

SPEECH ACT IN ADVERTISING LANGUAGE OF 3 PROVIDER MOBILE PHONE PRODUCT

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ABSTRACT

This study is an analysis of selected commercial advertisement on product consumed relates to the 3 provider of mobile phone in Indonesian context. Consumers are generally believed to be active and skeptical users of information. Then, the speech act can contribute how successfulness the advertisers in persuading them. There are three kinds of act; they are locutionary act, illocutionary act and perlocutionary act. A perlocutionary act, the act that is produced as a consequences or effect of uttering a specific locution, what is brought about or achieved by saying something, in this case, the effects may be predictable by the conventional status of most illocutions, but may be force of their speech act. Using the qualitative method of research, the writers try to analyze the kinds of illocutionary forces and perlocutionary acts that occur in the advertisement through socio-pragmatic analysis. The result shows that the illocutionary acts commonly equal to the persuasive and informative as well as the advertisement goal, then the perlocutionary effects will be related to the hearers themselves.

Keywords: *advertisement, socio-pragmatic, speech act*

ABSTRAK

Penelitian ini adalah sebuah kajian mengenai iklan terpilih pada produk telekomunikasi yaitu jaringan telepon three (3) dalam konteks Indonesia. Para konsumen umumnya percaya dan atau bahkan tidak percaya pada informasi yang diberikan oleh media. Kemudian, *speech act* (tindak tutur) dalam kajian pragmatis dapat memberikan kontribusi bagaimana sebuah iklan tersebut dapat meyakinkan pendengar, penonton, maupun konsumen. Terdapat tiga jenis tindak tutur, yaitu tindak lokusi, tindak ilokusioner, dan tindak perlokusioner. Tindak perlokusioner dihasilkan sebagai konsekuensi atau efek ujaran lokusi tertentu, yaitu apa yang diterima dari sebuah ujaran, dalam hal ini, efeknya dapat diperkirakan oleh status konvensi para ilokusioner, tetapi juga dapat mendorong timbulnya tidak tutur mereka. Dengan menggunakan metode kualitatif, penulis mencoba menganalisis jenis dorongan ilokusioner dan tindak perlokusion yang ada pada iklan tersebut melalui analisis sosio-pragmatis. Hasil penelitian ini memperlihatkan bahwa tindak ilokusioner umumnya sama antara persuasif dan informatif serta tujuan iklan itu sendiri dan efek dari perlokusioner akan berefek pada konsumen iklan tersebut.

Keywords: *pengintegrasian, rapport, pengajaran, bahasa inggris*

INTRODUCTION

In daily life, people always face commercial things as what they find in daytime when they are watching television. The advertisement will be apart of people consumed, then the adviser solely attempts to do anything for achieving its goals then the people interested to the advertisement itself. Even the most cursory survey of television, billboards and magazines will yield ads that similarly suggest - but do not explicitly state - that the product in question offers attributes, features, or benefits that consumers are likely to find desirable.

What is interesting is not that advertisers are tempted to use such claims, but rather that consumers seem so willing to accept them, despite the fact that the implications are generally inconsistent with the literal meaning of what is being said. A possible explanation for this phenomenon is that consumers lack the motivation, opportunity or ability to critically evaluate such claims, yet empirical evidence indicates that the behavior occurs even when such factors are ruled out. Indeed, there are many researchers have analyzed the advertisement relates to the implicatures and cooperative principles (See, Riley, 1993, Ritchie, 2004, Liu, 2005, Lei, 2011, Shah, 2011, Acheoah, 2012) in pragmatics way deals with how the advertisement contributes the implicature to successful of human communication through the advertisement.

In advertisement, there also cannot be avoided of ethics consideration, while ethicians have long observed that unethical communication may result from texts that contain no overt falsehood but are nevertheless misleading. Less clear, however, it has been the way that context and text word together to create misleading communication. Concepts from linguistics can be used to explain implicature and indirect speech acts. Two patterns may allow misinterpretation and, therefore potentially create ethical or unethical communication.

Many advertisements has done indirectly of the ethics such as what has been researched by Riley (1993), who examined two concepts from implicature and indirect speech that finds most of the advertisement reflect other motives as the desire to mitigate negative information or to show the deference to an unfamiliar or powerful reader. Thus, they can lead to a loss of clarity and to subsequent ethical problems when announcers misinterpret the text (of advertisement). In addition, based on the study of Ritchie (2004), he elaborated the case of giving advertisers the benefit of the doubt: trust, cooperative communication, and consumer acceptance of implication in

advertising in Canada, he sought to expand our understanding of why consumers “go with the gist” of ads that imply more than they literally claimed. The study appears that feelings of general suspicion toward marketers were induced, trust in the specific advertiser was undermined and implied claims resulted in less favorable attribute beliefs and product attitudes than did claims that were stated outright.

Moreover, Shah (2011) got result about skepticism on the instrument in China which emphasizes that the advertisements mostly do not fit Chinese context, then he suggests to rethink advertising skepticism in China after west. Another study of implicature and cooperative principles come from Lei (2011) who did a study of principle of conversation in advertising language also as what pragmatic analysis of fuzziness in advertising English. Then, the recently research in 2012 by Arceoah about a pragmatic analysis of selected sign-board adverts in Nigeria, analyzed of selected commerce adverts on products consumed or used in Nigeria, which proofs that in commercial advert, presupposition are potent in commercial sign-board adverts.

However, in this study, the writers have investigated the dimensions of language in commercial 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. Therefore , this study limits in speech act, also comes from some researchers above who determined to analyze advertisement language, ethics and so forth, then the writers conducted mini research by taking one of the providers mobile phone that nowadays frequently appears in Indonesian television namely 3 provider, in case to know how the speech acts occur in the advertisements.

REVIEW OF RELATED LITERATURE

Pragmatics is the study of the ability of language users to pair sentences with the contexts in which they would be appropriate (Levinson, 1995, p. 24). Commonly, we used the pragmatics relates to the society in case of advertisement. It can be seen by the utterances as the speech acts. Austin (1960) (in Thomas, 1995) originally used the term speech act to refer to an utterance and the 'total situation in which the utterance is issued". Just as the same word it can be used to perform different speech act so different words can be used to perform the same speech act.

The study of speech acts (which is the core of pragmatics) has grown appreciably, but they are only from a theoretical perspective in particular. In

this study, the writers have extended the theoretical based of speech act study; to practical climes, the writers use textual samples, namely text transcription based on the advertisement of 3 provider. The study has contended that advertisers are not unaware of the nature of communication; they have known that communication could make or mark society, unite or separate people, foster or destroy ties, and promote or hinder patronage.

The writers have posited that language should be appropriately used in adverts. Advertisers have achieved their illocutionary goals by skillfully manipulating linguistic and para-linguistic elements of communication. For example, advertisers have decided on what constituted captivating, exciting, persuasive and all-embracing language. Many business organizations have failed because of lack of patronage which was traceable to poor advertising strategies (Acheoah, 2012). It is noted a problem found such as many providers in Indonesia mock or tease each other by implicating some languages in advertisement. It can be analyzed the utterance used in the verbal or non-verbal communication used, then how the implicatures to be persuaded by the hearers as the possible effects of perlocutionary acts.

The objectives of this study are to know what illocutionary forces that occurs in the 3 provider advertisement, what kinds of implicatures dealing with social phenomena imply then what perlocutionary effects that may consider by the hearers when they watch the advertisements of 3 provider, and then what socio-pragmatic context view in case of the advertisements.

People used language to communicate their individual thoughts and feelings as well as psychological experiences as evident in commercial adverts. For example, the advertiser has personal feelings about the taste of the public (he may even have sound knowledge of it) and the desire of the consumer (since he has assumed that the consumer is a rational thinker); a rational thinker would read the advertisement contents on different products and decide which was preferable despite his background knowledge of how deceptive language of adverts could be. Consumers should be made to identify with the product being advertised for a long period of time.

3 provider is new provider in Indonesia that not every line and area in Indonesian archipelago have the signals. Then, in comparing to another providers, it seems like the 3 provider is the best one. The adverts also quite interesting then nowadays the advertisements by various version are very frequently appeared in television commercial adverts. In addition, there are many simple utterances that directly touch in Indonesian daily life therefore, it becomes strongly understood by the hearer. But, the hearers should be

more careful to rethink and smarter in choosing the products of advertisements so that not included to be suffered or victims of advertisement.

The study has found that it crucial to explore pragmatics and sociolinguistics in the investigation of: whether or not the advertisers have used language to actually mean what they said; factors which have informed advertisers' illocutionary Strategies; the effects which the linguistic dimensions of advertisement had on the audience; the pragmatic panacea to the lingering problems associated with language use in advertisements.

Stating passing on facts that will be news to our addressees is indeed as an important function of language, but it is not only the one. There are straightforward, almost non-technical ways of describing people's language interaction, even can be technical deliberately occur such as in case of advertisement can be in spoken or written. These basic units of linguistic interaction- such as give a warning to, greet, apply for, tell what, confirm an appointment (the acts, not the labels) are called speech acts.

Talking about speech act theory, it deals with an area of linguistic pragmatics developed by (Austin 1975) in his lecture series from 1955 and further defined by (Searle 1969). Austin founded the pragmatics of linguistics by observing that some statements are not only true or false descriptions of some state of affairs but constitute the performance of an action by themselves. Searle further elaborated on this performative function of statements and defined language as "rule-governed intentional behavior" and talking as "performing acts according to rules." (Levinson, 1995).

Communication through language is an act of expressing oneself through the realization of a series of sets of underlying constitutive rules through the uttering of expressions in accordance with these sets of constitutive rules. Within the semantic structure of language, speech acts are the basic or minimal units of linguistic communication. Speaking a language is performing speech acts, acts such as making statements, giving commands, asking questions, making promises, and so on. These acts are made possible and consequently follow certain rules for the use of linguistic elements (Searle 1969 in Griffiths, 2006, p. 148).

On any occasion, the action performed by producing an utterance will consist of three related acts. They are locution, illocution and perlocution. There is first a locutionary act, which is the basic acts of utterance, or producing a meaningful linguistics expression, then the second dimension as illocutionary act is performed via communicative force of an utterance and

perlocutionary act as the assumption that the hearer will recognize the effect of the speaker intended (Yule, 1996. p. 48).

In line with the pragmatic speech act analysis, Cutting (2002, p.3) reveals that interaction sociolinguistics combines the conversation analysis approach, in text it studies the structural patterns of conversation, with a pragmatics approach, studying social interaction, and giving importance to context, function, and social norms, convention and principle. Here, the speech acts deliberately counted as the basic view of the analysis. Pragmatics takes a socio-cultural perspective on language usage and the way that principles of social behaviour are expressed.

Empirical evidence indicates that advertisers rely heavily on implication to convey their messages to consumers, and that the use of implied claims has been increasing (Richie, 2004, p. 20). Research has also uncovered several more substantive advantages to implications. First, there appear to be significant processing benefits to implied advertising claims. Studies have shown that omitting the conclusion of a message can produce deeper message processing and improve recall. In addition, the use of implications appears to facilitate the advancement of creative goals (Stem, 1992), in those interesting, attention-grabbing advertising campaigns often describe product benefits in a round about way. Finally, practical limitations may limit the extent to which advertising claims can be expressed in a wholly unambiguous manner. Advertisements are generally expected to achieve many different objectives, including capturing consumers' attention, inducing a positive response to the product, and maintaining consistency with the brand image.

In integrating the analysis in this study, we will compiled of speech act those theory based on Austin, Searle, Bach and Harnish, and Adegjiba. According to Austin (Austin 1975) or Searle (Searle 1969), speech act is defined as the action that a speaker performs by making an utterance. It consists of the following four components: a.) The locutionary act, that is, the pure utterance of sounds and words; b.) The acts of reference and predication, which make up the propositional content of the utterance; c.) The illocutionary act, that is, the action the speaker performs by making the utterance and d.) Where applicable, a perlocutionary act, that is, the effect on the addressee brought about through the speech act (Austin 1975, Searle 1969, Bach and Harnish 1979).

Particularly, in considering to the pragmatic, the theory of Bach and Harnish tare intention and inference-based. It is more comprehensive, in our

view, than those of Austin and Searle. Bach and Harnish lay emphasis on intention and inference, and the theory provides a schemata through which one understands the process whereby the audience infers the illocutionary force in a speech act. They have contended that S (Speaker) should use language in such a way that H (Hearer) should understand S's intention, whether literal or non-literal; the inferential process according to Bach and Harnish, is facilitated by MCBs (Mutual Contextual Beliefs) between S and H, as well as their world knowledge; we have posited that, it is the common ground knowledge between an advertiser and his audience, that the advertiser has relied upon in his advertising strategies, in terms of verbal and non-verbal communicative elements.

Adegbija's approach to pragmatics is an extension of Bach and Harnish's theory. It is anchored by the "Master Speech Act" and "socio-pragmatic" concepts. The Master Speech Act incorporates the totality of the layers of meaning which utterances have. The socio-pragmatic concept on the other hand, has to do with the pragmatic, social and linguistic aspects of context, which generate textual meaning.

RESEARCH METHODOLOGY

In choosing the material for being analyzed, the writers selected samples using parameters derived from Emuchay in Archeola (2012) consists of: (1) Clarity of Message: it based on our selection on thematic precision of the texts; the cohesive devices and language choice of advertisers have produced these features; (2) Quality of Pragmatic Features: we observed that notions evolved by theorists in the literature of pragmatics, are indispensable in the pragmatic analysis of texts; hence we have considered in this study, the pragmatic components in the adverts selected; (3) Linguistic Richness: on the basis of language aesthetics, we selected advert samples; we have noted that a pragmatic study should be interested in creative use of linguistic and paralinguistic elements in advertisements; (4) Accessibility of Message: we selected texts that were immersed in socio-cultural contexts (texts which depicted the state-of-affairs in the society); (5) Depth: we have noted that selection was also based on the fact that each of the advert samples conveyed events of life in varying dimensions and degrees; they treated issues that were of both immediate and remote relevance to the audience; (6) Thematic Coverage: we covered different themes across domains of the life in my samples: social, economic, domestic, philosophical, etc.

The writers analyzed the data by using Adegbija's approach as used in Archeola (2012) which has as its core, the socio-pragmatic context. The also

classify the samples using Campbell taxonomy of illocutionary (1975), that speech acts included among others, are assertive, predictive, descriptive, ascriptive, confirmative, informative, concessive, retractive, assentive, dissentives, responsive, suggestive, suppositives, requestives, questions, prohibitive, advisories, permissive, promises, offers, apologize, condole, congratulate, greet, thank, bid, accept, reject and praise. Considering the dominant illocutionary act used, then we looked pragmatically the implicatures descriptively. After that, we assumed the perlocutionary effects that may occur by the hearers in the end.

FINDING OF THE RESEARCH

There are five corpora that are analyzed in this study. The samples only limit to one provider in four versions namely 3 provider. The samples are attached in the genuine version of Indonesian advertisements are available in appendix

The Pragmasociolinguistic Concept: An Integrative Approach

Pragmatics is related to stylistics and **sociolinguistics** in their study of social. The approach used is an extension of Bach and Harnish’s Theory (as Acheoah, 2012), it seeks to remedy the weaknesses in the later. The socio-pragmatic concept is therefore an integrative approach suitable for the purpose of this research. It incorporates: the social context consisting of the setting (formal, historical or cultural), and relationship between participants.

The pragmatic context or factors consists of the world knowledge of participants in the language event; the linguistic context which influences the choice of words used according to the communicative competence of the illocutors. The exponent of this theory has contended that the socio-pragmatic concept accounted for the historical, personal, environmental, socio-cultural and linguistic aspects of context.

Table 1. Presentation, description and Illocutionary act of the samples

Sample	Illocutionary acts	Description and utterances
1. 3 always on “Freedom now is more real” Advertisement (woman version)	Assertive	The speaker is a women, the context of advertisement, there is woman captures her daily life, and talking about freedom, in her mind, based on what commonly people say and she percepts by herself soliloquy by the following utterances: <u>“Freedom is nonsense”</u>

	Informative	<u>People say, I am free to express = locution</u>
	Ascriptive	<u>But, it could be done before the skirt is under</u>
	Bid	<u>Knee</u> <u>But surely do not pass than at 10 p.m.</u>
	Prohibitive	<u>People say match affair entirely in the hand</u> <u>As long as we are in the same tribe</u> <u>It's better if he's rich, high level of education, an educated person, and from well background family.</u> <u>Most people say, this time, the choice is unlimited,</u> <u>As long you are along with those choices.</u>
	Suggestive	<i>THINK AGAIN!</i>
	Informative	<i>Always on</i>
	Persuasive	<i>Now, freedom is more exist</i>
	Praise	<i>One year free access to 10 popular sites, Without pulse and quota</i> <i>FULL SPEED, only 50 thousand rupiahs</i>
2.	3 always on "Freedom now is more real" Advertisement (man version)	The samples is another version of the first advertisement, but in a man's mind, then the man utters such the following sentence; <u>Freedom is nonsense</u> <u>People say, being free to be yourself"</u> <u>As long as we follow existing traditions</u> <u>People say, to be a man, you should never be afraid to fail</u> <u>But do not be foolish to take the risk</u> <u>It's better to take a job first, looking for experience</u> <u>People say, mate affairs is entirely in the hands</u> <u>But also well mannered, and educated.</u> <u>People say, today option is</u>

	<p>Suggestive Informative Persuasive Praise</p>	<p><u>unlimited</u> <u>As long as you are along with those available choices.</u> <u>Now it's getting real choice</u> <u>THINK AGAIN</u> <u>Always on</u> <u>Now, freedom is more exist</u> <u>One year free access to 10 popular sites.</u> <u>Without pulse and quota</u> <u>FULL SPEED, only 50 thousand rupiahs</u></p>
<p>3. Indie +3, If I'm being adult (kids version 1, boys)</p>	<p>Assertive Informative Ascriptive</p>	<p>The speaker is a very young boys, who are talking in sequencing, they are uttering about the life of an adult, the skepticism and the real phenomenon of an adult life in common. The utterances ad follows. <u>If I am being an adult</u> <u>I want to be young executive</u> <u>I want to be the boss</u> <u>Everyday talk by mixing code of English</u> <u>Every Friday when going back home from office, hanging out with my fellow young executive,</u> <u>Talking about big projects,</u> <u>Then I will looks like a successful young executive</u> <u>With voice which sounded louder, so that the girl next door can hear me</u> <u>If the weekend comes, I have my breakfast in the cafeteria while being busy with notebook</u> <u>Ordering a cup of coffee by forty thousand rupiahs</u> <u>Drinking it slowly until noon just for free wi-fi (hotspot)</u> <u>If the latest date is coming, eating noodl will be the menu for breakfast, lunch and dinner.</u> <u>If I become an adult, it will be so</u></p>

	Permissive	<u>exciting</u> <u>But it's hard to pass it</u>
	Suggestive	<u>THINK AGAIN</u>
	Informative	<u>Use it first, pay it then whenever you want</u>
	Praise	<u>Unconditionally, without blocking Indie + for you who've been adult</u>
4. Indie +3, If I'm being adult (kids version 2, boys)	Assertive	The speakers are very young children who are talking casually, about how if they become adults. The utterances as follows. <u>If I'm being adult,</u>
	Informative	<u>I want to work in a multinational company</u>
	Ascriptive	<u>I want to work in tall buildings</u> <u>By English in every day talk</u> <u>Greasy hair, shiny shoes like someone important</u> <u>But working on jobs that are less important</u> <u>Being the photographer copies, cleaning up the paper, no problem working 15 hours a day with only 5 hours of sleep a day of a month.</u> <u>Fortunately in warteg (small restaurant) we could eat first then paying later.</u> <u>But unfortunately it is not applicable for credit to buy.</u>
	Permissive	<u>So being an adult is the big fun, but hard to pass it</u>
	Suggestive	<u>THINK AGAIN</u>
	Informative	<u>Use it first, pay it then whenever you want</u>
	Ascriptive	<u>Unconditionally, without blocking</u>
	Praise	

The locution, illocution and perlocutionary act for advertisement 1 and 2 quite similar but by the different gender of the participant of advertiser, meanwhile sample 3 and 4 are also equal but in difference version of children as the participants. The result can an be described clearly based on the context when the meanings are conveyed. These following tables 1

about Presentation, description and Illocutionary act of the samples, and table 2 shows about speech act distribution across samples 1-4 which are briefly show the result.

Table 2 Speech Act Distribution Across Samples 1-4

Speech Act	Illocutionary Force	Frequency of Speech Act	Percentage
Informatives	Informing, asserting, persuading, claiming	4	14.81 %
Ascriptives	Asserting, claiming, persuading, suggesting, describing	4	14.81 %
Assertives	Stating	4	14.81 %
Bid	offering	1	3.70 %
Prohibitives	Warning, advising, Suggesting Giving choice	2	7.41 %
Permissives	Permission	2	7.41 %
Suggestives	Suggesting, advising	4	14.81 %
Persuasive	Persuading, suggesting	2	7.41 %
Total			100%

In the samples, the instrument of manipulation is language; hence, we speak manipulatory language and linguistics manipulation. Thomas (1995) reveals that In terms of wording the world, In order to determine what particular wording is worth, therefore one has to investigate the use conditions that hold in the context of that wording. We must ask what kind of 'seeing' affects of thinking - or even, perhaps determines a particular mind-set (p. 298). The social consequences of this view of wording are that one cannot understand one's partners in dialogue unless one has a good grasp of their world-and world context (which includes but is not limited to making metaphor).

DISCUSSION

Based on the result shown above, I found that some speech act are more frequently equal to be used, particularly in advertisement. The specific speech act, such as informative, assertive, descriptive and persuasive can be direct and indirectly occur not only to present the real facts but also to persuade and advising the hearer about the product, as the goal of the

adverts. Here are the briefly elaboration about the sample as the representative.

Pragmatic context

In the sample 1 and 2, the text of transcription based on the television advertisements has the following speech acts; namely, informative (direct): it is informing, and asserting; Ascriptive (indirect): it is ascribing, persuading, and describing; Bid: offering something, and prohibitive (indirect); it is preventing, prohibiting (Levinson, 1995, Aceoah, 2012). By using the 3 provider, this advertisement informs the hearer about no limit of the payment in which will be pay whenever without limitation as the advertiser called as "post-paid", it is the general stand point of pragmatism. It seems like indirectly persuading the hearer to use the product in which it is described by how the woman who is talking about freedom. It also such a bid in offering something and indirectly supposed that choosing other providers will be limited.

In addition, in the sample 3 and 4, the text of transcription based on the television advertisements has the following speech acts; namely, informative (direct): it is informing, and asserting; Ascriptive (indirect): it is ascribing, persuading, and describing; Permissives (indirect): giving the choice; advisories: advising, suggesting (Austin 1979; Levinson 1995). In the advertisement, the advertisers try to use direct and indirect illocutionary act by showing the phenomena, then the problems faced by the adults as the weaknesses and vice versa, what the casual willing of people in common. The advertiser indirectly reveal about permissiveness to choose wisely and further advising the hearers what kinds of provider can be considered to use.

Social context

In the sample 1 and 2, the society has accepted many available providers that actually pre-paid and has strengthen and weaknesses. But in this case the advertiser gives the description of "freedom" as the common use of provider by the society. This has promising to the hearer, that without pulse and quota as the guarantee of better provider than the others. Society mostly like the benefit as the cost for them, in this case people will choose the cheapest one. Here, the advertiser tries to persuade the hearer to get more free beyond the other providers which has limited cost and extravagantly suffered the users of such provider. McCarty (2015) argues that social context in ad, is actually worth for the society because of society need. Hence, People eventually hoped to purchase the product, according to the financial strength for high, middle and low social class level.

Likewise, in the sample 3 and 4, the texts are immersed in social trends; domestic routine, and low class people habits. However, it is also likely done by middle class. They are captured in a social phenomenon; people look for the benefit for themselves by reducing the cost or disadvantages for themselves, and as what the adverts conveyed the hearer will reflect themselves by doing perlocutinary act, such as, following the advise occur in the adverts, or perhaps choosing the 3 provider or even being skeptics then still use their previous provider that is not 3 provider. However, the product is actually good and different with the others.

Linguistics context

Advertisement in the sample 1 and 2 show that the sign-board, "think again" is assertive and also persuasive which is indirectly prohibitive to the hearers about another products except 3 provider. It is in the case of declarative sentence that include of suggestion clues (see more: www.englishgrammar.org/non-assertive-words/). Linguistic context in this case may curiously attract the readers to do the suggestion (Sharma, 2012). The adviser seems like tease another provider that familiar with the sign 'free' but the fact is not truly free used and still limited. The linguistically shows how the utterances of "*freedom is nonsense*", then people say today the choice is unlimited as long as you in line with the available choice. It will be indirectly talks about the product. Another teasing also occur, when the speaker in sample 1 says, "*I can freely express myself as long as my skirt is on my knee*". It will be artificial but the case is it is not commonly can be choose by common women, than it implies that, only the person who likes the freedom that chooses the product.

In addition, sample 2, the advertiser says "being a man not afraid to be failed, and also not being stupid to take the risk. It suggests the hearer to choose the product without doubtful. Taking a risk is normal and supposed to be free becomes yourself. Then the advertiser add, by advising, always on, now, the freedom is more real. The perlocutionary acts are the hearers will try the 3 provider or possibly no longer use the previous provider except of 3 provider or only watching the advertisement and thinking that only useless commercial and still being consistent in using their provider.

Moreover, each sample in this case, including the sample 3 and 4, the sign, "think again" is persuasive ones, then it represents that 3 provider is deserved to be chosen. In this case, the expression shows how the benefits can be found by using the products. The choice of word obviously appropriate, simple and understandable by the hearers, even implicitly have

another goals in uttering the utterances, but truly useful for the advertiser to achieve the goal.

CONCLUSION

There are three of a speech acts, they are illocution as what speaker means to convey, locution as actual words the message, and perlocution as the hearer's reaction to speaker's message. The illocution used are such us: convincing, persuading, deterring, and even surprising or misleading. The perlocutionary acts will occur that the hearers will buy the 3 provider mobile phone product or there will be another possible, that the hearers will say that the advertisement is very influencing and directly contributes the society life, or in vise verse, the society will not buy and consistently used their previous provider product. As to the language of the media (especially newspapers, but including other informative media, such as radio, and TV), much has been said and written about the criteria for 'good' journalism, 'objective coverage' of the news 'fairness' in public broadcasting and televised interviewing and so on. There seems to be a certain consensus (as expressed also in a number of documents with legal or semi-legal status) that although the air waves in principle are free, there should be some control over what is put on those waves, and in particular, that one should not allow powerful interest to monopolize the media (e.g., by creating interlocking chains of radio and TV-stations with newspaper), for their own or others' profit. Then, the successful of the advertisement in persuading the hearer will be determined how the language used considering the socio-pragmatic concept.

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APPENDIXES:

Transcription of the advertisements in Indonesian (genuine) version

Samples	Description
1. Iklan Tri always on Bebas Kini Semakin Nyata (Versi Cewek)	Kebebasan itu omong kosong Katanya, aku bebas berekspresi Tapi sebelum rok masih di bawah lutut Hidup ini singkat mumpung masih muda Nikmati sepenuhnya Asal jangan lewat dari jam 10 malam Katanya urusan jodoh sepenuhnya ada di tanganku Asalkan sesuku Kalau bisa kaya, berpendidikan tinggi, dari keluarga baik-baik Katanya zaman sekarang pilihan itu nggak ada Batasnya Selama ikutin pilihan yang ada. Always on Kini kebebasan semakin nyata Setahun bebas akses 10 situs populer Tanpa pulsa dan kuota FULL SPEED, hanya 50 ribu
2. Iklan Tri always on Bebas Kini Semakin Nyata (Versi Cowok)	Kebebasan itu omong kosong Katanya, bebas jadi diri sendiri Asal ikuti tradisi yang ada Katanya, jadi laki-laki itu jangan pernah takut gagal Tapi juga jangan bodoh untuk ambil resiko Mendingan kerja dulu, cari pengalaman Katanya, urusan jodoh sepenuhnya ada di tangan Asalkan dari keluarga terpandang, gak cuma cantik Tapi juga santun, berpendidikan Katanya jaman sekarang pilihan itu nggak ada Batasnya Selama mengikuti pilihan yang ada Always on, Kini pilihan itu semakin nyata Think again
3. Indi+ kalau aku udah gede (versi anak-anak 1)	Kalau udah gede Aku mau jadi eks mud (eksekutif muda)

*Mau jadi bos
Hari-hari ngomong campur bahasa inggris
Tiap jum'at pulang kantor, nongkrong bareng
sesama eksmod
Ngomongin proyek besar,
Biar kelihatan sukses
Suara agak digedein biar kedengaran cewek di meja
Sebelah
Kalau weekend, sarapan di cafe sambil sibuk
Laptopan
Pesan kopi secangkir harga 40ribuan
Minumnya pelan-pelan biar tahan sampai siang
demi wi-fi gratis
Kalau tanggal tua, pagi siang malam makannya mi
Instan
Kalau pengen nelpon cuma miscall
Jadi orang gede menyenangkan tapi susah dijalanin
THINK AGAIN
Pakai dulu bayar kapan kamu suka
Tanpa syarat, tanpa pemblokiran
Indie+ buat kamu yang udah gede*

**4. Indi+ kalau aku udah gede
(versi anak-anak 2)**

*Kalau aku udah gede, aku pengen kerja di
multinasional company
Aku mau kerja di gedung tinggi
Ngomong english tiap hari
Rambut klimis sepatu mengilat kayak orang
penting
Tapi ngerjain kerjaan yang kurang penting Jadi
tukang foto kopy, beres-beres kertas, gak masalah
kerja 15 jam sehari.
Untung di warteg bisa makan dulu bayar
belakangan.
Tapi sayang gak berlaku untuk beli pulsa.
Jadi orang gede menyenangkan, tapi susah
dijalanin
THINK AGAIN
Pakai dulu bayar kapan kamu suka
Tanpa syarat, tanpa pemblokiran
Indie + buat kamu yang udah gede.*
