



**Illocutionary Speech Acts in the Language Used by Sales Promotion Girls at
Unilever Company**

A FINAL PROJECT

In Particular Fulfillment of the Requirement

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SUBMITTED BY

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PRONOUNCEMENT

The writer states truthfully that this project is compiled by her without taking the results from other research in any university, in S-1, S-2, and S-3 degree and in diploma. In addition, the writer ascertains that she does not take the material from other publications or someone's work except for the references mentioned in bibliography.

Semarang, July 2013

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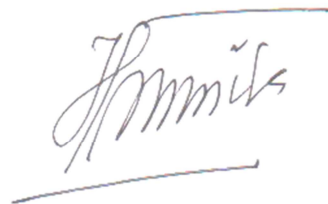
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MOTTO :

“Bila kita menginginkan sesuatu raihlah dengan segala usaha yang kita punya dan iringilah dengan doa” (Michel De Montaigne)

“Jika kita mempunyai impian janganlah berhenti berusaha walaupun kita sedang terjatuh karena kebahagiaan akan selalu berada di samping kita” (Ima)

This final project is dedicated to my Mother and my boy friend beloved.

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Finally, the writer realizes there are not purposive errors in writing this project. She really allows all readers to give their suggestion to improve the content.

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ABSTRAK

Setiap manusia mempunyai tujuan berkomunikasi yang tidak sama dengan yang lain. Bahasa merupakan gabungan dari serangkaian kata yang digunakan sebagai alat berkomunikasi. Ilmu pragmatik mengkaji bahasa yang diantaranya untuk menjelaskan sebuah maksud tertentu. Penelitian ini memilih percakapan *sales promotion girl* pada perusahaan *Unilever*. Hal ini dikarenakan bahwa perusahaan *Unilever* sebagai tolak ukur dalam bidang pelayanan yang memiliki standar komunikasi. Tujuan penelitian ini untuk mengetahui jenis tindak tutur ilokusi yang digunakan *sales promotion girl*. Untuk menganalisis data digunakan teori Searle (1979:23) tentang tindak tutur dan Yule (1996:19) tentang jenis – jenis tindak tutur ilokusi. Analisis penelitian menghasilkan kesimpulan bahwa tuturan yang digunakan *sales promotion girl* di perusahaan *Unilever* dapat dikategorikan ke dalam lima jenis tindak tutur ilokusi yaitu direktif, ekspresif, deklaratif, representatif dan komisif. Salah satu jenis tindak tutur yang sering muncul dalam penelitian ini adalah tindak tutur direktif. Tindak tutur direktif merupakan tuturan yang sering muncul karena penutur mempunyai maksud untuk mengajak pendengar untuk melakukan sesuatu.

Kata Kunci : Pragmatik dan Tindak tutur ilokusi dan *Sales promotion girl*.

ABSTRACT

Every human being has different communication goal as the others. Language is a combination of words which is used as a medium of communication. Pragmatics studies the particular meaning of language in use. This study takes the conversation of sales promotion girls at the Unilever Company. The writer chose the Unilever Company because the company is a benchmark in the communication service. The purpose of this study is to determine the kinds of illocutionary acts in the utterances spoken by sales promotion girls. The writer analyzed the data by applying Searle's (1979:23) theory for speech acts and Yule's (1996:19) for illocutionary speech acts theory. The result of this study shows that there are five kinds of illocutionary acts which are directive, expressive, declarative, commissive and representative. Among these illocutionary acts, directive is the most dominant kind. Directive speech acts are aimed to persuade the listener to do something.

Key Words: Pragmatics, Illocutionary speech acts and sales promotion girls.

CHAPTER I

INTRODUCTION

1.1. Background of the study

Language is a device used by humans for communication. The use of a good language is very influential in the understanding of the information to be delivered. Language forms have variations in accordance to the purpose of using the language. According to Keraf (1997:3), language has several functions such as a device for self expression, a device for communication, a device to hold integration, and a device to adapt to the environment or social circumstances.

Language competence is one of the important aspects in human resources development. This competence can be seen from how someone communicates with other people. With a good language competence someone will be able to communicate his desires very effectively. This fact makes many companies request their human resources have good language competence, especially when they work in the marketing departments.

Marketing department has an important role in promoting products of a company. One of the important aspects in marketing is promotion. Promotion is one of the important activities in a company to introduce or promote products to the community. One of the marketing divisions which has an important role is sales promotion department. In this case, sales promotion girls have a role as a team that promote the products so that they can increase market share. According to Stanton (1984:7), marketing business system are designed to plan, determine, promote, and distribute goods that can satisfy the needs and demands of consumer is success achieved to promote such products depend on the language used for communication. The language used by sales promotion girls has a specific purpose, such as to offer, to describe, to explain or to inform a product.

A study of language used by sales promotion girls is very interesting to be conducted because the utterance used by sales promotion girls has the purpose to persuade the others people. In this paper, the author wants to analyse the forms of speech acts used by Sales Promotion Girls at the Unilever Company, as an innovative and inspiring company. The Unilever company is a fast growing company with its new approaches, ideas and different perspectives. One of the marketing strategies at Unilever Company is the use of standard greetings called “call to action”. “Call to action” is key words for sales promotion girls when doing promotion to costumers. The forms of utterances used by sales promotion girls will be explained based on the speech act theory especially the theory of illocutionary speech acts.

1.2 Research Problem

The problem discussed in this study is what are the kinds of illocutionary acts found in the utterances spoken by sales promotion girls at the Unilever company.

1.3 Purpose of the study

This project has the purpose to explain the kinds of illocutionary acts found in the utterances spoken by sales promotion girls.

CHAPTER II

THEORITICAL FRAMEWORK

2.1 Speech Act Theory

Speech act is the basic material for learning pragmatics. According to Searle (1979:23), speech act is the basic of utterances to perform an action. Speech acts can be classified into three levels, which are illocutionary acts, locutionary acts, and perlocutionary acts.

2.1.1 Locutionary Acts

Locutionary act is the act that functions for saying something in the act. This speech act has a similar meaning to the dictionary. Moreover, speech acts is accordance with the rules of the syntax. Based on the syntactic form, the utterance “You can do that”, for example, has the subject ‘You’, the predicate ‘can do that’.

2.1.2 Illocutionary Acts

Illocutionary Act has the function for doing something in the act. This speech act focuses on the function or power of speech. The following utterances “I have just made some coffee” is an example of illocution acts. The utterance has the meaning and function to state what to do. This utterance is spoken to the listener to ask the listener to make coffee.

2.1.3 Perlocutionary acts

This speech act has the function for saying something to affect someone. Perlocutionary act is used to produce a result of the speech that has been delivered. The example of perlocutionary acts are the utterance “This tea is really cold”. With this sentence the speaker asks the listener to change cold tea with hot tea, and if the listener does what the speaker wants, then the sentence can be categorized into a perlocutionary act.

2.2 Speech Act Classification

Yule (19:1996) classifies speech acts into five kinds, as in the following.

2.2.1 Representatives

This kind of speech act is aimed to state what the speaker believes to be case or no, such as the act of stating, suggesting or claiming. The example of this speech acts is “It is a

warm sunny day”, which can be categorized in to a representative act because the statement about what is the happening. The utterance is used to provide information about the day.

2.2.2 Directives

This kind of the speech act is delivered to affect the listener to do something, such as ordering, asking or recommending. The utterance “Don’t touch that!” aims to tell the listener(s) not to do something. The utterance can be classified into a directive speech act because it is aimed to prohibit someone from not touching anything.

2.2.3 Expressives

This kind of speech act is aimed to state what the speaker feels. This speech act reflects the psychological feeling of the speaker such as the act of apologizing or praising. The utterance “Congratulation!” is an expressive act. The utterance is used for expressing the feeling of the speaker.

2.2.4 Commissives

This kind of speech act is used by the speaker to commit himself in the future. This speech act has the meaning to promise or offer something. The example of “I’ll be back” can be categorized as commissive because the speaker promises that he will do something in the future.

2.2.5 Declaratives

The kind of speech act is delivered for changing a condition, such as deciding something or giving a permission. The utterance “I pronounce you husband and wife” spoken by a priest in a wedding procession can be categorized as declarative as the speaker gives a new status to newly married couple.

CHAPTER III

METHODOLOGY

3.1 Method of Collecting Data

The author uses an observation method to collect data. The data were collected from observation on five sales promotion girls who were working at Unilever. The author used recording and note taking techniques to get the data. By using recording technique, the authors recorded a conversation of sales promotion girls with the consumer to obtain the accurate data. The writer listened to the recorded conversation and then transcribed the conversation with note taking technique. Note taking technique can be performed directly after finishing a listening technique (Sudaryanto 1993:135). This note taking technique was used for classifying the utterances spoken by sales promotion girls.

3.2 Method of Analyzing Data

The author used *Padan* method for analyzing conversational data. According to Sudaryanto (1993:13), *Padan* method is one of the methods which is used to determine how interpret the meaning of the speaker's utterance. The author gave a marker on every sentence which can be analyzed to classify the data. The data were classified into several categories based on the Searle's and Yule's theory. The writer explained each category to describe the meaning of the utterances. Finally, the data were counted to find the dominant speech act.

The writer also used qualitative research in this paper. Qualitative research is the procedure of research to use the result of descriptive data as words (Moeloeng, 2007:3). The writer uses qualitative research because the result of the descriptive data showed the utterances spoken by sales promotion girls. Then, the utterances spoken by sales promotion girls could be classified into kinds of illocutionary speech acts.

CHAPTER IV

DATA ANALYSIS

There are sixty four utterances found in the data that can be analyzed into five types of illocutionary acts. From those utterances, there is one utterance classified into declarative speech act, eighteen utterances into representative speech acts, twenty utterances into directive speech acts, ten utterances into commissive speech acts, and sixty utterances into expressive speech acts. The following are the explanation of each type of speech act spoken by sales promotion girls at Unilever.

4.1. Declarative Speech Acts

This speech act describes that an utterance can change things. The purpose of declarative speech act is to decide something. The words used in an utterance have the meaning to change the status or condition of something. The example of declarative speech acts can be found below.

SPG: Permissi ibu, Saya boleh minta data ibu. Kita masih ada program Tresemme goes to paris. Ibu cukup isi data formulir ini. (Excuse me ma'am, May I have your personal information? We still have the program Tresemme goes to Paris. You just fill in this form).

Costumer: Oh iya boleh mbak ... (Spg melakukan pendataan konsumen) (Ok Mbak, I will ... (the Sales promotion is doing a customer registration).

SPG: Terimakasih ibu telah menjadi salah satu peserta program Tresemme goes to Paris (Thankyou ma'am, you are now a member of the program Tresemme goes to Paris).

The utterance of a sales promotion girl “*ibu telah menjadi salah satu peserta program Tresemme go to Paris*” can be classified into a declarative speech act because she changed the status of a consumer to be members of the program.

4.2. Representative Speech Acts

Representative speech acts function to provide information. The purpose of representative speech acts is to commit the speaker. The speakers also equate with the fact or the truth when using representative speech acts. In this research, the author found three types of illocutionary acts in the conversation of sales promotion girls. The utterances can be categorized as mentioning, explaining, stating and informing.

4.2.1 Mentioning or explaining

The mentioning speech act is meant to describe something in detail so it can be more easily understood. The utterance used to explain or mention something is in accordance with the fact. Representative speech act of mentioning can be seen below.

SPG: Iya bu, produk ini membantu mengatasi rambut rontok dari batang sehingga menjadikannya seperti sehabis dari salon (Yes ma'am, this product helps (you) overcome a hair loss problem from the stem, so that it makes your hair like the one that has been treated from a hair salon).

The utterance spoken by the sales promotion girls can be classified into a mentioning or explaining act because it has the meaning to describe the function of a shampoo product that can help to handle hair loss problem from the stem. The sales promotion girls also showed the product when mentioning or explaining the product to the consumer.

4.2.2 Stating

The stating speech act has the purpose to express something in truth without affecting the listener to do something.

SPG: salah satu keunggulan kami adalah mengandung enscapsule, microparfume yang terserap pada saat kain dicuci dan terpecah pada saat dikeringkan ... (One of our product benefits is contains enscapsule and microparfume absorbed into the cloth when it is washed and dried).

The utterance spoken by a sales promotion girl can be classified into a representative act because she states the benefit of the products that contains enscapsule and microparfume which are absorbed into the cloth when washing so that they create aroma therapy perfume. This fact can be found in the product packaging.

4.2.3 Informing

This speech act has the meaning to give information to the hearer. The information is true and can be proven.

SPG: Kita lagi ada double promo bunda ... (We now have a double promo, ma'am ...).

The utterance spoken by the sales promotion girl's utterance can be classified into the informing because the utterance *kita lagi ada promo bunda* aims to explain that there is a promo.

4.3 Expressive Speech Acts

The kind of speech act expresses the speaker's attitude, such as saying thank you, congratulation or pleasuring. The behavior of sales promotion girls is showed to increase quality of service. The expressive speech acts produced by sales promotion girls at Unilever are psychological statements. These can be analyzed to indicate pleasuring, greeting, thanking and apologizing.

4.3.1 Pleasuring

This expressive speech act has the function to reveal psychological manner of the speaker in situation. Pleasuring expression indicates the speaker to show happiness or sadness, as seen in the example below.

SPG: Silahkan datang kembali bu? (Please do come back (next time), Ma'am).

This sales promotion girl's utterance can be categorized into pleasuring speech act because the speaker says the utterance with pleasure to the consumer in closing sentence and gratitude after buying the product offered. Speakers ask the hearer to come back again in anytime.

4.3.2 Greeting

Greeting speech act shows the expression of the speaker related to psychological feeling of the speaker.

SPG: ... Selamat berbelanja (...Enjoy your shopping).

The meaning of utterance above is that the sales promotion girls want to express her greeting when the customer enters the supermarket.

4.3.3 Thanking

This speech act has the function to show speaker's gratitude for toward what the hearer did. This speech act is often used by sales promotion girls as closing mark in conversation.

SPG: Terimakasih bu, sudah belanja produk Lifebuoynya (Thank you ma'am, for bought Lifebuoy products).

This utterance is classified into thanking because the speaker shows happiness to the consumers who bought the products offered by saying thank you.

4.3.4 Apologizing

This speech act has the function to say sorry for having done something wrong or for up setting. This utterance is also supported by the actual situation that makes the speaker express disappointment or displeasure.

SPG: Iya bu maaf belum ada promo (Sorry Ma'am, we don't have a promo yet).

The utterance above can be classified into apologizing speech act because the speaker explains that there is no products promo at that moment.

4.4 Directive Speech Acts

Directive speech act has the intention that the speaker wants the listener to do what is delivered in the speech. In this research, the author found three types of directive illocutionary acts, which are commanding, suggesting and offering.

4.4.1 Commanding

This speech is aimed to give an order to a person to do something. Commanding illocutionary acts are often used by sales promotion girls to ask consumers, to buy or to use the products offered.

SPG: ...ibu bayarnya di kasir supermarket sebelah Sana (... Please pay at the supermarket cashier overthere).

The utterance can be classified into asking speech act because the speakers expressed something with the purpose to ask the listeners to pay at the cashier. She also gave a direction to the cashier into the costumer. This utterance has a directive indicator that consumer pays at the cash register that the speaker shows.

4.4.2 Suggesting

This speech act is made by the speaker to suggest the hearer to do something, as seen in the following data.

SPG: Saya sarankan pakai yang Ponds White Beauty Clear Solution yang warnanya hijau ini lho bu, (I recommend that (you) use Ponds White Beauty Clear Solution, the one with the green color, Ma'am ...).

The utterance of sales promotion girl's *saya sarankan* is an utterance marker of suggesting speech act because she suggests the consumer to use Ponds white beauty products which match with the skin type of the consumer.

4.4.3 Offering

Offering speech acts are the utterance to show or express willingness or the intention to do something.

SPG: Silahkan ibu, mengikuti program tresemme goes to Paris dan dapatkan hadiah hiburan yang menarik lainnya bu. (Ma'am, please join the tresemme goes to Paris program and get many other interesting and amusing gifts).

The utterance spoken by sales promotion girls above can be classified into offering speech act because the speaker conveys the utterance has the intention to make the consumer join Tresemme goes to Paris program. The Indicator of speech above is the costumer interested to register for the Tresemme goes to Paris program.

4.5 Comissive Speech Acts

The kind of speech act has an impact in the future. The utterances used by sales promotion girls emphasize on the benefits of the product so the consumers have an impact in the future for buying their product. Analysis of the data on commissive speech act used by five sales promotion girls can be classified into promising. Promising speech acts is the utterance to tell somebody that the hearer will definitely do or not do something.

SPG: Nanti saya kasih hadiah langsung (... I'll give you a gift immediately).

The utterance used by sales promotion girls have the purpose to promising into the costumer will be rewarded. She provides certainty to consumers to pay first so the costumer will get the gift.

CHAPTER V

CONCLUSION

Illocutionary speech act has the function for doing something in the act. The analysis on the language used by sales promotion girls show that those are five kinds of illocutionary speech acts, which are declarative, representative, expressive, directive and commissive. Declarative speech act is aimed to decide something. Representative speech acts have the function for mentioning, explaining, stating and informing something. Expressive speech acts found in the data are the acts of pleasuring, greeting, thanking and apologizing. Directive speech acts cover the act of commanding, suggesting, and inviting. In the data, there is only one function of commissive speech act, which is deciding. In this research, directive speech acts are the dominant utterances spoken by sales promotion girls at Unilever. The directive speech acts spoken by sales promotion girls is aimed to persuade the costumer for doing something.

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