kutipan hari untuk berbagi semua mencari</i> | Quotes of the day to share, all seek |

| | | |
|----|--|---|
| 5 | <i>Emas diantara sampah semua mencari</i> | Gold among the garbage, all seek |
| 6 | <i>Puncak gunung sejarah tentang cinta semua mencari</i> | A mountain peak history about love, all seek |
| 7 | <i>Untuk ditemukan</i> | To be found |
| 8 | <i>Temu hati temu mimpi temu arti</i> | meet beauty, meet dreams, meet of meaning |
| 9 | <i>Temu kamu dan kamu</i> | meeting you and you |
| 10 | <i>Cari dan temu</i> | Seek and meet |
| 11 | <i>Go ahead</i> | Go ahead |
| 12 | <i>MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN.</i> | Smoking can cause cancer, heart attack, impotence and disorder of pregnancy and fetus |

4.1.2 Analysis

After presenting the data, the writer analyzes those utterances into table, based on the type of locutionary and illocutionary acts. The utterances are selected in relation to some features locutionary and illocutionary act. There are 40 utterances from three data of *A Mild's* TV advertisement presented in this part.

4.1.2.1 Types of locutionary and illocutionary acts.

In this part the data are put into table based on classification locutionary and illocutionary acts in order to make them easily and clear. The complete explanation will display in table 4.1.2.1.

Table 4.1.2.1 Classification of Utterance based on Type of Locutionary and Illocutionary act

| Data | No | Utterances | Types of locutionary act | | | Types of illocutionary act | | | | | |
|-------------------------|----|--|--------------------------|----|----|----------------------------|----|----|----|----|---|
| | | | Dc | In | Im | Rp | Di | Co | Ex | De | |
| 1 st data | 1 | <i>Untuk yang tak pernah nyaman</i> | √ | | | | √ | | | | |
| | 2 | <i>Yang tak pernah berhenti mencari</i> | √ | | | √ | | | | | |
| | 3 | <i>Untuk siapa yang bertujuan untuk tersesat</i> | | √ | | | √ | | | | |
| | 4 | <i>Mengikuti kemana hati ingin pergi</i> | √ | | | √ | | | | | |
| | 5 | <i>Untuk yang malu untuk malu</i> | √ | | | √ | | | | | |
| | 6 | <i>Berusaha sama agar berbeda</i> | √ | | | | √ | | | | |
| | 7 | <i>Untuk yang takut, Takut pada penyesalan</i> | | | √ | | | √ | | | |
| | 8 | <i>Untuk sang pelopor dan sang pemberontak</i> | | | √ | | √ | | | | |
| | 9 | <i>Lupa daratan pada setiap tantangan dan kemungkinan</i> | √ | | | | √ | | | | |
| | 10 | <i>Untuk yang siap tersandung tanpa harus jatuh</i> | | | √ | √ | √ | | | | |
| | 11 | <i>Untuk yang siap mencari dan tersesat</i> | | √ | | | √ | | √ | | |
| | 12 | <i>Untuk yang siap hidup untuk diri</i> | √ | | | | √ | | | | |
| | 13 | <i>Go ahead.</i> | | | √ | √ | √ | | | | |
| | 14 | <i>MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN.</i> | √ | | | | √ | | | | √ |
| 2 nd data | 1 | <i>kadang hari, mendung seakan tak mau pergi</i> | | √ | | √ | | | | | |
| | 2 | <i>sinar selalu kan datang lagi</i> | √ | | | √ | | | | | |

Table continuation of Classification of Utterance based on Type of Locutionary and Illocutionary act

| Data | No | Utterances | Types of locutionary act | | | Types of illocutionary act | | | | |
|-------------------------|----|--|--------------------------|----|----|----------------------------|----|----|----|----|
| | | | Dc | In | Im | Rp | Di | Co | Ex | De |
| 2 nd data | 3 | <i>hujanlah hujan hari ini</i> | | | √ | √ | | | | |
| | 4 | <i>membuka ragu</i> | √ | | | √ | | | | |
| | 5 | <i>pacu langkahmu</i> | √ | | | √ | √ | | | |
| | 6 | <i>Bersamaku</i> | √ | | | | √ | | | |
| | 7 | <i>jangan merasa kau sendiri (kau tak sendiri)</i> | | | √ | √ | | √ | | |
| | 8 | <i>gapai tanganku</i> | | | √ | | √ | √ | | |
| | 9 | <i>mereka kan bebaskan kita</i> | √ | | | √ | | √ | | |
| | 10 | <i>percayalah semua</i> | √ | | | | √ | √ | | |
| | 11 | <i>kadang hari mendung seakan tak mau pergi</i> | √ | | | | √ | √ | | |
| | 12 | <i>sinar kan selalu datang lagi</i> | √ | | | √ | | | | |
| | 13 | <i>Go ahead</i> | √ | | | √ | √ | | | |
| | 14 | MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN. | √ | | | | √ | | | √ |

Table continuation of Classification of Utterance based on Type of Locutionary and Illocutionary act

| Data | No | Utterances | Types of locutionary act | | | Types of illocutionary act | | | | |
|-------------------------|----|---|--------------------------|----------|-----------|----------------------------|-----------|----------|----------|----------|
| | | | Dc | In | Im | Rp | Di | Co | Ex | De |
| 3 rd data | 1 | <i>Sahabat sejiwa semua mencari</i> | √ | | | | √ | | | |
| | 2 | <i>Canda tawa pelepasan, semua mencari</i> | √ | | | √ | | | | √ |
| | 3 | <i>Tempat dimana kau mencinta semua mencari</i> | | √ | | √ | | | | |
| | 4 | <i>Kutipan hari untuk berbagi semua mencari</i> | √ | | | √ | | | | |
| | 5 | <i>Emas diantara sampah semua mencari</i> | √ | | | √ | | | | |
| | 6 | <i>Puncak gunung sejarah tentang cinta semua mencari</i> | | | √ | √ | | | | |
| | 7 | <i>Untuk ditemukan</i> | √ | | | √ | | | | |
| | 8 | <i>Temu hati temu mimpi temu arti</i> | | | √ | √ | | | | |
| | 9 | <i>Temu kamu dan kamu</i> | √ | | | √ | | | | |
| | 10 | <i>Cari dan temu</i> | | | √ | √ | √ | | | |
| | 11 | <i>Go ahead</i> | | | √ | √ | √ | | | |
| | 12 | MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGUAN KEHAMILAN DAN JANIN. | √ | | | | √ | | | √ |
| | | Total | 25 | 5 | 10 | 24 | 21 | 7 | 1 | 3 |

Note:

Locutionary act

Illocutionary act

Dc : Declarative

Rp : Representatives

Ex : Expressives

In : Interrogative

Di : Directives

De : Declarations

Im : Imperative

Co : Commisives

According to finding, there are 40 utterances analyzed. Based on locutionary act, there were 25 utterances containing declarative, 5 utterances containing interrogative, and 10 utterances containing imperative found in the table. Based on illocutionary act, there were 24 utterances containing representatives, 21 utterances containing directives, 7 utterances containing commissives, 1 utterances containing expressives, and 3 utterances containing declarations found in the table. The declarative sentences were most in locutioanay act and the representative sentences were most in illocutionary act used to inform some information in relation in *A Mild's* advertisement. Those utterances were explained more clearly in data analysis.

4.1.2.2 Data Analysis

In this data analysis, the researcher will show the process of analyzing the data. The researcher investigated both the types of locutionary and illocutionary act in detail and more clearly. The researcher explained both of locutionary and illocutionary acts such as the context. Since this study deals with utterance in the *A Mild's* advertisement, the analysis focused on the speaker's intention.

The first data "*Untuk Diri*" version

1. *Untuk yang tak pernah nyaman*

a. Types of locutionary act:

The locutionary of utterance number 1 was declarative sentence for commanding.

b. Types of illocutionary act:

These utterances contain directive. Directive is performed at the use of *Untuk yang tak pernah nyaman* in this case, the speaker wants to listener to do some action. The speaker wants the listener to do an action which can make him/her comfortable. That is with smoke *A Mild* cigarette he/she can comfortable every time. The speaker also recommend to the listener to express their life for comfortable. It is directive of commanding.

2. *Yang tak pernah berhenti mencari*

a. Types of locutionary act:

The locutionary of utterance contains declarative sentence for stating.

b. Types of illocutionary act:

The illocutionary utterance was representative. It was representative of stating, *Yang tak pernah berhenti mencari* the speaker says to the listener for keep searching for what they want to find. It represents about how people looking for the enjoying his/her life with looking for a good cigarette.

3. *Untuk siapa yang bertujuan untuk tersesat*

a. Types of locutionary act:

The locutionary of utterance contains interrogative sentence for suggesting and challenging. The speaker is asking question to the listener which is proposed to get lost.

b. Types of illocutionary act:

These utterances contain two illocutionary types, namely representatives and directives. In this case *Untuk siapa yang bertujuan untuk tersesat* were representative of suggesting for the listener who ready to get lost by smoke A

Mild. The second were directives, it has also represented the speaker gives challenging to the listener. The speaker wants listener to do some action for challenge people who never lost or never do bad thing. So, the speaker wants the listener try a something new for their life by smoking A *Mild* product.

4. *Mengikuti kemana hati ingin pergi*

a. Types of locutionary act:

These utterances contains declarative sentence for suggesting.

b. Types of illocutionary act:

These utterances were representatives, *Mengikuti kemana hati ingin pergi* the speaker give a suggestion to the listener that to follow what your heart said, do not listen what people said to you but just do what you want to do. It means that, by smoking A *Mild* cigarette people can do whatever they want, just listen what your heart said to you. It was representative of suggestion.

5. *Untuk yang malu untuk malu*

a. Types of locutionary act:

These utterances were declarative sentences for stating. The speaker declares some statement.

b. Types of illocutionary act:

These utterances were representatives, the utterance *Untuk yang malu untuk malu* was representative of stating. The speaker states to the listener that people who smoke *A Mild* product will never be shy and more confident. So just try the product and you will be ready for something new that you never had.

6. *Berusaha sama agar berbeda*

a. Types of locutionary act:

These utterances were declarative sentences for recommending. The speaker declares some information.

b. Types of illocutionary act:

These utterances were directives. These utterance *Berusaha sama agar berbeda* were directive of recommending. The speaker gives some recommendation that every people wants to equal with the other. With *A Mild* people can equal, together use this product is the equal of the people. The utterance to make different is what condition they smoke, the time and the style. It has referent to the product of *A Mild*, this product plagues of other product. Many products of cigarette imitate *A Mild*, such as the sachet and the style.

7. *Untuk yang takut, takut pada penyesalan*

a. Types of locutionary act:

These utterances were imperative sentences for threatening. The speaker states this utterance to ordering someone to do something.

b. Types of illocutionary act:

These utterances were commissives. The utterance *Untuk yang takut Takut pada penyesalan* were commissives of threatening. The speaker wants the listener to commit some future action. It means that, A *Mild* can make listener to be a brave, A *Mild* give people power to do not fear of regret, because if we try what we believe, we will satisfy what we have done. We will not fear of regret, if we do something with A *Mild* cigarette.

8. *Untuk sang pelopor dan sang pemberontak*

a. Types of locutionary act:

These utterances were impertative sentences for challenging.

b. Types of illocutionary act:

These utterances were directives. The utterance *Untuk sang pelopor dan sang pemberontak* was directives of challenging. The speaker state to the listener that is pioneer and the rebels to give some challenge that to smoke A *Mild* cigarette. If they are truly pioneers and rebels, they will smoke this product. The speaker also intends to give challenge to a person who wants to be a pioneers and rebels, they have to be brave, and that is brave for smoke A *Mild*.

9. *Lupa daratan pada setiap tantangan dan kemungkinan*

a. Types of locutionary act:

These utterances were declarative sentences for daring.

b. Types of illocutionary act:

These utterances were directives. The speaker ordering to the listener that *Lupa daratan* that is after smoke *A Mild* you will forget your entire problem; *A Mild* can make your life more enjoy. The utterance *pada setiap tantangan dan kemungkinan* that is a person who smokes this product will enjoy the challenge, or he/she will be ready on every challenge and possibilities because *A Mild* always beside him/her.

10. Untuk yang siap tersandung tanpa harus jatuh

a. Types of locutionary act:

These utterances were imperative sentences of recommending.

b. Types of illocutionary act:

These utterances were directives. The utterance *Untuk yang siap tersandung tanpa harus jatuh* were directives of recommending. The speaker states to listener that *A Mild* is ready to people who is stumble, the speaker recommend to listener that *A Mild* will accompany you when you are fall. The speaker recommends that if you are fall *A Mild* always beside you.

11. Untuk yang siap mencari dan tersesat

a. Types of locutionary act:

These utterances were interrogative sentences of order and offer.

b. Types of illocutionary act:

These utterances were directives and commissives. The utterance *Untuk yang siap mencari dan tersesat* were directive of ordering. In this case, the speaker orders to the listener that a person who smokes *A Mild* is ready to seek their purpose of their life. Commissives can contain in this utterance. These above utterance were commissives of offer. The speaker offers that with *A Mild* the listener is to be ready getting lost. In any situation, *A Mild* will be your friend when you lost.

12. *Untuk yang siap hidup untuk diri*

a. Types of locutionary act:

These utterances were declarative sentences for commanding.

b. Types of illocutionary act:

These utterances were directives. These utterance *Untuk yang siap hidup untuk diri* were directive of commanding. In this case, the speaker gives some command to the listener that *A Mild* can bring the people life in any situation, without family you can life with *A Mild*. This utterance is also challenging listener that if you are man, you have to be ready to live for himself, this is challenge person who smoke this product.

13. *Go ahead.*

a. Types of locutionary act:

These utterances were imperative sentences of asserting and requesting.

b. Types of illocutionary act:

These utterances were representatives and directives. These utterances *Go ahead* were representative of asserting, the speaker assert the listener to continue their smoking of *A Mild*. This is also can be mean directive, these utterances *Go ahead* were directive of requesting, the speaker request to the listener that to go on in using this product. After looking this advertisement the speaker hopes that the listener did not stop their smoke, but keep this product in his/her life. The last of these utterances *Go ahead* were can also means the speaker asks that if you are still smoke *A Mild*, it will be part of your life. In any condition, every time and place *A Mild* always is your friend.

14. *MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGUAN KEHAMILAN DAN JANIN.*

a. Types of locutionary act:

These utterances were declarative sentence for advising and warning. The speaker informs state some information.

b. Types of illocutionary act:

These above utterances had two types of illocutionary act, directives and declarations. Directives are assuming for to the listener, this is the writer wants to give some advising to the reader, that this product has an effect. It was directive of advising. *MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGUAN KEHAMILAN DAN JANIN* is the

declaration is from the speaker to the listener to get some warn. It is declared by the government to people who smoke a cigarette, the effects of smoke itself declare to listener.

The second data “*Kadang Hari*” version

1. *kadang hari, mendung seakan tak mau pergi*

a. Types of locutionary act:

These utterances were imperative sentence for stating.

b. Types of illocutionary act:

These utterances were representatives. These utterance *mendung seakan tak mau pergi* were representative of stating. In this case a man crushes a woman with his body, and her paper ashamed. The cloud were coming, and starting the rain. That man said to the women who is busy with his duty, and the paper of were blew by wind. The cloud can be mean people who stress with his work, and cannot do anything. A man says to her for giving spirit. Your work can be fast if you are not always thinking about work, but enjoy your day every time with your time. If you can enjoy your day, your work will be easily to be done.

2. *sinar selalu kan datang lagi*

a. Types of locutionary act:

These utterances were declarative sentence for suggesting. The speaker informs state some information.

b. Types of illocutionary act:

These utterances were representatives. In this case, after a man says something to her, another woman comes to her and says *sinar selalu kan datang lagi* these utterance were representative of suggesting. The second woman give the first women suggest for not easily to angry. The rays will come right again referent that your work will be done if you are happy. The rays refer to *A Mild* itself.

3. *hujanlah hujan hari ini*

a. Types of locutionary act:

These utterances were imperative sentence for criticizing. The speaker says to the audience for stop the rain.

b. Types of illocutionary act:

These utterances were representatives. A bus passed in their conversation, bus driver says *hujanlah hujan hari ini* these utterance were representative of criticizing. It might refer to *Jakarta*, which is always flood every time the rain comes. This man says happily, that means criticizing to the city itself. Another meaning might refer to *A Mild*, which is in the rain this product will warm your body because of rain.

4. *membuka ragu*

a. Types of locutionary act:

These utterances were declarative sentence for complaining. A woman says to another people.

b. Types of illocutionary act:

These utterances were representatives. After bus driver says, the woman in the bus with a full of people says *membuka ragu* these utterance were representative of complaining. In this case, the speaker wants to people realize that the bus is a full, she gets push from behind and beside her. In this case is the situation of our country that people does not want to be deficit. The context of this advertisement that *A Mild* can open your doubt to be believed to this product.

5. *pacu langkahmu*

a. Types of locutionary act:

These utterances were declarative sentence for suggesting and ordering. A man says to the woman who looks hopeless.

b. Types of illocutionary act:

These utterances were representatives and directive. A man comes to a girl and says *pacu langkahmu* with the smile. It was representatives of suggesting, the speaker wants the audience driving her step to be optimist, don not be pessimist person. This is also directive of ordering, the speaker wants the listener do not stuck in that time, and time is running. The speaker order the listener to do what you have to do, do not imagine a bad thing because sometimes what we think is not what the real. The speaker says as if *A Mild* can drive our step to be a good person.

6. *Bersamaku*

a. Types of locutionary act:

These utterances were declarative sentence for advising. A man said in his office with looking out the window and drinking a cup of coffee.

b. Types of illocutionary act:

These utterances were directives. The man and his employer said *Bersamaku* were directives of advising. In this case people busy with his work, and no time to greeting each other. The speaker said together with me to listener proposed if you are busy and stress, just come with me (*A Mild*)., The speaker offer to the listener that *A Mild* will be with you when you need

7. *jangan merasa kau sendiri (kau tak sendiri)*

a. Types of locutionary act:

These utterances were imperative sentence of state and offer. All people sing together in the office and in the bus.

b. Types of illocutionary act:

These utterances were representatives and commisives. These utterance *jangan merasa kau sendiri* (do not feel that you are alone) were representative of stating, with flat expression of the people, in this case people together in the bus but feel alone. Sometimes many people around us, we feel alone. In a big city people more care about them only. The second were commisives of offer. The utterance

kau tak sendiri was offer of the *A Mild*, that if you are not alone, *A Mild* always beside you. What problem you have, what situation you are *A Mild* is with you.

8. *gapai tanganku*

a. Types of locutionary act:

These utterances were imperative sentence for order and offer.

b. Types of illocutionary act:

These utterances were directives and commissives. In this case, the speaker wants to the listener is when you get some problem, you can raise *A Mild* cigarette. It will decrease your problem when you are in bad situation. These utterances contains directive of ordering. The second is commissives of offer, the speaker offers to the listener to raise *A Mild*.

9. *mereka kan bebaskan kita*

a. Types of locutionary act:

These utterances were declarative sentence for concluding.

b. Types of illocutionary act:

These utterances were representative and commissives. Representatives is aimed at informing *A Mild*, these utterance *mereka kan bebaskan kita* were representatives of concluding. They itself refers to product of *A Mild* cigarette; they will give you a freedom from your problem in your daily life. This cigarette can make a free for everyone, for any situation. The speaker also tries to show the act of advising to

the listener that if you are with *A Mild*, you will happy every time, the picture shows an accident car, but a person was in the car still smile.

10. *percayalah semua*

a. Types of locutionary act:

These utterances were declarative sentence for recommend and offer.

b. Types of illocutionary act:

These utterances were directives and commissives. These utterances were directive of recommending, the utterance *percayalah* the speaker wants the listener believe that *A Mild* can make you free. It shows with many people exit from their work and together sings a song on the street. These utterances were also commissives of offer, in this case *A Mild* offer all people to believe it, it shows people with smile together.

11. *kadang harimendung seakan tak mau pergi*

a. Types of locutionary act:

These utterances were declarative sentence for ask and offer.

b. Types of illocutionary act:

These utterances were directives and commissives. These utterance were directive of asking, the speaker asks to the listener to get some happiness, it shows people on the street sing together when the city stops raining. The second can be mean of offer. After the rain is coming, people offer themselves to get freedom, as if rain is their work activity. They are waiting for the ray that is *A Mild*.

12. *sinar kan selalu datang lagi*

a. Types of locutionary act:

These utterances were declarative sentence for concluding. The speaker informs state some information.

b. Types of illocutionary act:

These utterances were representatives. In this case, people together say *sinar selalu kan datang lagi* these utterance were representative of concluding. The woman who is depression in the first meeting start smile and happy. After the rain were coming, the rays will come right again referent that your work will be done if you are happy. A Mild brings a rays for every people to get their smile.

13. *Go ahead*

a. Types of locutionary act:

These utterances were imperative sentences.

b. Types of illocutionary act:

These utterances were representatives and directives. These utterances *Go ahead* were representative of asserting, the speaker assert the listener to continue their smoking of A Mild. This is also can be mean directive, these utterances *Go ahead* were directive of requesting, the speaker request to the listener that to go on in using this product. After looking this advertisement the speaker hopes that the listener did not stop their smoke, but keep this product in his/her life. The last of these utterances *Go ahead* were can also means the speaker asks that if you are

still smoke *A mild*, it will be part of your life. In any condition, every time and place *A mild* always be your friend.

14. *MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGUAN KEHAMILAN DAN JANIN.*

a. Types of locutionary act:

These utterances were declarative sentence of advising and warning. The speaker informs state some information.

b. Types of illocutionary act:

These utterances had two types of illocutionary act, directives and declarations. Directives are assuming for to the listener, this is the writer wants to give some advising to the reader, that this product has an effect. It was directive of advising.

MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGUAN KEHAMILAN DAN JANIN is the declaration is from the speaker to the listener to get some warn. It is declared by the government to people who smoke a cigarette, the effects of smoke itself declare to listener.

The third data "*Semua Mencari*" version.

1. *Sahabat sejiwa semua mencari*

a. Types of locutionary act:

These utterances were declarative sentence for ordering.

b. Types of illocutionary act:

These utterances contain directives. In this case the speaker wants to say to the listener to do some action. It is directive of ordering *Sahabat sejiwa* the speaker ordered to listener to seek friendship by cigarette that is smoke same product that is *A Mild*.

2. *Canda tawa pelepasan, semua mencari*

a. Types of locutionary act:

The locutionary utterance number 2 was declarative for asserting and thanking.

b. Types of illocutionary act:

The illocutionary utterance was representatives. The speaker asserts that *Canda tawa pelepasan* cannot get easily, that is referring to friend who can always accompany you every time and place; these utterances were representative of asserting. That is represent to a thing which can make people get laugh and free by smoke *A mild*. It was also expressive is express something. These utterances were epressive of thanking. The picture shows people smile with a friend, who is always present when she/he wants. The listener can express their laughter by smoke *A mild* itself.

3. *Tempat dimana kau mencinta semua mencari*

a. Types of locutionary act:

These utterances contain Interrogative sentence.

b. Types of illocutionary act:

The illocutionary utterance was representatives of asserting. The speaker *Tempat dimana kau mencinta* wants to the listener get some place where you can accept by everyone, such as home. This place you can get a love from everyone, and you get safe place to do what you want to. The picture shows how a person is looking for place where she/he can get a love, when you smoke *A Mild* people can accept it.

4. *Kutipan hari untuk berbagi semua mencari*

a. Types of locutionary act:

This utterance contains declarative sentence

b. Types of illocutionary act:

The illocutionary utterance was representatives. It shows people who can get any sharing for many friends. Which can accept of their idea, the day for share to a friend, and a friend for share is *A Mild* itself to share your idea.

5. *Emas diantara sampah semua mencari*

a. Types of locutionary act:

This utterance contains declarative sentence.

b. Types of illocutionary act:

The illocutionary utterance was representatives. These utterances were representative of stating, *Emas diantara sampah* refers to people who wants to get

precious taste is *A Mild*. For many product of cigarette, the speaker states that *A Mild* is gold among the garbage which people can get a precious taste.

6. *Puncak gunung sejarah tentang cinta semua mencari*

a. Types of locutionary act:

This utterance contains imperative sentence, the speaker ordering to do something.

b. Types of illocutionary act:

The illocutionary utterance was representatives. This is representative of asserting. *Puncak gunung sejarah tentang cinta* the speaker gives some statement to the listener to look for the true love. Such as mountain in high sky and stand strong, that love can find within *A Mild* cigarette. In the high mountain people still can enjoy it; in the top of the world this product can bring the listener a love by smoking *A Mild*.

7. *Untuk ditemukan*

a. Types of locutionary act:

This utterance contains declarative sentence for stating.

b. Types of illocutionary act:

These utterances were representatives. These utterance *Untuk ditemukan* were representative of stating. The speaker states to the listener to find what they looking for such as pleasure, love and friend. The speaker wants the listener can get all pleasure in their life in *A Mild* cigarette. The speaker states to listener

everywhere place you want to go to seek, you can find it with smoke *A Mild* cigarette itself.

8. *Temu hati temu mimpi temu arti*

a. Types of locutionary act:

This utterance contains imperative sentence for suggesting.

b. Types of illocutionary act:

These utterances were representatives. These utterances were representative of suggesting. The speaker gave an image to listener that to find the meaning of your life is only with *A Mild*. In any place you seek, you will find it (*A mild*). The speaker brings the listener to finding your love, finding your meaning in this life with *A mild*.

9. *Temu kamu dan kamu*

a. Types of locutionary act:

These utterances were declarative for concluding.

b. Types of illocutionary act:

These above utterances were representatives. These utterances *Temu kamu dan kamu* were representative of concluding. The speaker shows that *A Mild* can get in anywhere. So when you find a something, you will meet *A mild*. Wherever you go, you will find *A Mild*. Every place presents this product. So, the pleasure what you want, you can get easily.

10. *Cari dan temu*

a. Types of locutionary act:

These utterances were imperative for stating and requesting.

b. Types of illocutionary act:

These utterances contain three illocutionary acts, namely representatives and directives. These utterance *Cari dan temu* were representative of stating. The speaker states to the listener to give some information that to seek what your purpose is not easily to get, but with *A Mild* everything what you seek you will get easily. This utterance can be mean directive of requesting, the speaker give some request to the listener that to find what you want *A Mild* has it in their product. So just seek and find what pleasure you want to.

11. *Go ahead*

a. Types of locutionary act:

These utterances were imperative sentences.

b. Types of illocutionary act:

These utterances were representatives and directives. These utterances *Go ahead* were representative of asserting, the speaker assert the listener to continue their smoking of *A Mild*. This is also can be mean directive, these utterances *Go ahead* were directive of requesting, the speaker request to the listener that to go on in using this product. After looking this advertisement the speaker hopes that the listener did not stop their smoke, but keep this product in his/her life. The last of

these utterances *Go ahead* were can also means the speaker asks that if you are still smoke *A Mild*, it will be part of your life. In any condition, every time and place *A Mild* always be your friend.

12. *MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGUAN KEHAMILAN DAN JANIN.*

a. Types of locutionary act:

These utterances were declarative sentence of advising and warning. The speaker informs state some information.

b. Types of illocutionary act:

These utterances had two types of illocutionary act, directives and declarations. Directives are assuming for to the listener, this is the speaker wants to give some advising to the listener, that this product has an effect. It was directive of advising. *MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGUAN KEHAMILAN DAN JANIN* is the declaration is from the speaker to the listener to get some warn. It is declared by the government to people who smoke a cigarette, the effects of smoke itself declare to listener.

4.2 Discussion

The discussion part discusses about the analysis of finding. In this discussion, the researcher presented based the data analysis. After presenting the data

analysis which is produced by *A Mild*'s advertisement; "*Untuk Diri*" version in January 2012, "*Kadang Hari*" version in April 2012, "*Semua Mencari*" version in July 2012 which contains the spoken and written utterances. All types of locutionary are applied namely declarative, interrogative, imperative in this advertisement, and also all types of illocutionary act are applied in this advertisement, namely representatives, commissives, directives, expressive and declarations.

Based on data analysis, the writer found that the utterance used locutionary and illocutionary text in deliver their utterance. There are some words indicating the types of locutionary act; declarative 25 utterances, interrogative 5 utterances and imperative 10 utterances. While illocutionary act; representatives 24 utterances, directives 21 utterances, commissives 7 utterances, expressive 1 utterances and declarations 3 utterances. From the analysis, the writer can conclude that, for locutionary; declarative sentence is most often used in this advertisement because the speaker declare some statement to the listener to get straight point. The speaker more gives information of this advertisement itself. While illocutionary; representatives is most often used in this advertisement because the speaker describes some state affairs, the speaker is stating and suggesting to the listener to use this product.

According to finding, it is necessary to apprehend the proposition and the context of the utterance. The types of locutionary are not always identified only in utterance but also the context. Sometimes imperative sentence is not always used in stress utterance such as the example *shut up!* But in finding such as *Go Ahead* can

include imperative, because it has meaning the speaker wants asking the listener to do something. For the types of illocutionary acts can be identified by the context. In a finding, illocutionary acts can be meaning two types. Such as *MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN* these above utterances had two types of illocutionary act, directives and declarations. Directives are assuming for to the listener, this is the writer wants to give some advising to the reader, that this product has an effect. It was directive of advising. The second is declaration; it is from the speaker to the listener to get some warn. It is declared by the government to people who smoke a cigarette, the effects of smoke itself declare to listener.

Related to the two previous studies, there are similarities and differences between this study and previous study. In this study the researcher found all literal meaning locutionary based on Levinson theory and illocutionary acts based on Searle's theory. Maria Ulfah (2007) used Austin's theory for analyzing the illocutionary acts and Searle's theory for analyzing the illocutionary acts; she found 3 types of illocutionary acts. She did not find types of expressives and declarations. In the discussion, the researcher found all of types of locutionary acts based on Levinson's theory and types of illocutionary acts based on Searle's theory. The second Mirza Fajrin (2011) found all types of illocutionary acts based on Austin's theory. Here, the researcher also found all types of illocutionary but based on Searle's theory.