

**AN ANALYSIS OF ILLOCUTIONARY SPEECH ACT
FOUND IN COMMERCIAL ADVERTISEMENTS ON
YOUTUBE; A PRAGMATIC APPROACH**

THESIS

**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra**



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Hereby declare that the thesis paper entitled:

AN ANALYSIS OF ILLOCUTIONARY SPEECH ACT FOUND IN COMMERCIAL ADVERTISEMENTS ON YOUTUBE; A PRAGMATIC APPROACH

Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, 15th March 2018

Tatag Wahyu Pringgo Aji
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The thesis has been approved to be examined on the date as indicated below

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ABSTRAK

Komunikasi tidak dapat dipisahkan dalam kehidupan manusia sehari-hari. Ketika seseorang berkomunikasi maka akan menghasilkan ujaran, dimana di dalam ujaran tersebut terdapat makna yang tersirat yang disampaikan oleh sipenutur. Tujuan dari penelitian ini adalah untuk menemukan makna dan tipe tindak ilokusi pada iklan televisi yang ditemukan di YouTube. Penelitian ini adalah penelitian kualitatif. Dalam tahap pengumpulan data, peneliti mengumpulkan data dengan menggunakan metode observasi dengan teknik simak bebas libat cakap. Pada proses analisis data, peneliti menggunakan metode padan dengan teknik pragmatik. Teori yang digunakan peneliti adalah teori yang diperkenalkan oleh John Searle, teori inilah yang membantu peneliti untuk merumuskan perbedaan jenis-jenis tindak ilokusi pada iklan televisi yang ditemukan di YouTube. Sementara dalam pemaknaan ilokusi itu sendiri dapat dipahami berdasarkan konteks di dalam ujaran yang dihasilkan dari sipenutur. Proses penyajian hasil penelitian menggunakan metode formal dan informal. Data tersebut di deskripsikan menggunakan kata-kata dan menggunakan table. Dari hasil penelitian yang telah dilakukan, peneliti menemukan 21 iklan televisi yang di temukan di YouTube. Setelah dianalisa menggunakan teori dari Searle, maka di didapatkan hasil, 3 Assertive (14.18%), 12 Directive (57.15%), 3 Commisive (14.8%), dan 3 Expressive (14.8%). Di dalam penelitian ini peneliti tidak menemukan tipe Declarative.

Kata kunci: Komunikasi, ilokusi, iklan.

ABSTRACT

Communication cannot be separated in human life. When a person communicates, it will produce speech, where in the utterance there is an implied meaning conveyed by the speaker. The purpose of this study is to find the meaning and types of illocutionary act in commercial advertisements on YouTube. This research is qualitative research. In step of collecting data the researcher used observation method with technique uninvolved conversations technique. In the process of data analysis, the researcher used correlation method with pragmatic technique. This theory was introduced by John Searle, this theory to help the researcher to formulate the different types of illocutionary act found in commercial advertisements on YouTube. Whereas for the meaning of the illocutionary act can be understood by looking at the context in the utterance that produced by the speaker. The process of presenting the result of the research, the researcher used formal and informal method by describing the word and table. The researcher got 21 data after analyzing the commercial advertisements on YouTube used Searle's theory. The result as, 3 Assertives (14.28%), 12 Directives (57.15%), 3 Commisives (14.28%) and 3 Expressives (14.28%). There is no Declarative types found in this research.

Keyword: Communication, illocutionary act advertisements

MOTTO AND DEDICATION

MOTTO

(Al-An'am: 162)

*Truly, my prayer and my sacrifice, my life
and my death, are (all) for Alloh, the
cherisher of the world*

This Thesis is Dedication to;

“My beloved parents, wife, and family”

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May God given mercy, peace and love for them. Amin.

Batam, 13th March 2018

Tatag Wahyu Pringgo Aji
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CHAPTER I

INTRODUCTION

1.1 Background of The Research

Communication clearly depends on not only recognizing the meaning of words in an utterance, but recognizing what speakers mean by their utterances. The study of what speakers mean, or speaker meaning, is called pragmatics (Yule, 2010:127). Pragmatics and communication is one of part, it cannot be separated from human life, because human frequently makes communication with other people around them. The pragmatics meaning found in utterance as informing, offering, making a statement, making a questions and much more. The case also happens in commercial advertisements. In commercial advertisements, the researcher found pragmatic meaning about speech act, especially in illocutionary act. Illocutionary act divided into five types, as assertive, directive, expressive, commissive, and declarative.

Phenomena of illocutionary act occur in commercial advertisements at the time. Advertisements as a means of “drawing attention to something, notifying or informing somebody of something” (Gillian Dyer, 1982:2). This act of drawing attention, notifying, or informing can be done by words, sign, or utterance to a group or individual. There are so many commercial advertisements found on YouTube, the researcher has chosen one of the best product for doing the research.

The researcher is interested in doing the research, because it carried out by the researcher personal experienced. When the researcher would like to watch the video on YouTube, the researcher found some advertising content before the video playing. The duration of advertisements content that appears some time around seven seconds until two minutes. One of some advertisement that appears on YouTube is commercial advertisements. After watching those advertisements, the researcher found some interesting advertisements that appears in unique and unusual ways.

The name of the product is Doritos. The original product was made at the Casa de Fritos at Disneyland in Anaheim, California, during early 1960. It is a brand of flavored tortilla chips produced since 1964 by Frito-Lay, a wholly owned subsidiary of Pepsico. The researcher found the act of speech, especially the most obvious is the act of illocutionary. Moving from those video, the researcher interested began conduct doing this research.

Phenomena of illocutionary act has been researched by previous research (Herman, 2015), he focused on types illocutionary acts are found on Chinese conversation in Pematangsiantar. Related to the previous research, the researcher interesred continue the reseach, but in different data source. The researcher interested analyzed the types and dominant types of illocutionary act found in commercial advertisements on YouTube.

Referring to phenomenon above, the researcher believes this research is important to do, because in daily life we use illocutionary to point something. Using illocutionary it can be indicated to meaning or any purpose. So that people can

speak carefully when are talking with someone or community because every single word in a conversation has ability to transfer an idea to be an act.

Referring to above reason, the researcher got an example from the commercial advertisements found on You Tube as below;

A conversations a child and man, as follow:

Man : **Nacho cheese, that's my favorite** (point out the Doritos)
 Girl : Sorry, but these are not for you

There is a girl who is cycling in her complex with bringing a Doritos. On the way, she meets a man who is watering the grass. When the man sees her, he aproaches the girl happily to have some the girl's Doritos.From the man utterance,“Nacho cheese, that is my favorite”. The illocutionary meaning of the utterance is the man request the girl for giving him a Doritos. It indicates in requesting action. Based on the context of the man utterances is directive illocutionary.

Based on explanation above, Illocutionary cannot be separated in daily life, there are some many illocutionary meaning we found in daily life, such as in commercial advertisements on YouTube. YouTube gives an effect the way of people to create, consume, share art, media, and performance on video. In this time, people prefer choose to promote their product on YouTube. Based on the researcher's experienced, the researcher decided to do the research. The researcher focused to analyze the types and dominant types of illocutionary speech act found on YouTube.

1.2 Identification of The Problem

Related to the background above, this research has identified some of the problems are based on commercial advertisement as follows:

1. The types of illocutionary speech act found in commercial advertisements on YouTube.
2. The dominant types of illocutionary speech act found in commercial advertisements on YouTube.
3. The phenomenon of illocutionary act in daily life
4. The Doritos commercial found in commercial advertisements on YouTube.

1.3 Limitation of The Problem

Based on the problems above, the study focuses on analyzing:

1. The meaning and types of illocutionary speech act found in commercial advertisements on YouTube.
2. The dominant types of illocutionary speech act found in commercial advertisements on YouTube.

1.4 Formulations of The Problem

Based on the questions above, formulation of the problems are:

1. What are the meaning and types of the illocutionary speech act found in commercial advertisements on YouTube?
2. What are the dominant types of illocutionary speech act found in commercial advertisements on YouTube?

1.5 Objective of The Research

Related to the problem above, the analysis is intended to achieve some objective:

1. To describe the types of the illocutionary speech act found in commercial advertisements on You Tube.
2. To describe the dominant types of illocutionary speech act found in commercial advertisements on YouTube.

1.6 Significant

The researcher expects the result of this study can give contribution for theoretically and practically.

1.6.1. Theoretical Significant

This research aims as teaching materials and references for the further researcher, especially for students and users that used YouTube to understand the types and the dominant types of the illocutionary speech act in the commercial advertisements that exist on YouTube.

1.6.2. Practical Significant

This research can be applied directly to speaker and listener in understanding the types and dominant types of illocutionary act on YouTube as properly and correctly.

1.7 Definition of The Key Term

- Communication** Communication is sending and receiving information between two or more people.
- Illocutionary** Illocutionary act is the act of saying something, which committed with intend of the speaker by uttering sentences, such as asking, stating, questioning promoting, ordering, apologizing, and threatening.
- Advertisement** Advertising is a means to obtain a strong position in competitive industrial circumstances. It typically attempts to persuade potential customers to purchase or to consume more of a particular brand of products or services.

CHAPTER II

REVIEW OF RELATED LITERATURES AND THEORETICAL FRAMEWORK

This chapter contains some theories that used to analyze the data of the research. The theories related in this chapter such as pragmatics, speech act, illocutionary act, function of illocutionary acts, advertisement meaning, previous study, and theoretical of the framework.

2.1. Pragmatics

Communication clearly depends on not only recognizing the meaning of words in an utterance, but recognizing what speakers mean by their utterances. The study of what speakers mean, or speaker meaning, is called pragmatics (Yule, 2010: 127). People always communicate each other, they exactly have a certain intention of doing the communication. When they produce utterances, they have many purposes such as making a statement, describing an event, and stating of affair question, order, request, forbid and much more.

In order for that to happen, speakers (or writers) must be able to depend on a lot of shared assumptions and expectations when they try to communicate. The investigations of those assumptions and expectations provide us with insights into how more is always being communicated than is said.

2.2. Speech Act

In general life, we have been considering ways in which interpret the meaning of utterances in communication. We have not yet considered the fact that we usually know how the speaker intends us to take what is said. we can usually recognize the type of action performed by a speaker with the utterance. Speech act is an utterance that has performsvity function in language and communication. We have not yet considered the fact that we usually know how the speaker intends us to take what is said. we can usually recognize the type of action performed by a speaker with the utterance. According to (Yule, 2011: 134) we can define a speech act as the action performed by a speaker with an utterance. Speech act are highly delicate to the context of the utterances in particular to the relationship between the speaker and the hearer (Parker, 1986:18).

Acording to (Austin, 1962) stated that are three types of speech acts, namely locutionary, illocutionary, and perlocutionary acts. That is to say, locutionary acts are those acts which convey literal meaning with the help of a given syntax and lexicon, for example, "it is cold in here". An illocutionary act is viewed as the force carried with words or sentences to illustrate, by telling someone "It is cold in here", someone is actually asking someone else to close the window. It is the act performed in saying the locution. The last is perlocutionary act which means the consequential effect of utterance on an interlocutor or the change caused by the utterance, for instance someone closes the window because of someone else's statement.

2.2.1. Illocutionary act

. The illocutionary act has generally been conceived as the act a speaker successfully performs when, uttering a sentence with a certain intention in certain circumstances, he or she gets the hearer to understand his or her intention. Based on (Searle, 2010) Illocutionary act is the act of saying something which committed with intend of the speaker by uttering sentences, such as asking, stating, questioning promoting, ordering, apologizing, threatening and questioning. The illocutionary act has generally been conceived as the act a speaker successfully performs when, uttering a sentence with a certain intention in certain circumstances, he or she gets the hearer to understand his or her intention. Searle are classified thy types of illocutionary acts as assertive, directives, commissives, expressive, and declarative (Searle, 2010).

1. Assertive Acts

The point or purpose of the members of the assertive class to commit the speaker (in varying degrees) to something's being the case, to the truth of the expressed proposition (Searle, 2010: 48). An assertive act counts as an attempt to explain the actual state of affairs comprising phrases used to address a specific idea, proposition or belief. These acts include stating, concluding, informing, affirming, predicting, calling, answering, and reporting. All of the members of the assertive class are assessable on the dimension of assessment which includes true and false. It is important to emphasize that word such as belifs and commitment are here intended to mark dimensions, they are so to speak determinable rather than determinates.

The examples as following bellow;

I think it will rain today (predicting)

It was a warm sunny day (describing).

2. Directive Acts

The illocutionary point of these consists in the fact that they are attempts (of varying degrees, and hence more precisely, they are determinates of the determinable which includes attempting) by the speaker to get the hearer to do something. (Searle, 2010: 50). The typical examples of directives are ordering, commanding, warning, requesting, suggesting, forbidding, and inviting.

The example as following bellow;

Caould you please turn on the light. (requesting)

You had better take a rest. (suggesting)

3. Commisive Act

“I intend” has the feel of a commisive (like “I promise”) whose whole point is to commit the speaker to a certain course of action” In these acts the speakers commit themselves to future actions” (Searle, 2010 :44-45). The act can be a promise, a simple statement but the function is that the person is committed to the statement she/he has given. The intention behind commisives acts are promising, refusing, offering and threatening.

The example as following bellow;

I will come to your home tonight (promising),

I’ll make a cup of tea for you (offering).

4. Expressive Acts

The illocutionary point of expressives is "to express the psychological state specified in the sincerity condition about a state of affairs specified in the propositional content" (Searle, 2010: 51). A consideration of the emotions expressed is, however, insufficient for differentiating expressives from one another. Both congratulating and welcoming pair with pleasure; both condoling and lamenting express sorrow. The acts state what the speaker feels, his/her psychological state. It can be statements of pleasure, pain, likes, dislikes, joy or sorrow. The typical structure of expression is usually in declarative structure with the words referring to the feeling such as apologizing, thanking, greeting, and compliment. The example as following below;

I am really sorry to hear that (apologizing).

I thank you for coming to my party (thanking).

5. Declarative Acts

The declarative is the defining characteristic of this class that successful performance of one of its member brings about the correspondence between the propositional context and reality, successful performance guarantees that the propositional content corresponds to the world are statements or expressions that change the world by their utterance (Searle, 2010 :51). Declarative bring about a change in status or condition just in virtue of being uttered successfully. The acts of

declarative are approving, betting, blessing, christening, confirming, cursing, declaring, disapproving, dismissing, and naming, The example as following bellow;

I declare you to be the leader. (declarating)

I pronounce you husband and wife and the judge saying. (declarating).

2.3. Illocutionary meaning

Pragmatics is the study of what speaker meaning based on the context (Yule, 2010: 127). Based on Yule statement, illocutionary act is one of part from pragmatic, so it indicates of the meaning of illocutionary act also get from the context. Context has been understood in various ways, for example to include relevant aspects of physical or social setting of an utterance. Based on (Doyle, 2007) context is affect meaning. The difference context will be influenced in meaning. It will assumption without the right context in a conversation, the meaning become abiguity. In the same way Nadar states that context as the surroundings, in the widest sense, that enable the participants in communication process to interact and make the linguistic expression of their interaction intelligible (Nadar, 1993: 38).

2.4. Advertisement

The advertisement means to obtain a strong position in competitive industrial circumstances. It typically attempts to persuade potential customers to purchase or to consume more of a particular brand of products or services (Widyatama, 2007 : 141). Many advertisements are designed to generate increased consumption of

brand image and brand loyalty. For these purposes, advertisements often contain both factual information and persuasive messages.

Advertisement is apart from other language, the power of advertisement is set up by two elements; image and words (Simon & Dejica-Cartis, 2015). These elements must be fully applied attentively since the combination of words and image makes up the language of advertising. The words and images used in making or creating advertisement will influence the reader's responses. To get expected effects or responses from the readers, an advertiser must be careful and smart in selecting and putting them.

2.5. Previous Study

In supporting and also as the references of this research. The researcher reviews from the journal which conducting the same topic. The journals also as the guided for the researcher doing the research. In this research, there are some many similarities with the previous resercher. The similarities of the previous research with this reseach become from the approach, theory, method of collecting data, and method of analyzing data. Although some of similarities in some of the pprevious research, the researcher believe this research still important to do, because this research can help people to understand the illocutionary tyes that exist on YouTube.

The first researcher is (Hesti Sundari, 2009) with entitled "Directive of illocutionary act used in the movie "Blood Diamond by Edward Zwick & Marshal Herkovits". The research used qualitative approach for her research. In her research, her would found seven of types directive of illocutionary act used in movie "Blood

Diamond by Edward Zwick & Marshal Herkovis. The object of her research is the utterance in the movie “Blood Diamond by Edward Zwick & Marshal Herkovits”. After doing the research she found seven of types directive of illocutionary act used in movie “Blood Diamond by Edward Zwick & Marshal Herkovits”.

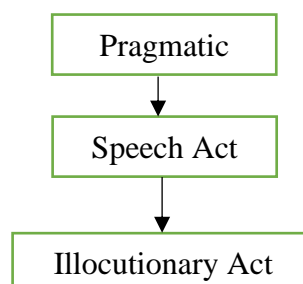
The second researcher is (Nugroho, 2011) with entitled “An Analysis of Illocutionary Acts in Sherlock Holmes Movie”. His research conducted in order to analyze the types of illocutionary acts which dominantly present by Sherlock Holmes in the Sherlock Holmes movie. The researcher used Searle’s theory for his reseach. In conclusion, this research reveals that Sherlock Holmes in his utterances uses illocutionary act of directive more often than other acts.

The third researcher is (Herman, 2015) with entitled “Illocutionary Acts Analysis of Chinese in Pematangsiantar”. The researcher used qualitative approach. In his research conducted in order to analyze the utterances of Chinese who live in Cokroaminoto, Pematangsiantar. He used Searle’s theory for his reseach. After he doing the research he found only four types of illocutionary acts occurred in the utterances of Chinese who live in Cokroaminoto, Pematangsiantar.

The fourth researcher is (Evin, 2015) with entitled “The Analysis of Illocutionary Act in Brave Movie”. His research is conducted in order to analyze the utterance among the character in Brave Movie script. In his research he used qualitative approach and theory by Searle’s. After investigating the utterances in the script, the researcher found several finding on it. He found five categories in illocutionary act, such as assertive, directive, commisive, expressive, and declarative.

2.6. Theoretical Frame Work

The main framework is the process of theories that will be used in the analysis. The researcher used the pragmatic approach in analyzing the problem. Pragmatic is the branch of this research, and researcher chooses speech act for the discussion. Because of the limitation of the time and the knowledge about speech act, the researcher only focused on illocutionary act. The data was analyzed by the researcher used Searle's theory. The researcher made the theoretical frame work of this research in this following steps.



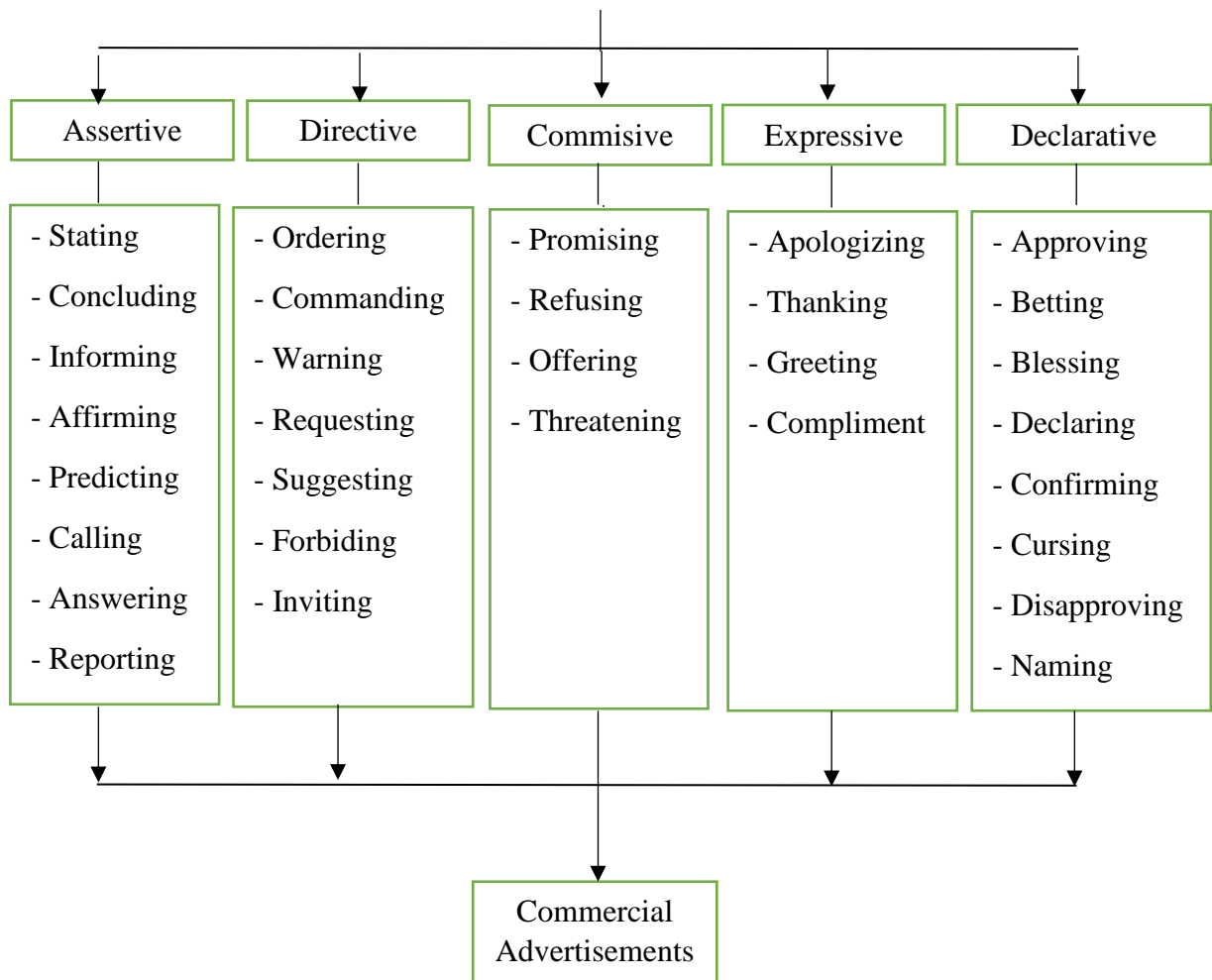


Figure 2.3 Theoretical Framework

Based on above theoretical framework, the linguistic branch is pragmatic. Speech act is the part of the pragmatic study. One of the part speech act is illocutionary act. The illocutionary act are divided into five types based on Searle's theory such as assertive, directive, commissive, expressive, declarative. In commercial advertisements contain of the illocutionary speech act. In assertive act divided into some categorizes as stating, concluding, informing, affirming,

predicting, calling, answering, and reporting. In directive act divided into some categorizes as ordering, commanding, warning, requesting, suggesting, forbidding, and inviting. In commissive act divided into some categorizes as promising, refusing, offering and threatening. In Expressive act divided into some categorizes as pain, likes, dislikes, joy or sorrow. In declarative act divided into some categorizes as approving, betting, blessing, confirming, cursing, declaring, disapproving, and naming.

CHAPTER III

RESEARCH METHOD

This researcher used some methods in getting the conclusion of the research. This chapter contains research design, an object of the research, methods of collecting data, and methods of analyzing data, method presenting data. These methods will be helped the writer to get the purpose of the research.

3.1. Research Design

Based on the problems related to the phenomenon of illocutionary speech act in commercial advertisements that exist on YouTube. The researcher tries to investigate and analyze the problem about the illocutionary act that ocured commercial advertisement on YouTube. The researcher first found information from several sources. The source of information such media social, students, and the user of YouTube.

After the researcher got enough information from several sources, the researcher concluded the poblem. The problem related to the difficulties of people to understand about meaning and types of illocutionary that ocured in commercial advertisements on YouTube. The next step, the resercher find the theory that retated to the problem for guiding the researcher to analyze the problem.

In this research, the researcher used qualitative method. First, the researcher found the data from internet, especially from YouTube channel. Then, after getting the data researcher sorted out of the suitable problems. The next step, the researcher analyzed the data based on Searle theory. In research, the researcher used formal and informal presentation method (Sudaryanto, 1992:145). The researcher presented the result of data analysis by verbal description or explains by words and described by the table.

3.2 Object of the Research

The object of the research is determined by the data sources which will be investigated. In this research, the object of the research is the illocutionary speech, the data is the utterance, and the data source is the commercial advertisements “Doritos” on YouTube.

3.3. Method of Collecting Data

Method collecting data is an action of the researcher to get the data needed for the research. The collecting method is the most important step in a research. The researcher must have methods to help him accomplish his research. It is the factors which help the researcher to get as good data as possible. In this research, the researcher used observation (*simak*) method (Sudaryanto, 2015:203). In observation method, the researcher used uninvolved conversations (*simak bebas libat cakap*) technique. In uninvolved conversations technique, the researcher doesn't involve in dialogue or conversations, because the researcher not as speaker.

In this technique the researcher only need to pay attention and what speaker utterances.

There are the processes of the researcher collecting data:

1. The researcher search the commercial advertisements.
2. The reseacher watch the commercial advertisements.
3. The researcher download the commercial advertisements.
4. The researcher observe the commercial advertisements
5. The researcher replay the commercial advertisements for several times in order to understand the context.
6. The researcher write the utterance to help analyzing the data.

3.4 Method of Analyzing Data

In this method the researcher used identity (*padan*) method by (Sudaryanto, 2015:25). In this research the participants in the dialogue are the indicator research. Whereas for the technique, the researcher used pragmatic technique by (Sudaryanto, 2015:29). The reseacher used the steps as following:

The data from the research will be analyzed in the following steps:

1. First, finding the speakers' utterance in the form of illocutionary act.
2. Second, identified various of illocutionary utterance in advertisements.
3. Third,making classification of data.
4. After the data classification was finished, started to analyze the data based on theory in use.
5. Final step was making conclusion toward data analyzed

3.5 Method of Presenting Data

In this research, the researcher used formal and informal presentation method (Sudaryanto, 2015:241). In formal presentation means the researcher use commonly signs, numbers, and symbols, table or diagram for presenting the result. Whereas in informal presentation the researcher presents the result of data analysis by verbal description or explain in word. The data were analyzed by researcher with own word based on the reference from the journal, a book, and the previous research.