



AN ANALYSIS OF ILLOCUTIONARY ACTS IN THE SLOGANS OF THE AIRLINE ADVERTISEMENTS

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Abstract: *This research describes the types of illocutionary acts found in the slogans of airplane advertisements on the internet. Researchers analyzed the applications of illocutionary forms that are widely used in airplane slogans. Data was collected by downloading airplane advertising slogans on the internet. The data were analyzed using the pragmatic characteristic method. The theory used is the types of illocutionary acts theory by Searle (1993) and Hymes (1972) which are associated with the types of sentences and the context of an utterance. Data analysis was presented descriptively. Research shows that the type of speech act that is mostly used in airplane advertisements is the type of commissive action and directive action (66.6%). The researcher concluded that the advertisers conveyed their ideas by using words that meant that passengers who read the advertisements did something that was expected by the advertisers and were limited by an action in the future. They also use a different form of the word from the word itself. Apart from that, the types of speech acts that are also used are the types of assertive speech acts, the types of expressive speech acts, and the types of speech acts that are declared.*

Key words: *pragmatics, speech acts, illocutionary acts, airlines advertisement.*

Abstrak: *Penelitian ini mendeskripsikan tipe-tipe tindak tutur ilokusi (the types of illocutionary acts) yang ditemukan pada slogan iklan pesawat terbang di internet. Peneliti menganalisis aplikasi bentuk-bentuk ilokusi yang banyak digunakan pada slogan pesawat terbang. Data dikumpulkan dengan mengunduh slogan iklan pesawat terbang di internet. Data di analisis dengan menggunakan metode cirri-ciri pragmatic. Teori yang digunakan adalah teori tindak ilokusi (the types of illocutionary acts) oleh Searle (1993) dan Hymes (1972) yang dihubungkan dengan jenis-jenis kalimat dan konteks suatu ujaran. Analisis data dipresentasikan secara deskriptif. Penelitian menunjukkan bahwa tipe tindak tutur yang banyak digunakan dalam iklan pesawat terbang adalah tipe tindakan commissif dan tindakan arahan (commissive and directive) sebanyak 66,6 %. Peneliti menyimpulkan bahwa pembuat iklan menyampaikan ide mereka dengan menggunakan kata-kata yang bertujuan agar penumpang yang membaca iklan melakukan sesuatu yang diharapkan oleh pembuat iklan dan di batasi dengan sebuah tindakan dimasa depan. Mereka juga menggunakan bentuk kata-kata yang berbeda dari kata itu sendiri. Selain itu tipe tindak tutur yang juga digunakan adalah tipe tindak tutur tegas, tipe tindak tutur ekspresif, dan tipe tindak tutur deklarasi.*

Kata Kunci: *pragmatic, tindak tutur, illocutionary act, iklan penerbangan.*

1. INTRODUCTION

Language has several functions, but the most important one is its communicative function. 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. Language is used in speaking, conversation, speech,

etc. When speaking is in progress, a number of utterances and speech acts are commonly used. According to Yule (1996: 47), “speech acts are actions performed via utterances”.

In verbal communication, speaker and listener are expected to be cooperative. The speaker expects to be understood and to give effect to the listener. The effect may be in form of verbal response or in a particular action. However, communication between people can only be successful if listener infers to the speaker’s meaning from the utterance correctly.

Communication between people is not only done between individuals, but also in other form for other purposes too. For example, communication can be done between advertisers and customers by using mass media. In such case, advertisers want to inform and promote something, to influence public opinion or to get some responses of the public in a manner which is desired by advertisers. In the end, it is expected to help the advertiser to sell its products or services.

For its ability in influencing the public as costumers, advertising has become an important element in the promotional programs of any manufactures. Advertisements can be found in printed or electronic media such as magazine, television, internet, etc. Basically, the aim of advertisement is to show or display the quality of products, goods, or services in order to make initial impact and to make the audience identify the products. In other words, it is used to make people remember the name and to persuade them to buy the product or to use the service.

In presenting an advertisement, the advertisers have to create an interesting slogan to invite or attract consumer’s attention, and to help the consumers in understanding the product. It means that advertisers have to use a distinctive language or choice of words in the slogan to attract people’s interest. In other words, the language of advertisement must be attractive and unique; even though the words of the slogan are not directly related to the service or product offered. In such case, the advertisements can be seen as illocutionary acts that expect responses from the audience.

In conducting this research, some previous studies are reviewed. It is done to compare those researches with this one in order to find out to what extent those researches contribute to this one, and that this research is authentic.

A research by Fuertes et al (2001) entitled *Persuasion and advertising English: Metadiscourse in slogans and headlines* analyzed the assumption that English should be represented as a continuum of text functions fluctuating between ‘informing’ and ‘manipulating’ in accordance with the idea that advertising is an example of covert communication. Examples were selected from a typical women’s magazine that shows both textual and interpersonal metadiscourse, and this helps copywriters to convey a persuasive message under an informative mask. They have embarked on an analysis of the pragmatics strategies found in advertising English with the aim of pinpointing the metadiscourse strategies typically used by copywriters to attain their

objectives. In this research, advertisers lure prospective consumers by means of verbal and non-verbal devices. In addition to metaphors, disjunctive style, colloquial styles, social and regional dialects, etc, copywriters also use metadiscourse, which is considered a central pragmatic feature. Metadiscourse plays a vital role both in organizing the discourse and in engaging the audience, thus becoming an important aspect of persuasive writing. Assuming that metadiscourse is context-dependent and that it is linked to the norms and expectations of a particular setting and genre, this article studies the metadiscourse devices typically used by copywriters to construct their slogans and/or headlines.

Fuertes et al, discuss about metadiscourse. They have embarked on an analyzing of the pragmatics strategies found in advertising English with the aim of pinpointing the metadiscourse strategies typically used by copywriters to attain their objectives. Their analysis starts from the assumption that English advertising should be represented as a continuum of text functions fluctuating between 'informing' and 'manipulating' in accordance with the idea that advertising is an example of covert communication. P.A. Fuertes et al, analyze advertisement by metadiscourse strategy. The difference is that the advertisements that are analyzed by using a descriptive method and the writer only focuses on the slogan of airline advertisement taken from internet written in English related to the types of illocutionary acts. The similarities are P.A. Fuertes et al research and this research used the

English advertisement or the advertisement in English.

Dattamajumdar (2006) in his research *The Linguistic Patterns of Advertising Text: A Study in Kolkata* aims at developing a framework for classification and analysis of the observed patterns of various advertising texts which have been felt to be a prerequisite to construct an experimental design (a sustained program of future research) to evaluate the extent of effectiveness of an advertisement by linking the patterns and types of advertisement to consumer responses, objectively. Advertisement can be defined as an organization of text that provides information about a product or service along with an anchorage of image that suggest some cohesion or logical linkage leading to some relevance or meaningful interpretation to the target consumers. The success of an advertisement depends not only on the degree of effective conscious communication that has been made possible, but also on the degree of unconscious effect or an 'unavoidable' effect of communication that is made possible by a particular advertisement. The data for the present paper has been collected from the commercial advertisements observed in hoarding, print media, audio-visual media (Bangla, Hindi and English) available in the city of Kolkata. The language of advertisement has been viewed in various ways by different scholars with some variations as well as with some commonness in them.

Dattamajumdar concerns on using language to achieve advertisers' illocutionary goals or communicative strategies presupposed the use of speech act verbs with productive sequencing. The writer tries to find

illocutionary act in the slogan of airline advertisement. This study focuses on analyzing the airline advertisement which uses English as found in internet. However, the previous researchers like Dattamajumdar's studied developing a framework for classification and analysis of the observed patterns of various advertising texts which has been felt to be a prerequisite to construct an experimental design (a sustained program of future research) to evaluate the extent of effectiveness of an advertisement by linking the patterns and types of advertisement to consumer responses, objectively. The data for the present paper has been collected from the commercial advertisements observed in hoarding, print media, audio-visual media (Bangla, Hindi and English) available in the city of Kolkata. In his research, he developed a framework for classification and analysis of the observed patterns of various advertising texts. Such a characterization has been felt to be a prerequisite to construct an experimental design (a sustained program of future research) to evaluate the extent of effectiveness of an advertisement by linking the patterns and types of advertisement to consumer responses, objectively. Meanwhile in this research, the focus is on the way of the advertiser in promoting their product through the slogan of the advertisement itself. Dattamajumdar's took the data from Kolkata mass media but this research took the data from internet. The similarity is Dattamajumdar's used context in analyzing this research and the writer also uses context to find illocutionary act in the slogan of airline advertisement

Related to Dattamajumdar's study to the writer's study, it can be seen that both are analyzing advertisements. The difference is, Dattamajumdar's analyze them using various approach with various scholars to formulate the constraint of effective advertisements' design that involve both linguistics and non-linguists sign; meanwhile the writer's only analyze the illocutionary acts in the advertisements from linguistics point of view.

Acheoah (2012) in his research entitled *A Pragmatic Analysis of Selected Sign-board Adverts in Nigeria* analyzed selected commercial advertisements on products consumed or used in Nigeria. This study analyzed six samples using the pragmasociolinguistic concept; a concept which examined the pragmatic, social and linguistic contexts which generated advertisers' choice of linguistic elements. The study observed that; illocutionary forces (speech acts) are intentionally directed towards the advertisers' communicative intentions; in commercial adverts, language is mainly a persuasive instrument; in their choices of words, advertisers rely on the mutual knowledge they have with their audience. Presuppositions are potent in commercial sign-board adverts. However, in this study, we have investigated the dimensions of language in commercial sign-board adverts by using the tools of pragmatics, evolved by different theorists in the literature: speech acts, (locutionary, illocutionary and perlocutionary acts) presupposition, mutual contextual beliefs, world knowledge, non-verbal communication, etc.

Seeing such phenomena as described above, the writer is interested to analyze the types and meaning of illocutionary acts of advertisements in the internet. Internet advertisements are usually made in written language, so the illocutionary acts can be analyzed by evaluating the context surrounding the text. Sometimes, one advertisement consists of more than one type of illocutionary acts. Hence, to fully understand it requires linguistic analysis. To limit the study, the writer chooses only the advertisement of airlines. It is because most of the transaction for airlines tickets is done via online transaction. It indicates that airlines advertisement in the internet has a significant influence to the public. In addition, usually advertisements in off-line media are written in local language of where it is displayed. For example, even though Air Asia is an international airline, its advertisement banner in Indonesia is written in Bahasa Indonesia. Hence, to get the English advertisements version of it the writer must see it in the internet.

This research focuses on pragmatics concerns with the use of language in social contexts and the ways in which people produce and comprehend meanings through language. More specifically, this research concerns about speech acts. According to Searle (in Leech, 1993: 316), there are three kinds of speech act in pragmatics; they are locutionary acts, illocutionary act, and perlocutionary act. Locutionary act is a linguistic form of uttering something. Illocutionary act is what the speaker intends to say to the addressee in communication. Perlocutionary act is

the effect of speaker's utterance toward the hearer.

Among those three kinds of speech acts proposed by Searle (in Leech, 1993: 316), the research focused on illocutionary act. In this research, the writers analyze the types of illocutionary acts in the slogan of Airline advertisements in the internet and interpret their meaning.

2. METHOD

The data were taken from the written expression of the slogans of Airline advertisements which are downloaded from the internet. The writer chose the advertisements from the internet because most of the transaction for airlines tickets is done via online transaction and they are written in English. It indicates that airline advertisements in the internet have a significant influence to the public. In addition, advertisements in off-line media are usually written in local language of where it is displayed. For example, even though Air Asia is an international airline, its advertisement banner in Indonesia is written in Bahasa Indonesia. Hence, to get the English advertisements version of it the writer must see it in the internet.

Based on the limitation of the problem of this research, this study is conducted by using a descriptive method. Sudaryanto (1993:62) states that a descriptive research is a research done based on the fact or phenomenon that empirically found in society. The descriptive research involves collecting data in order to answer the research questions, by applying non participant observational method. In this case, the writer does not involve in triggering the appearance of data since they are just

the available written data. 9 data are selected for this research.

In analyzing the data, the writer used the following steps: (1) the writer identifies the types of locutionary acts by applying pragmatic identity method (Sudaryanto, 1996, 13). In this method, the elements outside the utterance are needed to analyze the data. Those elements can be called as context. (2) The writer interprets the meanings of the advertisements. In this research, the writer uses the theory of context as proposed by Stalnaker (1972). The writer interpreted the meaning of the slogans and draws conclusion from the findings that becomes the result of the research.

3. THEORETICAL FRAMEWORKS

Speech Acts

Speech act is the use of language, and at the same time also do thing. It is conventional acts that we perform with language (Griffiths, 2006). We do not only say words while talking, we also perform an action in it for example, greeting, promising, asserting, and apologizing.

Searle (in Leech, 1993: 316) divides speech acts into three kinds. They are locutionary act, illocutionary act, and perlocutionary act. Locutionary act is the act of creating an utterance or the act of saying something by choosing a set of meaningful linguistic expressions; for example, a teacher says "The class is hot ya". In this case, the locutionary acts are the teacher's act in choosing those words and arrange them in such a way to make an utterance. To this level, the utterance is only a statement.

Illocutionary act is the act of saying an utterance (or to use a locution) with a certain force in it, to reach a particular purpose; for examples: a teacher says "The class is hot ya", while her intention or purpose is to ask the student to turn on the AC. To this level, the utterance "The class is hot ya" is not a statement informing the condition of the class, but a request to turn on the AC.

Perlocutionary act is the act performed or done from the utterance said before. In other words, we achieve a particular goal as the result of utterance we made; for example, when a teacher says "the class is hot ya", the student turns on the AC. Perlocutionary act is successfully performed when one also succeeds in performing both locutionary and illocutionary acts.

To differentiate between those three kinds of speech acts, we may examine the following sentence "Can you pass me the salt?" In a given context, this utterance is a locutionary act. It involves the choice of such linguistics forms as phonemes, syllables, words, phrases in conformity with certain grammatical rules, in order to encode a certain linguistics meaning. In locutionary act, this sentence is merely an interrogative sentence for asking something. However, essentially, this utterance is an illocutionary act as well. It has certain message and purpose. By the context that a speaker is having breakfast with her husband and she wants to have more salt in her meal for example, she is not asking whether her husband to get the salt pass the salt for her. However, she is doing a request to her husband to get the salt for her by uttering "Can you pass me the salt?" Furthermore, this utterance is

perlocutionary acts in a way that it does need an action as a reaction and a consequence of the utterance. In this case, by the utterance, the speaker expects her husband will take the salt and give it to her.

In conclusion, the utterance creates a relationship between the speaker, the listener and the message. The speaker is not merely encoding a meaning and a message linguistically, but also affecting an action with the use of language and action can be coincident.

Illocutionary Acts

Illocutionary acts is composed by the rules, intentional, have a name and what the speaker is acting in relation to the hearer with words (Searle, p.24). An Illocutionary act refers to the act in saying something for the speaker, and for the hearer it contains force to do something. Some linguists divide illocutionary into some classifications. One of those is classification of illocutionary act mode by John Searle. According to Searle (in Leech, 1993: 164-165), illocutionary act is classified into five types. They are as assertive, directives, commissive, expressive, and declarations.

The first category of illocutionary act is assertive; it is one type of illocutionary acts that undertakes to represent a state of affairs. It is used to show what people know and what people believe it. It is tied to the truth of proposition stated. An utterance or sentence might contain assertive illocutionary act when it is aimed for: stating, claiming, describing, predicting, telling, reporting, admitting, proposing, affirming, alleging, announcing, answering, attributing, classifying, concurring, confirming,

conjecturing, denying, disagreeing, disclosing, disputing, identifying, informing, insisting, ranking, stipulating, emphasizing. One example of assertive illocutionary act can be found in the sentence “it is raining outside”, where the sentence is aimed for describing a true state of affairs.

The second category of illocutionary act is directives. It is illocutionary act that is aimed to get the addressee to do something as expected by the addressor. An utterance or sentence might contains directives illocutionary act when it is aimed for: asking, begging, bidding, commanding, demanding, forbidding, recommending, requesting, advising, pleading, questioning, instructing, warning, suggesting, promoting. For example, an utterance “watch out, the ground is slippery” performs the speech act of warning someone to be careful.

The third category of illocutionary act is commissive. It is illocutionary act that commits the speaker to do something which is bounded up with a future action. An utterance or sentence might be classified as commissive illocutionary act when it is aimed for: agreeing, guaranteeing, inviting, offering, promising, swearing, volunteering, and vowing. For example, in sentence “I will try my best to be at home for dinner”, someone is performing the speech act of promising to be at home in time. As explained above, it claims the speaker to commit something in the future.

The fourth category of illocutionary acts expressive. It is illocutionary acts that express the speaker’s psychological attitude toward some state of affairs or the speaker’s social attitude toward the object of

speaking. An utterance or sentence might be classified as expressive illocutionary act when it is aimed for: apologizing, thanking, congratulating, welcoming, greeting, condoling, mocking. For example, when someone is saying “I am very glad to know that you have got better position in that company”, he is performing an expressive illocutionary act; which is congratulating someone.

The last category act is declaration. It is illocutionary act that brings about the state of affairs someone refers to. It changes the reality in accordance with the proposition of the declaration state. This illocutionary act causes a change of the state of affairs in the world. An utterance or sentence might be classified as declaration illocutionary act when it is aimed for: blessing, firing, baptizing, marrying, arresting, and sentencing. For example, when an employer is saying “you are fired!” to this employee, he is performing a declarative illocutionary act; that is firing someone.

Form the theory of the types of illocutionary acts above, the writer concluded that there are five types of illocutionary act proposed by Searle in Leech (1993: 164-165). They are (1) assertive; (2) directives; (3) commissives; (4) expressive; and (5) declaration. These classifications enable the researcher to identify each type of illocutionary act appeared in the messages of Airline advertisement.

Context

Pragmatics seeks to ‘characterize the features of the speech context which help to determine which proposition is expressed by a given sentence’ (Stalnaker 1972: 383). In pragmatics,

the meaning of a sentence can be regarded as a function from a context, including time, place, and possible world, into a proposition. Thus, context plays a vital role in determining how particular sentence is going to be interpreted in any occasions. In order to help understanding context, Stalnaker developed his own framework. Central to Stalnaker’s framework is the notion of a context of communication, which is roughly the set of live options at each point in a conversation, and a conception of the role of assertion as that of cutting down the live options and thus narrowing the context.

Since the object of this study is one kind of written media of Air Line advertisement, the researcher only analyzed the features of contexts that might be different in each message of slogan. The contexts are 1) topic, and 2) purpose. The rest are not analyzed because they are the same for throughout messages of Airline advertisement.

4. ILLOCUTIONARY ACTS IN THE SLOGANS OF THE AIRLINE ADVERTISEMENTS

Datum 1



There are two utterances in this airline advertisement:

- a. *We made them change!!*
- b. *Fly Kingfisher and experience the finest service in the sky.*

The illocutionary act of the first utterance is promoting that this airline company has made good changes to their service. This may include the changes in their quality of flight, schedule punctuality, crews' attention toward costumers and facility, better than in the previous time. The second utterance supports the first utterance and persuades the passengers to use the service, as it claims that it has the finest service in the sky.

Logo of the Kingfisher airline in this advertisement helps us to identify that it is an airline's advertisement. If there is no this picture, people will not know that it is the slogan from which airline company.

Kingfisher is a bird's name. It is regarded as spiritual symbol of the divine. Since ancient times, birds have connection to the sky. They have been thought of as a supernatural link between the heavens and the earth. Middle Eastern and Asian cultures often speak of birds as symbols of immortality. In East Indian myth, every bird in the world represents a departed soul, and in Christian art, birds often appear as saved souls. Bird is the most powerful animals in the wild fly (<http://www.squidoo.com/divine->

birds). Therefore, Kingfisher airline is regarded as a great flight that takes people to their destination, just like a bird that can fly well through the air.

This slogan belongs to directive illocutionary act. As explained before, directive is illocutionary act that is aimed to get the addressee to do something as expected by the addresser. In this case, the slogan is aimed to get the readers to use Kingfisher airline. It is done by recommending, advising or suggesting people to fly with Kingfisher so they can feel the best service in the sky.

Datum 2



There is one utterance in the advertisement:

Our Promise: "to continue to bring humanity back to air travel"—JetBlue.

The illocutionary act in this slogan is promising that the JetBlue airline will continue to carry humanist value in air travel. It means that this airline has done something positive in their flight service and they want to carry it on in the future. The positive thing is possibly providing indiscriminate service and better hospitality to all of the passengers. Beside the slogan, there

is a picture of a black runway officer. This picture may give the context to the word 'humanity' as interpreted before. It suggests that the airline upholds the value of humanism and treat every man equally regardless of his race, nationality, or the likes.

The officer of a runway is represented by the picture that shows an officer who is working to set the regularity of the plane by using two cue sticks and uses a vest in his uniform while on duty. He raises the command stick up in the form of a cross to give agreement as it is also supported by the promise as stated in the slogan. His hands indicate an agreement and sign something, that is, someone who makes a promise by saying "I swear" by rising up his little finger to support his statement or promise to another. The picture of a runway officer also gives context to understand that it is an advertisement of an airline. There is no logo of the airline; there is only its name: 'JetBlue'. Yet people usually refer the word 'jet' to the jet machine used in aircraft. In addition, people usually refer the word 'blue' to the color of the sky. By seeing the company's name 'JetBlue' and by seeing the picture of a runway officer, people will know that it is an airline's advertisement.

JetBlue is the name of Airline Company. JetBlue Airways Corporation (NASDAQ: JBLU) JetBlue is the low expense aircraft company in America. This company has forest's office area in New York

City borough of Queens. The principle foundation is John F. Kennedy International Airport (<http://lifeissmartofyoung.blogspot.com/2011/11/analisis-jetblue-airways.html>)

The slogan of this advertisement can be included as commissive type. As explained before, commissive type is illocutionary act that commits the speaker to do something which is bounded up with a future action. In this case, the JetBlue airline promises to continue bringing humanity in its future service. By giving such promise, the airline intends to attract people's interest to use its service.

Datum 3



There are three utterances in this advertisement:

- If tigers were meant to fly, they would be born with wings*
- Over 386 weekly direct flights from Singapore*
- Guaranteed to fly everyday!*

The illocutionary act of the first utterance is expressed that tigers are not meant to fly because they are not born with wings. It is also identifying

that tigers are non-flying creature. This utterance is actually aimed to offend the Tiger Airways, which is the rival of Air Asia. The utterance implies that, because tigers are not born with wings, it means tigers are not meant to fly. It implies that Tiger Airways is not meant to fly, or is not good at flying business.

The second utterance is stating the number of direct flight from Singapore that Air Asia has in a week: "OVER 368 WEEKLY DIRECT FLIGHTS FROM SINGAPORE". The large number implies that the passengers need not to worry about the airlines' flight's availability, because Air Asia has hundreds of flights every week. It also emphasizes on the word 'direct', which indicates that the flights' route are efficient in time, without requiring transit in another airport before they arrive at the destination airports. The third utterance "GUARANTEED TO FLY EVERYDAY" supports this point by stating that it is guaranteed to have flights everyday, hence passengers will have no problem in making their flights' schedule.

In addition to the slogans explained above, the advertisement also includes eleven (11) names of popular flights' destinations in Asia such as Kuala Lumpur, Jakarta, Bangkok, Bali, Phuket and others. It is to show that Air Asia has covered those popular tourism destinations in their service.

The picture of an Air Asia's plane flying and a picture of a baby

tiger crying give context to this rivalry. Without those pictures people may not know that the advertiser intends to offend the Tiger Airways and say that Air Asia is better than it.

This slogan belongs to assertive illocutionary act because it describes the fact of the Air Asia service, which have everyday flight with more than 386 direct flights from Singapore every week. Assertive is one type of illocutionary acts that undertake to represent a state of affairs. This advertisement is aimed for: stating, claiming, describing, telling, announcing, confirming and informing the quality of Air Asia over Tiger Airways; and emphasizing that Air Asia is the best air travel service that the people can choose.

Datum 4



There is one utterance only in this advertisement:

Bud light

The illocutionary act of this utterance is that this airline company is like a blossoming light. It means that the airline company is growing to be better

and brighter in the future. This betterment may include the improvement of passenger's meal service. In most airlines, the meal service is at the minimum. Usually passengers only get a piece of bun or cake, and a glass of water.

The picture of a white dressed flight attendant who carries some foods and drink on the advertisement gives context to this slogan. The white dress symbolizes hospitality, and the various foods she carries indicate that this airline offers better meal service in its flight. The logo of the company and the bluish background give clue that it is an advertisement of an airline company. If there is no logo of the airline, people may misinterpret it as a restaurant's advertisement because the picture may also be interpreted as a picture of restaurant's waitress.

The slogan of this advertisement can be included as commissive type. As explained before, commissive type is illocutionary act that commits the speaker to do something which is bounded up with a future action. In this case, the slogan indicates that the Spirit Airline company will continue to improve its service such as its meal service in the future, and it will be a brighter airline. By doing so, the advertiser expects to attract people's interest to use its service. The passengers can understand the intended purpose of advertiser easily. The advertiser not only emphasizes his intended purpose to persuade the passengers to use the product by

requesting the passengers to do so literally, but also it uses choice of words that create the best side of the product.

Datum 5



There is only one utterance in this advertisement. It says:

The best care in the air

The illocutionary act of this utterance is that this airline company claims or states itself as the airline with the best care in the air travel. The word 'care' may refer to passenger service during the flight which include delicious meal, newest newspaper, cozy music, clean toilet, and friendly flight attendants.

The speaker describes the good side of the product through his slogan that are first, by using the product the passenger can get the flight of pleasurable. Second, the product has specific pleasure that the passengers cannot find in other products. The advertiser not only emphasizes his intended purpose to persuade the passengers to use the product by requesting the passengers to use the

product literally but it also uses choice of words that create the best side of the product.

The name of the airline, the logo, and the picture of an airplane are steadily flying in the sky give context to this slogan. Without them, people may have difficulty in identifying this utterance as an airline's advertisement. This slogan belongs to assertive illocutionary act because the function is to propose the quality of the service to be admitted by people. Assertive illocutionary act is used to show what people know and what people believe in. In this case, the advertiser suggests that people know and believe that Midwest Airlines is really the airline that provides the best care in the air travel business. By doing so, the advertiser expects to attract people's interest to use its service.

Datum 6



This advertisement has one utterance:

Climb aboard the official airline of better.

The illocutionary act of this utterance is that this airline company has become better compared to other airlines, and it invites people to climb aboard on it, which in other words it invites people to use this airline. The betterment may include the betterment technical aspect such as in airplane machinery, and non-technical aspect such as in customer service.

The picture of an airplane climbing up the sky gives additional context to this advertisement. The slogan has already mentioned the word 'airline', hence people are already able to understand that it is an airline's advertisement. However, the logo of Virgin America is needed to identify which company makes this advertisement. In addition, the picture of a man standing on a runway while holding a flag symbolizes satisfaction. People usually unfurl a flag on the top of a runway to express their satisfaction upon their achievement in conquering the runway. In this context, this illustration is suggesting that people will feel satisfaction if they choose to use the Virgin America airline's service, because it is a better airline. All of the goodness of the product is expressed implicitly in order to persuade passengers to use the product. This also means the evidence can be trusted by passengers therefore many passengers change their mind in order to fly with Virgin America.

This slogan belongs to directive illocutionary act because the function is to promote their service to passengers.

As explained before, directive is illocutionary act that is aimed to get the addressee to do something as expect by the addressor. In this case, the advertisement is asking, commanding, demanding, recommending, requesting, advising, instructing, or suggesting people to use the airplane of Virgin America airlines; as well as promoting the betterment that it has.

Datum 7



There is only one utterance in this advertisement:

The world's most experienced airline.

The illocutionary act of this utterance is that this airline company has the longest experience in air travel business. This experience may include experience in handling aircraft, in providing service for costumers, and in managing the company. Logically, we can interpret that the one that has the longest experience in one thing is better in conducting that thing compared to the other.

The picture of an airplane flying steadily with the Eyer's Rock on its background, and the logo of the airline, give context and identity to the advertisement. Eyer's Rock is one of Australian landmark, which in this case suggests that the airline is from Australia. It is also supported by the logo which is a silhouette of a kangaroo—an Australian famous animal. Kangaroos are found in Australia, Tasmania, and New Guinea. They are grazing animals that eat grass, young shoots and leaves. Kangaroos need very little water to survive and are capable of going for months without drinking at all.

Founded in 1920, Qantas is now Australia's largest and the world's second oldest airline. As Australia's largest, the airline offers the most comprehensive range of domestic and international flight options from and within Australia (including scheduled services all states & territories). Two major brands operated under the Qantas network, these include Qantas/Qantas Link and the low cost airline, Jet star, which services major holiday destinations and regions. Qantas Link is the regional airline that supports the Qantas domestic network. Jet star, the Group's low cost airline began operating Australian domestic services in May 2004. Qantas also operates specialist businesses including Qantas Holiday's, providing a range package of deals and offers (<http://www.airfaresflights.com.au/airlines/Qantas>).

This slogan belongs to assertive illocutionary act because it claims, states, or announce that it has the quality as the most experienced airline. By doing so, the advertiser expects people to be interested to use its service and trust this airline.

The finding of this study is recapitulated in the following table. Among five type of illocutionary acts as suggested by Searle (in Leech, 1993), there are only three types of illocutionary act found in this research. They are concluded as follows:

No	Datum	Slogan	Types of illocutionary act	Implicit Meaning
1	1	We made them change	Directive	Get the readers to use Kingfisher airline
2	2	Our promise: to continue to bring humanity back to air travel	Commissive	The JetBlue airline promises to continue bringing humanity in its future service
3	3	If tiger were meant to fly, they would be born with wings	Assertive	stating, claiming, describing, telling, announcing, confirming and informing the quality of Air Asia
4	4	Bud light	Commissive	Persuade the passenger to use this product
5	5	The best care in the air	Assertive	Expects to attract people's interest to use its service
6	6	Climb aboard the official airline of better	Directive	Promote their service to passengers
7	7	The world's most experienced airline	Assertive	Expect people to be interested to use its service and trust this airline

The type of the illocutionary act that is used in each slogan can be interpreted by following a particular flow. To understand the slogan we must understand the context of the slogan. This context can first be known from the picture. Usually the advertisements include the picture of the air plane, the sky, or the figure that may indicate that

it is an advertisement of an airline company. Secondly, the context can be understood by knowing the utterances, or the slogans. It can be identified from the logo or the company's name. Thirdly, we can use our background knowledge to interpret the possible context of each slogan based on the picture and utterances. Finally, we can

draw the conclusion by combining our understanding of the picture and the utterances which we gain from our background knowledge. By doing so, we can understand the utterances completely and classify them into the proper type of illocutionary act.

5. CONCLUSION

There are five types of illocutionary acts; they are assertive, directives, commissives, expressive, and declarations. The writer found that the advertisers tend to use directive, assertive, and commissive types of illocutionary acts to deliver their ideas. 3 slogans of airline advertisement are directive and 2 others are commissive while 4 slogans are assertive.

The data which use assertive type are number 3, 6, 7 and 9. The slogans of airline advertisements contain assertive illocutionary acts when they function to represent a state of affairs. It is used to show what people know and what people believe. It is tied to the truth of proposition stated. An utterance or sentence might contain assertive illocutionary act when it is aimed for: stating, describing, telling, reporting, admitting, affirming, alleging, announcing, attributing, confirming, disclosing, identifying, informing, insisting, stipulating, emphasizing. In this research, the data number 1, 5, and 8 are directive illocutionary act. The illocutionary acts are used for getting the addressee to do something as expected by the addressor. Utterances in these airline advertisements contain directives illocutionary act when they aim for: asking, bidding, requesting, suggesting, promoting. The data number 2 and 4

are commissive type of illocutionary act. It is illocutionary act that commits the speaker to do something which is bounded up with a future action. These utterances function for: agreeing, guaranteeing, offering, promising, and swearing. Generally the entire slogans in these airlines indicate the intention of the advertisers to attract passenger's to use the product.

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