

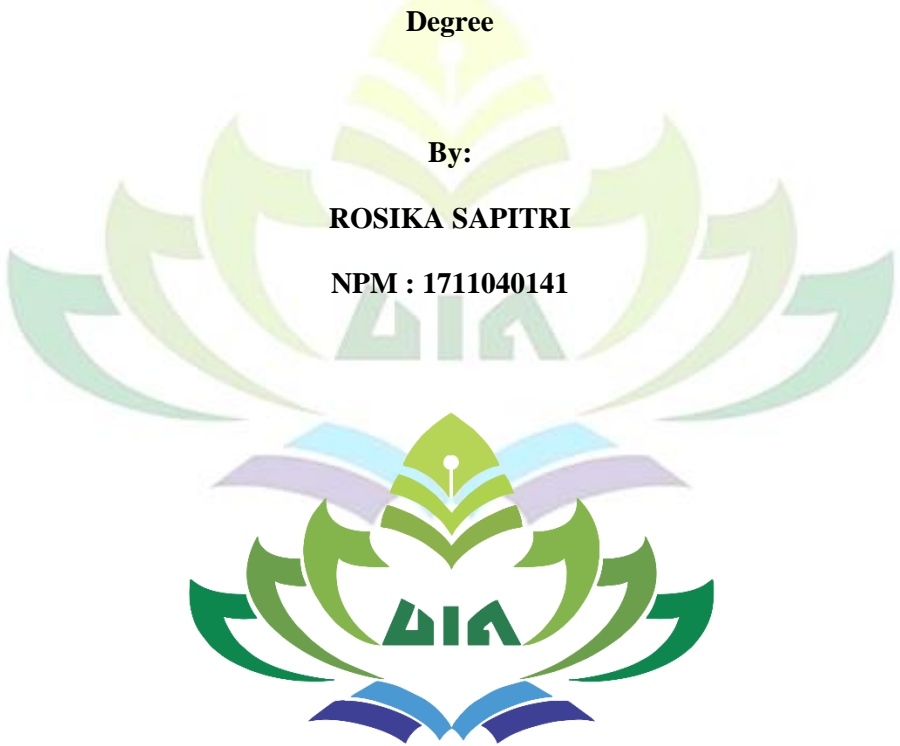
**A SEMIO – PRAGMATIC ANALYSIS ON
TOYOTA LAND CRUISER PRINTED
ADVERTISEMENT**

**A Thesis
Submitted as a Partial Fulfillment of the Requirements for S-1
Degree**

By:

ROSIKA SAPITRI

NPM : 1711040141



**TARBIYAH AND TEACHER TRAINING FACULTY
RADEN INTAN ISLAMIC STATE UNIVERSITY OF
LAMPUNG**

2024

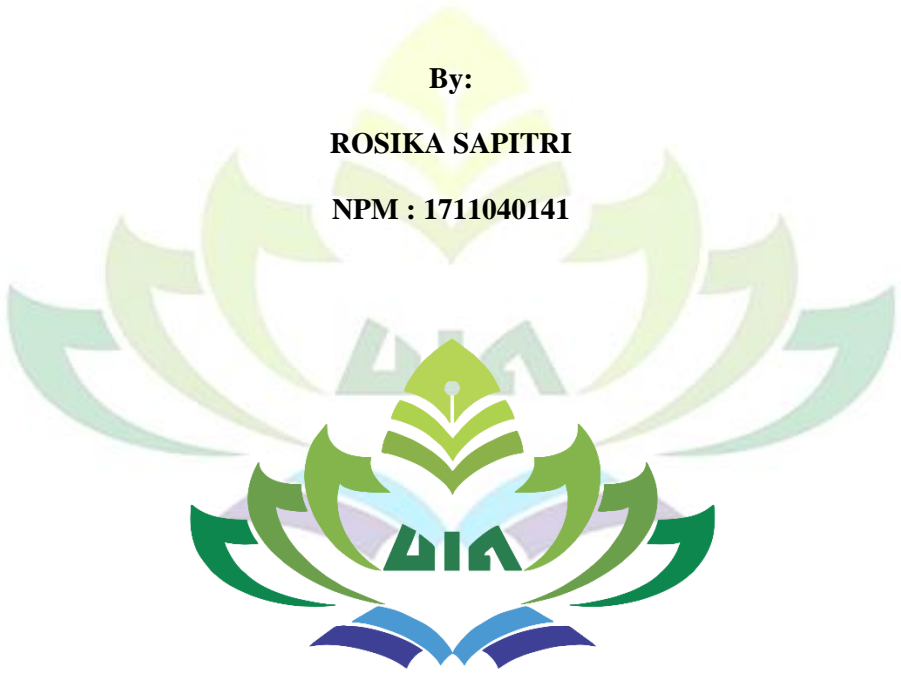
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ABSTRACT

Advertisement is textual content that usually uses some figurative language, which contains words to direct readers to shop and use certain services or products. In the ad that the researcher wants to analyze in this study is the advertisement that is disclosed, in the advertisement there are sentences to persuade or invite either directly or indirectly and there is a snap shot which states that this advertisement is true and in accordance with the product, to be promoted. Many people do not understand the contents of the advertisement and what language is contained in the advertisement, because basically advertising is a verbal exchange tool in which someone wants to express or direct consumers to buy their product. The phenomenon of advertising is not only effective on television or radio but in magazines, newspapers and even posters. In the field of education, language mastery in the faculty is directed at improving students' speaking skills, both orally and in writing. Instructors must also take into account that the ultimate goal of language teaching is for students to become professionals in the language, such as listening, speaking, analyzing, and writing.

In this study how to interpret advertising based on Pierce's Semiotics theory and Yule's Pragmatic theory. The researcher wants to analyze the signs and language in Toyota printed advertisements by using Pierce's Semiotics as a visual analysis and Yule's Pragmatics as a verbal analysis. This study aims 1) to find out the signs in the Toyota Land Cruiser printed advertisement and 2) to find out the speech acts used in the Toyota Land Cruiser printed advertisement. The method used in this study is a qualitative method using qualitative descriptive analysis techniques. The data collection technique was by downloading from Instagram and Websites as printed advertisement, the researcher took several pictures of the Toyota Land Cruiser poster, and after collecting the data, the researcher analyzed the data using Pierce's semiotic theory to analyze signs and Yule's Pragmatic theory to analyze the speech acts in the advertisement. From the analysis of the data it was found the findings and results that the advertising icon in this study was the Toyota land cruiser, this shows that the image of

the Toyota Land Cruiser is the object of the advertisement. There is an index that aims to convey messages and signs of cause and effect from the image of the advertising object. Therefore, the researcher finds machine and water as indexes in the advertisement. There is a symbol in this advertisement, namely the silver Toyota company symbol which is used as a symbol for Toyota Land Cruiser print advertisements in this study.

Based on the research findings on the three advertisements using direct and indirect sentences. The results of the study show that by using advertisements, speakers can convey messages according to the functions needed.

Keywords: *Advertising, Pierce's Semiotic sign, Yule Pragmatics, Speech Acts.*



DECLARATION

The researcher students with the following identity :

Name : Rosika Sapitri
Students Index Number : 1711040141
Thesis Title : A Semio – Pragmatic Analysis On
Toyota Land Cruiser Printed
Advertisement

I here by declare that this thesis is the result of my own research, i am fully responsible for the contents of this thesis. Opinion of the author and other experts of the finding included in this thesis or quotation is quoted ethically standard.

Bandar Lampung, 05 March 2024



Rosika sapitri
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ADMISSION LETTER

A research thesis entitled **A SEMIO – PRAGMATIC ANALYSIS ON TOYOTA LAND CRUISER PRINTED ADVERTISEMENT** By: **Rosika Sapitri, NPM: 1711040141**, Study Program English Education has been tested and defended in the examination session held on: **Wednesday, January 3th 2024.**

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MOTTO

هُم دَرَجَاتٌ عِنْدَ اللَّهِ ۗ وَاللَّهُ بِصِيْرِهِمْ بَصِيْرٌ ۗ مَا يَعْمَلُونَ ۗ ١٦٣

Their (position) is in degrees before Allah, and Allah is All-Seeing of what they do. (Ali 'Imran/3:163)



DEDICATION

From my deep of heart and great of love, I dedicate this thesis to the followings:

1. My God Allah SWT, whose blessing and mercy have been very crucial to the completion of my thesis.
2. My beloved parents, my father Abi Ali Permadi and my mother Asmida Wati who always provided me with never ending, support, advice, love and keep on praying for my life also in my academic process in order to reach my goals. Therefore, to both of you thank you so much i am proud to have you by my side.
3. My beloved brother, Feri Andesfa, Neyofa Romza, my sister in law Wirna Wati and my beautiful nephew Yumna Arumi Sadiya who have been very supportive, caring, and generous during many difficult stages of my study in the University.
4. All beloved lecturers, fellow classmates, and graduates of the Department of English Education, Faculty of Tarbiyah and Teacher Training, Raden Intan State Islamic University of Lampung who has invaluable contributed to the development of my personality and academic skill and knowledge over the years of my study in the University.

CURRICULUM VITAE

The writer of this thesis is Rosika Sapitri, or famously called by her friends, Sika. She was born on September, 30th 1998 in Pelita Jaya, Pesisir Barat, Lampung. She lives in Pelita Jaya, Pesisir Barat, Lampung. She is the first daughter of three siblings of Mr. Abi Ali Permadi and Mrs. Asmida Wati. She has two brother they are Feri Andesfa, and Neyofa Romza.

She studied as a student at elementary school in SDN 01 Pelita Jaya, Pesisir Selatan in 2005 and finished in 2011. Then she continued her study to junior high school of SMPN 01 Pesisir Selatan and ended in 2014. After graduating she continued to senior high school of SMAN 01 Pesisir Selatan from 2014 to 2017. After graduating from Senior High School, she decided to expand her study to State Islamic University of Raden Intan Lampung as an S1-Degree student of English education study program of Tarbiyah and Teacher Training Faculty.

Writer,

ROSIKA SAPITRI

NPM. 1711040141

ACKNOWLEDMENT

Firstly, I would like to express my sincerest praise to the God Allah Ta'ala, who has lent me His blessing and mercy for the completion of my study at the State Islamic University of Raden Intan Lampung. I also would like to send my best prayer and salutation to the Prophet Muhammad (peace be upon him), the best lover of the God Allah, who was sent to us to enlighten the path humanity and divine salvation.

Secondly, my study in Raden Intan State Islamic University of Lampung is not and individual journey. I have received invaluable help and support from various individuals, whose numbers are impossible to mention one by one here, due to space limits. I decided to give my recognition to a few of them who have helped me in specific ways. They are:

1. Prof. Dr. Hj. Nirva Diana, M.Pd, as Dean of Tarbiyah and Teacher Training Faculty UIN Raden Intan Lampung and his staffs who have given an opportunity and the help for the writer when on going the study until the accomplishment of this thesis.
2. M. Ridho Kholid, S.S. M. Pd, the chairperson of English Education Study Program of UIN Raden Intan Lampung who has given the help to complete this thesis.
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6. My beloved friends Maya Anggraina, Nurhasanah, and Trindi Safitri, thank you for help and advice who has given to finish this thesis.

7. The writer would like to say thanks to all friends of D class of English Department 2017, whom I cannot mention all their names here, but who are always in my thoughts and daily prayers: I am thankful for your supports and for our friendship.
8. Last but not least, I want to thank me, I want to thank me for believing in me. I want to thank me for doing all this hard work. I want to thank me for having no days off. I want to thank me for never quitting. I want to thank me for always being a giver and trying to give more than i receive. I want to thank me for trying to do more right than wrong. I want to thank me for just being me all times.

The writer realizes that this thesis is far from being perfect. Therefore critic and advice are needed, both in writing and speaking for improvement in the text research. Finally, the researcher hopes that this will be beneficial and useful for the writer herself and for those who read this thesis.

Bandar Lampung, September 2023
Writer.

ROSIKA SAPITRI
NPM. 1711040141

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CHAPTER I

INTRODUCTION

A. Title Confirmation

In this study, researchers already discuss about advertisement. What is an ad? Advertisement is a form of advertising, for example dealer promotions to buyers. Because advertising is very broad, some are in the form of audio, visual, video, and even writing. Advertisement is a type of textual content, usually with some figurative language, intended to influence readers to behave positively or to shop for and use a particular product or provider. In the ad that is going to be analyzed with the help of researchers in seeing this is a print ad, in the ad there are sentences to direct or invite either directly or indirectly and there are pictures that imply that the ad is accurate and true. According to the product to be promoted. Therefore, in this study, the researcher wanted the theory of several experts, and the researcher decided to find out and study the theory of semiotics and pragmatics. Finally the researcher made the title **"A Semio-Pragmatic Analysis on Toyota Land Cruiser Printed Advertisement"**.

Chandler defines semiotics, as sign which take the forms of words, images, sounds, gestures, and object.¹ In this research, the writer uses Charles Sanders Peirce's theory to analyze the icon, index, and symbol that exist on Toyota Land Cruiser Printed Advertisement. In advertising related to signs, symbols, and interpretation, for that in this study the researcher will take the theory from Charles Sander Pierce.

Leech explains that pragmatics is science that studies the advertiser meaning connected with the situation.² Leech also explains that pragmatics is connected with grammar and language utilization is connected with the certain social

¹ Chandler Daniel. *Semiotics: The Basic Second Edition*. (Newyork : Taylor & Francis, 2007)

² Leech N. Geoffrey. *Principles of Pragmatics* (New York: University of Lancaster, 1983)

situation. Because in advertisements there are words and sentences containing persuasion and so on, both direct and indirect persuasion, so this study will take pragmatic theory from Yule theory.

Therefore, the purpose of this study is to analyze printed advertisement in which there are many meanings, and the theory will be taken in this study is from Charles Sander Pierce for semiotic theory and Yule for pragmatic theory.

B. The Background of the Study

Most of people in this world if they need to promote their products, they want words and language correctly. As an instance, through using advertisements that contain pics of merchandise, the messages contained in the advertisements, and the language contained inside the advertisements are concise and clear language so the readers can recognize and are interested in attempting the product, and the message conveyed isn't only for one or two or in a while institution, but can be visible in a national and even worldwide context.

But, the trouble is that many human beings do now not apprehend the content contained inside the commercial and what language is inside the commercial, because essentially marketing is a tool of communication wherein someone wants to explicit or to influence buyers to buy their products. Phenomena of the commercial aren't simplest at the tv or radio but on magazine, newspaper or even poster. The researcher will examine in this examine approximately Toyota Land Cruiser printed advertisement. For instance, the words that use at the fabricated from Toyota:

WHEREVER

WHENEVER

WE CONQUER

The meaning of the advertising language above is when someone uses this car, whenever, wherever the trip can be easily passed. According to Yule, pragmatics is concerned

with the study of meaning as communicated by speakers (or writers) and interpreted by listeners (or readers).³

Yule states, that advertising and marketing is any paid form of nonperson verbal exchange (e.g. tv, radio, magazines, newspaper) approximately an enterprise, product, provider, or idea through a sponsor. One of the ways to sell to the products to society is with the aid of the use of commercial is outline as a form of communique meant to sell the size of a made of service.⁴ We realize that many advertisements that is promoted by way of media. The advertisement is communicated by using the language, image, sound, and color. The advertisement itself is one of the verbal exchange media to inspire and persuade collectively on the way to entice people on the goods and offerings which can be provided.⁵

Based on the basic competence in the curriculum 2013 Senior high school (XII) there are advertising materials: understanding the structure of advertisements, comparing advertisement texts, analyzing advertisement texts, evaluating advertisement texts, interpreting the meaning of advertisement texts and advertising conventions.⁶

Therefore, to analyze the advertisement in this research, the researcher focuses on semiotics and pragmatics theory to analyze the data. In the advertisement, there are many signs that will be analyzed in this study, such as: image, color, symbol and language.

Firstly, to analyze the image, symbol, icon and index on advertisement. The researcher use Pierce' semiotic, because semiotic is a study of sign. Pierce states, based on the object, a sign may be termed an icon, an index, or a symbol.

³ George, Yule, *Pragmatics* (New York : Oxford Uneversity press, 1996).p.3

⁴ Belch E George , Belch E Michael, *Introduction to Advertising and Promotion an Integrated Marketing Communication Perpesctive;Third Edition* (Chicago, 1995)

⁵ William Wells, John Burnett and Sandra Moriarty, *Advertising Principles & Practice ;Fifth Edition* (New Jersey : Practice Hall International, 2000)

⁶ Vita Nirmala, Ibid. p.2

According to Pierce, he believes that semiotic has three sides. He calls them as sign itself (representant), object, and interpretant. Pierce calls these three subjects as semiosis.⁷ According Saussure, Semiotic is one of knowledge which is examining a sign for a long time before. Based on definition above, semiotic is sign that it can be related to the advertisement when analyze about icon, index, and symbol on advertisement in this research.

Secondly, to analyze the language on advertisement, the researcher will use Yule's pragmatic theory. According to Yule, firstly, pragmatics is the study of utterances as communicated by a speaker and interpreted by a hearer. Secondly, pragmatics is the study of contextual meaning. It requires a consideration of how a speaker organizes what he or she wants to say. Thirdly, pragmatics is the study of how the hearer gets the implicit meaning of the speaker's utterance. People do not only produce utterance which contain grammatical structure and word when they speak, but also perform action through those utterances. Utterances that perform an action is generally called as speech act. Similarly, Austin states that speech act is an act refers to the action that is performed in making an utterance. Based on those opinions above, it can be concluded that speech act is the act performed by a speaker in uttering a sentence. The functions of the speech act itself is to state the speaker's intention to the hearer. Leech explains that pragmatic is a science that studies the advertiser meaning connected with the situation.⁸ Leech also explains that pragmatics is connected with grammar and language utilization is connected with the certain social situation. Related to the statement above, pragmatics is the study of contextual meaning or meaning that connected with the situation and also connected with language that will be expressed.

⁷ https://en.wikipedia.org/wiki/Semiotic_theory_of_Charles_Sanders_Peirce
(Accessed on 22 February 2023)

⁸ Sri Haryani, *A Pragmatic Analysis Of English Advertisements A Case Study*, Semarang.

The reason I choose this object is because the phenomenon is available in the advertisement, and then Toyota is the most visited because of the language and products are interesting compare to other advertisement.

Based on the statement above, it will be concluded that advertisement is a form of communication to promote a product by the language, picture, and color. Not only is that, in the field of education, language learning in schools directed at improving students' ability to communicate, both orally and in writing. Teachers must also understand that the ultimate goal of language teaching is for students to be skilled in language, like listening, speaking, reading, and writing. The theory that strengthens the use of language in communication is Haliday, that language cannot be separated from the context of the situation between speech and the contexts of the situation are related to one another.

C. Focus and Sub focus of the Research

In this research the way of interpreting advertisement based on Pierce's Semiotics theory and Yule's Pragmatics theory, those are the focus in this research. Sub focus in this research, on the Toyota Land Cruiser printed advertisement there are words, image, text, and language. From the focus above, Pierce's semiotic is study about icon, index, and symbol. Therefore, the sub focuses of this research are sign and language. It can be concluded that the researcher wants to analyze sign and language on Toyota printed advertisement by using Pierce's Semiotics as a visual analyze and Yule's Pragmatics as a verbal analyze.

D. Formulation of the Problem

The formulation of the problem in this research such as:

1. What are the visual found on Toyota Land Cruiser printed advertisement?
2. What are the verbal used on Toyota Land Cruiser printed advertisement?

E. Objective of the Research

Based on the formulation above, the researcher will explain about the objective of the research in this research:

1. To find out the visual on Toyota Land Cruiser printed advertisement.
2. To find out the verbal used on Toyota Land Cruiser printed advertisement.

F. Use of the Research

a. Theoretical

Theoretical in this research can add up new knowledge of the theories of semio-pragmatics. The result of this research is supposed to give knowledge about Semiotics such as: sign, index, and symbol, and pragmatics like a language and other theories in pragmatics of the Toyota Land Cruiser printed advertisement.

b. Practical

1. The researcher hopes that the readers have quite understanding about how to study Semiotic and pragmatic from printed advertisement.
2. For the teachers, they must also understand that the ultimate goal of teaching materials for students to be skilled in language, whether it's listening, speaking, reading, and writing.
3. For students, language learning in schools is directed at improving students' ability to communicate both orally and in writing.

This research hopefully has some benefit for all students, teacher, especially for English education. For student and teacher, learning and teaching process not only in one context of study in the class, but it can do learning and teaching process from what we see around us, for example study about advertisement. Advertisement can be a tool of study about language, sign, and symbol.

Based on the basic competencies in the curriculum 2013 Senior high school (XII) there are advertising

materials: understanding the structure of advertisements, comparing advertisement texts, analyzing advertisement texts, evaluating advertisement texts, interpreting the meaning of advertisement texts and advertising conventions. For this reason, this research is very useful for teachers and students in language learning.

G. Relevance Studies

1. Title: A Semio-Pragmatic Analysis Of The World Health Organization's Campaign Posters Against Covid-19⁹

This study aims to to explore the types of linguistic elements used in the WHO posters and to uncover the meanings of the elements to express the messages. The study employed descriptive qualitative research using a semio-pragmatic analysis framework. The data were presented in the form of linguistic elements in posters themed #HealthyAtHome, taken from the World Health Organization's official website. The study found two linguistic elements as poster-forming elements, namely visual and verbal elements. Through icons, indexes, and symbols, visual elements reinforce the meaning of the poster's theme so that it is easily understood by readers. The researcher determines which one is the icon and the symbol first from the advertisement and used it as the data. From the data (icon and symbol), the researcher analyzes the object of the icon or the symbol, and finally got the interpretant in order to give the meaning for the advertisement.

⁹ Muhassin Mohammad, "A Semio-Pragmatic Analysis Of The World Health Organization's Campaign Posters Against Covid-19", *Sosiohumaniora: Jurnal Ilmu-ilmu Sosial dan Humaniora*, Vol.24, No.1, (March 2022).

2. Title : *A Semiotic Study on Foundation Product Video Advertisement*¹⁰

This study discusses the semiotic analysis of foundation product advertisements. Researchers use the semiotic theory of Ferdinand de Saussure to analyze the signs contained in advertisements. The purpose of this study is to describe the signs found in the advertisement of foundation products through the concept of markers and signifiers and to find out the message of the advertisement. This study used descriptive qualitative method. From this method, the researcher analyzes verbal and visual signs, and then analyzes them using the semiotic theory of Ferdinand de Saussure. Then, the researcher described the meanings and messages contained in the advertisement of foundation products. The data used in this study were taken from several advertisements for foundation products from several well-known cosmetic brands, such as; Covergirl, Maybelline and Make Up Forever.

3. Title : *A Semio pragmatic Study of Humorous Advertisements with Reference to Translation*¹¹

This paper sets out to investigate the concepts of text and image employed in humorous advertisements found in newspapers or magazines and the translations of such discourse genres. A semio pragmatic approach is adopted to scrutinize the subject matter in question. Five advertisements are selected to be the corpus of the study.

Proposed renditions are suggested in accordance with the results of the semio pragmatic analysis. It is found that when texts are used to direct the reader's attention to the picture, or when pictures are used to direct the reader's attention to a specific written message, the text-image

¹⁰ Farida Nur Vesti , "A Semiotic Study On Foundation Product Video Advertisement", (Skripsi, UIN SUNAN AMPEL Surabaya, 2020)

¹¹ Ahmed Fawzi Mazin, and Himood Fadil Ziyad, *A Semio pragmatic Study of Humorous Advertisements with Reference to Translation*.

relationship is predominantly a pragmatic one; and in both cases the relationship between text and picture is an indexical one (semiotic). It is also found that implicatures : a special kind of pragmatic inferences, have been kept by the translator in his rendition leaving the reader to interpret the implicit meaning of the humorous advertisement depending on experience or background knowledge.

4. Title : *Pierce's Semiotic Analysis of Icon and Symbol on Perfume Advertisement*¹²

This study applied descriptive analysis method. Through this method the researcher tries to describe, explain, and the meaning of the signs and investigate its semiotics process by using Charles Sander Pierce's theory. For the semiotic analysis, the researcher downloaded and printed the data. The classified the data contain signs which consist of representment, object, and interpretant. The researcher determines which one is the icon and the symbol first from the advertisement and used it as the data. From the data (icon and symbol), the researcher analyzes the object of the icon or the symbol, and finally got the interpretant in order to give the meaning for the advertisement.

5. Title : *A Pragmatic Analysis of English Advertisements A Case study*¹³

In this research, a part of the study of language use is the study of language used in advertisement. It is of great interest since advertising language has a certain feature, which is persuasive in nature. The writer was interested in conducting a research concerning the language of advertising and analyzed it by using a pragmatic approach. The aim of the study is to find out how persuasive goals of the advertisements are expressed

¹² Eriana Audia, "Pierce's Semiotic Analysis of Icon and Symbol on Perfume Advertisement", (Sripsi, UIN SYARIF HIDATULLAH Jakarta, 2015)

¹³Haryani Sri, "A Pragmatic Analysis of English Advertisements A Case study", *Bangun Rekaprima*, Vol.3, 2, October, (2017).

through the language. The analysis focuses on the illocutionary act and the application of cooperative principles in English advertisements. This paper consists of the theoretical background of pragmatics and the pragmatic analysis on English advertisements.

The results of the research shows that: 1. The English advertisement persuades customers by providing information in the form of a report which implies an offer of products of goods or services, 2. The advertising texts studied in the discussion contains the kinds of illocutionary act and the cooperative principles, 3. The illocution power in the words of the English advertisement has the kinds of direct illocution and indirect illocution and 4. The obedience and deviation of the cooperative principles occur in the advertising to propagate the products and services advertised.

Based on previous research about advertisement, the similarity of the research are most of researcher used descriptive qualitative method and most of researcher used Pierce's semiotic theory to analyze sign on advertisement, but there are a few researcher used Saussure's theory. In this research, researcher use Pierce's Semiotics theory to analyze the data of sign on advertisement, because from some previous research above most of the researcher easier to used Pierce's semiotic theory. The difference of some previous research above, it still rare the researcher use semiotic and pragmatic theory simultaneously. Thus, in this research, the researcher analyze semiotic and pragmatic on Toyota Land Cruiser printed advertisement.

H. Research Method

a. Research Design

The method that will be used in this research is qualitative method by using descriptive qualitative analysis technique where the writer describes a semiotic and pragmatic on Toyota Land Cruiser printed

advertisement. Bogdan and Taylor define a qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

b. Setting of the Research

The data source in this study will be taken from Toyota.id on instagram, toyota.astra.co.id, toyota.otojatim.com website to choose some image of Toyota Land Cruiser printed advertisement.

c. Research Subject

The subjects of the research are semiotic and pragmatic theory. The researcher will use this theory to analyze the data from Toyota Land Cruiser printed advertisement. The theory of semiotic is focus on Pierce's semiotic theory, and there are several theory of pragmatics such as, Austin, Searle, and Yule. However, theory pragmatic in this research focuses on Yule's pragmatic theory.

d. Research Object

Researchers will use descriptive qualitative methods to analyze research objects, such as Toyota Land Cruiser print advertisements. The researcher will choose the Toyota Land Cruiser advertisement because the Toyota Land Cruiser has several advantages, the Toyota Land Cruiser itself is a type of SUV produced by the Toyota car manufacturer from 1951 until now. This car is also one of the types of off-road cars that can be used in all fields, so it will be very suitable for those who like adventure. This car has a ground clearance of 235 mm with the following dimensions: 4965 mm L x 1990 mm W x 1945 mm H. Over 7 users have rated the Land Cruiser GR-S based on features, mileage, seating comfort and engine performance. In the field of education, especially in learning mechanical engineering schools, car tools and machine names on the Toyota Land Cruiser are English which will make it easier for teenagers to learn English, especially in mechanical engineering schools. In addition,

Toyota Land Cruiser advertisements contain direct and indirect language and expressions from images so that they can be easily understood in analyzing this advertisement.

e. Data Collecting Technique

The technique collecting data will be conducted as follow:

1. The data will be downloaded from website toyota.astra.co.id as printed advertisement
2. The researcher will take some image from Toyota Land Cruiser posters
3. After collecting the data, researcher will analyze the data by using Pierce's semiotic theory and Yule's Pragmatic theory.

f. Research Instrument

According to Pierce, a sign may be termed an icon, an index, or a symbol. The details of the data can be shown on following table:

Table 1.1 Term of Sign (Icon, Index, Symbol)

No	Kinds of Sign	Description of sign
1	Icon	The icon in this advertisement is Land Cruiser car
2	Index	Index in this advertisement can be a picture or a word (there is cause and effect between the object and the sign)
3	Symbol	Symbol in this advertisement is Toyota that will be used in this research as the name of company in this advertisement

Icon

Icons are signs that are similar to the object they represent, icons have characteristics that are shared with what they mean. For example, the President's thumbprint is an icon of the President's thumb, the map of Indonesia is an icon of the Indonesian territory.

Index

An index is a sign that has a cause-and-effect relationship with what it represents or is also called a sign as evidence. For example: Smoke and Fire, smoke is a sign of fire. Footprints on the ground are a sign that someone has passed through that land. A signature is an index of the whereabouts of someone who made that signature.

Symbol

Symbols are signs based on conventions, regulations or mutually agreed agreements. New symbols can be understood if someone already understands the previously agreed meaning, for example: the two-finger symbol as a sign of peace used by the musicians of the band Slank, but the two V-shaped fingers are also interpreted as the serial number of the Jokowi-JK pair in the presidential election 2014.

One of the ways used by experts to discuss a wider scope of meaning is to distinguish Denotative and Connotative meanings. Spradley describes the denotative includes things indicated by the words (referential meaning). Piliang define understands the denotative meaning of the explicit relationship between signs and references or reality in the signification of the denotative stage. This understanding is used by the understanding of Structural Semiotics which adheres to the principle of form follows function, by following the semiotic model of signifier or function.. Structural Semiotics refers to Saussure and

Barthes with Signifier, and Signified. The relationship between the signifier and the signified is relatively stable and eternal.

Spradley states that connotative meaning includes all the suggestive significance of a symbol that is more than its referential meaning. According to Piliang, connotative meaning includes aspects of meaning that are related to feelings and emotions as well as cultural values and ideology. Examples of images of smiling people's faces can be interpreted as friendliness and joy. But on the other hand, smiling can be interpreted as an expression of contempt for someone. Poststructuralism Semiotics has 3 characteristics, namely: 1. An unstable sign, a marker does not refer to a definite meaning. 2. Unraveling the hierarchy of meaning. 3. Creating heterogeneity of meaning, forming a plurality of meanings and a plurality of signs. Postmodernism uses the principle of form follow fun with semiotic models of markers and ironic meaning.

According to Yule, one general classification system lists five types of general functions performed by speech acts; declarations, representatives, expressive, directives, and commissives.

Table 1.2 Description of speech act

No	Text of Advertisement	Description of Speech Act
1	The text will choose from Toyota printed advertisement

g. Data Analysis

In this research, researcher used descriptive qualitative method and non-statistical is the best choice to analyze the data. Technique analyzing the data in this research, researcher tries to describe the data such as the sign by Pierce's theory and speech act that used by Yule's theory of Toyota Land Cruiser printed advertisement.

I. Systematic Discussion

The researcher discusses the research into the structure as below:

Chapter I present the introduction which consists of title affirmation, background of the problem, focus and sub focus of the research, identification of the problem, objective of the research, uses of the research, relevance study, research methodology and systematic discussion.

Chapter II presents the theories of Charles Sander Pierce for semiotic theory and Yule for pragmatic theory including the notion of power and its related topic.

Chapter III describes the object of the research, general images of the object and the presentation of facts and research data.

Chapter IV presents research analysis which consists of analysis of research data, and research findings.

Chapter V presents the conclusion and suggestion of the research.



CHAPTER II LITERATURE REVIEW

A. Semiotics

a. Definition of Semiotics

If we talk about semiotics, there are two modern models of what constitute a sign, the ones of the Swiss linguist Ferdinand de Saussure and of the American Philosopher Charles Sander Peirce. According to Saussure, the name of semiotics is taken from the Greek language "Semeion" that means a sign. Then Saussure additionally stated that semiotics studies the function of signs as part of social existence. However, the American truth seeker Peirce stated that sign is something which stands to any person for something in a few appreciate or capacity.¹

Semiotic as a discipline is the evaluation of sign or the study. It is also have a look at of the function of sign system. The idea that sign system is good effects is convenient to understand. Sebeok states, that linguistic as most effective a department of semiotics, but, certainly semiotic is constituted of linguistic.² In keeping with Saussure, Semiotic is considered one of knowledge which is examining a sign for a long term earlier than. Saussure defines semiotic in the course in standard linguistic, as the technological know-how that studies about the role of sign as part of the social life. The implicit of the definition is a relation that if the sign is part of social life, so the sign is part of the social's rules. So there are the sign system and social system, that in this matter they have a relation. Saussure talks about the social convection to manage the use of sign by social, it is a choice. Combination and the use the sign by certain ways, so sign has social meaning and value.

¹ Ramadhan Farhan Muhammad, Shavira Nisa Delardhi, Ula Nisa El Fauziah, "SIGN ANALYSIS OF THE INSTAGRAM USER USING SEMIOTIC CHARLES S. PEIRCE", *PROJECT*, Vol. 1, No.3, (September 2018), p.633.

² Sebeok A Thomas., *An Introduction to Semiotic. Second Edition*, (London: University of Toronto Press, 2001), P.4.

From several definitions above, the writer conclude that semiotics is a study about sign. Semiotics is a science or method to analyze signs. Then, all of the things in this world are signs, and although there are some things that have no intrinsic meaning, they can be signs if we invest them with meaning.

b. Saussure's Semiotics Theory

Ferdinand de Saussure is a linguist scholar who has developed the basis or groundwork of general linguistic theory. He is well-known as a founder of modern linguist. The emergence of the sign theory in the field of linguistics started when he felt that the theory of linguistic signs should be placed in a more general basis theory. The gist and primary focus of Saussure's theory is the principle that emphasized language as a system of sign, and besides language there are many other sign systems that exist in the world of mankind. However, in his opinion the system of linguistic signs or language is the most superior sign system compared to other sign systems that exist in the real world because it plays an important role in constructing reality. He focuses on the underlying system of language as compared to the use of language.

There are several views or basic concepts underlying Saussure's theory of sign, namely the two dimensional system, the consensus or conventional system, the networking relationship between signs system and the arbitrary system. Saussure's theory of sign gives more emphasis to internal structure devoted to cognitive thought process or activity of human minds in structuring the physical (material) or intangible (abstract) signs of their environments or surroundings, and among them is the structure of linguistic signs in the language system that allows them to function as human beings and communicate with each other. Saussure's theory is considered as the proponent to the thought that "language does not reflect reality but rather constructs it"

because we do not only use language or give meaning to anything that exists in the world of reality, but also to anything that does not exist in it.³

c. Pierce's Semiotic Theory

Charles Sander Pierce is an American Philosopher who lives in 1839-1914. As a Philosopher and Logician, Pierce wants to research what and how to think logically process of human beings. Pierce's theory of sign on the big purpose, so it does not amaze if pierce says that semiotics is a synonym of logic.⁴

Charles Sander Pierce the founder of the philosophical doctrine realize as pragmatism (which he later renamed "Pragmaticism" to distinguish it from pragmatism advanced with the aid of others like William James), preferred the terms "semiotic" "semeiotic". He defines semiosis as action, or influence, which is, or involves, a cooperation of three topics, consisting of a signal or representament, its object, and its interpretant, this tri-relative affect now not being in any manner resolvable into moves among pairs.⁵

A sign is defined by Pierce is something which stands to somebody for something in some respect or capacity. The sign may include sound, word, and everything that could give guidance as a process of communication like a house, shirt, and every symbol with the meaning.

Pierce says that there are three sides of sign. The sides are representament, object, and interpretant. In that book, pierce says that a sign is something stands for something. Pierce gives a definition of representament as a sign itself. The object is the thing which is reffered, and interpretant is the

³ Chandler Daniel, *Semiotic Basic* Second Edition. Newyork : Taylor and Francis, 2007.

⁴ Fatmawati Siti," *Semiotic Analysis Of Educational Advertisements Course In Instagram*", (Thesis, Kediri; IAIN Kediri, 2019), p. 18.

⁵ *Ibid*, p.18.

product from the connection between interpretant and object. Taking the example above, according to Pierce the word pen is the representament, yet the object is the pen physically. For the interpretant is what thought which is appeared when someone hears pen, such as writing, ink, paper, and so on.

d. A sign Process

Savan argues an interpretant is both the third term of a given triadic relation and the first term (sign) of a subsequent triadic relation. This is the reason why semiosis cannot be defined as an isolated triad; it necessarily involves the continuous development of triads actualized from semiosis. In Savan's words, the terms interpretant, sign, and object compose a triad whose definition can only be circulary, each one of three terms is defined by the other two.⁶

The complex (S-O-1) is the focal factor of a dynamical process. As a truly process thinker, it was quite natural that Pierce conceived semiosis as basically a process in which triads are systematically linked to one another so as to form a web. Sign processes are inter-relatedly extended within the spatiotemporal dimension, so that something physical has to instantiate or realize them. This means that signs cannot act unless they are spatiotemporally realized. If a sign is to have any active mode of being, it must be materially embodied.⁷

⁶ *Symbol in Charles Sander Pierce Semiotic Perspective*, http://eprints.walisongo.ac.id/3964/3/104111032_bab2.pdf

⁷ *Ibid*, p.2.

In generally the triangle meaning process in Pierce's theory is:

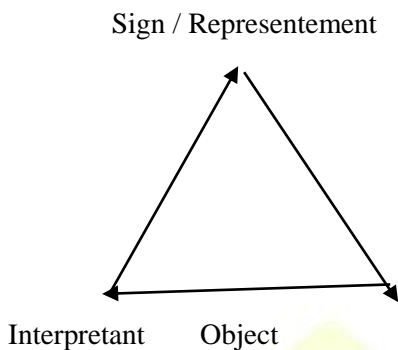


Figure 2.1 Relationship between the three elements of the sign (Semiotic build from three main element, that called by Pierce triangle meaning)

A sign or representament is the first element which stands in such a genuine triadic relation to the second element, I called its object, as to be capable of determining the third element, called its interpretan, to assume the same triadic relation to its object in which it stands itself to the same object.

A number of authors' further elaborate Pierce's ideas in his triadic model of semiotic. According to Sobur, based on representamen, Pierce divides signs into three, called Qualisign, Sinisign, and Legisign. A Qualisign is a quality which is in the sign. A Sinisign is an actual event with a sign. A Legisign is a law that is in a sign.⁸

According to Pierce based on the object, a sign may be termed an icon, an index, or a symbol.⁹

1. An icon is a sign which refers to the object that it denotes merely by virtue of characters of its own, and which it processes, just the same, whether any such object actually

⁸ *Ibid*, p.2

⁹ *Ibid*, p.2

exists or not. For example, a picture of president Soekarno means the picture is an icon of president Soekarno.

2. An index is a sign which refers to the object that it denotes by virtue of being really affected by that object. For example, smoke is an index of fire.
3. A symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be interpreted as a referring to that object. Such as traffic lights and national flags.

The interpretant has thyme, dicent, and argument. The rhyme is the probability for interpretant such as a concept, the dicent is the fact of interpretant or the real description of a thing, and then argument is logical reasoning of interpretant.

Table 2.1 Pierce's thought of Semiotics

	Firstness	Secondness	Thirdness
Representemen	Qualisign	Sinisign	Legisign
Object	Icon	Index	Symbol
Interpretant	Rheme	Dicent	Argument

In this research, the classification of object, especially icon and symbol. Is the possible research to do for the advertisements. It is cause of the limitation of time and place where the index and the other classification need deeper research.

B. Pragmatics

a. Definition of Pragmatics

Pragmatics is concerned with the study of the meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader).¹⁰ Pragmatics is the study of the relationship between linguistic forms and the users of those forms. According to Wardhaugh, the functions of many utterances are to make proposition. The meaning of utterance is discussed in pragmatic study. The purpose of pragmatic

¹⁰ George, Yule, *Pragmatics*, (New York: Oxford University Press, 1996)

study is to obtain meaning of utterance in context and to study how language is used. Sometimes it is concerned with the interpretation of linguistic meaning in context. Pragmatic is the study on how speaker of a language use sentence to produce successful communication.

There are some points of view on pragmatics. Yule states firstly, pragmatics is the study of utterances as communicated by a speaker and interpreted by a hearer. Secondly, pragmatics is the study of contextual meaning. It requires a consideration of how a speaker organizes what he or she wants to say. Thirdly, pragmatics is the study of how the hearer gets the implicit meaning of the speaker's utterance.¹¹

Leech explains that pragmatic is a science that studies the advertiser meaning connected with the situation. Leech also explains that pragmatics is connected with grammar and language utilization is connected with the certain social situation.¹² Based on the statement above, it can be conclude that the study of pragmatics refers to the utterance expressed by the speaker connected with the contexts. The pragmatic study of advertisement always involves text analysis because advertisement is a kind of text. A text is a complete communication which has the elements of sender, receiver, and message bound with the certain aim, so the analysis used is text analysis. The text analysis conducted by using pragmatic approach is called pragmatic analysis.

Meanwhile, Mey considers pragmatics as the study of human language uses condition, which has a close relationship with the context of society. Similarly, Levinson states that pragmatics study of the use of language in communication. In

¹¹ *Ibid.*

¹² Haryani Sri, "A Pragmatic Analysis of English Advertisements A Case study", *Bangun Rekaprima*, Vol.3, 2, October, (2017), p. 23.

this study, people try to see the relation between language and contexts.¹³

In conclusion, pragmatics is the study of meaning of utterance in relation to the contexts which involves how a speaker produces an utterance to deliver his or her intention and how the listener interprets it.

b. Context of Situation

A situational context or context of situation is an important element in communication. As stated by Leech, context has a great influence and also effect in understanding the meaning of an utterance. Through the context, the speaker and the addressee share their background in understanding the utterance. Malinowski defines context of situation as the environment of the text that includes the verbal and the situational environment in which the text is uttered.

Holmes explains that there are some components, in any situation, will be generally reflected by the linguistic choice, they are the participant, the setting or social context of interaction, the topic, and the last is the function.

C. Speech Act

a. Definition of Speech Act

People do not only produce utterance which contain grammatical structure and word when they speak, but also perform an action through those utterances. Utterances that perform an action are generally called as speech act. Similarly, Austin states that speech act is an act refers to the action that is performed in making an utterance.¹⁴ Based on those opinions above, it can be concluded that

¹³ Levinson, Stephen C. *Pragmatics*, (New York: Cambridge University Press, 1983)

¹⁴ Austin L John. *How To Do The The Things With Words*, (Oxford: The Clarendon Press, 1962)

speech act is the act performed by a speaker in uttering a sentence. The functions of the speech act itself is to state the speaker's intention to the hearer. The unit of linguistic verbal exchange isn't always, as has typically been intended, the image, phrase or sentence or even the image, word or sentence, or maybe the token of the symbol, phrase or sentence, however instead the production or issuance of the symbol or phrase or sentence within the performance of the speech acts.¹⁵

The discussion of speech act cannot be separated from the other aspect of speaking activities, such as speech situation and speech event.¹⁶ Speech situation is a speech 36 which is associated with the situation and an event many consist of one more speech acts. Austin divides three basic senses in which when someone says something, he or she is also doing something in the same time.

b. Direct and Indirect Speech Act

1. Direct Speech Act

A direct speech act occurs when there is a direct relationship between a structure and a function. Thus, to make a statement people have to use a declarative form, to make questions they formulate it in the interrogative form, and to make commands they will use an imperative form.¹⁷ For example:

- 1) You wear seatbelt
(declarative)
- 2) Do you wear your seatbelt?
(interrogative)

¹⁵ Gusan, Susri, Anshar Aulia Fitrah and Muhassin Mohammad Muhassin, *Speech Acts in English Translation of The Holy Qur'an Surah Al – Kahfi by Abdullah Yusuf Ali*, (Bandar Lampung; English Education Department, UIN Raden Intan Lampung, 2020) vol.13.

¹⁶ Muhassin Mohammad, *ANALISIS TINDAK TUTUR PERFORMATIF DALAM WACANA NARATIF BAHASA INGGRIS (Studi pada Novel The Beautiful and the Damned oleh FS Fitzgerald)*, (Jurnal English Education, 2015) 4(2), 66-107.

¹⁷ *Ibid.*

- 3) Wear your seatbelt!
(imperative)

In number 1, the speaker states that the hearer wears a seatbelt. In number 2, the speaker asks a question to the hearer whether the bearer wears the seatbelt or not. In number 3. The speaker commands the hearer to wear the seatbelt.

2. Indirect Speech Act

An indirect speech act occurs when there is an indirect relationship between a structure and a function. For example, a declarative and an interrogative forms are used to make commands in an indirect speech act. Allan states that in an indirect speech act, there is an implicit meaning behind what the speaker actually says.

When people use indirect speech act, they will be able to create a polite statement. As stated by Yule, indirect commands or request are simply considered as more gentle or more polite way to express commands better than direct commands. That is why people tend to use indirect speech act better than direct speech act.

D. Austin's Classification of Speech Act

Austin identifies three distinct levels of action beyond the act of utterance, they are:

1. Locutionary

Locutionary act is roughly equivalent to uttering a certain utterance with certain sense and reference, which again is roughly equivalent to meaning in the traditional sense. Another definition comes from Yule. He asserts this kind of act as the basic act of utterance of producing a meaningful linguistic expression. In line with Yule, cutting defines locutionary act as what is said; the form of words uttered. There are three patterns of locutionary act according to which English sentence are constructed.

They are declarative if it tells something, imperative if it gives an order and interrogative if it asks a question. Locutionary act is the real word that is uttered by the speaker and it contains the speaker's verbalized message.

2. Illocutionary

Illocutionary act is the power or intention behind the words that is uttered by the speaker. It indicates the speaker's purpose in saying something. The speaker's expression can be in the form of statement, offer, promise, etc.

3. Perlocutionary

Perlocutionary act is the effect of the illocution on the hearer, such as the effect on the feelings, thoughts, or action of hearers. In the other word, locutionary act is the simple act of saying words and the meaning of those words which are spoken by the speaker. While, illocutionary act is what is done the speaker is saying something, and finally perlocutionary act is the effect when the speaker is saying something.

E. Yule's Classification of Speech Act

According to Yule, One general classification system lists five types of general functions performed by speech acts; declarations, representatives, expressive, directives, and commissives.¹⁸

a. Declarations

According to Yule, declarations are those kinds of speech acts that change the world via their utterance. In this case, the speaker has to have a special institutional role in a specific context in order to perform a declaration appropriately. Therefore, declaration acts can be occurred if the speaker has a special role in a certain field.

¹⁸ *Ibid.*

On the other way, if the speaker has not a special role in a certain field the speech acts cannot be happened. The example as follows: "Priest: I now pronounce you husband and wife". From the example, we know that the speaker has a special institutional role in the specific context as a "priest". Before the speaker declares it, a couple of man and woman have not become husband and wife. In this case, after the speaker declares that a couple of man and woman have married and now they became husband and wife.

b. Representatives

Representatives based on Yule representatives are those kinds of speech acts that state what the speaker believes to be the case or not. Statements that are included in representative acts are fact, assertions, conclusions, and descriptions. The example as follows: the speaker says "Today is so cool". From the example, the utterance "today is so cool" is representative acts by paradigm case fact because truly today is raining. Therefore, the raining make the weather become so cool.

c. Expressive

Yule states that expressive are those kinds of speech acts that state what the speaker feels. They express psychological states and can be statements of pleasure, pain, likes, dislike, joy, or sorrow. They can be caused by something the speaker does or the hearer does. The example as the following: the speaker says "Wooww, the hat is very beautiful". The utterance "Wooww, the hat is very beautiful" is expressive acts by paradigm case likes because the speaker wants to express about something that he or she likes. In addition, the speaker wants to show a beautiful

hat that he or she likes to the hearer in order to the hearer know about what the speaker's feel.

d. Directives

Yule states that directives are those kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. The utterances that can be included in directives acts are commands, warning, requests, suggestions, and they can be positive or negative. The example as the following: the speaker says, "Would you mind to open the door, please?" The utterance "Would you mind to open the door, please?" is directive acts by paradigm case requesting. This utterance has intended meaning that the speaker wants to ask the hearer to open the door in order to the speaker can feel the fresh air because the weather is so hot.

e. Commissives

Based on Yule commissives are those kinds of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends. They are promises, threats, refusals, pledges, and they can be performed by the speaker alone. The example as the following the speaker says "After I arrived at home, I will call you. The utterance "After I arrived at home, I will call you" is commissives acts by paradigm case promises because without the speaker says "promise" to the hearer, the utterance "I will call you" has already revealed "promise" that the speaker will call the hearer to give information that the speaker has already arrived at home safely.

F. Commands

According to Coulthard there is an easy way to predict whether a declarative or an interrogative form will be realizing something other than to make a statement or question. He says that any declarative or interrogative form can be interpreted as a command if it refers to an action or an activity which is proscribed when the speaker utters it.

a. Type of Commands

1. Direct Commands

According to Chaika, a direct command is allowed and commonly can be found in several certain circumstances, such as in family, in military form, in emergency situation (for example, during firefighting), and in hospital emergency rooms. Some examples of direct command:

- a) Pick up toys up right way (in a family: Parents to young children)
- b) Fire! (in military form)
- c) Get the hose! Put up the ladders! (in firefighting)
- d) Get me some bandages! (in hospital emergency rooms)

2. Indirect Commands

Searle describes one type of directive and he calls it as indirect commands. His categorization is primarily based on the content of commands. Sinclair and Coulthard also provide a rule for the interpretation of declarative and interrogative forms as indirect commands. The rule is that if the required action is not made explicit, so it is a kind of indirect commands.¹⁹ Below are some examples of indirect commands:

¹⁹ The Analisis Of Indirect Command In The Film Untitled The Secret Life Of Walter Mitty Pragmatics Approach, <https://digilib.uns.ac.id/dokumen/download/53966/MjMzNDU1/The-analysis-of-indirect-commands-in-the-film-entitled-the-secret-life-of-walter-mitty-Pragmatics-Approach-CHAPTER-II.pdf>

- a) Do you have to stand in front of the TV?
(interrogative)
- b) You're standing in front of the TV
(declarative)
- c) You close the door (declarative)

G. Advertisement

In Cambridge Dictionary, advertisement is a picture, short film, song, etc. This tries to persuade people to buy a product or service. Thus, it is a medium which is used to persuade people to be interested in a product or service. One of the media used to advertise a product or service is television where companies can promote anything, including e-commerce website or applications.

Advertisement is a kind of text, usually with some figurative language, intended to persuade readers to conduct a certain behavior or to buy and use certain products or service.²⁰ Different from other types of language, the language of advertisement is usually business language type, which functions to convince consumers so that they do what the advertiser wants, so, understanding the meaning of advertisement text means understanding the sentence meaning and the advertiser meaning. The sentence meaning is what is expressed by a sentence and advertiser meaning is what is meant by the speaker.

Advertisement is used in this research. Actually, advertisement is the product of advertising. So, to understand what an advertisement is the definition of advertising must be clear. According to William Wells, he says that there are six elements of advertising's definition.

He believes that an advertising, which the sponsor is identified, is a paid form of communication in order to persuade or influence the audience or mass through mass media. Because of that, advertising is non-personal

²⁰ Haryani Sri, *A Pragmatic Analysis of English Advertisement A Case Study* (Semarang Faculty of Language and Culture, University of August 17 1945). p.1.

communication.²¹ He also states the types of advertising: brand advertising, retail or local advertising, business-to-business advertising, institutional advertising, public service advertising and interactive advertising.²²

Furthermore, Belch states that advertising is used to create an image and symbolic appeals in differentiating one product with the others.²³ It means that advertising maker wants one product's (good/service) uniqueness to be seen by the audience so the audience is interested in and to be influenced.

So, it is concluded that advertising is used for making an image and also an effort to persuade or influence the public about a product (goods, service, and ideas) by a mass media.

a. **The Relation Semio-Pragmatics to Printed Advertisement**

Semiotic is a study which analyzes signs. Pragmatic is a study which analyzes the text or language. Text also a sign which is interpreted into some definitions based on the ability of the reader. Text is a tool which transmitted from the sender to the receiver through certain medium and code. The receiver who accepts a sign as text tries to translate it according to the right codes.²⁴

Advertisement communication does not only but also uses picture and color to analyze the advertisement. Therefore this research used semiotic and use text pragmatic approach to analyze printed advertisement.

Advertisement is delivered through two kinds of mass media. First, print media, such as: newspaper, magazine, and billboard. Second, electronic media, such as: radio, television,

²¹ Wells William, Burnett John and Moriarty Sandra, *Advertising Principles & Practice Fifth Edition* (New Jersey: Practice Hall International, 2000)

²² *Ibid.*

²³ Eriana Audia, "Pierce's Semiotic Analysis of Icon and Symbol on Perfume Advertisement", (Sripsi, UIN SYARIF HIDATULLAH Jakarta, 2015), P.25.

²⁴ Belch E George, Belch E Michael, *Introduction to Advertising and Promotion an Integrated Marketing Communication Perspective*; sixth Edition (Chicago, 1995)

and movie. The sender is product seller and receiver is society.

Semiotically, advertisement uses signs to analyze and advertisement uses sign system that consists of verbal, icon, and symbol. Basically, symbols which are used in advertisement consist of two kinds, verbal and nonverbal symbol. Verbal symbol is on language that has been known in society. Nonverbal symbol is form and color which is similar with the real thing, people, or animal. Here icon used as symbol.²⁵

The pragmatic study of advertisement always involves text analysis because advertisement is a kind of text. A text is a complete communication which has the elements of sender, receiver, and message bound with the certain aim, so the analysis used is text analysis. The text analysis conducted by using pragmatic approach is called pragmatic analysis.

It can be concluded that semiotics and pragmatic relatable to printed advertisement in this research. Semiotic is a study of sign and pragmatics is study of language, on printed advertisement not only used text or language but also picture and symbols.

²⁵ *Ibid.*

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APPENDICES

Get to Know the History of the Land Cruiser, a Classy Tough SUV

Toyota is making a new breakthrough by launching the All New Land Cruiser in 2022. The All New Land Cruiser is here to give its owners a tough and classy impression. The tough and classy impression that is so attached to the Land Cruiser is inseparable from the history of the car. Since its inception or more than 70 years ago, the Land Cruiser has carried an aura of being a tough car and ready to face various road terrains. Not only that, this SUV type car also has 10 series. Quoted from Toyota's official website, the long history of the Toyota Land Cruiser's journey began in August 1951. At that time, this four-wheeled vehicle company from Japan presented the Toyota BJ.

The presence of the Toyota BJ is a form of refinement of the previous series, namely the AK10. The BJ code on the car also refers to the type B 3,386 cc petrol type with 6-cylinder air cooling. After 6 months after the launch, Toyota BJ immediately conducted a test drive on the sixth level of Japan's Mount Fuji. From the test results, the car became the first vehicle to successfully reach the sixth level of Mount Fuji. Starting from there, the identity of the Land Cruiser as a tough vehicle capable of passing through various fields has been formed and maintained until now.

Land Cruiser Period 1955 to 1980

Between 1955 and 1989, Toyota produced two generations of the Land Cruiser, namely the 20 Series (1955) and 40 Series (1960). Especially for the Land Cruiser 20 Series, this car appears smoother than the previous series, namely the Toyota BJ. This was done because the Land Cruiser 20 Series had undergone adjustments as a 4x4 civilian vehicle and had begun to enter the United States market.

Five years later, in 1960, the third generation of the Land Cruiser, the 40 Series, was born. The car made by Toyota, which earned its nickname as the FJ40, can be said to be the most popular and legendary Land Cruiser model until 1986.

In fact, this series has received a very good response from consumers in various countries. According to Toyota's sales records in 1964 the Land Cruiser 40 Series sold well up to 200,000 units. This number continues to increase. Even in 1980 sales of the Land Cruiser 40 Series were recorded as reaching 1 million units.

The existence of the Land Cruiser 40 Series is still maintained today. Because this series is one of the vehicles that is often hunted by fans from various regions. Still in the same period, Toyota seems to want to repeat the success of the Land Cruiser 40 Series by launching the Land Cruiser 50 Series. Unlike the previous generation, the Land Cruiser 50 Series is included in the Station Wagon segment with a friendlier appearance for use in the city. This model comes with increased comfort without compromising off-road capabilities as DNA that has survived to this day.

Land Cruiser Period Period 1980 to 2000

During this period, Toyota presented 5 generations of the Land Cruiser, namely the 60 Series, 70 Series, 80 Series, 90 Series and 100 Series. The appearance of the Land Cruiser 60 Series began in August 1980. In that year Toyota officially introduced the series with a station wagon model. Overall, the appearance of the Land Cruiser 60 Series has changed drastically. From the changed appearance, many people think this car is more suitable for relaxing on the beach and mountains.

Four years after the arrival of the 60 Series, Toyota introduced the latest generation of the Land Cruiser, the 70 Series. The car that has heavy duty vehicle DNA is here to continue its predecessor, the 40 Series. This car is also transformed by presenting light duty as the first generation of Prado. Until now, the 70 Series is still being sold for fleet needs.

Next is the Land Cruiser 80 Series. The uniqueness of this car is deliberately designed as the next generation of the Land Cruiser 60 Series. By holding the spirit of an off-roader, this car still has its DNA as a vehicle with a luxury and classy SUV icon. This can be seen from the design of the 80 Series which was so modern and attractive at its time.

So what about toughness? Of course, don't ask again. The toughness of the 80 Series has been tested in various challenging natural conditions such as in the deserts of the Middle East and the dense tropical forests of South America.

The Land Cruiser 90 was the second generation of the Prado, which was released in May 1996. The design line of the Land Cruiser Prado was towards a 4WD vehicle which was more passenger oriented with a smaller build which also featured a smaller engine. Prado is the first member of the Land Cruiser family to adopt independent suspension at the front with a double wishbone system and independent coil springs and 4-link coil springs with lateral stems at the rear.

Entering the end of the 1990s or more precisely in 1998 the Land Cruiser 100 Series was present. This series enhances the basic performance of 4-wheel drive and elevates the Toyota Land Cruiser's prestigious image as a luxury 4WD vehicle.

The 5-door station wagon body retained the sturdy ladder frame, while the body dimensions were expanded to increase cab size. The front suspension of this car has applied an independent design that is more flexible so that it can withstand various road conditions. The VX Limited model as the flagship offers a new device that combines Active Height Control (AHC) with Skyhook TEMS.

Land Cruiser Period 2000 to 2021

The Land Cruiser 120 Series was officially launched in 2002. This car adopted a newly designed high-rigidity frame design. With such a design, this car is equipped with a high-strength frame so that it can maneuver more stably. The Land Cruiser 120 Series is equipped with an active traction control system that can make adjustments to uphill or downhill driving conditions to improve off-road capability.

Toyota's efforts to continue to present the next generation of the Land Cruiser don't stop there. Because in 2009 Toyota returned to present the Land Cruiser 150 Series with new features, namely the Crawl Control System and the Multi-Terrain Select System which are able to optimize motion settings when the car is in off-road conditions.

Meanwhile, the Land Cruiser 200 was launched right at the moment when TLC sales exceeded 5.5 million units globally. This car has a new Transfer case named Torsen LSD that can change the distribution of driving force to suit road conditions to provide instant smooth and stable driving performance.

All New Land Cruiser 2022

After 70 years since the first generation was present, Toyota is back to presenting the latest generation of the Land Cruiser. The All New Land Cruiser 2022 is designed to be tougher and classier and carries various advanced technologies.

In Indonesia alone, the All New Land Cruiser, known as the Premium SUV, comes in 2 types, namely the All New Land Cruiser VX-R for users who like classy flavors, and the All New Land Cruiser GR Sport as the flagship for sporty car lovers.

All New Land Cruiser utilizes a diesel engine with greater torque, fuel efficient and environmentally friendly. The TLC 300's F33A-FTV runway is capable of producing 305 PS of power at 4,000 rpm and 'brutal' torque of 71.4 Kgm (700 Nm) at 1,600 - 2,600 rpm. Through the kitchen runway, this car can be controlled more easily and can distribute power more efficiently in various terrain conditions.

Sales Target For Toyota Land Cruiser

Toyota Indonesia has just introduced two of their new champions in the large SUV segment, namely the All New Toyota Land Cruiser and the New Toyota Fortuner with a 1GD 2,800cc engine. Both are presented to fill the SUV market share which in the last 1 to 2 decades has continued to grow in Indonesia. By the way, the Toyota Land Cruiser, actually this car is quite popular in Indonesia. However, its status as a flagship car makes the price of the Land Cruiser quite high.

In the press conference session that was held on Thursday, January 13 2022 yesterday, the Marketing Director of PT Toyota-Astra Motor (TAM), Anton Jimmi Suwandy, described TAM's view of the market share of the All New Toyota Land Cruiser 300. *"So the All New Land Cruiser is indeed a premium SUV segment, and indeed one of the flagship models from Toyota. So far, this model has been widely used by Government Officials, including in the TNI as well. And also top management in the private sector, as well as the premium segment who likes 4×4 or offroad cars. So this is a very specific segment, but the demand is also very stable from time to time. So, hopefully this can describe the demand for the All New Toyota Land Cruiser 300,"* explained Mr. Anton. In other words, Mr. Anton

wants to explain that the All New Toyota Land Cruiser 300 already has its own market share, and is not too worried about a lack of interest. Moreover, he also explained that the demand for the older version of the Toyota Land Cruiser in recent years has been quite stable, where users mostly come from companies or from government agencies.

So, what is the real figure targeted by Toyota? As per the title above, the figure mentioned by Mr. Anton is 300 units. *“The name is a target, of course it also depends on market conditions. Last year, the market closed with very good numbers, namely 887 thousand units, higher than 2020. Hopefully this year the market conditions from an economic and pandemic standpoint will be better, so the market can be above 900 thousand. So, these conditions can support these two products (LC300 and Fortuner),” he explained. “As an illustration, last year’s Land Cruiser sales reached 95 units, in previous years it was stable at around 200 units. Hopefully, this year can be better. Maybe towards 300 units and above. To be honest, for the Land Cruiser, what I hear from the public, consumers and dealers, the demand is also very high. Not only in Indonesia, but also in other countries,”* explained Mr. Anton. Indeed, if we look at the numbers, then the number of 300 units is not that big. However, we must remember that this car costs 2.3 billion Rupiah. Not to mention its status as a CBU car for Japanese origin, which of course cannot be imported in large quantities that easily.

The Difference Between The 2022 Toyota Land Cruiser And The Previous Series

The Toyota Land Cruiser 2022 comes with a new model that is more manly and luxurious, in 2022 Toyota officially launches a new type called the Toyota Land Cruiser 300 VX-R 4x4 A/T and also the highest type, namely the Land Cruiser 300 GR-S 4x4 A/T .

Toyota Land Cruiser 2022 Price

Maybe many already know that this Toyota SUV type car is indeed known as a combination of tough and luxurious cars in one product. At TA 2022, as discussed earlier, the Land Cruiser comes with 2 types to choose from. Apart from being differentiated by type, the price for this land cruiser car is in fact there are 2 color types to choose from, the first is the non-premium type and the second is the premium type.

Both types and color choices have their respective advantages. Following are price details for each type of the latest land cruiser car.

Price for land cruiser type 300 VX-R 4x4 A/T

Even though this type is a basic type, this type also has a variety of views and features that are very complete. Maybe it can be said that distinguishes it from the type above it is only based on appearance. Still comes with a dashing design and excellent performance when used on heavy road terrain. The price of this basic type of land cruiser car is priced starting from 2,415,400,000 to 2,418,400,000.

Price for Land Cruiser type 300 GR-S 4x4 A/T

If a dashing and luxurious appearance is not enough, Tunas Friends can choose this type. This type is a type of land cruiser with a sporty touch. Therefore this type is called the Land Cruiser GR Sport. As we already know, a Toyota car with the last name GR Sport certainly comes with a sportier and more modern appearance. To get a tough car with a luxurious appearance plus a sporty touch, Tunas Friends needs to spend a budget of around 2,466,300,000 to 2,469,300,000.

Advantages of the Toyota Land Cruiser 2022

With a large enough budget to own this luxury car, of course the owner will get various features and a classy appearance. Here are some of the advantages of the 2022 land cruiser.

New Exterior Design View

What is quite interesting for automotive enthusiasts is that the exterior appearance of this new car comes with a variety of updates that are more attractive than the previous version. At the front, a new grille design is immediately visible.

At the front of the new land cruiser, especially the GR type, comes with a unique design, one of which can be seen from the large Toyota emblem that adorns the front. In the previous type and the basic type there is only the logo from Toyota.

In addition, the front comes with several new looks, such as the availability of a new adaptive headlamp and a new front bumper.

At the rear there are also updates, one of which we can see with the presence of the New Rear Bumper.

Comes With a New Machine

Apart from the appearance, what is quite interesting is of course because this one car comes with a new engine and better car performance. This car is powered by the F33A-FTV engine, 6 Cylinder - V Type, 24-Valve DOHC.

The machine is capable of producing power of 305 / 4,000 and torque of 71.4 / 1,600 - 2,600. Apart from the engine. There is one feature that really supports the performance of this car which makes the car very comfortable when used on heavy road terrain.

The feature to ensure driver and passenger comfort is called the new AVS (adaptive variable suspension). Auto-MTS (multi-terrain select) is also available on this car to ensure the driver's control remains stable when driving this land cruiser.

Data Description



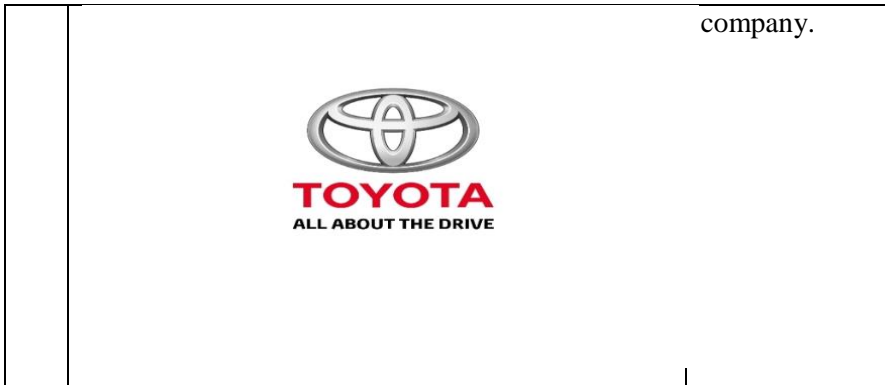
Picture 1

According to Pierce, a sign term is an icon, an index, or a symbol. The details of the data can be shown on following table:

Table 1.1 finding the sign


No	Kinds of Sign	Description of Sign
1.	Icon	The New Land Cruiser, a product of the corporation, serves as the advertisement's icon..


		
2.	<p style="text-align: center;">Index</p> 	<p>This advertisement's index features pictures of automobile tires that illustrate how durable they are in a variety of driving conditions.</p>
3.	<p style="text-align: center;">Symbol</p>	<p>The symbol in this advertisement is Toyota as the name of</p>



According to Yule, there are five types of general classification functions performed by speech acts; declarations, representatives, expressive, directives, and commissives.

Table 1.2 finding the speech act

No	Text of Advertisement	Description of Speech Act
1.		<p>The Toyota Land Cruiser is the product being advertised in this passage. The words clarify that the car will always be able to traverse the terrain on the journey, no matter where it is. The sentence is declarative and serves an expressive purpose, indicating an indirect speech act.</p>

2.		<p>This sentence uses declarative language to claim that the car in question is the greatest vehicle ever made. Its goal is to grab the attention of prospective purchasers.</p>
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Data Description 2






Picture 2

According to Pierce, a sign term is an icon, an index, or a symbol. The details of the data can be shown on following table:

Table 2.1 finding the sign

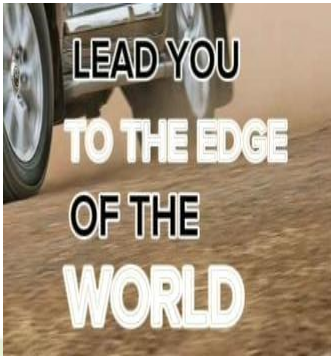
No	Kinds of Sign	Description of Sign
1.	Icon	The New Land Cruiser, a product of the corporation, serves

		<p>as the advertisement's icon.</p>
2.	<p style="text-align: center;">Index</p> 	<p>The dust beneath and behind the car in this advertisement serves as an index, showing what causes and results from the car's powerful and quick acceleration.</p>
3.	<p style="text-align: center;">Symbol</p> 	<p>The figure here describe that the name of company is a symbol in this advertisement namely is Toyota “Let’s go beyond”</p>

According to Yule, there are five types of general classification functions performed by speech acts;

declarations, representatives, expressive, directives, and commissives.

Table 2.2 finding the speech act

No	Text of Advertisement	Description of Speech Act
1		<p>The description given here shows that this vehicle can transport its user anywhere, even to the ends of the earth. (This word is descriptive; its purpose in ads is to pique the interest of possible customers with original wording. Thus, the speech act in this statement is indirect.</p>

Based on the second ad, the researcher can find the same icons and symbols as the first ad but with a different index. The index in this advertisement is dust as a sign or cause and effect of a speeding car. The sentences found in this study are few and short but are included in declarative sentences whose purpose is to attract the interest of the buyer and are referred to as indirect speech acts.


Data Description 3





Picture 3

According to Pierce, a sign term is an icon, an index, or a symbol. The details of the data can be shown on following table:


Table 3.1 finding the sign

No	Kinds of Sign	Description of Sign
1.	<p style="text-align: center;">Icon</p> 	<p>The New Land Cruiser, a product of the company, serves as the advertisement's icon,.</p>
2.	<p style="text-align: center;">Index</p>	<p>This advertisement's index</p>

		<p>shows puddles surrounding the car, which suggests that it is moving quickly.</p>
3.	<p>Symbol</p> 	<p>The company name Toyota serves as the advertisement's symbols.</p>

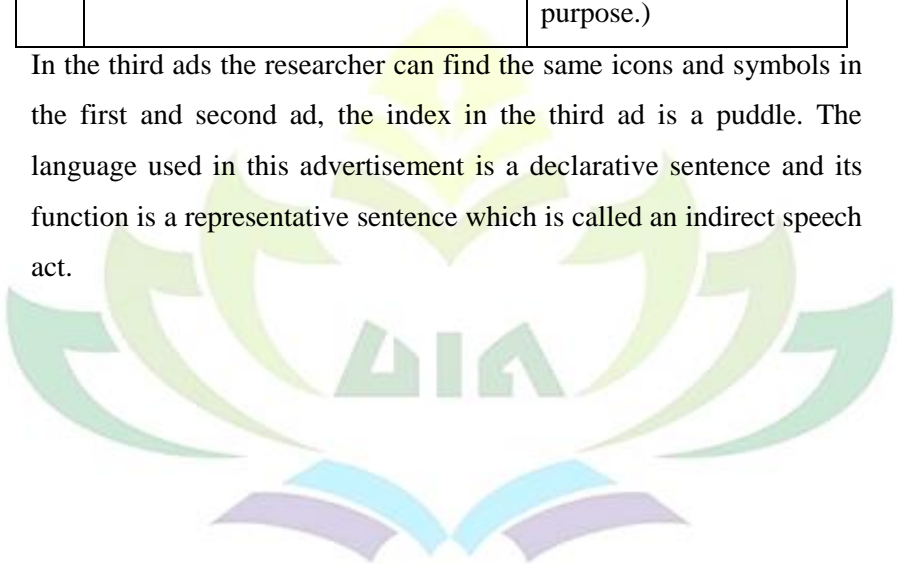
According to Yule, there are five types of general classification functions performed by speech acts; declarations, representatives, expressive, directives, and commissives.

Table 3.2 finding the speech act

No	Text of Advertisement	Description of Speech Act
1		<p>This advertisement aims to communicate that this car is incredibly powerful and resilient. It makes the point that even in situations where the driver has drive</p>

		quickly through a puddle of water, the car remains strong and resilient. (This sentence is an indirect speech act since it uses a declarative word and has a representative purpose.)
--	--	---

In the third ads the researcher can find the same icons and symbols in the first and second ad, the index in the third ad is a puddle. The language used in this advertisement is a declarative sentence and its function is a representative sentence which is called an indirect speech act.





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