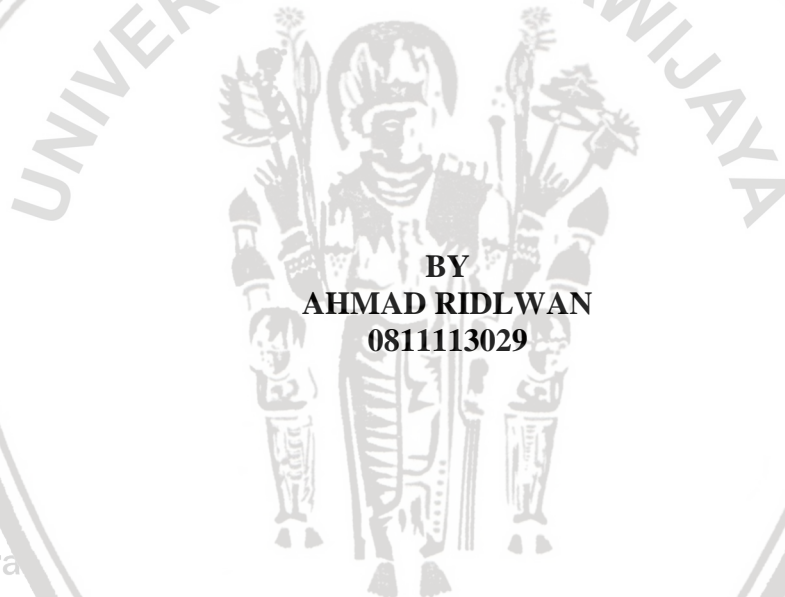


**AN ANALYSIS OF LOCUTIONARY AND ILLOCUTIONARY
ACTS IN SAMPOERNA A MILD'S TV ADVERTISEMENT**

THESIS

**Presented to
Universitas Brawijaya
in partial fulfillment of the requirements
for the degree of *Sarjana Sastra***



**BY
AHMAD RIDLWAN
0811113029**

**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA**

2013

DECLARATION OF AUTHORSHIP

Herewith I,

Name : Ahmad Ridlwan
NIM : 0811113029
Address : Jl. Proliman 144 RT 04/01Pekalongan Batealit Jepara

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Ahmad Ridlwan
NIM. 0811113029

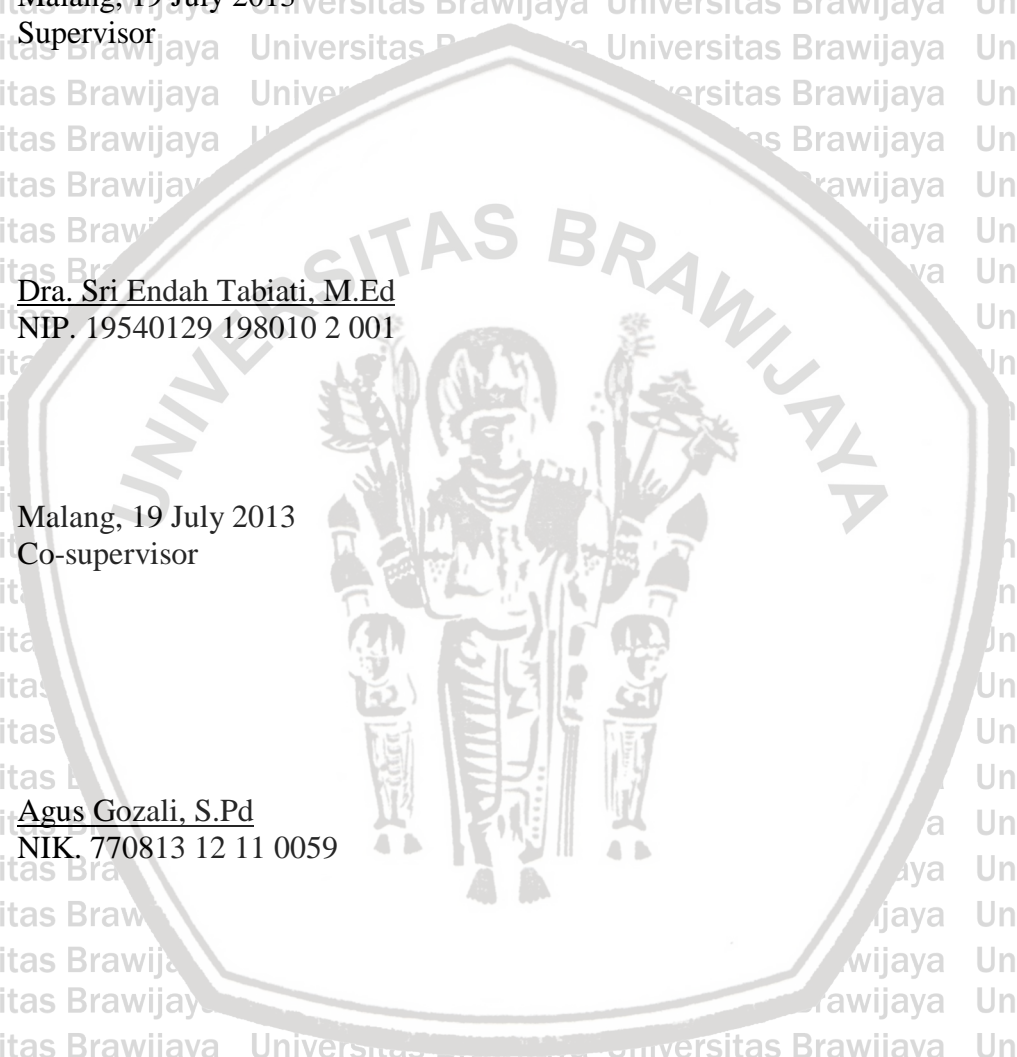
This is to certify that the *Sarjana* thesis of Ahmad Ridlwan has been approved by
the Board of Supervisors

Malang, 19 July 2013
Supervisor

Dra. Sri Endah Tabiati, M.Ed
NIP. 19540129 198010 2 001

Malang, 19 July 2013
Co-supervisor

Agus Gozali, S.Pd
NIK. 770813 12 11 0059



This is to certify that the *Sarjana* thesis of Ahmad Ridlwan has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra*

Dra. Sri Endah Tabiati, M.Ed
NIP. 19540129 198010 2 001

Agus Gozali, S.Pd
NIK. 770813 12 11 0059

Widya Caterina Perdhani, M.Pd
NIK. 860621 121 2 0100

Acknowledged by,
Head of Study Program of English

Sighted by,
Head of Department of Languages
and Literature

Yusri Fajar, M.A
NIP. 19770517 200312 1 001

Syariful Muttaqin, M.A
NIP. 19751101 200312 1 001

ABSTRACT

Ridlwani, Ahmad. 2013. **An Analysis of Locutionary and Illocutionary Acts in Sampoerna *A Mild*'s TV Advertisement**. Study Program of English, Faculty of Culture Studies, Department of Language and Literature Universitas Brawijaya, Supervisor: Dra. Sri Endah Tabiati, M.Ed; Co-Supervisor: Agus Gozali, S.Pd.

Key words: Advertisement, *A Mild*, Pragmatics, Locutionary and Illocutionary Acts.

Advertisement is one of media to make the product of a company recognized by people. There are two types of advertisement; first, Soft news as shown in television, web and radio. Second, Hard news as shown in magazine, newspaper, and billboard. Advertisement presents or describes a product interestingly which could make people very desirable to purchase or consume. The researcher is interested in analyzing *A Mild* TV advertisement; because this advertisement is the pioneer of cigarette advertisement which is usually presented with trendy and attractive way for introducing the product. This research entitled "An Analysis of Locutionary and Illocutionary Acts in Sampoerna *A Mild*'s TV Advertisement" is aimed at analyzing the speech act of *A Mild* TV advertisements in 2012.

This research is focused on three selected *A Mild*'s TV advertisements; they are *A Mild*'s advertisement, "*Untuk Diri*" version in January 2012, "*Kadang Hari*" version in April 2012 and "*Semua Mencari*" version in July 2012. The researcher uses pragmatics theory. Yule (1996, p. 3) "Pragmatics is the study of speaker meaning". It can be said that a word or phrase in every utterance coming out of speaker or writer has a meaning. Actually, context influences several aspects of circumstances such as places, time, and with whom they are talking to. In this case, it is speech act. Speech act is about how the speaker performed in saying something, how the locutor (speaker/writer) offers an apology, greeting, request, complaint, invitation, compliment, or refusal to the interlocutor (listener/reader). In speech act there are three kinds of acts: Locutionary act, Illocutionary act, and Perlocutionary act. Locutionary act is speech act of saying something of the utterance, the act of saying something in the full sense of say. Meanwhile illocutionary act is the act performed in saying something and a perlocutionary act is the act performed as a result of saying.

The researcher limits his study on locutionary and illocutionary acts. The researcher uses Levinson's theory for analyzing locutionary acts and Searle's theory for analyzing illocutionary acts. The result of this research shows that what kind of speech act is represented by *A Mild*'s TV advertisement. Specifically in *A Mild* TV advertisement how their utterance produced in TV advertisement.

ABSTRAK

Ridlwani, Ahmad. 2013. **An Analysis of Locutionary and Illocutionary Acts in Sampoerna A Mild's Advertisement**. Program Studi Sastra Inggris, Fakultas Ilmu Budaya, Jurusan Sastra Inggris Universitas Brawijaya. Pembimbing: (1) Dra. Sri Endah Tabiati, M.Ed (II) Agus Gozali, S.Pd.

Kata kunci: Iklan, A Mild, Pragmatik, lokusi dan ilokusi.

Iklan adalah suatu media yang dibuat oleh suatu perusahaan untuk memasarkan produk mereka kepada masyarakat. Iklan sendiri mempunyai dua bentuk; seperti *Soft news* adalah iklan yang mana di perlihatkan dalam bentuk media seperti televisi, web serta radio, dan *Hard news* adalah iklan yang mana diperlihatkan dalam bentuk media seperti majalah, koran, poster maupun baliho. Fungsi iklan sendiri bertujuan untuk membuat masyarakat tertarik membeli serta mengkonsumsi produk yang dipasarkan. Iklan rokok biasanya disampaikan dengan cara yang berbeda dengan iklan yang lain, iklan rokok sering menggunakan gaya serta bahasa yang tidak berhubungan dengan iklan itu sendiri. Hal ini yang membuat penulis tertarik untuk menganalisa iklan TV rokok A Mild, salah satu iklan rokok yang menjadi pelopor serta menginsiparasi iklan rokok lain dengan menggunakan bahasa yang kreatif. Penelitian ini berjudul "Analisis lokusi dan ilokusi di dalam iklan TV Sampoerna A Mild" yang bertujuan menganalisa tindak tutur di dalam iklan TV A Mild yang ditampilkan pada media televisi.

Penelitian ini fokus pada 3 iklan A Mild pada tahun 2012, yaitu: versi "Untuk Diri" pada bulan Januari tahun 2012, lalu versi "Kadang Hari" pada bulan April tahun 2012, yang terakhir versi "Semua Mencari" pada bulan Juli tahun 2012. Peneliti menggunakan salah satu teori pragmatik dalam menganalisa iklan A Mild, pragmatik sendiri mempelajari tentang hubungan makna dari kata maupun kalimat yang diucapkan/ditulis oleh pembicara/penulis kepada pendengar/pembaca, bagaimana pembicara/penulis menyampaikan pesan mereka kepada pendengar ataupun pembaca, dan bagaimana konteks mempengaruhi pesan itu sendiri. Sebenarnya konteks dapat mempengaruhi makna itu sendiri, seperti waktu, tempat dan kepada siapa pembicara itu berbicara. Dalam kasus ini adalah tindak tutur. Bagaimana pembicara menyampaikan sesuatu, seperti meminta maaf, menyapa, meminta, komplain, ajakan serta penolakan. Tindak tutur sendiri dibagi menjadi tiga; lokusi, ilokusi dan perlokusi. Ilokusi lebih kepada pernyataan/perkataan yang disampaikan oleh pembicara/penulis, ilokusi lebih kepada maksud/makna yang ditangkap dari perkataan yang disampaikan oleh pembicara kepada pendengar, dan perlokusi lebih ke efek/tindakan dari pendengar itu sendiri.

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