

The Analysis of Speech Acts in the Go-Jek's Advertisement Billboard in Yogyakarta

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ARTICLE INFO

Article history

Received 25 Oct. 2021

Revised 20 Jan. 2022

Accepted 20 Jan. 2022

Keywords

Speech Act
Pragmatics
Go-Jek
Advertisement
Billboard

ABSTRACT

The background of this research is the massive promotion done by *Go-Jek* using advertisement media, especially commercial media on printed media or electronic media. *Go-Jek* advertisement concerned about local wisdom and implement high creativity. The advertising language used by *Go-Jek* advertisement is very interactive though it is short and simple hence it could attract the attention of the customer.

The objective of this research to find out the speech act. This research implements a descriptive qualitative method. Using this method, we will know the details of the structure of *Go-Jek* advertisement using the speech act theory. First, the researcher does the problem mapping. Then, continue by doing a research review to find the related source. Third, the researcher conducts observation and data taking to be analyzed. Lastly, the researcher concludes.

The results of this research are as follows; the speech act forms found in this research are the locution and illocution form. Kinds of speech act found are direct speech act and indirect speech act, the literal direct speech act, and non-literal indirect speech act. Meanwhile, the functions of the speech act found in the *Go-Jek* advertisement billboard are the declaration, representative, and commissive.

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1. Introduction

The rapid development of technology in these past five years helping people to get information quickly. It is accessed easily through computers and gadgets. It changes the distance and time, which were previously far away, to be close and fast due to its advantage in accessing information. This is the most precious breakthrough in modern humans today.

Among all current technological advancement businesses, *Go-Jek* becomes one of the companies that draw the attention of the public. *Go-Jek* is Indonesia's leading transportation company that uses application platforms to provide a wide range of services including transportation, logistics, hygiene, lifestyle, payments, and many more. It is increasingly demanded by Indonesian people and is based on three pillars; speed, innovation, and social impact and operates in 50 Indonesian big cities.

Go-Jek, as a large and constant innovating company, continues to promote their services using advertisement media, especially commercial media on printed or electronic media. The advertising language used in *Go-Jek*'s advertisements is interesting to analyze because it contains local wisdom and implements high creativity. There are some reasons why its language successfully wins people's hearts: First, it contains short and simple words to memorize, which easily attract public attention. Second, the tone of voice in the advertising is not aggressive but tends to be more casual and efficient in attracting potential customers. Third, it applies local languages to gain the attention of the local prospective customers in specific areas. This research is aimed to analyze *Go-Jek*'s commercial billboard advertisements in Yogyakarta.

Further, this research will analyze the structure of *Go-Jek*'s advertisement using the speech act theory by Searle's book "Speech Acts: an Essay in the Philosophy of Language" (1969, 23-24). According to Searle, there are pragmatically three types of acts in every utterance, namely locutionary act, illocutionary act, and perlocutionary act. Also, iconology is used in this research to support the study analysis. This iconology study is obtained from the visual advertisement. It is derived from the theory of iconology by Gillian Dyer, which explains three steps of iconology. Those are denotative visual phases, connotative visual phases, and drawing conclusions related to iconology presented in the visual advertisement to understand the concept of its ideology.

2. Method

This research proposes the qualitative method by Moleong (2005:6), explained that the qualitative research aims to get in-depth understanding of the phenomena that is experienced by the subject of the study, such as behaviors, perceptions, motivations, actions, and many more which describe holistically in words and language, on a natural context by utilizing various scientific methods. The qualitative research offered by Bogdan and Taylor (in Moleong, 1998: 3) stated that the qualitative methodology is a research procedure that produces descriptive data of written and oral words from the observed people and behaviors.

The data collection is conducted using the Observation Method by using the tapping technique and taking notes and uninvolved conversation observation techniques. The observation method is used to collect the data by observing the use of language in written and oral forms (Mahsun, 2005:94).

Tapping is a basic technique in the Observation Method, which will be followed by further techniques, such as involved conversation observation technique, uninvolved conversation observation technique, taking notes and recording techniques.

The data used in this research are written texts. Taking note technique records relevant written forms of language use. There are 13 *Go-Jek*'s advertising billboards in Yogyakarta which are classified based on its speech acts.

The data analysis of this research is a qualitative data analysis by collecting data of advertising billboards of *Go-Jek*, filtering data for further analysis and drawing the conclusion. The model scheme of data analysis in this research is mentioned, as follows:

3. Findings and Discussion

The classification result of the advertisements' speech act is categorized based on its forms, types, and functions. According to its classification, it is found that there are 2 (two) forms of speech acts, 4 (four) types of speech acts, and 3 (three) functions of speech acts.

1. Speech Act

a. Forms of Speech Acts Found on the Advertising Billboard of *Go-Jek* in Yogyakarta.

1) Locutionary Speech Acts



“Buat patungan hadiah ortu” (cost-sharing for parents’ gift)

Fig. 1. Go-Jek’s Advertisement of *cost-sharing for parents’ gift*

The mentioned sentence above is classified as a locutionary speech act and aims to inform the readers. The utterance circumstance displays the children who present the gift to their parents. Further, the locutionary speech act of this advertisement is the speaker wants to inform the readers that they can buy everything, even presents for parents, by using the *Go-Pay* feature on *Go-Jek* application.

2) Illocutionary Speech Act

“Meeting tanpa telat, Go-Jek-in aja” (Never Be Late for Meeting, Just Ride Go-Jek)



Fig. 2. Go-Jek's Advertisement of Never Be Late for Meeting, Just Ride Go-Jek

The quoted sentence above is an illocutionary speech act. It contains two meanings; to provide information and to order the readers. Shortly speaking, the advertisement recommends us to order *Go-Jek* to avoid being late for meetings.

b. Types of Speech Acts Found on Go-Jek's Advertising Billboards in Yogyakarta

1) Direct Speech Act

"Berkat tip Go-Pay mas dan mbak, saya bisa beliin seragam buat anak, makasih ya" (Thanks to your Go-Pay's Tips, I Can Buy School Uniforms for My



Children)

Fig. 3. Go-Jek's advertisement of Thanks to your Go-Pay's Tips, I Can Buy School Uniforms for My Children

The cited sentence above represents a directive speech act that informs the readers conventionally and presents direct gratitude to the hearers/readers. This utterance situation describes a *Go-Jek* driver (speaker) talks to the *Go-Jek* users (readers) that he can buy school uniforms for his children, thanks to the tip he gains from being the *Go-Jek* driver.

2) Indirect Speech Acts

Silaturahmi makin hangat, buka bareng jadi hemat. (Friendship becomes warmer, breaking the fast together saves much money)



Fig. 4. Go-Jek's Advertisement of *Friendship Becomes Warmer, Breaking the Fast Together Saves Much Money*

The above-mentioned sentence defines as an indirect speech act. It tells the readers indirectly command the readers to do something. In this utterance situation, *Go-Jek* (the speaker) wants to command the users (readers/hearers) to breakfasting with friends or relatives by ordering food through the *Go-Food* feature to save much money.

3) Literal Direct Speech Act

Tenang nariknya kalau kastamer bayar pakai Go-Pay ,gak usah nyiapin kembalian (It is such a relief if customers pay with Go-Pay, no need to pay a change)



Fig. 5. Go-Jek's Advertisement of *it is such a relief if customers pay with Go-Pay, no need to pay a change*

The stated sentence shows a direct literal speech act. The utterance provides a piece of information using the statement to the hearers. In this utterance situation, the *Go-Jek* driver (speaker) informs the users (hearers/readers) to use the *Go-Pay* feature to pay the service so that *Go-Jek* driver does not need to prepare a change.

- 4) Non-Literal Indirect Speech Act
Nyumbang baju bekas ke panti asuhan sambil masak bukaan. (Donating used



clothes to an orphanage while cooking for breaking the fast)

Fig.6 *Go-Jek's Advertisement of donating used clothes to an orphanage while cooking for breaking the fast*

The mentioned sentence above is an indirect non-literal speech act, which contains not only information but also an indirect command using a statement. In this utterance situation, *Go-Jek* (speaker) is not only informing to *donate the used clothes to the orphanage while preparing for breaking fast*, but also recommend the readers to order *Go-Send* to donate used clothes to an orphanage which will deliver directly by the *Go-Jek* driver, so that the readers can do other activities.

c. Functions of Speech Act Found on Go-Jek's Advertising Billboards in Yogyakarta

- 1) Representative

Go-Car lebih seru, sekali angkut bisa ramean, bayarnya patungan (Go-Car is



more fun, one-way transport for many people, pay with cost-sharing)

Fig. 7. *Go-Jek's Advertisement of Go-Car is more fun, one-way transport for many people, pay with cost-sharing*

The above-mentioned sentence is one of the representative speech act examples, which contains a description. The function of this descriptive representation is to inform that if order a transportation service like *Go-Car*, it becomes so much fun because a car unit of *Go-Car* can be used for 4 people and the passengers can share the cost.

2) Declaration

...Bukber di GO-FOOD festival lebih hemat... (Breakfasting at GO-FOOD Festivals saves a lot of money)



Fig. 8. ...Breakfasting at GO-FOOD Festivals saves a lot of money...

The mentioned sentence that appeared on the advertising billboard of *Go-Jek* has a declarative function of speech act. It exhibits a declaration to the readers about going to Go-Food Festivals for “breaking a fast” that can save a lot of money and share with needy people.

3) Commissive

Go-Jek siap nganter dari Sabang sampai Merauke, Go-Jek dimana-mana. (Go-Jek is ready to drive from Sabang to Merauke, Go-Jek is everywhere)



Fig. 9. Go-Jek’s advertisement of Go-Jek is ready to drive from Sabang to Merauke, Go-Jek is everywhere

<https://www.dunafintech.com/wp-content/uploads/2019/01/Screenshot-39.png>

The stated sentence above shows the commissive function of speech act, which is a promise. The promise portrays how *Go-Jek* promises or gives hope of *Go-Jek*'s transportation service that can drive the readers wherever it is. It also shows that *Go-Jek* is across the regions in Indonesia.

4. Conclusion

The forms of speech act found on *Go-Jek*'s Advertising Billboards in Yogyakarta are locutionary and illocutionary acts. There is a datum of locutionary speech act, while it is found that there are 3 data of illocutionary speech act. Types of speech acts found on *Go-Jek*'s Advertisement Billboards in Yogyakarta are direct speech act, indirect speech act, literal direct speech act, and non-literal indirect speech act. The most dominant speech act in this research is the non-literal indirect speech act, while the inferior speech act is an indirect speech act. It is also found that there are three functions of speech act found on *Go-Jek*'s Advertisement Billboards in Yogyakarta; declarative, representative, and commissive functions.

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