

## **An Analysis Speech Act Used by Coronavirus Advertisement in Indonesian Ministry of Health**

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### ***Abstract***

*Language as a means of communication. Human beings always use it in interaction. They are many functions of language. With language, they can talk about culture, economic, education, politics, social, or anything that happens in their life. Therefore, it plays important role in social life. In daily written or spoken form of language, which we use in communication, it consists of performing speech acts. According to Austin (1993), all expressions of language must be viewed as acts. He distinguished in three types; they are locution, illocution, and perlocution. The problem of this study is what is the classification of illusionary act used by advertisement of coronavirus in the Indonesian Ministry of health? The purposes of this study are to describe the classification of illocutionary acts used by advertisement of coronavirus in the Indonesian Ministry of health. In this research, the researcher uses descriptive qualitative based on its purpose and the type of the data. The result of this research is found two data of illocution between five kinds of illocution that she took from Searly's theory. Those data were found are directives (commanding action, ordering action, and advising action) and assertive (informing things action), while the commisives, declarative and expressive were not found in those advertisements about coronavirus.*

***Keywords: Language, Speech Act, and Advertisement***

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## Introduction

Language is very important for human beings as a means communication by a whole community. Human beings always uses it in interaction. They used it for talking about knowledge,culture,economic,politic,social or anything issues that are happening. Beside that, the language can represent their idea, feelings and thoughts. For example: by language we can share information to another people and also learn and know every events that happen in this world and so on. That is way, the language can't be separated from human beings. In daily written or spoken form of language which we use in communication, it consists of performing speech acts.

Talking about speech acts, all expression of language must be seen as acts.there are many theories of speech act study. Speech act is the types of act performed by speaker in uttering sentence.Originally, the theory was introduced by Austin in 1962, and then it was developed by his student Searle in 1969. According in Renkema states thatt in speech act theory, language seen as from of acting. It is influences the relationship between form and acting <sup>2</sup>.This is aimed to tell us when we ask question but it means order, or when we say something with special intonation (sarcastic) it means the opposite.

Besides that Celce Murcia states that speech act is usually performed within a situation that provides contextualls elements that help interpret the speaker's intonation<sup>3</sup>. For example:"it is really cold here" where the situation the window is open. It means this utterance can be easily interpret as request for the listener to close the window.

As zulfa (2018) quoted in Austin's statements that he distinguished three kinds of action each utterance. They are as follows:<sup>4</sup>

1. Locutionary Act are the act that is performed in order to communicate, the act of actual uttering (the particular sense and reference of an

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<sup>2</sup> Renkema,Jan,"Course Studies Introductory for the Language Teacher",Benyamin publishing Company,Amsterdam,Philadelphia.1993,22

<sup>3</sup> Celce M.Marienne,"Discourse and Context in Language Teaching",Cambridge University Press,2000.24

<sup>4</sup> Tutuarima,Zulfa dkk,"An Analysis of speech act used in London has fallen Movie", VISION:Jurnal for language and Foreign Language Learning, Vol. 7,No. 2,160-169.2018

utterance), the study is the domain of field like phonetic, phonology and linguistic semantic<sup>5</sup>. In other words, it is description of what speaker says. This kind of act will give the signal to the illocutionary act. It will create meaning or message based on the speaker says or intends to do uttering. For example: "bring an umbrella" is a locutionary act if the hearer understands those words.

2. Illocutionary act is an act performed in saying something, making statement promise, thanking, asking questions and so on<sup>6</sup>. It is description of what speaker intends to do by uttering a sentence. For example: "bring an umbrella" it may be intended as order or advice because of the raining situation.

3. Perlocutionary act is an act performed by saying something in a particular context. It represents the change achieved each time.<sup>7</sup> While Jack Richards said that

perlocutionary act is the results or effects that are produced by means of saying something<sup>8</sup>. It means that the production of an effect through locution and illocution. It is description of the effect on hearer of what speaker says. For example, "bring an umbrella" those sentence would be perlocutionary act if give the effect such as persuading, embarrassing, intimidating, boring, inspiring, deceiving, misleading and so on.

In discussing about illocutionary act, according Searly that he divided of illocutionary act into five categories, they are : Assertives is illocutionary acts that represent a state affair, Directives is attempts by the speaker to get the addressee to do something, commissives is commit the speaker to some future course of action, Expressive is express psychological state about the situation by the proposition and

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<sup>5</sup> Austin, J.L., "How to do things with words", Cambridge: University Press. 1962

<sup>6</sup> Tutuarima, Zulfa dkk., "An Analysis of speech act used in London has fallen Movie", VISION: Jurnal for language and Foreign Language Learning, Vol. 7, No. 2, 160-169. 2018

<sup>7</sup> Tutuarima, Zulfa dkk., "An Analysis of speech act used in London has fallen Movie", VISION: Jurnal for language and Foreign Language Learning, Vol. 7, No. 2, 160-169. 2018

<sup>8</sup> Richards, Jacks and John Pla., "Longman Dictionary of Language Teaching and Applied Linguistics", Longman Group UK Limited, 1992. 217

declaration is effect immediate changes in the institutional state of affairs and tent to rely on elaborate extra linguistic institution<sup>9</sup>

Nowdays, the mass media are developing quickly so that many companies or some institutions are interested to create advertisement as a ways to give some informations or convey messages. Not only adult people can access some informations easily, but also young people now can easily too. There are many media used to send message such as news paper, radio, television, mobile and so on. .It can be written or spoken form such as booklet, slogan,pamphlet,caricature, vidio and so on .The language of advertisements are attractive, clear, simple, brief and so on. More over in slogan form because the advertisement in slogan form is more attactive and simple. It can make a big attention for the readers or listeners so they can catch what the message of speaker's intention. As a result, the advertisement take a part in growing mass media as the ways to show opinions, creativity, message, wishes and so on.

In the theory speech act are study of intended meaning the utterance spoken and written. Moreover the most significance in speech acts are message of the speaker's intention. The students of departement English Study should be able to know the speech acts used and how to use it. Not only when they talking to another in order to create the best result communication, but also when the intended meaning the utterance in written form.. In this case slogan form . It can represent the complicated case of speech acts in order to find out what the message in saying something. Based on the explanation above, the writer is interested in analyzing illocutionary act used by advertisement in Indonesian Ministry of Health especially about coronavirus. Those source of advertisements in slogan which taken from link in Indonesian Ministry of Health.

## **Research Method**

### **1. Research Design**

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<sup>9</sup> Martinich,A.P."The Philosophy of Language",Newyork,Oxford University Press.2002,124

The research design of this study was descriptive qualitative. Arikunto stated that qualitative research was conducted to describe the current status of phenomenon that while exist at the time of the study<sup>10</sup>. One of the characteristic of these research was the data was consist of the words in the form that many verbal dercription, rather than numbers. According to Bogdan and Biklen qualitative research is dercriptive, the data collected is in the form of words / pictures than numbes<sup>11</sup>. So that is way the write use descriptive qualitative research based on its purpose and the type of the data in the research design.

## 2. Data Collecting

The data collecting method was the way the researcher used to collect the data. According Suharsimi documentary method is method use to collect the data based on the transkrips, books, newspaper, magazine, symbol and rule<sup>12</sup>. Based on explanation those, the researcher used documentary method to collect the data. the data was taken by searching internet and copied the advertisement from link of Indonesian Ministry of health.

## 3. Data Analysis

The process of data analysis in Mustachim (2018) fell into three major steps. It was developed by Miles and Huberman , that are :data reduction, data display and data conclusion drawing and verification<sup>13</sup>. The researcher used it in order to get easily to analyze the data. The following steps are :

### 1. Data Reduction

Not all of the data that consists of advertisement will be analyze. The data. According to Miles and Huberman, data reduction refers to the process of selecting, focusing, simplifying, abstracting and

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<sup>10</sup> Arikunto, Suharsimi, "Prosedur Penelitian: Suatu Pendekatan praktek", Jakarta: Rieneka Cipta, 2010. 105

<sup>11</sup> Bogdan, C and Sari, K. Biklen, "Qualitative Research for Education An Introduction to the Theory and Method", Allyn and Bacon, Inc. Boston, 1997, 28

<sup>12</sup> Ibid, , , , . 105

<sup>13</sup> Mustachim, Anggia, "Student's Anxiety in Learning English at the 8<sup>th</sup> grade of SMPN 9 of south Tangerang", Paper, State Islamic University Syarif Hidayatulloh: Jakarta. 2014, 34

transforming the data<sup>14</sup>. in this step the researcher selected the data which is used only based on the research problem in order to get the valid data and easier for the researcher.

2. Data display

The second steps was data display. It was consists of an organized and compressed assembly of information that permit concluding of drawing. In this steps the data was categorized based on the types speech acts and illocutionary acts on each advertisement has.

3. Conclusion drawing and Verification

The conclusion drawing and verification was the last steps to consider to analyze and identify based on the research problem. It is one of the importance steps in this research. It is a way used to know result of the study. After all the data have classified the researcher analyze how the utterance in written form of coronaviruses advertisement based on the theory speech act. Then, the researcher made conclusion based on the result of this discussion.

## Findings and Discussion

1. Slogan Presentation

The data of slogan presented have been classified in form or phrase or statement based on each illocutionary act has. Those data following are :

- a. Novel koronavirus (covid-19) adalah virus baru penyebab penyakit saluran pernapasan. Virus ini bersasal dari Cina. Novel koronavirus merupakan satu keluarga dengan virus penyebab SARS dan MERS.
- b. Bagi yang melakukan perjalanan ke Cina: Gunakan masker jika berada d kerumunan orang,jika mengalami gangguan saluran pernapasan selama di Cina atau setelah kembali ke tanah air segera hubungi petugas, di sarankan tidak mengunjungi pasar hewan

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<sup>14</sup> Ibid, p.35

- c. Cuci tangan pakai sabun dengan air mengalir
  - d. Waktu-waktu penting CTPS : sebelum makan, setelah BAB, sebelum menjamah makanan, sebelum menyusui dan setelah beraktifitas.
  - e. Ayo pakei masker
  - f. Physical Distancing : jaga jarak satu sampai dua meter untuk mencegah penularan virus korona
  - g. Saat ini minimal gunakan masker non-medis jika keterbatasan masker medis
  - h. Cuci masker kain (non-medis) dengan air dan detergen
  - i. Setiap orang minimal memiliki 3 masker kain (non-medis) untuk menjaga situasi pemakain
  - j. Stop penyebaran covid-19
  - k. Gunakan masker kain 2 lapis bukan masker bedah atau N95
  - l. Menggunakan masker kain tidak lebih dari 4 jam, setelah itu cuci dengan sabun
2. Interpretation on phrase or statement of slogan
- a. Directives

Directives is speech aims to produce an effect to the listener in the form of an action has the intention to make a listener to do something. The functions of directive speech acts according to Rahardi <sup>15</sup> that are ordering, commanding, begging, demanding, advising, questioning, permitting, challenging, entreating, insisting, pledging. Directives illocution found in advertisement slogan corona virus are follows:

1. “Bagi yang melakukan perjalanan ke Cina: Gunakan masker jika berada d kerumunan orang, jika mengalami gangguan saluran pernapasan selama di Cina atau setelah kembali ke tanah air segera hubungi petugas, di sarankan tidak mengunjungi pasar hewan”.

The above speech are directives illocution. When the marker of slogan states that ”gunakan masker”, “hubungi petugas” tidak

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<sup>15</sup> Rahadi, R.K., "Impertaif dalam Bahasa Indonesia", Duta wacana Press: yogtakarta. 2000

mengunjungi pasar hewan”, he actually expressing commanding. He wants the hearers or readers know that there is coronavirus in one of the country and it has been spreaded so that the reader should be able to protect them by using mask and also don't go to market animal for a while. Besides that the directives which is the function of advising also has found in the word "hubungi petugas". It is indicated that when the readers fell not good condition so they can go to the doctor.

2. "cuci tangan pakai sabun",

Act of stating can be found in this speech act. When the marker of slogan states that "pakai sabun", he actually expressing commanding. He wants to the reader know that when they wash their hand don't use the water only but also use the soap in order the bacteria or virus can be died totally.

3. "ayo pakai masker"

Act of stating can be found in this speech act. The word "ayo" is show expressing commanding. Those word indicated that the readers have asked to use the mask and it is to adress for everyone.

4. "Saat ini minimal gunakan masker non-medis jika keterbatasan masker medis"

The above speech has directives meaning that is ordering. It can be seen from the word "minimal gunakan masker non medis". Those utterance has message that the readers can use mask non-medis so that it can be one of the ways to prevent of spreading coronaviruses.

5. "stop penyebaran covid"

The word 'stop' has illocutionary act speech. Those utterance has expressing ordering that belonging of directives that is to inform to the readers don't do significance things that can cause of spreading of coronaviruses.

6. "Gunakan masker kain 2 lapis bukan masker bedah atau N95"



The above speech has directives meaning that is ordering. It can be seen from the word "gunakan masker kain 2 lapis". Those utterance has message that the readers can use mask non-medis so that it can be one of the ways to prevent of spreading coronaviruses.

7. "Physical Distancing : jaga jarak satu sampai dua meter untuk mencegah penularan virus korona".

Act of stating can be found in this speech act. The word "Physical distancing" is show expressing commanding. Those word indicated that the readers have asked to keep their distance when they work or do activities. It is one of the ways to prevent of spreading coronaviruses to another people. And also it is to address for everyone.

8. "Cuci masker kain (non-medis) dengan air dan detergen"

The above speech are directives illocution. When the marker of slogan states those statement, he actually expressing advising. He wants the hearers or readers know that the mask non-medis can be washed by water and detergent in order the viruses were died.

b. Assertives

Assertives is illocutionary act that represent a state of affair. According to Tri Budiasih dkk that speech uses to convey a particular an idea, where the speaker attached to the truth of the proposition expressed or confidence expressed to the listener such as affirming something, asserting, informing things, concluding and reporting something<sup>16</sup>. And assertives illocution can be found in this following below:

1. "Waktu-waktu penting CTPS : sebelum makan, setelah BAB, sebelum menjamah makanan, sebelum menyusui dan setelah beraktifitas".

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<sup>16</sup> Tri Budiasih, L. dkk, "Illocution of Speech Acts of Foreign Students in Indonesian Learning", *Parole: Jurnal Linguistik and Education*, 6(2), 41-48. 2016

Those statement has illocutionary act that is assertives where the maker of slogan wants to give some informations to the readers when a good time for washing hands using soap.

2. “Novel koronavirus (covid-19) adalah virus baru penyebab penyakit saluran pernapasan. Virus ini berasal dari Cina. Novel koronavirus merupakan satu keluarga dengan virus penyebab SARS dan MERS”.

The above speech are assertives illocution. When the marker of slogan states that ”virus baru penyebab penyakit saluran pernapasan yg berasal dari cina”. He actually convey some ideas to the reader. He wants to give some informations to the readers that there is a new viruses form Cina that can cause some diseases and also infom to the readers that those viruses is as something as with SARS and MERS. Those indicates that showing of informing things to the readers.

3. “Setiap orang minimal memiliki 3 masker kain (non-medis) untuk menjaga situasi pemakain”

Those statement has illocutionary act that is assertives . It can be seen from the word “minimal memiliki 3 masker”. Those utterance has informing action where the maker of slogan wants to give some informations to the readers that they must have approximatly 3 masks non-medis to keep the cleaning of mask.

4. “Menggunakan masker kain tidak lebih dari 4 jam, setelah itu cuci dengan sabun”

Those statement has illocutinarya act. Those utterance actualli informing to the readers that they don’t use the mask more four hours.

- c. Commissives is speech act where the speaker attached an action to the future. Those commissives are offering, promising and swearing<sup>17</sup>. In other words, the speaker intends to do something on the future.

The researcher didn't find commissives in those advertisement slogan. It was interesting especially the slogan about corona because the maker of slogan don't want give to his or to the readers to do something in the future.

- d. Expressives

Expressives is speech act which has the function as a disclosure psychological attitude of the speaker toward the state implied in the illocution. Those action to express the expressive attitude according to Rahadi are like to say thank you, apologize, blame, praise, congratulate and say condolences.<sup>18</sup>

Act of stating on this categories of illocution didn't found by the researcher. There isn't expressing attitude in language advertisement about coronavirus.

- e. Declarations

Declarations is speech act is intended to create things such as status, circumstances and so forth from the speaker to the said partner<sup>19</sup>. The example of declarations are firing, punishing, hiring, resigning, marrying and declaring war.

The illocution is not found in declarative the language advertisement about corona in Indonesian Ministry of Health.

As mention previously that speech act has three kinds that are locution, illocution and perlocution. And illocution has five kinds actions expression that are directives, assertives, expressives, declaratives and commissives. Because all expression of language must be viewed as acts event on spoken or written form.

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<sup>17</sup> Ibid, 41-48

<sup>18</sup> Ibid, 2000

<sup>19</sup> Yule, G. "Pragmatics", Oxford: Oxford University Press, 1996

Sometimes those utterance create hide message or meaning. That is way it must be learnt by analyzing those utterance.

A research conducted by Isnaniah (2015) An Analysis of Speech Act by Wodie Pride in the Movie Story 3.<sup>20</sup> The result of her research was that directives has a great role in the movie such as asking, begging, forbidding, ordering requesting, suggesting, recommamding, insisting, demanding and permitting.

## **Conclusion and Suggestion**

### **Conclusion**

The act of illocution aims to state something in order to influence to the listener / reader to do something based on the speaker wants. The act of speaking of illocution has found in advertisement in Indonesian Ministry Health, in this case is slogan form. In this study the researcher found two data of illocution between five kinds of illocution that She took from Searly's theory. Those data was found are directives (commanding action, ordering action and advising action) and assertives (informing things action), while the commisives, declarative and expressives were not found in those advertisements about coronaviruses.

### **Suggestion**

The ability understanding of meaning of utterance is very important, moreover is hidden message in spoken or witten form as like the languages of advertisement. Some word/utterance sometimes can create misunderstanding. By learning pragmatics especially about speech act, it can make give some more knowledge in order create the result best for communication. Hopefully this research can give contribution to the readers especially for English Departement Students. In addition it can be an aditional reference for anyone who wants to learn or do research about speech act and illocution and also will be continued in this research about speech act.

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<sup>20</sup> Isnaniah ,”An Analysis of Speech Act by Wodie Pride in The Movie Story 3”.English Education Departement. Faculty of Tarbiyah and Teachers Training. Unpublised Thesis.2015

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