

**DIRECTIVE SPEECH ACT USED IN PUBLIC SERVICE
ADVERTISEMENT OF MINISTRY OF HEALTH REPUBLIC
OF INDONESIA IN 2014 - 2017**

UNDERGRADUATE THESIS

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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2018**

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**Presented to
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In partial fulfillment of the requirements
For the degree of Sarjana Sastra**

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2018

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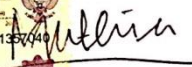
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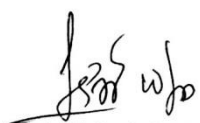


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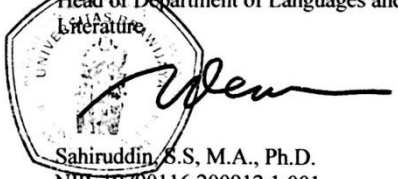
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The Researcher

ABSTRACT

Imantari, Muthia. 2018. **Directive Speech Act Used in Public Service Advertisement of Ministry of Health Republic of Indonesia in 2014 – 2017.** Study Program of English Department of Language and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor : Istiqomah Wulandari.

Keywords: *Speech Acts, Directive Speech Act, Public Service Advertisement, Ministry of Health Indonesia.*

Language and communication are two things that cannot be separated, they are always connected. Communication takes an important role in human's life. The study of meaning as communicated by speaker is called pragmatics. One of elements in pragmatic is directive speech act. Directive speech act can be studied from various perspective and can be found anywhere like advertisement. The researcher conducted this study to find out the types of directives act and most frequently in used in Public Service Advertisement of Ministry of Health Republic of Indonesia in 2014-2017.

This study uses qualitative approach as the outcome of this study in a form to text. Moreover, this study is analyzed by using discourse analysis method as the data are already transcribed. The data of this study are the utterances and words from the advertisement. The data source of this study is from youtube.

Based on the data analysis, the researcher find five out of twenty categories of Directive Speech Act by Jucker and Taavitsainen (2008), and this study used theory by Yule (2006). The study reveals that there are 41 utterances that contain directive speech act based on the categories, namely; advising (18 utterances), warning (11 utterances), instructing (6 utterances), recommending (4 utterances), and requesting (2 utterances). The most frequently device found in the data is **advising**. Based on Bollen (in Hadiwijaya, 1994:30) one of the characteristics of advising was persuasive and this advertisement contained persuasive word.

In this study focused on finding directive speech act used in Public Service Advertisement of Ministry of Health Republic of Indonesia. Based on the data analysis, the researcher found five out of twenty categories of directive speech act proposed by Jucker and Taavitsainen (2008), namely advising, warning, recommending, instructing and requesting. The most dominant category advising. The researcher suggests for the further researchers are expected to conduct a study about another element of illocution such as representative, commisive, expressive and declarative. The researcher also suggests the next researchers to apply different theories from different experts who may have developed the theory of directive speech act.

ABSTRAK

Imantari, Muthia. 2018. **Directive Speech Act Used in Public Service Advertisement of Ministry of Health Republic Indonesia from 2014 – 2017.** Program Studi Sastra Inggris, Jurusan Bahasan dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: Istiqomah Wulandari.

Kata Kunci: *Tindak tutur, Tindak Ilokusi, Tindak Direktif, Iklan Layanan Masyarakat, Kementerian Kesehatan Indonesia*

Bahasa dan komunikasi adalah dua hal yang tidak dapat dipisahkan, mereka selalu terhubung. Komunikasi mengambil peran penting dalam kehidupan manusia. Studi tentang makna dari komunikasi oleh pembicara disebut juga dengan tindak tutur. Salah satu elemen dari tindak tutur adalah tindak direktif. Tindak direktif bisa dipelajari dari berbagai perspektif dan bisa ditemukan dimana saja seperti dari iklan. Penulis melakukan penelitian ini untuk mencari tipe dari tindak direktif dan tipe tindak direktif yang paling sering muncul di Kementerian Kesehatan Indonesia sejak tahun 2014 – 2017.

Penelitian ini menggunakan pendekatan kualitatif sebagaimana hasil dari penelitian ini dalam bentuk teks. Selain itu, penelitian ini di analisis menggunakan metode analisis wacana karena data penelitian yang sudah di transkripsikan. Data penelitian ini diperoleh dari kalimat dan kata dari iklan layanan masyarakat tersebut. Data penelitian ini diperoleh dari youtube.

Berdasarkan pada data yang sudah di analisis, penulis menemukan lima dari dua puluh kategori tindak direktif yang dikemukakan oleh Jucker dan Taavitsainen (2008), dan penelitian ini menggunakan teori dari Yule (2006). Penelitian ini mengungkapkan bahwa ada 41 ucapan yang mengandung tindak direktif berdasarkan kategori, yakni; menyarankan (18 ucapan), memperingatkan (11 ucapan), menginstruksikan (6 ucapan), merekomendasikan (4 ucapan), meminta (2 ucapan). Perangkat tindak direktif yang paling sering muncul di dalam data ini adalah **menyarankan**. Menurut Bollen (in Hadiwijaya, 1994:30) salah satu karakteristik dari menyarankan adalah persuasif dan iklan ini banyak mengandung kalimat persuasif.

Dalam penelitian ini difokuskan untuk menemukan tindak tutur direktif yang digunakan dalam Iklan Layanan Masyarakat Kementerian Kesehatan Republik Indonesia. Berdasarkan analisis data, peneliti menemukan lima dari dua puluh kategori tindak tutur direktif yang diusulkan oleh Jucker dan Taavitsainen (2008), yaitu menasihati, memperingatkan, merekomendasikan, menginstruksikan dan meminta. Kategori yang paling dominan memberi nasihat. Penulis menyarankan untuk peneliti selanjutnya untuk melakukan studi ini dengan elemen yang berbeda dari tindak ilokusi seperti representative, komisif, ekspresif, deklaratif. Dan penulis juga menyarankan untuk peneliti selanjutnya untuk menerapkan teori yang berbeda dari ahli yang berbeda yang mungkin telah mengembangkan teori tindak tutur direktif.

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CHAPTER I

INTRODUCTION

In this chapter, the writer will describe some important points which are related to the area of study. Those important points will be the background of the study, problem of the study, objective of study and definition of key term.

1.1 Background

Language and communication are two things that cannot be separated, they are always connected in so many ways. Communication takes an important role in human's life, with communication we can share any information, exchanging knowledge, express our aspirations to something, and many more. Communication cannot be done successfully without language, when people communicate they need language so the message they carry can be delivered to the person they are talking to. That is why both language and communication is always connected.

The study of meaning as communicated by speaker (or writer) and interpreted by a listener (or reader) is called Pragmatics (Yule, 2006) by considering pragmatics, individuals can interpret the expected importance which is inferred through the articulation or which is said implicitly. According to Crystal in Soekemi (1995) speech act is a theory which analyses the role of utterance in relation to the behavior of speaker and listener in interpersonal communication. There are five basic kinds or categories of speech acts (actions that can be performed in speaking) which mean the five types of utterances developed by Yule (2006). There are

Declarative, Expressive, Directives, Commisives, and Representative. In this study the researcher focus with directive speech act only. Directives act is the speaker's attempt to get his addressee to do something. Jucker and Taavitsainen (2008) state that Directive speech acts contain a verb, an object and asked for performed by speaker and the listener. The directive speech acts are divided into 20 sub categories. Directive speech act can be found in advertisement, utterances, movie, etc. this study uses advertisement as the object.

According to Merriam-Webster Dictionary (2017), advertisement is a public notice especially one published in the press or broadcast over the air. Advertisement is used by the company to promote their product or to make announcement. advertisement is used to persuade the readers to do something that the company wants to. There are some type of advertisements, such as national advertisement, international advertisement, retail advertisement, classified advertisement, public service advertisement, etc. In this study the researcher focus on public service advertisement.

According from Elinor McDaniel (2015) are meant for public interest as opposed to commercial advertisements for products or services advertised "to sell". PSAs are intended to modify public attitudes by raising awareness about specific issues.

George Dessart (n.d) Public Service Announcements

PSAs came into being with the entry of the United States into World War II. Radio broadcasters and advertising agencies offered their skills and facilities toward the war effort and established the War Advertising Council which

became the official homefront propaganda arm of the Office of War Information.

Based on Ahmad Fauzin Madin (2010) In 1968s Public Service Advertisement in Indonesia has began. For the first time, advertising agency made an advertising about playing with firecrackers. After that, there are so many advertisement about some trends and issues in Indonesia. For example in 1974 matari ad made a advertisement about relationship about parents and kids.

According to Robert Jackall and Janice Hirota (2006), who researched the history of public service advertising, these powerful images and calls to action were by no means the only factors in uniting the public on the war effort, but they did help mold public opinion.

The primary purpose of Public Service Advertisements (PSA) state by Paul Sugget (2017) are to inform and educate rather than sell a product or service. The goal of a PSA is to change public opinion and raise awareness for a problem, because PSA is about specific issues in people. According to Elinor McDaniel (2015) is "The main objectives of PSA is spread social conscious among the masses and promote important social issues which generally go unnoticed". PSAs can be seen anywhere such are television, youtube, radio, etc.

The researcher focuses on public service advertisement of Ministry of Health Republic of Indonesia from 2014 – 2017. Ministry of health Indonesia is a government ministry which organize public health affairs within the Indonesian government. The Ministry of Health promulgates and implements national policy for health and social care matters. It sets standards and guidelines for local health

sectors, and trains health care personnel. Directive speech act can be found in public service advertisement because the words or the utterances using directive context

In this research, the researcher wants to analyze the directive speech act used in Ministry of Health Republic of Indonesia from 2014 – 2017. This research used theory by Yule (2006). The purpose this thesis to tell what the behind words or utterances and to explain what the words or utterances for with directive context. The writer expects that this study be useful for the readers and the next researchers who want to conduct similar research about Directive Speech Act with another object or use the same object with another theory to enrich the knowledge.

1.2 Research Problems

Based on the background study, the researcher conducted this research to find the answers of the following questions:

1. What are the types of directives act used in Public Service Advertisement of Ministry of Health Republic of Indonesia in 2014 – 2017?
2. Which type of directive speech act appear most frequently in used in Public Service Advertisement of Ministry of Health Republic of Indonesia in 2014 – 2017?

1.3 Research Objectives

In line with the research problems, the objectives of the study are:

1. The researcher wants to make the readers understand about the types of directive speech act (illocutionary act) found in Public Service Advertisement of Ministry of Health Republic of Indonesia in 2014 – 2017

2. The researcher want to find which type of directive speech act appear most frequently in used in Public Service Advertisement of Ministry of Health Republic Indonesia in 2014 – 2017

1.4 Definition of Key Terms

- Speech act : is concerned with the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader.
- Illocutionary act : is the uttered by speaker that is not only say or State but also it is used to ask someone else to do something.
- Directive Speech act : directives are those kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. The utterances that can be included in directives acts are commands, warning, requests, suggestions, and they can be positive or negative.
- Public Service Advertisement : Any announcement for which ublic service announcements which aimed to protect and improve health are examples of health communication as a part of social marketing
- Ministry of health Indonesia : A government ministry which organize public health affairs within the Indonesian government.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consist of some theories in the field of pragmatics which focuses on directive speech act. The theories which are used and stated to support the analysis are Pragmatic, Speech act, Public Service Advertisement, Ministry of Health Republic Indonesia and the previous studies.

2.1 Pragmatics

Pragmatics is the branch of linguistics dealing with language in use and the context in which is used. Pragmatics deals with the concept or encyclopedic knowledge. Context can help readers/listeners to determine the meaning of what is said. According to Mey (1993, p.6) “pragmatics as study of the way humans use their language in communication, bases itself on a study of those premises and determines how they affect, and effectualized, human language use”. In pragmatics we studied about what speakers means, not only about language but also studying language via pragmatics is that one can talk about people’s intended meaning, their assumptions, their purposes or goals, and the kinds of actions that they are performing when they speak.

Cruse (2000, p.16) states

Pragmatics can be taken be concerned with aspect of information (in the widest sense) conveyed through language which are not encoded by generally accepted convention in the linguistic form used but which none

the less arise naturally out of and depend on the meaning conventionally encoded in the linguistic form used, take in conjunction with the context in the forms are used.

This type of study necessarily involves the interpretation of what people mean in particular context and how the context influence what is said.

2.2 Speech Act

According to Yule (2006,p.118) “speech acts is the action performed by a speaker with an utterance”. “actions performed via utterances are generally is called speech acts and in English, are commonly given more specific labels, such as apology, complain, compliment, invitation, promise and request,” based on Yule (1996, p.47) speech act can be studied in communicative event. When we laerning about it, we can understand about speech event in utterances which speaker said or received message by hearer in dialogue in movie or in advertisement. To analyze the speech events it is clearly another way of studying how more gets communicated than is said.

Austin in Yule (2006) descrived kinds of acts, they are locutionary act, illocutionary act and Perlocutionary act. As explain below:

1. Locutionary act

Locutionary act is the basic of utterance that is producing a meaningful linguistics expression. In performing a locutionary act, a speaker uses an

identifiable expression, consisting of a sentence or fragment of sentence from language.

2. Illocutionary act

Illocutionary act is an act of doing something; the uttered by the speaker that is not only to say or state something but also it is used to ask someone else to do something. In utterance, speaker performs an illocutionary act in using a particular location to refer. Such utterance has illocutionary act force of a statement, a confirming, a denial, a prediction, a promise, a request, etc.

3. Perlocutionary act

Perlocutionary act is an act that uttered to affect the listener. An utterance that is uttered by someone often has effect to the listener. Which can be expected or unexpected affect that created by the speaker. So, in other word, a perlocution is listener behavioral response to the meaning of the utterance, not necessarily physical or verbal response, perhaps merely a mental or emotional response.

2.3 Illocutionary

According to Austin in Carol (1999, p.140), the illocutionary acts is “the action that is performed by saying the sentence”. However, this research only use the theory of illocutionary act from Searle because the fact that this person has been successful in developing this theory, which is originally from Austin.

Yule (2006). He stated that there are five basic kinds of action that one can perform in speaking, by means of the following five types of utterance :

- a) **Representatives:** representatives are those kinds of speech acts that state what the speaker believes to be the case or not. Statements that are included in representative acts are fact, assertions, conclusions, and descriptions.

Example : “Today is so cool”

- b) **Directives :** directives are those kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. The utterances that can be included in directives acts are commands, warning, requests, suggestions, and they can be positive or negative.

Example : “Would you mind to open the door, please?”.

- c) **Commissives :** commissives are those kinds of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends. They are promises, threats, refusals, pledges, and they can be performed by the speaker alone.

Example : After I arrived at home, I will call you

- d) **Expressives :** expressives are those kinds of speech acts that state what the speaker feels. They express psychological states and can be statements of pleasure, pain, likes, dislike, joy, or sorrow. They can be caused by something the speaker does or the hearer does.

Example : “Wooww, the hat is very beautiful”

- e) **Declarative :** declarations are those kinds of speech acts that change the world via their utterance. In this case, the speaker has to have a special institutional role in a specific context in order to perform a declaration

appropriately. Therefore, declaration acts can be occurred if the speaker has a special role in a certain field. On the other way, if the speaker has not a special role in a certain field the speech acts cannot be happened.

Example : “Priest: I now pronounce you husband and wife”

2.4 Directive Speech Act

According Jucker and Taavitsainen (2008) state that directive speech acts are divided into 20 sub categories namely are :

- 1) Advising: offer suggestions about the best course of action to someone. The act of advising is used when someone need or give a suggestion or advise about everything she/he need or to do. Example: I advise him to go home.
- 2) Admonishing: Reprimand firmly. The act of admonishing is used to remind someone about something. Example: *she admonished me for appearing at breakfast unshaven.*
- 3) Asking: say something in order to obtain an answer or some information. The act of asking is used when someone want to know about something or information. Example: I asked her what she meant.
- 4) Begging: ask someone earnestly or humbly for something. The act of begging is used when she/he request to do something for him / her. Example: *she begged me to say nothing to her father.*
- 5) Challenging: testing one's abilities. The act of challenging is used when she/he want to invite to test one's abilities. Example: *The bedroom scene is one of the most challenging for Juliet.*

6) Daring: (people) adventurous or (action) audaciously bold. The act of daring is used when she/he like challenge or dare to do something. Example: *But if you're a daring person, you'd probably do anything to get to the top of the highest mountain in the world.*

7) Demanding: (of a task) requiring much skill or effort; (of a person) not easily satisfied. The act of demanding is used when she/he want to do more with his/her something. Example: *she has a busy and demanding job.*

8) Dismissing: allow to leave; send away. The act of dismissing is used when someone really don't need something and leave that. Example: *she dismissed the taxi at the corner of the road*

9) Excusing: Forgive (someone) for a fault or offence. The act of excusing is used when he/she forgive someone for a her/his fault. Example: *you must excuse my brother.*

10) Forbidding: Unfriendly or threatening in appearance. The act of forbidding is to refuse to allow something

11) Instructing: tell or order someone to do something. The act of instructing is used usually when someone give a command to others. Example: *she instructed him to wait.*

12) Inviting: Offering the promise of an attractive or enjoyable experience. The act of inviting is encouranging someone to feel welcome. Example: *the room looked cosy and inviting.*

13) Ordering: disposition of people or things in relation to each other according to a particular sequence, pattern, or method. The act of ordering is used when someone asks her / his addressee to want something

Example: go fetch a cup of coffee for your father!

14) Permitting: officially allow (someone) to do something. The act of permitting is used when someone give access or allow to do something. Example: he would not permit anybody access to the library.

15) Recommending: advice or suggest (something) as a course of action. The act of recommending is used when someone give you a suggest about something. Example: *I strongly recommend reading it yourself to make your own judgement about what it says.*

16) Requesting: A thing that is asked for. The act of requesting is used when someone ask for to do something. Example: *All of these assignments and requests for prayer are done through the Internet.*

17) Requiring: need for a particular purpose. The act of requiring is used to qualify something. Example: *The machine operation requires an air compressor with a minimum of 120 psi.*

18) Suggesting: put forward for consideration. The act of suggestion is to recommend something what actually she/he need. Example: Ruth suggested holiday.

19) Urging: a strong wish, especially one that is impossible to control. The act of urging is used when someone can't control or handle. Example: I can never resist the urge to laugh.

20) Warning: a statement or event that warns of something. The act of warning is used to understand there is a possible danger, especially in future. Example: all cigarette packets carry government health warning.

2.5 Public Service Advertisement

Public Service Advertisement is an announcement for which for which no charge and which promotes program, activities or service of government (The Federal Communications Commission (FCC)). According to (Kasali 1992, p.202) An announcement for which no charge is made and which promotes program, activities or service of federal, state, or local Government or the program activities, or service of non profit organization and other announcements regarded as serving community interest, excluding tune signals , routine weather announcement and promotional announcement.

2.6 The characteristics of Advertising

Bollen (in Hadiwijaya, 1994:30) states that the characteristics of advertising are as follows :

1) Inform

One of the main functions of advertisement is to aid the searching process of customers. Advertisement inform the customers about goods, service and ideas. It also tells how to get them by means of the identified sponsor. One thing that should be carefully concerned in dealing with the information is that whether the information is sufficient for the costumers.

The advertisement is considered to have sufficient information when it has enough information to satisfy curiosity and create conviction, provided some of them pertain exclusively to the product being advertised.

2) Persuade

Advertisement is also promotional tool of marketing. In this role, advertising should sell the product, service or idea. Advertisement should not only inform about a new product, but also should try to persuade the potential customers that they need to buy a new product.

Advertisement should not only inform people about the needs or certain organization, but also should try to persuade people to support the organization by giving money or something else.

3) Controlled form

In the traditional business situation, the advertiser pays for the advertisement. As a consequence, the advertiser has to control over the advertiser, including what the advertiser control over the advertisement has will be placed.

4) Non-personal presentation

Advertisement is not personal selling. Instead, it is mass communication that uses various media (radio, television, etc), to deliver the messages to the consumer. Although the advertising messages may attempt to give the impression of personal appeal, it cannot to be only truly personal.

5) Ideas, goods or services

An advertisement for a physical product or a tangible object as what

people usually perceive is not relevant for modern advertising strategy when they think of advertisement .

6) Identified sponsor

Where does propaganda stop advertisement begin ? both terms imply that the originator of the message is attempting to influence the recipient of the message in some manners. The difference between the two terms rests in the identified sponsor. The originator of the propaganda may assume a low profile, so that the recipients of the message will not be sure of this source. Advertisement, on the other hand, wants the sponsor of the message to be known and without an identified sponsor.

7) Selected market

Although advertisement is non personal from the standpoint of selling on a one to one basis, it is the same time not designed to sell to everyone. Advertisers should attempt to develop their advertisement and select their media on the basis of their selected market.

2.6 Previous Studies

There are some previous studies regarding directive speech act. The writer use 2 previous studies to compare this study. first study is conducted by Widayu Kusumawati (2014) entitled "Directive Speech Acts Found In 5cm Movie". The writer use qualitative approach. The result of her research is she found 39 utterances are direct directive speech act, 16 utterances are indirect directive speech acts. And the second study is Ainur Rahmadi (2017) entitled "Analysis of Illocutionary acts used in President Barack Obama's Speech on Gun Control on January 5th 2016".

The writer use qualitative approach namely document analysis since the data are in the form of words that are transcribed from the utterances produced by Obama. the result of her research is she found 105 utterances produced by Obama in his speech namely : representatives (66 utterances), directives (15 utterances), commissives (14 utterances), expressives (8 utterances), and declaratives (2 utterances) and indirect (21 utterances).

The similarity of this research with the previous research is that aspect especially directive speech act. Although the different the research are object, the data, the theory, the result and how analyze. In this study, the researcher try to find another theory of directive speech act for another result too. The researcher tries to analyze directive speech act used in Ministry of Health Republic of Indonesia in 2014 – 2017 with 20 categorized of directive speech act used Jucker and Taavitsainen (2008) theory.



CHAPTER III

RESEARCH METHODS

This chapter consisted of the method, data, and steps of how the writer analyzed the data. There are four sub-chapter; research design, data and data sources, data collection methods, and data analysis.

3.1 Research design

This research was conducted by using qualitative approach because the writer analyzed the directive speech act meaning behind the PSA of Ministry of Health Republic of Indonesia in 2014 - 2017 which contained directive speech act by using speech act theory by Yule (1996). In which according to Creswell (1994), qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explored a social or human problem. The writer used a document analysis because the writer read the advertisement in internet then analyzed the data.

The researcher decided to use discourse analysis to this research. Discourse analysis was a method of analyzing a naturally occurring talk (spoken interaction) and all types of written text. The discourse itself had analyzed advertisement used in ministry of health Indonesia in which the data from video or text image.

3.2 Data and Data Sources

The data for this study was the utterances and words from the advertisement of ministry of health Indonesia. The data source was from www.youtube.com with key word iklan layanan masyarakat kementerian kesehatan in 2014-2017.

3.3 Data collection

The researcher did some steps below to collect the data :

1. Watched the advertisements on youtube
2. Selected the advertisement used in Ministry of Health Rpublic of Indonesia
3. Classified the utterances or words which contained directive speech act and used the Jucker and Taavitsainen Theory
4. Analyzed the utterances or words that contained directive speech act

3.4 Data analysis

When the researcher analyzed the data, the researcher used the steps as follows:

1. Analyzed the utterances or words form the advertisement
2. Explained why the data could be categorized as a directives act
3. Analyzed of the directive speech acts used in Ministry of health Indonesia from 2012 - 2017 categorized into 5 categories of directive speech acts.
4. Tabulated the data to categorized based on the types of directive speech act by making a table as presented as follows :

No	PSA	Year	Utterances
1.			
2.			
3.			

the researcher used code for each type of illocutionary acts. The code was elaborated follows :

PSA : Public Service Advertisement

5. Discussed the findings of the data analysis.
6. Drew a conclusion.





CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the researcher presented the findings and discussion of this research as the answer to research problem. The researcher analyzed the data, which were directive speech act used in Ministry of health Indonesia from 2014-2017, based on Jucker and Taavitsainen's theory.

4.1 Findings

In this sub-chapter, the researcher provides the findings of the problems of this study which are the types of directive speech act and the most dominant device, The researcher investigates the data by using directive speech act theory proposed by Jucker and Taavitsainen (2008). The researcher found that 31 utterances from public service advertisement of ministry of health Indonesia from 2014-2017 consist of all the types of directive speech act proposed by Jucker and Taavitsainen (2008) namely ; advising (12 utterances), warning (8 utterances), instructing (5 utterances), recommending (4 utterances), and requesting (2 utterances). The researcher limited the data source because the advertisement of Ministry of Health Republic of Indonesia was rarely produced.

4.1.1 Analysis of the directive speech act

In analyzing the directive speech act, the researcher classified the utterances according to its types of directive speech act theory by Jucker and Taavitsainen (2008). The conversation presented in two lines.

- The first is the original language by the speaker

- The second line being translated from original language into Indonesian.

4.1.1.1 Advising

Advising means offer suggestions about the best course of action to someone. The act of advising is used when someone need or give a suggestion or advise about everything she/he need or to do. The result of directive of advising found in advertisement presented as the following below :

Datum 5

“**Siapkan** kesehatan anda sebelum berhaji”
(prepare your health before pilgrimage)

Datum 5 contained advice phrase, that can be proven by the phrase “siapkan”, this phrase advised the viewer that to ready your healyh before pilgrimage

Datum 3

“Percaya deh **kasih** asi saja cukup”.
(trust me, just breastmilk is enough)

Datum 3 contained advice phrase, that can be proven by the phrase “percaya deh” this advertisement advised the viewer that a baby should not be given any food supplement, it was best to only feed them with breastmilk.

Table 4.1.1.1 Advising based on Public Service Advertisement of Ministry of Health Republic of Indonesia in 2014-2017

No	PSA	Year	Utterances
1.	Bayi	2015	Anak harus di ajak ngobrol dan bermain , supaya dia makan 3x sehari...

			(let's your children play and converse so they would eat three times a day)
2.	Rumpi sehat : ASI eksklusif	2014	Percaya deh kasih asi saja cukup (trust me, just breastmilk is enough)
3.	Cegah campak dan rubella dengan imunisasi	2017	Ayo lindungi buah hati kita dari campak dan rubella, jangan sampai terlambat (let's protect our child from measles and rubella before its late)
4.	Cegah kaki gajah di bulan oktober	2017	Ayo ke pos obat di bulan oktober, kita cegah kaki gajah (let's go to the drugstore, take the medicine to prevent elephantiasis)
5.	ILM persiapan kesehatan haji	2017	Siapkan kesehatan anda sebelum berhaji (prepare your health before pilgrimage)
6.	Obat ARV	2015	Makin cepat hiv terdeteksi, makin cepat pengobatan dapat di berikan. (the sooner hiv detected, the faster the treatment can be given)

7.	Sayur dan buah	2016	Sadarilah sedari dini untuk mengonsumsi sayur dan buah... (realize early for eating vegetable and fruit toward a family)
8.	Nelayan	2015	Gunakan pelindung telinga, topi besar serta kacamata dan anda akan terhindar dari katarak dan ketulian (so wear an ear protector, a cap and sunglasses and you will be spared from cataract and ear deafness)
9.	Dbd versi nyamuk	2014	... Segera periksakan ke klinik atau puskesmas dekat... (...immediately check to the nearest clinic or hospital once symptoms is showed up)
10.	Iklan bebas kusta	2016	Tak perlu malu segera periksalah. (you don't need to be shy, immediately check...)
11.	Iklan sosial kementrian kesehatan dan johnson versi Lula Kamal	2015	Biasakan hidup bersih sehat dan beri obat cacang paling sedikit 1x setahun untuk mencegah cacangan

			(get used to a healthy and clean life and give helminthic minimum once a year)
12.	Imunisasi dasar lengkap untuk anak anak	2014	Mari kita berikan imunisasi dasar lengkap untuk anak anak Indonesia (let's give a complete immunization to Indonesia's children)

4.1.1.2 Instructing

Instructing means tell or order someone to do something. The act of instructing is used usually when someone give a command to others.. The result of directive of instructing found in advertisement are presented as the following below :

Datum 6

“Mira, Lisa, **sudah waktu-nya** menyiapkan asi bayi-mu”.
(Mira, Lisa, it's time to ready your breastfeeding to your baby)

Datum 6 contained instructing phrase, it was proven by the phrase “sudah waktu-nya”, this phrase commanded the viewer, especially a breastfeeding mother, to pump her breastmilk even when they were in the office, as a working mother.

Datum 1

“**Berhentilah menikmati** rokok sebelum rokok itu menikmati”.
(stop enjoying cigarette before it enjoys you)

In datum 1, the utterance directly instructed the viewers to stop consuming cigarette because it could kill them. It was proven by the “berhentilah menikmati” phrase because it informed the viewers to quit smoking.

Table 4.1.1.2 Instructing based on Public Service Advertisement of Ministry of Health Republic of Indonesia in 2014-2017

No	PSA	Year	Utterances
1.	Berhentilah merokok sebelum rokok itu nikmatimu	2017	Berhentilah merokok sebelum rokok itu nikmatimu (stop enjoying cigarette before it enjoys you)
2.	Program keluarga sehat	2017	Jadi jangan takut kalau ada petugas puskesmas yang datang kerumah (don't be afraid if the puskesmas staff come to your home)
3.	Imunisasi dasar lengkap untuk anak anak	2015	Tapi harus lengkap ya, 5 kali kunjungan (but it must be completed, 5 times visits)
4.	Gejala TB “Bapak”	2017	Segera periksakan tuberculosis jika batuk terus menerus (immediately check tuberculosis if you coughing continuously)

5.	Tentang ASI	2016	Mira, Lisa, sudah waktunya menyiapkan asi bayi mu (Mira, Lisa, it's time to ready your breastfeeding to your baby)
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4.1.1.3 Recommending

Recommending is advice or suggest (something) as a course of action. The act of recommending is used when someone give you a suggest about something. The result of directive of recommending found in advertisement are presented as follows :

Datum 1

“Ingat **jangan dikasih** apa apa dulu menjelang waktu makan, biar ga kenyang duluan”.

(remember, do not give him anything before meal time, to prevent the baby from eating too much)

Datum 1 contained recommend phrase, it was proven by the phrase “jangan dikasih”, this advertisement recommended the viewer to did not give anything to the baby before his/her meal time even if he/she is hungry.

Datum 4

“Cegah cacingan dengan **minum** obat cacing 2 kali, 2 kali, 2 kali dalam setahun”.

(prevent worm infestation by consuming helminthic 2 times, 2 times, 2 times a year)

In datum 4 contained recommending phrase, as it directly recommended the viewers to consume helminthic to prevent worm infestation. The recommending phrase was indicated by the verb “minum”.

Table 4.1.1.3 Recommending based on Public Service Advertisement of Ministry of Health Republic of Indonesia in 2014-2017

No	PSA	Year	Utterances
1.	Rumpi sehat : cemilan sehat	2014	Ingat, jangan dikasih apa apa dulu menjelang waktu makan. Biar ga kenyang duluan (remember, do not give him anything before meal time, to prevent the baby from eating too much)
2.	Obat Arv	2015	Test hiv yuk (let's do hiv test)
3.	Pemberian Asi	2016	Berikan asi pada anak, hingga umur 2 tahun (give breastmilk to child until 2 years old)
4.	Cegah cacingan akibat stunting	2017	Cegah cacingan dengan minum obat cacing 2 kali dalam setahun (prevent worm infestation by consuming helminthic 2 times, 2 times, 2 times a year)

4.1.1.4 Warning

Warning was a statement or event that warns of something. The act of warning was used to understand if there was a possible danger, especially in

future. As for example, all cigarette packets carry government health warning. The result of directive of warning found in advertisement were presented as follows:

Datum 1

“Kanker **membunuh lebih banyak** dari Aids, TBC dan Malaria”.
(cancer kills more that Aids, TBC and malaria)

Datum 1 contained warning phrase, it is proven by the phrase “membunuh lebih banyak”, this phrase warned the viewers to be careful or be aware about cancer, because it could be one of the highest cause of death.

Datum 4

“Pola hidup tidak sehat **berisiko** kena diabetes”

datum 4, the utterance was applied in order function the warning the viewers about did not realize they have diabetes. word “berisiko” was used as a reminder to the viewer to conscious about diabetes.

Table 4.1.1.4 Warning based on Public Service Advertisement of Ministry of Health Republic of Indonesia in 2014-2017

No	PSA	Year	Utterances
1.	Cerdik feb	2016	Kanker membunuh lebih banyak dari aids, TBC dan malaria. (cancer kills more that Aids, TBC and malaria)
2.	Cegah cacangan akibat stunting	2017	Ibu, cacangan dapat menyebabkan stunting

			(mom, worm infestatiob can be stunting)
3.	Ayo lawan diabetes	2016	Pola hidup tidak sehat berisiko diabetes. (an unhealthy lifestyles can cause diabetes)
4.	Obat ARV	2015	Semua bisa kena hiv, bila merasa berisiko, segera test hiv... (everyone can get hiv, if you feel you have to chance test immediately..)
5.	Waspada kena campak dan rubella	2017	Waspadalah terhadap campak yang menyebabkan komplikasi serius dan kematian pada anak (be aware of measles that cause serious complications and death in children)
6.	Sehat itu mudah	2015	Ingat ya batasi konsumsi gula, garam dan lemak... (remember to control your sugar, salt and...)
7.	Iklan sosial kementrian kesehatan dan johnson versi Lula Kamal	2015	Mari kita waspada jika anak kita sulit berkonsentrasi dan mudah bingung, Lelah lesu dan tidak nafsu makan

			(let's be aware if our child is hardly concentrate and confuse, tired and have no appetite
8.	Cegah cacingan akibat stunting	2017	Cegah cacingan dengan meminum obat 2x, 2x, 2x dalam setahun (prevent worm infestation by using or consuming helminthic 2 times, 2 times, 2 times a year

4.1.1.5 Requesting

Requesting is a thing that is asked for. The act of requesting is used when someone ask for to do something. The result of directive of requesting found in advertisement were presented as the following below :

Datum 2

“**Ayo Indonesia lawan diabetes**”
(come on Indonesia fights diabetes)

Datum 2 all the utterances contained requesting phrase, it is proven by the utterance *ayo Indonesia lawan diabetes*, the utterance showed that they want the society to fight diabetes because diabetes was one of deathly disease.

Table 4.1.1.5 Requesting based on Public Service Advertisement of Ministry of Health Republic of Indonesia in 2014-2017

No	PSA	Year	Utterances
1.	Program keluarga sehat	2017	Ayo ceritakan kondisi kelurgamu kepada petugas puskesmas

			(lets talk about your family condition to puskesmas staff)
2.	Ayo lawan diabetes	2016	Ayo Indonesia lawan diabetes (come on Indonesia fights diabetes)

4.1.2 The most frequently sub types

According to the findings the most frequently sub types found was advising. From 36 utterances, 13 of them were categorized as advising. Beside of that, the researcher found the language style of the advertisement of Ministry of Health Indonesia was persuasive. According to Bollen (in Hadiwijaya, 1994:30) one of the characteristics of advising was persuasive. And possible reason why advising was the most frequently sub type In the Public Service Advertisement because many sentences contained persuasive word and the government would like to persuade and convince the society to follow what was said in the advertisement.

4.2 Discussion

After analyzing the directive speech act from the utterances of public service advertisement of Ministry of Health Republic of Indonesia in 2014-2017 using Jucker and Taavitsainen's theory (2008). This discussion is used to answer the research problem that are stated on the first chapter.

From the analysis, the researcher found that 31 utterances from public service advertisement of Ministry of Health Republic of Indonesia in 2014-2017, consist all the types of directive speech act proposed by Jucker and Taavitsainen (2008)

namely, advising (12 utterances), warning (8 utterances), instructing (5 utterances), recommending (4 utterances), and requesting (2 utterances).

The researcher found out that, the type of directive speech act that was mostly used in public service advertisement of Ministry of Health Republic of Indonesia in 2014-2017 is advising. Mostly, the utterances from public service advertisement contain advising phrase. A possible reason why there were many advising utterances found in this advertisement because the government or ministry of health republic of Indonesia tried to persuade the society to follow what was said or did in the advertisement. To mention one example, in table 4.1.1.1 datum 7, “realize early for eating vegetable and fruit toward a family “in this utterance, the government advised the society to have a healthy lifestyle from eating vegetable and fruit everyday.

The second type of act that was mostly found from public service advertisement of Ministry of Health Republic of Indonesia was warning. Utterances of warning in the advertisements, contained about how the society have to be aware that a disease could come from anywhere with some reasons. The advertisements would also like to announce that there were rampant disease in Indonesia. One example of warning utterance is “*Pola hidup tidak sehat berisiko diabetes*”. In table 4.1.1.4 datum 4 clearly the government try to warned the society by this advertisement that if the viewer have an unhealthy lifestyle, they could be infected by diabetes.

The third type of act from public service advertisement of ministry of health Indonesia in this study was instructing. Instructing utterances found in this

advertisement as people command or instruct other to do certain actually. One example of instructing, in table 4.1.1.2 datum 4, "*segera periksakan tuberculosis jika batuk terus menerus*", this utterance indirectly instructed the the society to check their health if you coughing continuously.

The next type of act from public service advertisement of Ministry of Health Republic of Indonesia was recommending. The researcher assumed that recommending utterances, that were found in the government or Ministry of Health Republic of Indonesia had a purpose to the society, which was to tell to the society to do what the government had said in the advertisement. For example as in table 4.1.1.3 datum 3, "*Berikan asi pada anak, hingga umur 2 tahun*". The government tried to recommend the society especially mother in Indonesia to give their breastmilk to their baby until 2 years old.

The last type of directive speech act was requesting. In this study, the researcher only found one utterance of requesting, as in table 4.1.1.5 datum 2, "*ayo Indonesia lawan diabetes*". As it had already explained, this utterance requested the viewer to fight diabetes in Indonesia because diabetes is one of the dangerous diseases in world.

The mostly frequently sub types found was advising. According to Bollen (in Hadiwijaya, 1994:30) one of the characteristics of advising was persuasive. And possible reason why advising was the most frequently sub type In the Public Service Advertisement because many sentences contained persuasive word and the government would like to persuade and convince the society to follow what was said in the advertisement.

Compared to the previous study this recent study found 5 out of 20 types directive speech act based on Jucker and Taavitsainen (2008) classification, namely advising (12 utterances), warning (8 utterances), instructing (5 utterances), recommending (4 utterances), and requesting (2 utterances). While the first previous study by Kusumawati (2014) entitled “Directive Speech Acts Found In 5cm Movie” she found 39 utterances are direct directive speech act, 16 utterances are indirect directive speech act) and the study focused with direct and indirect based on Yule (2006) and the second previous study by Ainur Rahmadi (2017) entitled “ Analysis of Illocutionary acts used in President Barack Obama’s Speech on Gun Control on January 5th 2016” he found 105 utterances (representatives, directives, commissives, expressive, declarative, indirect) and this study focused with types of Illocution based on Yule (2006).

This study focused to the sub types theory of Jucker and Taavitsainen, and tried to analyze the object with 20 sub types. Jucker and Taavitsainen’s theory was fairly new, so it was still rarely found in the other thesis. The researcher revealed that there were 31 utterances form public service advertisement of Ministry of Health Republic of Indonesia in 2014-2017 that contain the sub type of directive speech proposed by Jucker and Taavitsainen’s theory, namely, advising (12 utterances), warning (8 utterances), instructing (5 utterances), recommending (4 utterances), and requesting (2 utterances). The type of directive speech act that is mostly used in the current study is advising, because the researcher found out that the utterances in the advertisements used advising utterance to persuade the society.



CHAPTER V

CONCLUSION AND SUGGESTION

This chapter consists of the conclusion related to the findings and the discussion, and the suggestion for next researcher who wants to conduct similar research.

5.1 Conclusion

This study was conducted to answer two objectives of the study which were to find out what the types of directive speech act and what types of directive speech act appear most frequently in used Public Service Advertisement of Ministry of Health Republic of Indonesia in 2014-2017.

In this study focused on finding directive speech act used in Public Service Advertisement of Ministry of Health Indonesia. Based on the data analysis, the researcher found five out of twenty categories of directive speech act proposed by Jucker and Taavitsainen (2008), namely advising, warning, recommending, instructing and requesting. The most dominant category advising, because researcher found the language style of the advertisement of Ministry of Health Indonesia was persuasive.

5.2 Suggestion

The researcher realized that this study is far from perfect and did not cover all aspect of directive speech act analysis study. This study only limited on the sub types directive speech act and the characteristic from the advertisement.

Therefore, the further researchers are expected to conduct a study about

another element of illocution such as representative, commissive, expressive and declarative. The researcher also suggests the next researchers to apply different theories from different experts who may have developed the theory of directive speech act. The next researchers could also conduct a study on a different field of directive speech act since there are still many things that this study did not cover.





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