**TYPES AND FUNCTIONS IN MEASURING SUBJECTS OF E-COMMERCE E-MAIL: A PRAGMATICS STUDY**

**Nasstasya Ilona de Wanna**
Badung, Bali, Indonesia
**Heri Heryono**
English Department, Faculty of Languages, Universitas Widyatama, Indonesia

Corresponding author: Nasstasya Ilona de Wannal, Badung, Bali
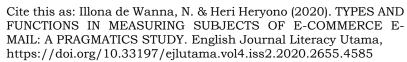E-mail: nasstasyailona13@gmail.com

**Abstract:**
Transaction of e-commerce is often used to refer to selling physical products online, but can also describe all types of commercial transactions that are facilitated through the internet. This study aims to describe the kinds of Speech Actions in the use of Language as the subject of E-Commerce E-Mail and identify the function of speech acts used in the subject of E-Commerce E-Mail. Advertising is manifested in various forms (declarative, interrogative, imperative or a combination thereof), but all of which state the request or function invite to do something. This is in accordance with the nature of advertising that is persuasive. Then, the variety of languages used is business variety, as well in general, advertisements are presented with simple language and sufficient style interesting, which among others looks at aspects of typography, poetic expressions, and use of repetitive. The method used in this study is a descriptive method. The researcher collects data containing Speech Acts on E-Mail E-Commerce, classifies data according to its type, analyzes data, then draws conclusions from the results of the study. The results of the study show that: (1) there are 4 types of speech acts found in this study, which are locutionary, illocutionary, perlocutionary and combinations and (2) speech act functions found in the analysis are dominated by representative functions.

**Keyword:**
Speech acts, e-commerce, Pragmatics

**INTRODUCTION**

As a *zoon politicon* or political animal which means social beings, humans cannot live alone, humans need friends to communicate and understand one another. For that, humans need a tool called language. Language is essentially a result of thoughts and feelings. As explained by Henry Sweet, a philologist, phonetic expert, and English grammar in his book entitled The History of Language in 1900, *Language is the expression of ideas by means of speech-sounds combined into words. Words are combined into sentences, this combination answers to that of ideas into thoughts.* Therefore, to be able to understand each other, a good and correct language is needed so that the message to be conveyed can be received properly. As Frank Dance concluded in a book entitled Theories of Human Communication written by Stephen W. Littlejohn and Karen A. Foss (2008: 3), communication is the verbal interchange of a thought or idea. Many types of communication are carried out using language by humans in social life, one of which is in trading activities. From the beginning using the barter

system to use money. Likewise, in the process of buying and selling transactions that were originally carried out face to face, now all shopping activities can be done through electronic devices. Almost all people in the community have an electronic device called a cell phone, both used to communicate and to fulfill transaction needs. However, to be able to use a smart phone or other gadget requires an e-mail account that serves as an ID for internet network users that can be accessed through the gadget. E-mail is short for Electronic Mail, containing user data. Initially, the main function of e-mail was not as a gadget user identity, but as the name suggests, e-means electronic and mail meant letters, was to send letters in a short time through an electronic device with a long distance. Components forming this electronic mail is the subject of the letter that functions as the title of the letter that contains the short purpose of sending the e-mail. Next is the content part, which is a complete description of the subject of the letter.

Although it has developed from its main function, the main function of e-mail does not just disappear. Gadget users still use e-mail as a tool to send documents and data in a short time. In addition, the e-mail function that has developed into the identity and the main requirements for gadget users is now used by online business sites as a tool to promote their business. The method used is to send e-mails containing promotions and advertisements related to the products it sells. This is the method chosen by online businesses to attract as many customers as possible. It can be said this method is an effective way to reap profits. In promoting its products, business people need the right way to make customers decide to buy their products. One of the methods used is by utilizing one branch of linguistics, namely Pragmatics which is applied in the subject of promotional e-mail. Pragmatics is a branch of linguistics related to language behavior or the use of language based on the situation be it the situation of the speaker or listener. Pragmatics also relates to how the listener can understand the meaning conveyed by the speaker. As stated by Yule (1996: 3) pragmatics is concerned with the study of meaning as communicated by a speaker and or writer and interpreted by a listener or reader.

However, in the application of Pragmatics in the subject of promotional e-mail, some sending promotional e-mails by e-commerce sites have e-mail subjects that are not related to the contents of the e-mail. As happened in one of the data taken from the e-mail subject sent by the *GuavaPass* application.

Example [1]:
From: GuavaPass - jakarta@news.GuavaPass.com
To: nasstasyailona13@gmail.com
Date: 26 Oct 2018, 1:32 PM
Subject: Boo

On the morning of October 26, 2018, the GuavaPass application sent an e-mail with the subject "Boo". When viewed from the type of speech act, the subject of this e-mail is included in the type of locus speech act because it does not contain definite meaning or special purpose. In speech acts, "Boo" is an expressive cry and is generally used to scare others in contexts that are not serious and just for fun.

This e-mail sample sent by *GuavaPass* is an example that shows the disconnect between the subject of the e-mail and the contents of the e-mail. If the discontinuity between the subject and the contents of this e-mail continues to occur among online businesses, promotional e-mails that are sent regularly can disrupt e-mail users because the e-mail received from online business sites is quite a lot and also not all e-mails -mail promotion that is sent is a promotion relating to what is being needed or desired by the recipient of the e-mail. Therefore, as an e-mail user, being very selective is necessary to be able to choose which e-mails are needed and not needed, one way to facilitate the selection of e-mails is by knowing the types of speech acts and their nature. in the subject of the e-mail.

## METHOD

Research objectives are to describe the various types of speech acts in the use of language as the subject of e-mail and to identify speech act functions used in the subject of e-mail advertisements veiled in e-commerce. As mentioned in the research title, that the object under study in this study is the type and function of speech acts on the subject of e-mail advertisements veiled online shopping sites. With the background of the sender of the e-mail, for the purposes of the data analyzed using descriptive methods. Whitney (1960: 160) descriptive method is the search for facts with the right interpretation. Furthermore, according to According Sugiyono (2005: 21) states that the descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. The purpose of this research method is to describe a symptom, event that occurs at the present time or the actual problem systematically, factually, and accurately about a fact, nature, or relationship between the phenomenon being investigated.

## LITERATURE REVIEW

E-commerce or also known as electronic commerce or internet trading, refers to the buying and selling of goods or services using the internet, and transferring money and data to make transactions. e-commerce is often used to refer to selling physical products online, but can also describe all types of commercial transactions that are facilitated through the internet.

According to Loudon (1998) understanding e-commerce is a transaction process carried out by buyers and sellers in buying and selling various products electronically from companies to other companies using computers as intermediaries for business transactions.

The history of e-commerce began with the first online sale on August 11, 1994 a man selling CDs by the band Sting to his friend through his website NetMarket, the American retail platform. This is the first example of a consumer buying a product from a business through the World Wide Web - or "e-commerce" as we know it today.

Based on the nature of its users, e-commerce is divided into 3 types (Laudon, 2003: 45):
   a. Business to consumer e-commerce (B2C), involves selling products and services retail to individual buyers.
   b. Business-to-business (B2B) e-Commerce, which involves the sale of products and services between companies.
   c. Consumer-to-consumer (C2C) e-commerce, involving consumers who sell directly to consumers.

E-commerce can take various forms involving different transactional relationships between businesses and consumers, as well as various objects that are exchanged as part of this transaction. The example of e-commerce according to Laudon (2003: 45) is as follows.
   1. Retail, selling products by businesses directly to customers without intermediaries.
   2. Wholesaler, selling products in large quantities, often to retailers who then sell it directly to consumers.
   3. Drop-shipping, sales of products, which are produced and sent to consumers by third parties.
   4. Crowdfunding, collecting money from consumers before the product is available to increase the initial capital needed to bring it to market.
   5. Subscribe, repeated purchases of a product or service periodically until the customer chooses to cancel.

While in linguistics discipline, it relates to Pragmatics study. It is a field of linguistics that studies communication. This scientific field is concentrated on the dynamic aspects of meaning in context.

Pragmatics is the study of aspects of the meaning and use of language that depend on speakers, and other features of the speech context, including the study of the influence of speech contexts, generally preserved communication principles, and the speaker's purpose on the choice of means of expression, and on the other hand, the effect of these factors on the interpretation obtained from a speech, by the recipient. The main interest of Pragmatics is to define principles for the determination of the intended meaning. The meaning in this case is the meaning that can be transmitted verbally or non-verbally. Initially, the term pragmatic as a field of Linguistic inquiry began in 1930 by philosophers named Charles Morris, Carnap, and Pierce who divided the knowledge of signs or Semiotics into three basic concepts, namely Syntax, Semantics and Pragmatics. The first field is Syntactic which studies the formal relationship between signs. The second field is Semantics which studies object marks. Third is Pragmatics which examines the relationship between signs and interpreters. The philosophers quoted that based on their principle, "Pragmatics is the relation of signs to their users and interpreters" (Morris in Horn and Ward, 2007: xi) which means pragmatics is the relationship of signs to their users and interpreters.

After that, many experts emerged who had proposed the Pragmatic definition. Levinson (1983: 7) provides a pragmatic definition as "the study of language from a functional perspective, that is, that it attempts to explain facets of linguistic structure by reference to non-linguistic pressures and causes." Pragmatics is the study of language from a functional perspective, that is, pragmatics seeks to explain aspects of linguistic structure by referring to the influence of non-linguistic influences and symptoms. According to Leech (1993: 1), pragmatics is a branch of linguistics that is increasingly known today, although in about two decades ago, this science was rarely or almost never mentioned by linguists. This is based on the growing awareness of the linguists, that efforts to uncover the nature of language will not bring the expected results without being based on an understanding of pragmatics, namely how the language is used in communication. Leech (1993: 8) also defines pragmatics as the study of meaning in relation to speech situations.

While Yule (1996: 3) states "pragmatics is concerned with the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader." This implies that Pragmatics is the study of the meaning intended by the speaker because it refers more to the meaning that the speaker intends to pronounce rather than the literal meaning of the word or phrase in the speech. It also implies that Pragmatics is the study of contextual meaning because it includes interpretations of what people mean in certain contexts and how contexts affect what is said. In addition, this has the implication that Pragmatics is the study of how messages are communicated more than is said, because in fact Pragmatics tends to focus more on investigating how listeners can draw conclusions about what is said or what the speaker wants to say. In short, Pragmatics is the study of expressions of relative distance, which means that how close or far the listener is, the speaker determines how much needs to be said.

It can be concluded that Pragmatics according to some experts is a scientific field that studies aspects of meaning that depend on context, regardless of content construction or logical form. Furthermore, to be able to grasp the meaning of an utterance, an interlocutor must consider how the speaker expresses what he wants to convey relating to who, where, when, and under what circumstances a person talks.

Later on, Pragmatics has its sub-section, it leads to speech act. It was first put forward by John Austin (1962) in his essay entitled "How to do Things with words" The speech act theory developed after John Searle (1969), in his book entitled "Speech Acts: An Essay in the Philosophy of the Philosophy of language" says that communication is not just symbols, words or sentences but the results of speech symbols that are tangible speech acts. Austin in Cummings (2007: 9) also explains the purpose of speakers in speaking not only to produce sentences that have certain meanings and references but to contribute certain types of interactional movements to communication.

According to Tarigan (2009: 33) every utterance or utterance certainly contains certain aims and objectives. More specifically, speech acts are products or the results of sentences under certain conditions and are the smallest unity of language communication. In his book "How to do Things with words" Austin (1962) states speech acts are divided into three levels. The following is a more complete explanation of locution, illocution and perlocution speech acts.

The locutionary act is the act of saying something, the act of uttering certain expressions, well-formed from a syntactic point of view and meaningful Austin (1962). Yule (1996: 48) also states that locus speech acts are the most basic types of speech acts. These locus speech acts are ordinary speech acts, without any double meaning or hidden meaning behind the literal meaning rather than the utterance spoken. Supported by statements made by Wagiman (2008: 69). "Locutionary act is the literal meaning of the utterance, that is, the meaning of the utterance which is carried by the words in the utterance and their arrangement or their structure of words." Austin (1962) says "The illocutionary act is the act with extra meaning of the utterance produced on the basis of its literal meaning." Which can be interpreted that illocutionary speech acts are speech acts that have their own purposes from the sentences spoken by the speakers. He views illocutionary speech acts as speech acts to express a particular purpose, where the instructor expresses his feelings, behavior, beliefs, or objectives in connection with some event or situation. Illocutionary speech acts are speech acts that are spoken to make the listener do something as expected by the speaker, which has several effects on the listener. Yule (1996: 48) says that illocutionary acts of speech are carried out through the communicative power of a speech. Illocutionary speech act is said to be an act of doing something because there is power and function to make the listener do what the speaker intends in his speech. Supported by Wagiman's statement (2008: 70), that illocutionary is the act of the utterance. It is the act which is performed by saying the utterance. It is the underlying force of the utterance or the interpretation of the utterance by the hearer.

Austin (1962) says Perlocutionary is an act with effects of the utterance on the hearer, depending on specific circumstance. Which can be interpreted that the act of speech perlokusi is a speech act that has a certain effect, depending on what is said and the circumstances. This leads to the actions that affect someone. Perlocution is the result of an utterance spoken to the listener. Perlocutionary speech has an impact on the listener in the meaning of the utterances expressed (Austin in Levinson 1983: 236).

For example, to make someone open a window. This statement is supported by Wagiman (2008: 70), Perlocutionary act is the consequent effect of the utterance on the hearer, or the overall aim of the utterance.

Speech acts are classified into five categories based on their general function, namely (1) declarative speech acts, (2) representative speech acts, (3) expressive speech acts, (4) directive speech acts, and (5) commissive speech acts. Declaration is a speech act function that changes the world through its speech. Declarative speech acts are speech acts intended by the speaker to create something new such as a status or situation. Representative is a function of speech that states what is believed by the speaker is the main or not. In other words, the representative speech act binds the speaker to the truth of what he said, the type of speech act is also called the assertive speech act. Expressive is a speech act function that states what is felt by the speaker. Expressive speech acts are also intended by speakers so that the utterance is interpreted as an evaluation of the things mentioned in the speech. A directive is a speech act function used by a speaker with the intention that the interlocutor performs the actions mentioned in his utterance. Speakers say what they want. Desires expressed in utterances can be positive or negative. Commissive is a speech act function that the speaker uses to commit to future activities. In speech with a commissive function, the speaker expresses what the speaker wants. The things he wants and says are binding on his speakers to carry out what is stated in his speech.

**RESULT AND DISCUSSION**

There are the types and functions of speech acts contained in e-mail subjects. The following data are then classified into three types of speech acts, (1) locution, (2) illocution, and (3) perlocution. Data taken in the form of subjects from e-mail to find out the context that plays a role in it and then examine the meaning behind the subject of e-mail by focusing on the characteristics of the use of speech acts contained in e-mail e-commerce subjects. The data are analyzed into a matrix to find out the context and function.

**Table 1. email from *Mapemall***

| Data | Context | Type of Speech Act | Function of Speech Act |
|---|---|---|---|
| *Subject: Super Saving Late Night Shopping!* | *From: Mapemall* newsletter@mapyourstyles.com *To:* reeginana@yahoo.com *Date: Thursday, March 7, 2019, 7:04:10 PM GMT+7*<br><br>*Mapemall.com* is the premier online destination for fashion and lifestyle inspiration offering more than 150 international-branded fashion products. Mapemall products cover more than a few categories such as fashion, sports, home, toys and accessories. Mapemall aims to provide an easy shopping experience at the customer's fingertips, separating Mapemall from | Locution | Representative |

| | | | |
|---|---|---|---|
| other online retailers. Supported by sophisticated O2O (online to offline) technology, buyers can send orders to their homes or collect them in certain stores, also known as "click and collect" services. | | | |

Based on table above, there is a saying *"Super Saving Late Night Shopping!"* listed in the e-mail subject column. If examined pragmatically, the locus of speech acts used in the speech can be found. The act of locution is characterized by the meaning of the sentence which contains only one meaning. The meaning of speech can be interpreted literally because the subject's speech has described the contents of the e-mail briefly and clearly namely to inform that the sale or discount is being held at midnight when the e-mail is sent which can be known from the words "Super Saving" and "Late Night".

Next can be identified the nature of speech acts contained in the speech "Super Saving Late Night Shopping". The nature of the speech act is representative. This representative nature is marked by the meaning of the speech "Super Saving Late Night Shopping" which mentions a report or an announcement to the speech partner that is considered a speaker is something that is important or important to be informed to the speech partner who has subscribed to the latest notification from the online shopping site Mapemall.

**Table 2. email from *AEROCULATA***

| Data | Context | Type of Speech Act | Function of Speech Act |
|---|---|---|---|
| *Subject: LAST MINUTE GIFT!* 😱 | *From: **AEROCULATA** info@aeroculata.com To: reeginana@yahoo.com Date: Friday, February 8, 2019, 9:03:50 AM AM GMT+*<br><br>AEROCULATA is a brand of Indonesian local jewelry products that can be customized. This local Indonesian jewelry company has a vision to make customers more creative and easier in choosing gifts. All products manufactured are Indonesian handmade with international quality | Illocution | Representative |

| | | | |
|---|---|---|---|
| | and have a lifetime guarantee. | | |

In the e-mail subject column, the words "LAST MINUTE GIFT!" "We can identify the type of illocutionary speech acts. This type of illocution can be seen from the speech which has a double meaning. The first meaning that is obtained literally is that the speaker wants to notify the speech partner about the prize at the last moment. The double meaning is that the speaker intends to promote the latest necklace output. In e-mail subject speech, the speaker uses a type of illocutionary speech act to convey promotions related to the latest model necklaces.

The speech act function used in the speech "LAST MINUTE GIFT! "Is a representative function. The representative function is seen from the meaning of the sentence that intends to provide a report regarding the promotion of the latest necklace output which will soon end. With a representative function, the speaker states what he believes to be trusted by the speech partner.

**Table 3. email from *Cherry from EONIQ***

| Data | Context | Type of Speech Act | Function of Speech Act |
|---|---|---|---|
| *Subject: Thank you from Cherry* ✊ | *From: **Cherry from EONIQ** - info@support.eoniq.desig To: thisispurnama16@gmail.com Date: Mon, 12 Nov 2018 at 8:17 AM*  EONIQ is a brand of a watch product that enables its customers to design their own watches to their liking. In the subject of e-mail sent by an EONIQ account, there is the word Cherry which is one of the administrators at the EONIQ company who has sent a thank-you e-mail sent to an e-mail account named thisispurnama16@gmail.com which has agreed to subscribe or subscribe to the website belonging to EONIQ to keep getting the latest notifications from the | Perlocution | Expressive |

| | | | |
|---|---|---|---|
| | development of this watch brand. | | |

There are types of speech acts of percussion in the phrase "Thank You from Cherry." In the subject column, the type of speech actualization of speech is characterized by sentences or speeches which have an impact on the speech partner so that it indirectly arouses curiosity in the speech partner's mind after reading the subject of the e-mail "Thank You from Cherry." The curiosity was in the form of who Cherry was meant to be and thankful for whether Cherry from EONIQ was in the e-mail subject sent by EONIQ. So the speech partner will find out who Cherry is.

Next, on the subject of the e-mail that reads "Thank You from Cherry." there is also a speech act function in the subject. The speech act function is an expressive function. The expressive speech act function is marked by sentences that express gratitude to the speech partner for agreeing to subscribe to the latest information on the EONIQ website. Gratitude can be seen from the word "thank you" in the sentence "Thank You from Cherry." The word "thank you" can be categorized into feelings which is one of the characteristics of expressive speech acts.

**Table 4. email from *HIJACKSANDALS!***

| Data | Context | Type of Speech Act | Function of Speech Act |
|---|---|---|---|
| *Subject: It's rainy season. Let us protect you...* | *From:* **HIJACKSANDALS!** *sales@hijacksandals.com To: gpriasthy@gmail.com Date: Fri, Jan 18, 2019, 18:00* | Locution | Representative |
| *Subject: It's rainy season. Let us protect you...* | *Hi Jack Sandals* is a footwear brand of local Indonesian. This local Indonesian product has consistently mastered the footwear market, a model of sandals that is popularly used as an adventure partner that is resistant in all situations thanks to its simple and open form. | Illocution | Directive |

Hi Jacks Sandals conveys two utterances in the subject of his e-mail, they are *"It's rainy season."* and *"Let us protect you ..."* Based on the two utterances, the locution speech acts can be identified in the first utterance. The type of locution speech act seen from the speech does not indicate the recipient of the e-mail to take any action, and can only be interpreted literally containing context-related information related to the ongoing season in Indonesia, namely the rainy season. In addition to locus

speech acts, there are also illocutionary acts on the second speech. Illocutionary speech acts are seen from the intention that the speaker conveys to the speech partner to accept or consider the offer offered by Hi Jack Sandals.

The indication meant by the speaker is to buy Hi Jack Sandals products and feel firsthand a protection of the feet against rain and puddles in the rainy season thanks to the material that is designed to dry quickly when wet. Furthermore, in the speech "It's rainy season." And "Let us protect you ..." there is a representative and directive speech act function. The representative function in the first speech is evidenced by the implied meaning that includes information about the ongoing season in Indonesia in January 2019. Whereas in the second speech, the directive speech act function is an offer to the speech partner to let Hi Jack Sandals do his usefulness as a leg protector speech partner.

**CONCLUSION**

Based on the results of research from the analysis conducted on the types and functions of speech acts on e-mail e-commerce subjects, conclusions can be drawn as follows:

1. The whole data contains all the type of speech acts and also the combination data which has both locution and illocution type. It can be concluded that, every type in the email of e-commerce has its own characteristic due to the message conveying to the customer. Rather, the context of every email has different function and meaning, based on the type of the speech act used.
2. The most dominant speech act function used is the representative speech act function. Speech act function is found from all data sample, shows that 75% of whole data contain representative function. It leads to something that is believed by the speaker as the center of the message. In other words, the representative speech act binds the speaker to the truth of what the email/message said.

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