

CHAPTER I

INTRODUCTION

This chapter presents the introduction which consists of background of the study, problems of the study, objectives of the study, and definition of key terms.

1.1 Background of the Study

Advertisement is one of media to make the product of company recognized by people which is shown in television, magazine, billboard, newspaper, radio.

Nowadays, there are two types of advertisement itself: 1. Soft news is shown in television, web and radio. 2. Hard news is shown in magazine, newspaper, and billboard. In line with the growth of technology, television becomes the most attractive media since it involves audio and visualization to make people interested.

Advertisements often present different and attractive way to deliver their product to people especially for products such as cigarette. One of the cigarette advertisements that use different way from another advertisement to introduce the product is *A Mild*.

It is about how to influence people by media's presentation, when they watch advertisement on television.

Advertisement can also bring big effect to the reader; many people have been questioning what the author means by that advertisement. Just look with critical

thinking, what is a value, benefit, their meaning and also significance of advertisement what we watch/read. Advertisement presents or describes a product interestingly which could make people very desirable to purchase or consume. It means that advertisement is designed to generate the desire of consumption of certain products and services through the creation and reinvention of the brand image.

Sometimes the listener or the reader does not really understand the utterance which is delivered by the speaker or the writer of advertisement. Speech acts cover people's problem to understand about the meaning behind the utterance of advertisement. According to Yule (1996, p. 47) Speech acts is an action performed by the use of utterance to communicate. It means that speech act is an utterance of a speaker that is used to say something or do something. Speech acts are not completely described in grammar; it means that utterances are actions from the speaker or the writer to give effect to the listener and the reader. Every utterance has meaning and gives the effect to the listener and the reader. Moreover, Austin (as cited in Coulthart, 1985, p.17) asserts that in saying anything one is performing some kinds of acts or in simple words. It means that speech act is an utterance of a speaker that is used to say something or do something.

A study of speech acts can be applied in analyzing soft news that is *A Mild* advertisement in television. Austin in Levinson (1983:236) 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. While illocutionary act is the force of the utterance, it is the force to

do something; an illocutionary act is the act performed in saying something. And a perlocutionary act is the act performed as a result of saying. The researcher is interested in analyzing speech acts because this study is not only concerned with what people say but also how people produce utterances in order to inform or do something. For example; a man sit in the class and he wagged his hand to his face.

1. First, "it is hot here". (Locutionary act)
2. Second, the speaker requesting for turn on the fan or open the window. (Illocutionary act)
3. Third, the effect it has – somebody turns on the fan or open the window to make him relax or get the fresh air. (Perlocutionary act)

A locutionary act is the act of the utterance delivered by the speaker or the writer that has sense and reference. According to Mey (2009) locutionary act is the production of a meaningful linguistic expression, it means that an utterance which is uttered by the speaker or the writer has meaning, and every expression has meaning.

Illocutionary act is act of the utterance to the listener or the reader, the illocutionary can mean that behind the utterance delivered the speaker/writer must be understood by the listener or the reader.

Cigarette advertisements are the advertisement of cigarette products by the cigarette industry through a variety of media and events. Cigarette advertisement is very creative advertisement when they deliver their message to the audience, it is usually did not relation with the product. Cigarette advertisement never shows their product to produce their product; it is different with another advertisement. It does

because there is government policy in Indonesia that prohibits shown the picture of the cigarette product. It makes the advertiser have to create something to represent the product. In Indonesia, there is a rule that prohibit showing the portrayal of cigarette itself although this is a cigarette advertisement.

Tobacco or cigarettes belong to the category products of containing addictive substances; if it is containing addictive substances, cigarette will not be allowed to be advertised. Law of Indonesia (*UU RI*) No. 109 year 2012 in concerning cigarette advertisement, bab IV is about implementation in second part, paragraph 39.

Cigarette advertisement did not allow showing the cigarette, showing people smoke, and showing cigarette pack in advertisement.

In this study, the researcher uses *A Mild* Advertisement as on object of the study. The history of Sampoerna and its continued success is inseparable from the history of its founding family. In 1913, Liem Seeng Tee, a Chinese immigrant, began his business by producing and selling hand-rolled kretek cigarettes at his home in Surabaya. With his business firmly established, Seeng Tee later changed his family name and the name of his company to Sampoerna. The third generation of the Sampoerna family, Putera Sampoerna, took over the helm of the Company in 1978.

Under his leadership, Sampoerna accelerated its growth and became public company in 1990, establishing a modern corporate structure and embarking on a period of investment and expansion. Sampoerna subsequently succeeded in consolidating its position as one of Indonesia's top-tier companies. With its business success, Sampoerna drew the interest of the world's leading international tobacco company

Philip Morris International Inc. This led to PT Philip Morris Indonesia acquired majority ownership of Sampoerna in May 2005 (www.sampoernaamild.com).

A Mild is one of the products from PT HM Sampoerna Tbk. as an Indonesian tobacco company. Sampoerna *A Mild* was introduced and produced in 1989 in Bandung as new product of PT HM Sampoerna Tbk. The most popular brand is Sampoerna *A Mild*. Sampoerna *A Mild* is a cigarette with the mild flavor and low tar and nicotine, a filter cigarette in white paper. *A Mild* is a very unique cigarette brand because the first time it was produced; it did not belong to any categories of cigarette.

In this study, the researcher wants to analyze the utterances in *A Mild's* advertisement. Nowadays, cigarette advertisements are usually presented in a trendy and attractive way. The researcher chooses this topic for his research because this advertisement has different style to deliver the product, the company present different and attractive way to deliver their product to make people interest and consume it. *A Mild* always shows its leadership toward other, it can be seen from the advertisements is creative and unique. *A Mild* shows "out of box" advertisement. It makes the researcher believes that it will be interesting to analyze this advertisement. The other reason the writer chooses *A Mild* advertisement is that the advertisement still has the power to attract all levels of people although the products are already settled in Indonesia for many years, and also the advertisement always brings interactive and provocative slogan in order to get public attention. Locutionary act and illocutionary

act of the utterance in *A Mild's* advertisement as the subject of this study are useful for the reader. The researcher wants to know which utterance is categorized as locutionary acts and Illocutionary acts in *A Mild's*. The researcher limits this study only to utterance that only contains locutionary and Illocutionary acts.

1.2 Problems of the Study

Based on the background of the study in the previous discussion, the problems formulated in this study are:

1. Which utterances in categorized into locutionary acts and illocutionary acts in Sampoerna *A Mild's* TV advertisement?
2. What are the types of locutionary acts and illocutionary acts applied in Sampoerna *A Mild's* TV advertisement?

1.3 Objectives of the Study

Related to the problem of study above, the aims of this study are:

1. to know which utterances in categorized into locutionary acts and illocutionary acts in Sampoerna *A Mild's* TV advertisement.
2. to describe the types of locutionary acts and illocutionary acts applied in in Sampoerna *A Mild's* TV advertisement.

1.4 Definition of Key Terms

In this discussion, the researcher would like to give the definition of key term of the study which is related to this study to avert misinterpretation and also ambiguity. The researcher organizes some key term for helping the reader catches the idea of the writer.

a. **Pragmatics** is the study of intended speaker meaning, or how we recognize what is meant even when it is not actually said or written. (Yule, 1996; p. 3).

In this study about the meaning of the utterance which is delivered by the speaker or the writer.

b. **Speech act** is not completely described in grammar, but also in formal features of the utterance used in carrying out the act might be quite directly tied in accomplishment. It can mean that utterances are action from the speaker or the writer, and they also did not always use complete grammar to deliver an utterance to the listener or the reader (Sadock, 2006; p. 53). This study is about how speaker or writer use utterances to perform their action in daily life to deliver their message.

c. **Locutionary** is an act of uttering sentences which determines certain sense and reference which is roughly equivalent to meaning in the traditional sense (Levinson, 1992; 236). In this study about the speaker or the writer deliver their utterance to the listener or the reader which has sense and meaning.

d. **Illocutionary** is an act which is performed in saying something, act is the statement; the action intended by the speaker, the point is get to the listener to

do something (Austin in Coulthrad, 1985: 17). In this study is about how listeners understand the point of the utterances which is delivered by the speaker.

e. **TV Advertisement** is one kind of soft news. This media is one of media to make the product a company be recognized by people which as shown in television, it is powerful media to advertising product. TV Advertisement can also bring big effect to the audience. In this study is about how advertisement make their product could make people very desirable to consume it.

f. *A Mild* was introduced and produced in 1989 in Bandung as a new product of PT HM Sampoerna Tbk. The most popular brand in PT HM Sampoerna Tbk. is Sampoerna 'A' *Mild*. Sampoerna *A Mild* is cigarettes with the mild flavor and low tar and nicotine, a filter cigarette in white paper. In this study is about the utterance used by *A Mild* which shows out of box, the meaning of the utterance cigarette advertisement.

