

ILLOCUTIONARY ACT IN SELECTED MAYBELLINE ADVERTISEMENTS AS AN ALTERNATIVE SOURCE TO TEACHING SPEAKING

Setyasih Budi Wibawanti^{1*}, Listyaning², Arso Setiaji³

^{1,2,3}Faculty of Language and Arts Education, University of PGRI Semarang
E-mail: tyasbudi03@gmail.com^{1*}

Info Artikel	Abstrak
Article History: Received: 23 Nov 2023 Revised: 04 Des 2023 Accepted: 07 Des 2023	<p><i>Language is one of the means of communication used to convey a particular purpose. Language, as a communication tool, can foster mutual understanding between speakers and speech partners, or between writers and readers. Language is not only use for daily communication it is also use in advertisements. In everyday communication sometimes what we say has a wide range of meanings hence the speech act plays a major role in revealing the true meaning of what uttarence say. Language skills can be one way to attract students. Illocutionary act in advertisement can be one of the learning media that attracts students such as commercial media advertisements especially use maybelline advertisement in this research can help to improve students speaking skill. This research used qualitative descriptive method. The data was collected using documentation, which then analyzed by using qualitative analysis. The four steps of qualitative analysis are data collection, data reduction, data display, and conclusion. The results of the research showed that illocutionary acts in selected Maybelline advertisements can (1) There are two types of illocutionary acts which found in 15 selected maybelline advertisements which are assertives or representative and directives (2) Illocutionary act already actualized as they are providing information towards the product. (3) the contribution of illocutionary act to the teaching and learning speaking can help the learners by providing direct examples from native speaker.</i></p>
Keywords: <i>Illocutionary Act, Maybelline Advertisements, Teaching Speaking</i>	

1. INTRODUCTION

Language is one of the means of communication used to convey a particular purpose. There is no limit to interstate communication in the modern era, especially in an era where technology is rapidly developing. Language has become increasingly diverse as technology has advanced. Language, as a communication tool, can foster mutual understanding between speakers and speech partners, or between writers and readers. Language is not only use for daily communication it is also use in advertisements. Language is used by people to express their thoughts, feelings, ideas and the fact that every day we used it to communicate in daily activities (Sihombing et al., 2021) in a daily life,

people use language in many forms to get along with society, to communicate, to share ideas, to persuade and to argue (Wati & Amri, 2020).

Pragmatics is a branch of linguistics that deals with the problem of language. Pragmatics is the study of the relationship between linguistic form and the users of those form Yule, G. (1996). Pragmatics is concerned as much with language users as it is concerned with language. Pragmatics is as a study of meaning conveyed by speakers or researchers and interpreted by listeners or readers (Nasution et al., 2021) the study of language use where the effect of spoken or written words or expressions in verbal and non-verbal context becomes object of care and analysis (Kone, 2020).

Speech act is a theory that explains the meaning of linguistic language by applying rules to acts of speech, such as asserting, commanding and admonishing. In everyday communication sometimes what we say has a wide range of meanings hence the speech act plays a major role in revealing the true meaning of what utterance say. Speech act theory is pragmatics, the study of language use where the effect of spoken or written words or expressions in verbal and non-verbal context becomes object of care and analysis (Kone, 2020) Like the advertisements nowadays, words sometimes have a variety of meanings it could be a locutionary, illocutionary and perlocutionary. Furthermore Austin specifies performativity, formerly introduced as an intuitive idea of performing an act he introduces the concept of illocutionary acts, and carefully distinguishes them from locutionary acts and perlocutionary acts (Oishi, 2006).

Language skills can be one way to attract students. There are numerous media outlets that can be used to attract and increase students' interest in learning. Advertisement can be one of the learning media that attracts students such as commercial media advertisements especially use maybelline advertisement in this research can help to improve students speaking skill. Students nowadays are aware with beauty product therefore the media that use here is maybelline advertisements it can be more attractive, less boring and fun to learning speaking. We can improve our speaking skill by watching maybelline advertisements videos and copy on how they say words in it. Illocutionary act in selected maybelline advertisements as an alternative source to teaching speaking the reseacher wants to know does it really help students to improve their speaking skill and help the teacher as an alternative source of teaching.

2. LITERATURE REVIEW

Pragmatics

Pragmatics is the study of language usage, such a definition is just as good (and bad) as the parallel definitions of the sister terms, but it will hardly suffice to indicate what the practioners of pragmatics actually do; to find that out, as in any discipline, one must go and take a look (Levinson, 1983). Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader), This approach also necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. It explores how a great deal of what is unsaid is recognized as part of what is communicated (Yule, 1996).

Speech Acts

In attempting to expres themselves, people do not only produce utterances containing grammatical structures and words, they perform action via those utterances, action performed via utterances are generally called speech acts (Yule, 1996).

Illocutionary Acts

Illocutions are a part of language as opposed to particular languages, illocutionary acts is utilized to determine the genuine meaning of sentences or words uttered by utterances (Searle, 1979). There is no basic perlocutionary intent associated by definition with the appropriate verb for many, probably most, of the most important illocutionary acts, e.g., statements and promises are not by definition attempts to elicit perlocutionary effects in hearers.

Speaking

Speaking the interaction of language with social life is viewed as first of all a matter of human action, based on a knowledge, sometimes conscious, often unconscious, that enables persons to use language speech events and larger systems indeed have properties not reducible to those of the speaking competence of persons (Dell Hymes, 1972). Speaking is the most important and essential skill, mastery in this skill describes a speaker who has a more appropriate knowledge (Muna et al., 2019).

Commercial Advertisement

Advertising is not just about the commercial promotions of branded product, but can also encompass the idea of texts whose intention is to enhance the image of an individual, group or organization (Goddard, 2002). Advertising has evolved into a vital communication system not only for producers but also for consumers, whose advertising ability to deliver messages is critical to the company's success (Morrison, 2015).

3. RESEARCH METHODS**a. Design of the Research**

In this study the researcher uses qualitative research approach to analyze. Miles and Huberman in (Abdul, 2020) the analysis of qualitative data is closely related to the discourse analysis. However, since discourse analysis is a broad field of study, we analyze a particular type of discourse that we consider key to the comprehension of the meaning of social action: the argumentative discourse. This article is organized as follows:

1. In the first part we present an overview of the model and the analytical stages the model implies.
2. In the second part we develop every stage of the model through the empirical study, presenting the interviewees' arguments regarding their traffic behavior.
3. In the third part we elaborate our conclusions.

b. Object of the Study

The object in this study is 15 videos of advertisements especially selected maybelline advertisements. These video is taken from youtube which will transcript into text. The result of this research will contribute as an alternative source to teaching speaking.

c. Instruments of the Study

According to (Matthew B. Miles, A. Michael Huberman, 2014) one major feature of well-collected qualitative data is that they focus on naturally occurring, ordinary events in natural settings, so that we have a strong handle on what "real life" is like.

d. Methods of Data Collection

In this research the researcher uses primary and secondary data for data collection. The primary data will be gather from selected maybelline advertisements. Then, the secondary data from other reference from youtube advertisements.

e. Method of Data Analysis

In data analysis the researcher used interactive analysis model (Matthew B. Miles, 1994). The activity in qualitative data analysis is interactive and goes on and on and on until it is complete, leaving the data saturated. Miles and Huberman state that qualitative data analysis consists of four steps: data collection, data reduction, data display, and conclusion drawing/verification :

1. Data collection
2. Data reduction
3. Data display
4. Conclusion drawing or verification

4. FINDING AND DISCUSSION

The data were gathered and collected from the illocutionary acts on commercial advertisements. The researcher found 15 scripts of commercial advertisements as the data focused on utterance. The 15 scripts are Gigi Hadid new super stay matte ink lipstick birthday edition, Lash sensational sky high mascara, Super stay powder, Express brow ultra slim, Lifter gloss, Maybelline express, Tattoo studio smokey gel pencil liner, Tattoo studio 36hr pigment brow pencil, Dream BB pure, Maybelline new york super stay vinyl ink, Superstay matte ink. The data were categorized based on theory of searle such as assertive or representative, directives, commissives, expressive and declarations.

The results on illocutionary act in selected maybelline advertisements on the YouTube were as follows:

Kinds illocutionary acts in selected maybelline advertisement

Table 1

NO	Types of Speech Acts	Types of Illocutionary Acts	Advertisements	Utterance	The function which actualized by commercial advertisements
1	Assertive	Stating	SuperStay Matte Ink Maybelline New York	ink your lips in liquid matte superstay matte ink from maybelline new york lasts all day up to 16 hours liquid matte formula 25 saturated shades Superstay matte ink only from <u>maybelline new york</u>	To state their product to the customer and giving statements towards the product.
2	Assertive	Informing	Dream BB Pure Maybelline New York	Want natural BB skin? Dream BB by maybelline new york America's number one BB to get a clear natural look with 8 skin loving benefits mattifies, clear acne with 2% salicylic acid comes so much more Dream BB pure by <u>maybelline new york</u>	To provides formation about the product and it is informing customers to get to know more about the product
3	Assertive	Claiming	Lash Sensational Sky High Mascara Maybelline New York	Lash impact goes sky high New lash sensational sky high mascara from maybelline new york Limitless length plus volume sensational from every angle New lash sensational sky high mascara only from <u>maybelline new york</u>	To claimed that their product has limitless length plus volume sensational from every angle without giving proof.

4	Assertive	Informing	Tattoo Studio 36HR Pigment Brow Pencil Maybelline New York	New tattoo studio brow pencil from maybelline New York Now defined brows up to 36 hours Waterproof, smudge resistant, power pack pigments New tattoo studio pencil only from <u>maybelline new york</u>	For giving detail information about the product such as the product is waterproof, smudge resistant, power pack pigments
5	Asserting	Informing	Tattoo Studio Smokey Gel Pencil Liner Maybelline New York	From maybelline new york tattoo studio gel pencil 98% agreed it has bold intensity up to 36 hours wear Waterproof, smudge resistant, fade resistant and try new tattoo studio smokey gel pencil only from maybelline new york	Contain several information about the product such as it has bold intensity up to 36 hours wear waterproof, smudge resistant, fade resistant

From the table above the researcher found some illocutionary act of commercial advertisements which already collected before from YouTube and then transcribed into text. The illocutionary act dominated with the assertive one. There are 5 advertisements from maybelline new york such as SuperStay Matte Ink Maybelline New York, Dream BB Pure Maybelline New York, Lash Sensational Sky High Mascara Maybelline New York, Tattoo Studio 36HR Pigment Brow Pencil Maybelline New York, Tattoo Studio Smokey Gel Pencil Liner Maybelline New York. The researcher will give explanations from each advertisements up above.

From the transcript above the researcher conclude that is assertive informing and claiming. The text that sounds like claiming is "98% agreed it has bold intensity" based on it the text it claims that 98% agreed without giving more evidence to proof it and also it is informing that the mascara is waterproof, smudge resistant and fade resistant.

Table 2

No	Types of Speech Acts	Types of Illocutionary Acts	Advertisements	Utterance	The function which actualized by commercial advertisements
1	Directives	Inviting	Maybelline Express from Maybelline New York	Hey maybelline fans this is your ride to make up your journey to beauty your maybelline destination join maybelline express today your first coupons is waiting maybelline express sample, save, play	To invite people to come join their event and get first coupons

2	Assertive	Explaining	Lifter Gloss Maybelline New York	Lifter gloss from maybelline new york get lasting hydration fuller looking glossy lips from our hydrating formula with hyaluronic acid lifter gloss now in 20 shades only from <u>maybelline new york</u>	To give detail explanation about the product.
3	Directives	Ordering	Gigi Hadid New Superstay Matte Ink Lipstick Birthday Edition	From maybelline new york superstay matte ink saturated matte color made to keep party going up tp 16 hour wear no transfer and try new superstay matte ink and ink crayon birthday edition only from <u>maybelline new york</u>	Actualize to order people to try their new lipstick.
4	Directives	Suggesting	Express Brow Ultra Slim Maybelline New York	Maybelline new york's express brow ultra slim pencil for naturally defined brows precisely define easy defined brows express brow ultra slim pencil maybelline new york with hair like strokes and blend	Suggest people top use their product for naturally defined brows
5	Assertives	Informing	Super Stay Powder Maybelline	New super stay hybrid powder foundation from maybelline new york powder gets super powered soft matte coverage super waterproof defy sweat up to 24 hour wear new super stay powder foundation maybelline new york	Give informations to people about their product

From the table above the researcher found some illocutionary act of commercial advertisements which already collected before from YouTube and then transcribed into text. Here some advertisements Maybelline Express from Maybelline New York, Lifter Gloss Maybelline New York, Gigi Hadid New Superstay Matte Ink Lipstick Birthday Edition, Express Brow Ultra Slim Maybelline New York, Super Stay Powder Maybelline.

The researcher found assertive informing in the commercial advertisement. Maybelline inform to people or customer that their product gets super powered soft matte coverage super waterproof defy sweat up to 24 hour wear. Therefore people would be more sure to buy their product.

Table 3

No	Types of Speech Acts	Types of Illocutionary	Advertisements	Utterance	The function which actualized by commercial
1	Assertive	Claiming	Maybelline New York Super Stay Vinyl Ink	New super stay vinyl ink lip color from Maybelline new york instant shine color that lasts up to 16 hours no smudge no transfer, color lock formula just shake swipe and go new superstay vinyl ink lip color from maybelline new york	They claim their product lasts up to 16 hours
2	Assertive	Informing	Entering My Best Brow Era with Maybelline Tatto Studio	Tatto studio rocking it Today i want them thick big and fluffy real quick tomorrow's era, arched for sure super sculpted, matte and more Next era? Fill and blend natural look, high pigment maybelline new york	Inform to people about tatto studio which is really easy to use.
3	Directives	Suggesting	Fit Me Foundation by Maybelline New York	Finding your perfect fit is even easier than dating. Breathable, lightweight, 40 shades 97% found their fit Wont clog pores natural skin-like finish doesn't cake lasts all day Find your fit	Suggest people that is easy to find perfect foundation in their product

4	Directives	Suggesting	Gigi Hadid in Instant Perfector 4-in-1 Glow Makeup	Hello thanks for calling glow talk let's glow No you dont need all of those it is pefector 4 in 1 glow it primes conceals, highlights and evens One and done you are good to glow	Suggesting people to buy instant perfector 4 in 1 glow
5	Assertive	Explaining	OMES1518000 H Express Brow Duo US	Maybelline new york new express brow duo fuller looking brows just two steps. Step one define step two fill so easy new express brow duo maybelline new york	Explaining there are only 2 steps to get perfect brow using their express brow duo.

The researcher found some illocutionary act of commercial advertisements which already collected before from YouTube and then transcribed into text. Here some advertisements Maybelline New York Super Stay Vinyl Ink, Entering My Best Brow Era with Maybelline Tatto Studio, Fit Me Foundation by Maybelline New York, Gigi Hadid in Instant Perfector 4-in-1 Glow Makeup, OMES1518000H Express Brow Duo US.

Researcher conclude that it is assertive explaining because they explain that to use their product it is not that difficult and you just need two steps to make your eyebrows marvelous.

Discussion

The used of illocutionary acts in advertising have several benefits such as to persuade and suggesting people for being interested to the product. There are 5 types of illocutionary acts namely assertive or representatives, directives, commissive, expressive, and declarative. According to 15 selected *MAYBELLINE* advertisements the researcher found out that there are 2 types of illocutionary acts which are assertives or representative and directives. It was because all of the *MAYBELLINE* advertisements refers to suggesting, informing, explaining, stating, ordering, claiming, and inviting. This is in line with (Yule, 1996) and (Searle, 1979) that stated if illocutionary acts not only containing gramatical structure and words, but they allow the action and the meaning of sentences or words.

In this research, the researcher found some directives type of illocutionary acts mostly maybelline advertisement used suggesting, inviting and ordering in their advertising. For example "No you dont need all of those it is pefector 4 in 1 glow" this utterance use suggesting type of illocutionary acts the other example is inviting type "join maybelline express today your first coupons is waiting".

The rest type of illocutionary acts such as commissive, expressive and declaration are hardly find in maybelline advertisements those 15 advertisements gathered from maybelline official YouTube channel.

5. CONCLUSIONS

Based on the findings discussion presented in chapter IV, the conclusions drawn as follows: After gathered data, analyze then discuss the illocutionary acts in selected Maybelline

advertisements on YouTube then transcript it into text the researcher conclude some points. First there are only found two types of illocutionary acts in 15 selected maybelline advertisements such as assertive or representative total 10 utterances and directives in total 5 utterances.

Second based on those 15 advertisements illocutionary acts already actualized as they are which means they use it to provide information related to the product and also persuade consumers to buy their product. After that to answer this question why are illocutionary acts actualize as they are, it is because the advertiser wants to attracts consumers using illocutionary acts then they actualized it on attractive advertisements.

Third the contribution as an alternative source to teaching speaking which is the video as a media to learning speaking it is highly commended for classroom teaching and learning activities. Aside from being engaging material, videos can help sharpen learners by providing direct examples from native speakers. Furthermore, classroom activities become less strenuous and more enjoyable, and the students understand them more easily

6. ACKNOWLEDGEMENTS

The author would like to express thanks to the parties involved in this research such as friends who were involved in this research and thank my supervisor for his guidance, advice and support in completing this final assignment.

REFERENCES

- [1] Abdul, A. (2020). Teknik Analisis Data Analisis Data. *Teknik Analisis Data Analisis Data*, 1–15.
- [2] Dell Hymes. (1972). *Ethnographic Description and Explanation*. 35–71.
- [3] Goddard, A. (2002). *the language of advertising*. routledge is an imprint of the taylor and francis group.
- [4] Kone, N. (2020). Speech Acts in UN Treaties: A Pragmatic Perspective. *Open Journal of Modern Linguistics*, 10(06), 813–827.
- [5] Levinson, S. C. (1983). *Pragmatics*. Cambridge University Press. <https://doi.org/10.1017/CBO9780511813313>.
- [6] Matthew B. Miles, A. Michael Huberman, J. S. (2014). *qualitative data analysis a methods sourcebook* (3rd ed.). SAGE.
- [7] Matthew B. Miles, A. M. H. (1994). *Qualitative Data Analysis An Expanded Sourcebook*. SAGE Publications.
- [8] Morrisian, M. A. (2015). *Periklanan Komunikasi Pemasaran Terpadu*. prenadamedia goup.
- [9] Muna, E. N., Degeng, I. N. S., & Hanurawan, F. (2019). Upaya Peningkatan Keterampilan Berbicara Menggunakan Media Gambar Siswa Kelas IV SD. *Jurnal Pendidikan: Teori, Penelitian, Dan Pengembangan*, 4(11), 1557. <https://doi.org/10.17977/jptpp.v4i11.13045>.
- [10] Nasution, M. M., Izar, J., & Afifah, I. H. (2021). An Analysis of Hate Speech Against K-Pop Idols and Their Fans on Instagram and Twitter from The Perspective of Pragmatics. *JETLi: Journal of English Teaching and Linguistics*, 2(2), 91–99. <https://ejournal.unida-aceh.ac.id/index.php/jetli/article/view/143>.
- [11] Oishi, E. (2006). Austin's Speech Act Theory and the Speech Situation. *Esercizi Filosofici*, 1–14. <http://www2.units.it/eserfilo/art106/oishi106.pdf>.
- [12] Searle, J. R. (1979). A taxonomy of illocutionary acts. In *Expression and Meaning* (pp. 1–29). Cambridge University Press. <https://doi.org/10.1017/CBO9780511609213.003>.
- [13] Sihombing, P. S. R., Silalahi, D. E., Saragih, D. I., & Herman, H. (2021). An Analysis of Illocutionary Act in Incredible 2 Movie. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(2), 1772–1783. <https://doi.org/10.33258/birci.v4i2.1850>.
- [14] Wati, B. M., & Amri, U. (2020). *Islamic Manuscript of Linguistics and Humanity (IMLAH) UPT*

Pengembangan Bahasa UIN Imam Bonjol Padang AN ANALYSIS OF ILLOCUTIONARY ACTS IN THE SLOGANS OF THE AIRLINE ADVERTISEMENTS. 2(2).

<https://ejournal.uinib.ac.id/jurnal/index.php/imlah>

- [15] Yule, G. (1996). *pragmatics* (h.g. widdowson (ed.)). oxford university press. <https://www.google.co.id/books/edition/Pragmatics/E2SA8ao0yMAC?hl=id&gbpv=1&dq=george+yule+the+study+of+language&printsec=frontcover>.