A SEMIO – PRAGMATIC ANALYSIS ON TESLA CAR PRINTED ADVERTISEMENT

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

By:

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1444 H / 2023 M

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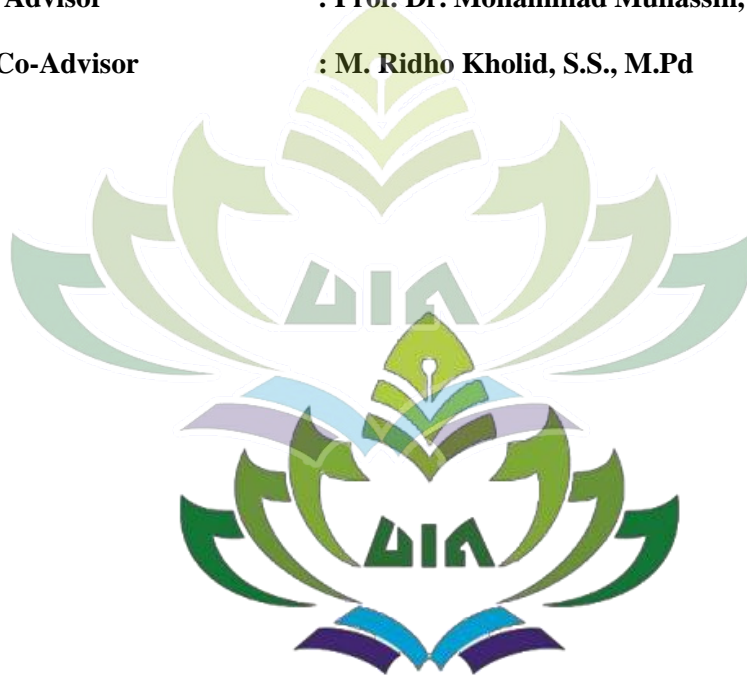Submitted as a Partial Fulfillment of the Requirements for S-1 Degree

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ABSTRACT

A SEMIO – PRAGMATIC ANALYSIS ON TESLA CAR PRINTED ADVERTISEMENT

By:

Rizka Aulia

Most people around the world require correct words and language in order to promote their products. For example, by using advertisements with images of products, the messages contained in the advertisements, and the language contained in the advertisements are concise and clear language so that the readers can understand and are interested in trying the product, and the message conveyed is not just for one or two or a small group, but can be seen in a national and even international context.

The data of this research is taken from the results found from the advertisement contain the same icon and symbol but with a different index, the image in the advertisement is a sign that the speaker want to show the product through the advertisement to the reader. The language contained on Tesla Car printed advertisement either directly or indirectly by using Yule's pragmatic theory. Based on the research findings, it can be concluded that in the five printed advertisements obtained there are only three classifications of speech acts including declarations, representatives and directives. It can also be found that the nature of the five advertisements uses direct and indirect sentences. The results of the study show that by using advertisements, speakers can convey messages based on the required functions.

Keyword : *Linguistic, Semiotic, Pragmatic, Tesla Car Advertisement*

DECLARATION

Hereby, I stated this thesis entitled "A Semio-Pragmatic Analysis on Tesla Car Printed Advertisement" was completely my own work, I am fully aware that I have quoted some statements and theories from various sources and they are properly acknowledged in the next.

Bandar Lampung, Desember 10$^{\text{th}}$ 2023

Declared by,

Rizka Aulia

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ADMISSION

A thesis entittled: "A Semio-Pragmatic Analysis on Tesla Car Printed Advertisement", by: Rizka Aulia NPM: 1711040253, Study Program: English Education was tested and defended in the examination session held on: Wednesday, December 27th 2023.

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MOTTO

اِنَّ مَعَ الْعُسْرِ يُسْرًاۗ ﴿٦﴾

"Indeed, with difficulty there is ease" (Q.S. Al-Insyirah:6)

DEDICATION

Bismillahirrahmanirrahim...

Praise and gratitude to Allah Subhanahu Wata'alla for gives abundant blessing to me and from my deep of heart and great love, this thesis is dedicated to:

1. The greatest support my beloved family, Mr.Almazni, Mrs.Anita Dewi and not forget to my brothers Rizki Alandani, S.T and Rico Fitranda, also my beloved sister Jihan Syafira, all my family who always pray for my success and give me inspiration, motivation, love to support to always study hard.

2. My beloved advisors and lecturers who are always patient in giving direction in working on this thesis.

3. My beloved Almamater UIN Raden Intan Lampung.

CURRICULLUM VITAE

The writer's name is Rizka Aulia. She was born on November 30th, 1999, in Bandar Lampung. She is the second child of four children of Mr. Almazni and Mrs.Anita Dewi. She has two brothers, their name are Rizki Alandani, S.T and Rico Fitranda, and one sister, her name is Jihan Syafira.

The writer began her study in Elementary School at SD Negeri 1 Keteguhan in 2005 and graduated in 2011. Then, she continued her study at SMPN 3 Bandar Lampung and graduated in 2014. After she finished her study in Junior high school, she continued her study in Vocation High School at SMK Trisakti Bandar Lampung and graduated in 2017. After she finished her study at Vocation High School, in the same year she continued her study at UIN Raden Intan Lampung as a student of the English Education Study Program of Tarbiyah and Teacher Training Faculty. She was an active student in the organization at English Education Major named ESA (English Student Association).

ACKNOWLEDGEMENT

First of all, praise be to Allah, the most Merciful, the most Beneficent, for His blessing and mercy given to me during my study and in completing this final project. Then, the best wishes and salutations be upon to the great messenger prophet Muhammad S.A.W, his family and followers.

This thesis entitled "A Semio-Pragmatic Analysis on Tesla Car Printed Advertisement" was submitted as a partial fulfillment of the requirements for an education degree in English. I realize that this thesis would not have come to its final form without generous help, support, advice and prayers of people surround me. Then, the researcher would like to thank the following people for their ideas, time and guidance for this thesis:

1. Prof. Dr. Hj. Nirva Diana, M.Ag., Ph.D as the dean of Tarbiyah and Teaching Training Faculty, Raden Intan State Islamic University Lampung with all staff, who give the researcher opportunity to study until the end of this thesis composition.

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3. Prof. Dr. Moh. Muhassin, S,S., M.Hum as advisor who give the researcher guidance help and countless time given to the resarcher to finish this final project.

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   Finally, the researcher is fully aware that there is still a lot of weakness in this thesis. For this, the researcher sincerely welcomes critiques and suggestions from readers to enchance the quality of this thesis.

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Bandar Lampung, 10 Desember 2023

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TABLE OF CONTENTS

CHAPTER I
INTRODUCTION

A. Affirmation of the Title

In this study, researcher discussed about advertising. What is advertising? Advertising is a technique of promotion, such as promoting sellers to buyers. Because advertising can take many forms, some are audio, visual, video, and even written. Advertisement is a type of text that uses figurative language to persuade readers to perform a specific action or to purchase and use a specific product or service. In the advertisements which analyzed by researcher for this study, there were sentences to persuade or invite either directly or indirectly, and there were images that indicate this advertisement was correct and in accordance with the product to be promoted. As a result, in this research, the researcher was required theories from a variety of experts, and the researcher chose to seek out and analyze semiotic and pragmatic theories. Finally, the researcher made the title **"A Semio-Pragmatic Analysis on Tesla Car 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 Pierce's theory to analyze the icon, index, and symbol that exist on Tesla 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 describes that pragmatics is related to grammar and language utilization is linked to a particular social situation. Since there are words and sentences in advertisements that contain persuasion and so on, both direct and indirect persuasion, this study will use pragmatic concept from Yule theory. As a result, the goal of this study is to examine printed advertisements with multiple meanings, and the theories used in this study are from Charles Sander Pierce for semiotic theory and Yule for pragmatic theory.

B. The Background of the Study

Most people around the world require correct words and language in order to promote their products. For example, by using advertisements with images of products, the messages contained in the advertisements, and the language contained in the advertisements are concise and clear language so that the readers can understand and are interested in trying the product, and the message conveyed is not just for one or two or a small group, but can be seen in a national and even international context.

However, many people do not understand the content of the advertisement or the language used in it, because advertising is essentially a tool of communication in which someone wishes to express or persuade buyers to purchase their products. Advertisement phenomena can be found not only on television or radio, but also in magazines, newspapers, and even on posters. In this study, the researcher will investigate Tesla Car Printed Advertisement.

Yule states, that advertising is any paid form of nonperson communication (e.g. TV, radio, magazines, newspaper) about an organization, product, service, or idea by a sponsor. One of the ways to promote to the products to society is by using advertisement is define as a form of communication intended to promote the scale of a product of service.[3] We know that many advertisements that are promoted by media. The advertisement is communicated by the language, picture, sound, and color. The

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

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

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

advertisement itself is one of the communication media to motivate and persuade collectively in order to attract people on the goods and services which are offered.[4]

Sourced from the statement above, it 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 language cannot be separated from the context of the situation between speech and the contexts of the situation are created to one another.[5]

From 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, found on the object, a sign term is an icon, an index, or a symbol. As stated by Pierce, he believes that semiotic has three sides. He calls them as sign itself (repesentant), 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. It can be conclude from the 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. In Yule's opinion, firstly, pragmatics is the study of utterances as communicated by a hearer and speaker. Secondly, pragmatics is the study of language contextual meaning. It requires of how a speaker organizes what he or she wants to say. Thirdly, pragmatics is the study about how the hearer gets the implicit meaning of the speaker's utterance. People do not only produce utterance which word when they speak and contain grammatical structure, but also perform action through those utterances. Speech act are generally called as uutterances that perform an action. Similarly, Austin states that speech act is an act refers to the action that is performed in making an utterance. From the several of 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. Leech also explains that pragmatics is connected with the certain social situation of grammar and language utilization is connected with.[8] From 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.

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 were the focus in this research. Sub focus in this research, on the Tesla Car printed advertisement there were words, image, text, and language. From the focus above, Pierce's

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

[5] Vita Nirmala, *Iklan dalam Pembelajaran Pragmatik di Sekolah Menengah Atas*, Jakabaring

[6] Vita Nirmala, op.cit.p.2

[7] Charles Sander Pierce, *Logical Interpretants in Charles Hartshorne and Paul Weiss* (cambridge : Harvard University Press, 1935)

[8] *Ibid.*p.1

semiotic is study about icon, index, and symbol. Therefore, the sub focuses of this research were sign and language. It can be concluded that the researcher wants to analyze sign and language on Tesla 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 sign found on Tesla Car printed advertisement?
2. What are the speech acts used on Tesla Car printed advertisement?

E. Objective of the Research

From the formulation above, the researcher explained about the objective of the research in this research:

1. To find out the sign on Tesla Car printed advertisement
2. To find out the speech act used on Tesla Car 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 was supposed to give knowledge about Semiotics such as: sign, index, and symbol, and pragmatics like a language and other theories in pragmatics of the Tesla Car 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.

G. Relevance Studies

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

The study of language used in advertisements is part of the study of language use in this research. It is of particular interest because advertising language has a particular feature that is persuasive in nature. The author was interested in conducting research on advertising language and analyzing it using a pragmatic approach. The study's goal is to discover how the persuasive goals of advertisements are expressed through language. The study focused on the illocutionary act and the use of cooperative principles in English advertisements. This paper provides a theoretical foundation for pragmatics as well as a pragmatic analysis of English advertisements.

The results of the research showed 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 inthe 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.

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

        The semiotic analysis of foundation product advertisements is discussed in this study. Researchers examine the signs in advertisements using Ferdinand de Saussure's semiotic theory. The goal of this research was to describe the signs found in foundation product advertisements using the concept of markers and signifiers, as well as to determine the message of the advertisement. The descriptive qualitative method was used in this study. The researcher used this method to analyze verbal and visual signs, which are then analyzed using Ferdinand de Saussure's semiotic theory. The researcher then described the meanings and messages contained in foundation product advertisements. This study's data came from several advertisements for foundation products from well-known cosmetic brands, such as; Covergirl, Maybelline and Make Up Forever.

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

        The descriptive analysis method was used in this study. Using Charles Sander Pierce's theory, the researcher attempts to describe, explain, and investigate the meaning of signs and their semiotics process. The researcher downloaded and printed the data for the semiotic analysis. The signs in the data were classified as repesentamen, object, and interpretant. The researcher determined which icon and symbol were the first from the advertisement and used it as data. The researcher analyzed the object of the icon or symbol and finally obtains the interpretant from the data (icon and symbol) in order to provide the meaning for the advertisement.

4. Title: *A Semio-Pragmatic Analysis Of The World Health Organization's Campaign Posters Against Covid-19*

        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 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 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.

H. Research Method
a. Research Design
        The research method in this study was a descriptive qualitative analysis technique where the author described a semiotic and pragmatic on printed advertisement for Tesla Car. A qualitative technique is described by Bogdan and Taylor as a research process that generates descriptive data in the form of spoken or written words from subjects and discernible behavior.[9]

b. Data Source
        The data source in this study was taken from google website to choose some images of Tesla car printed advertisement.

c. Research Subject
        The subjects of the research were semiotic and pragmatic theory. The researcher used this theory to analyze the data from Tesla Car 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.

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[9] Moleong, Lexy J, *Metodologi Penelitian Kualitatif*. (Bandung: Remaja Rosdakarya, 2014)

d. Research Object

The researcher used descriptive qualitative method to analyze the object of the research, such as Tesla car printed advertisement. The researcher chose Tesla car advertisement because Tesla car had several advantages, the first was cool and powerful, and the second Tesla car not using gasoline. That's the benefit of the Tesla car, besides being cool but can be a business field. In the field of education especially in learning of mechanical engineering schools, car tools and the names of machines on the Tesla car is english that will make it easier for teenagers to learn English especially in mechanical engineering schools. In addition, the Tesla car advertisement contains direct and indirect language and expressions from the image so that it can be easily understood in analyzing this advertisement.

e. Data Collecting Technique

According to Creswell Audio and visual materials data can be in the form of photos, art objects, videotapes, film, website main pages, e-mails, text messages, social media texts, or any form of sound. Furthermore, Creswell also argues documentation about consists of public and private records that a qualified researcher can obtain about a site or participants in a study, such as newspapers, meeting minutes, personal journals, diaries and etc[10]. The technique collecting data was conducted as follow:

1. The data was downloaded from google as printed advertisement.
2. The researcher took some image from Tesla car posters.
3. After collecting the data, researcher analyzed the data by using Pierce's semiotic theory and Yule's Pragmatic theory.

f. Research Instrument

The research instrument is a tool used to measure a natural or social phenomenon. In qualitative research, researcher as the main instruments played an important role in planning, collecting, and analyzing data. According to Lincoln and Guba in Sugiyono they stated that the instrument of choice in naturalistic inquiry is the human.[11] As an instrument, humans can analyze the data obtained. In addition, humans have many things to do, plan a study, arrange a situation to observe, interview people, check notes, gather ideas, write reports, and others[12]. In line with Lincoln and Guba, Bodgan and Biklen said that the researcher is the key instrument[13]. Therefore, based on the explanation above, the researcher became the main key to analyze the directive speech act contained in the Onward movie.

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 tried to describe the data such as the sign by Pierce's theory and speech act that used by Yule's theory of Tesla car printed advertisement.

I. Systematic Discussion

This research was expected to know the sign and speech act on Tesla car advertisement. The investigation of the sign and speech act can enrich the knowledge in linguistics especially in the field of Semiotics and Pragmatics. It can also enrich the knowledge of language that represented to persuade the people on Tesla car Advertisement.

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[10] Cresswel, Educational Research, 223.

[11] Robert C. Bogdan and Sari Knopp Biklen, Qualitative Research for Education: An Introduction to Theories and Methods, 5 ed, (United State of America: Pearson, Inc. 2007), 5.

[12] Robert E. Stake, Qualitative Research: Studying How Things Work, (United States of America: Guilford Publication, Inc., 2010), 49.

[13] Sugiyono, Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D), (Bandung: ALFABETA, 2015), 306.

To obtain a systematic discussion, the researcher needed to arrange a systematic in such a way that it can show good research result. Then the researcher described the writing systematic as follow:

First chapter was an introductory part in which contains affirmation of the title, background of the problem, identification of the problem, research focus and sub focus, formulation of the problem, objective of the research, the used of the research, relevance study, research methodology and systematic discussion.

Second chapter, in this chapter contained the theoretical basis in the form of description of the theories referenced from the literature or the result of previous research used as an explanation and ends in the construction of the theory proposed by the researcher.

Third chapter described the object of the research, general images of the object and the presentation of facts and research data.

Fourth chapter was the analysis of the research result.

Then the fifth chapter contained conclusions and recommendations.

CHAPTER II
REVIEW OF LITERATURE

A. Linguistics

Linguistics is the first theory that will be discussed in this chapter. This is because the title paper is related to the Linguistics field. In this first subchapter the writer quoter some definition from expert. Linguistics has an important part in language. As explained by William, linguistics is concerned about actually what people say, not what they should say.[14] That is the study of how to analyzing the fenomena or data faced, by using any kinds theory of language. Each types and kinds we found will be combined to build a language. The sounds change to make some form and be an interesting thing. Some words are arranged in a particular order, and sometimes the beginning or ending of the word will change the meaning. After that, the meaning itself can be influenced by the formation of the word and knowledge of the speaker or listener while communicate. Linguistic will discuss all of this.

As claimed by Syarif, linguistics as a science of language is theoretical, in which the investigation on the basis of systematic study and rational.[15] As a science, linguistics is focused of theory improvement, testing and making analyzation about language with uncovering and repeated general characteristics.

Linguistics is the scientific study about language. In linguistics explain about how to human use the language in communicate in the world. Moreover, linguistics is study of language that concerned with spoken language and its ramification of anthropological, psychological, and sociological. Linguistics have history, in some period linguists have been interested the changes in language. Other period, linguists concentrated on describing how language is used.[16]

Likewise, linguistics is a study about language or a study that make the language as an object in this study. In addition, Verhaar state that linguistics not explains about the languages as a tool to express the emotion or as a special characteristic of society, but in linguistics explain a science of the languages as the languages.[17] Linguistics not only talks about the languages, but also how the languages develop in society and how they use that language.

When we talk over about linguistics, perhaps we think that only to speak, to write, or only to talk one another. In fact, this is not is such way. Linguistics is also similar to other sciences, even this language firstly appeared in the world if we compare to other sciences. Moreover, we are as human must think it over logically, that linguistics encompasses other branches which can be related to other fields.

Furthermore, Linguistics also looks with the social, cultural, historical and political factors that influence the language. This includes the study of evolutionary linguistics.which investigates into questions related to the origins and growth of languages; historical linguistics, which explore language change; sociolinguistics, which looks at the relation between linguistics variation and social structures; psycholinguistics, which explores the

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[14] William Mc Gregeor, *Linguistics an Introduction* (Continuum International Publishing Group. 2009),p.2

[15] Hermawati Syarif. *Linguistics and the English Language Instruction* (E-Journal. UNP. 2016), vol.10, no.1. p.2

[16] Ben Crane, L & Yeager, E. *An Introduction to Linguistics*. (Canada:Boston Taronto.1981),p.28

[17] Verhaar, J.W.M. *Asas-asas Linguistik Umum*. (Yogyakarta: Gadjah Mada University Press. 2012),p.5

representation and function of language in the mind. Neurolinguistics, about the languages process in the brain.language acquisition, on how children or adults acquire language; and discourse analysis, which involves the structure of texts and conversation.

Additionally, in linguistics consist of several subsystems, there are phonology subsystem, morphology subsystem, syntax subsystem, and semantic subsystem. In linguistics, language is systematic system that used by human in communication.[18] Its mean that the language not a singular part of system, but In using the language to communicate, we not only know how to use language, but also some part of system that language that influenced in using English language.

Moreover, in learning language, all languages are spoken except such as Latin only exist in written form. It commonly noted in linguistics which speech is primary and writing secondary. In process of learning the language, the firstly the learner know the sounds of speech, and suggested for the learner to practice in spoken the language. In the word, we are as a human society needs the language to communicate each other, because speaking is an important habit every day to get or gives information to other.

As stated by Fasold, linguistics knowledge is not just the nuts and bolts of forms and the meaning, but also it studies about how language is learned both as the first language or second language, how linguistics plays a central role in interaction and how language acted on behalf others in our brains.[19] It means linguistics have some branches of language that important to study, because it will use in communicate. Not only knowledge about language, it has divide two parts/ know as macro and micro linguistics. Macro linguistics relates as the language in all the aspect of a language itself. They are sociolinguistics, psycholinguistics, Neuro linguistics, applied linguistics, computational linguistics, Stylistics, Pragmatics and anthropological linguistics. Micro linguistics explains about internal structures of language, such as phonetics, phonology, morphology, syntax, and semantic.

Another definition, Linguistics is the word meaning 'relating to language' as well as the word meaning 'relating to linguistics[20]. From this definition that given by Bauer, it can be conclude that linguistics has a close relation to language. These two items, linguistics and language are very closer. It means that both of them cannot be sepparated. If talking about Linguistics, it means talking about them.

Cook defined, "Linguistics is the academic discipline concerned with the relation of knowledge about language to decision making in the real world"[21]. It means that Linguistics is the science that studies about language.

Likewise, Carnie stated that linguistics is also a banch of cognitive science. Cognitive science is a term for a group of discipline that have the same 6 goal: defining and analyzing human being's ability to thing. Some scholars emphasize that the discipline of Linguistics along with psychology philosophy and coputer science thus forms an important sub-discipline within cognitive science.[22] It means Linguistucs is the important thing to be lerned in order to increase the ability to think. From definition above can be conclude that Linguistics is a

[18] Chaer, Abdul. *Linguistik Umum*. (Jakarta : PT Rineksa Cipta,2007),p.4
[19] Ralph W. Fasold. An Introduction to Language and Linguistics. Cambridge University Press, Network: 2006. P. 10
[20] Bauer, Laurie. Beginning Linguistics. United Kingdom : Palgrave Micmillan. 2012. P. 3
[21] Cook, Vivian. The encyclopedia of applied linguistics. Oxford, UK: Wiley-Blackwell. 2012. P. 02
[22] Carnie, Andrew. Syntax – a Generative Introduction. Oxford : Blackwell Published. 2002. P. 4

science that study about language which has importand role for branches of it is own. Linguistics also included physics and chemistry.

B. Semiotics

1. Definition of Semiotics

Semiotics is commonly known as the science of signs. The word semiotic itself is derived from Greek "semeion" which has sign as its parable. The word semiotics is used interchangeably with the word semiology because both of them refer to the same discipline, the study of sign. Perhaps, the distinctive feature of them is that semiology is generally used in Europe (introduced by Ferdinand De Saussure). In contrast, the term semiotics is well-known in America (introduced by Charles Sanders Pierce).

Morover, Semiology refers to a science that studies the existence of signs among the society.[23] The main aim of this study is showing how the signs exist and the rules that govern them. It is not only in language and communication system, but also the entire world that still can be related to human thoughts. In short, language is the fundamental signs for human and nonverbal language such as gesture, or clothes models which can be studied by using semiotics.

Since the objects of semiotics are sign and signal form, semiotics can be defined as the study of signs and symbols by analyzing the denotative and connotative meanings. Moreover, the increase of point of view provides positive impact on semiotics study. Supporting idea comes from Balci. He states that semiotics refers to a division of linguistics dealing with sign, sign creation process or sign production, and how to deliver the meaning of those signs to others. In addition, semiotics comes out into process of communication. It means that every communication process can be considered as message that is sent and received through various different signs and social codes. Therefore, every single expressions including music, fashion, art, literature, even advertising can be analyzed as a sign system.

In addition, Mehawesh states that the term social semiotics cannot be separate from language and society.[24] Language is used by people to interact and its function as social semiotic. Someone becomes part of society through the use of language, and the social environment iss built up by culture. Leeuwen thinks that by learning semiotics potential, there are some purposes to be achieved.[25] They include inventions such as armories of words in dictionary and thesaurus, translator, advertising, and crossword-solvers. It can be stated that semiotics can lead to various disciplines.

From the explanation above, it can be noted that semiotics which is a study of signs and symbols cannot be separated from social life. It is believed that signs around us have its own meaning, and it is important to have ability in understanding those meanings. Those meaning can be studied by emphasizing on the denotation, connotation, and myth meanings.

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[23] Alex Sobur.*Analisis Teks Media "Suatu Pengantar Untuk Analisis Wacana Semiotika, dan Analisis Framing*.(Bandung: PT Remaja Rosdakarya,2009)p.12-13
[24] Mehawesh, Mohammad.*The Socio-Semoitic Theory of Language and Translation: An Overview*,(International Journal of Languages and Literatures. 2014),p.90
[25] Leeuwen, Theodore*. Introducing Social Semiotics,(2005)*

When it comes to semiotics, there are two current theories of what constitutes a sign: those of the American philosopher Charles Sander Pierce and the Swiss linguist Ferdinand de Saussure. Saussure claims that the word "semiotics" is derived from the Greek word "semeion," which denotes a sign. Saussure continued by stating that semiotics is the study of how signs function in social life. However, from the point of view of American philosopher Peirce, a sign is something that represents something to someone in some way. The study or analysis of signs is known as semiotics. It also includes a study of how the sign system works. The idea that a sign system has positive outcomes is simple to comprehend. Sebeok states, that linguistic as only a branch of semiotics, however, indeed semiotic is created from linguistic.[26] According to Saussure, Semiotic is one of knowledge which is examining a sign for a long time before. Saussure defines semiotic in the course in general linguistic, as the science 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.

From several of the definitions above, the writer conclude that semiotics is a study eabout 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. Semiotics which is a study of signs and symbols cannot separate from social life. It believes that signs around us have its own meaning, and it is important to have ability in understanding those meanings. Those meaning can be studied by emphasizing on the denotation, connotation, and myth meanings.

Considering the point of view that semiotics has relation with communication process, the application field of semiotics is actually unlimited. Semiotics fields are dealing with the communicative activities which are natural and spontaneous in social system. Sobur argued, there are nineteen studies related to semiotics; a) Zoomsemiotics, b) Olfactory signs, c) Tactile communication, d) Code of taste, e) Paralinguistics, f) Medical semiotics, g) Kinesics and proxemics, h) Musical codes, i) Formalized language, j) Written languages, unknown alphabets, and secret codes, k) Natural languages, l) Visual communication, m) System of objects, n) Plot structure, o) Text theory, p) Culture codes, q) Aesthetic texts, r) Mass communication, and s) Rhetoric.

From the previous lists that stated above, there are some field studies of semiotics. Those fields cannot be separated. They have bond between one to others. In semiotics analysis in this research, there are some fields that work together such as visual communication, culture codes, and mass communication. The fields are related to analysis of semiotics in advertisement.

2. Pierce's Semiotic Theory

American philosopher Charles Sander Pierce lived from 1839 to 1914. As a philosopher and logician, Pierce aims to investigate the nature of human logical

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[26] Thomas A.Sebeok. *An Introductin to Semiotics. Second Edition*, (London: University of Toron To Press, 2001),p.4

thought. Since Pierce bases his theory of signs on a grand scheme, it is not surprising that he uses the term "semiotics" to mean "logic".[27] Charles Sander Pierce (1839-1914) the founder of the philosophical doctrine know as pragmatism (which he later renamed "Pragmaticism" to distinguish it from pragmatism developed by others like William James), preferred the terms "semiotic" "semeiotic". He defines semiosis as action, or influence, which is, or involves, a cooperation of three subjects, such as a sign or repesentamen, its object, and its interpretant, this tri-relative influence not being in any way resolvable into actions between pairs.

Pierce also stated thatbased a sign is something that represents something to someone in some way. The sign may consist of any sound, word, or object that might serve as a guide in the course of communication, such a house, a shirt, or any other symbol that has significance. As mentioned by Pierce, a sign has three sides. Repesentamen, object, and interpretan are the sides. In that book, pierce says that a sign is something stands for something.

According to Pierce, a representation is a sign in and of itself, the object is the thing being referenced, and the interpretant is the result of the interaction between the interpretan and object. Pierce claims that the word pen is the repesentamen, but the actual object is the pen in the aforementioned example. For the uninitiated, the first thing that comes to mind when someone says "pen" is something like "writing," "ink," "paper," etc.

3. **A sign Process**

In his book Basic Concepts of Peircean Sign Theory, Peirce defines a sign as "anything that stands for something to someone in some degree or capacity." To comprehend a sign, Peirce devises a triangle-meaning model. The representamen, object, and interpretant make up a triangle meaning. Peirce is the semiotics theorist who has provided the most comprehensive and advance theoretical framework to date. Charles Sanders Peirce's triadic and evolutionary semiotics takes a phenomenological approach to signification, emotions, and perceptions as the foundation of his theory of how to generate meaningful signals in cognition and communication). Peirce coin the term "representamen" to emphasize that a sign is anything that "represents" something else to indicate (or "re-present") it in some way. Signs come in a variety of shapes and sizes. Words, numbers, sounds, images, artwork, and traffic signs are just a few examples. While indications can be many things, they can be classified into a few different sorts.

Savan defines that an interpretant is both the first term (sign) of a succeeding triadic connection and the third term of a given triadic relation. Due to the ongoing formation of triads that are actualized from semiosis, semiosis cannot be described as an independent triad. Also he stated, the phrases interpretant, sign, and object form a triad that can only have a circular definition because each of the three terms is defined by the other two

The complex (S-O-I) is the focal factor of a dynamical process. As a truly process thinker, it is quite natural that Pierce conceived semiosis as basically a process in which triads are systematically linked to one another so as to from a web. Sign

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[27] Kris Budiman. *Inkonisitas Semiotika Sastra dan Seni Visual*, (Yogyakarta: Buku Baik,2005),p.54.

processes are inter-relatedly extended within the spatiotemporal dimension, so that something physical has to instantiate or realize them. That is, signs cannot act unless they are spatially and temporally realized. A sign must be materially embodied if it is to have any active mode of being.[28]

a. Interpretant

The idea of interpretant (I) or sign usage is a way of thinking from people who use a sign and give it a special meaning or meaning that people have in their minds about an object that the sign refers to. The most significant aspect of the semiotic process is how meaning emerges from a sign when it is used by people to communicate. The interpreter is equipped with rhyme, decency, and argument. The rheme is the likelihood for an interpretant, such as a notion, the decent is the interpretant's fact or the true description of a thing, and the argument is the interpretant's logical reasoning. Furthermore, the rheme is a qualitative possibility in Peirce's Philosophical Writings.

b. Representament

Qualisign, which is formed by quality, such as the concept of color, and sin sign, which is formed by genuine physical reality like the shape of an object, are two types of Representament (R). Sin sign (sin meaning "existing just once" as in single, basic Latin Semel) is an actual entity or event, as claimed by Peirce. Then there is the Leg sign, which is the law or rule that governs how something should be done, such as the sound of a whistle in a soccer match. The legisign is primarily created by humans to order social life, and as a result, practically every convention is a legisign.

c. Object

A social context that becomes a reference from a sign or thing it refers to is called an object (O) or a reference. Objects are classified into three categories: representamen, object, and object-like. They are Icon, in which the sign bears a likeness to the fact to which it refers, or a sign that represents and bears the characters of the Object, whether or not the object exists. The next classification is Symbol, which is a symbol that is associated with an object as a result of an agreement. A symbol is a broad law or set of principles that only apply to a specific scenario, place, or society. It's important to note the difference between a symbol and Legisign.

Peirce believed that the three elements could be merged, along with the classifications they imposed on signs, to produce a comprehensive list of sign kinds. A sign can be classed as aqualisign, sinsign, or legisign since it has a sign-vehicle. That sign can also be defined as an icon, an index, or a symbol because it has an object. Finally, that sign can be classed as a rheme, decent, or Delorme, depending on whether it also determines an interpretant. Each sign is then classified as a combination of its three elements, such as one of the three types of sign-vehicle, plus one of the three types of object, plus one of the three types of interpretant

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

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

Sign / Representamen
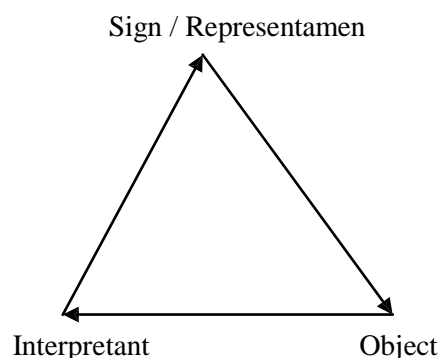
Interpretant   Object

Figure 1.1 Relationship between the three elements of the sign (Semiotic build from three main element, that called by Pierce triangle meaning)

A sign or representamen is the first element which stands in such a genuine triadic relation to the second element, 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.

Some authors interpret Pierce's ideas in his model of semiotic. From 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.[29]

As stated by Pierce from the object, a sign may be termed an icon, an index, or a symbol.[30]

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 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 rhyme, 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 Classification of Signs by Charles Sanders Pierce

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

Depend on Peirce's sign categorization diagram, there are two principles for permitted and combination. At first, each element's kind can be classified as a quality,

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[29] *Ibid,p.2*

[30] *Ibid,p.2*

an existential fact, or a convention. That is, there are three types of signs derived from qualities (the qualisign, the icon, and the rheme), three types derived from existential truths (the sinsign, the index, and the decent), and three types derived from conventions (the sinsign, the index, and the decent) (the legisign, the symbol, and the delome).

The second rule is that the interpretant's classification is determined by the object's classification, which is determined by the sign classification. vehicle's If an element is categorized as quality, its dependent element can only be classed as a quality, according to the rules that establish permissible classifications. If an element is classified as an existential fact, then its dependent element may be classified as either an existential fact or a quality. If an element is labeled as a convention, its dependent element can be labeled as a convention, an existential fact, or a quality. The semiosis process is an infinite process, definition from Peirce's book Basic Concepts of Peircean Sign Theory, since he believes that the interpretant can be a new representamen, and that if it combines with another item, it would produce a new interpretant, and so on.

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 reseaech.

C. Pragmatics
1. Definition of Pragmatics

Pragmatics is a relatively new branch of linguistics. Research on it can be dated back to Ancient Greece and Rome where the term "Pragmatics" is find in late 70s. The term "Pragmatics" in Latin and Greek both mean "Practical". Modern use and correct practice of pragmatics is credited to the influence of the American Philosophical Doctrine of Pragmatism. Moreover, Pragmatics as a branch of linguistics has its origin in Philosophy especially philosophy of language.

Pragmatics is the study of meaning as it is communicated by a speaker (or writer) and interpreted by a listener (or reader).[31] Pragmatics is the study of the interaction between linguistic forms and their users. Many utterances, Wardhaugh, defines, serve to make propositions. In pragmatic study, the meaning of an utterance is discussed. The goal of pragmatic research is to determine the meaning of an utterance in context and to investigate how language is used. It is sometimes concerned with interpreting linguistic meaning in context. Pragmatics is the study of how speakers of a language use sentences to communicate effectively.

As claimed by Crystal, "Pragmatics is the study of the aspects of meaning and language use that are dependent on the speaker, the addressee and other features of the context of utterance".

Ever since, Leech has defined pragmatics as "the study of how utterances have meaning in situations". While Black More (1982) states that "pragmatics is concerned with the mental structure underlying the ability to interpret utterances in context.

Moreover, as stated by Kemson, "Pragmatics is the study of the general cognitive principles involved in the retrieval of information from an uttered sequences of words. In

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[31] George, Yule, *Pragmatics* (New York: Oxford University Press, 1996).p.3

view of what is discussed, so far, all the definitions of pragmatics are trying to arrive at a particular view that is the effect that the following concepts have on the speakers" choice of expression and the addresse"s interpretation of an utterance.

- Content of utterance
- Generally observed principles of communication
- The goals of the speaker

For examples

- When a diplomat says yes, he means "perhaps"
- When he says perhaps, he means "no"
- When he says no. he is not a diplomat
- When a lady says no, she means "perhaps"
- When she says perhaps, she means "yes"
- When she says yes, she is not a lady.

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. Leech explains that pragmatic is a science that studies the advertiser meaning connected with the situation.[32] Leech also explains that pragmatics is connected with grammar and language utilization is connected with the certain social situation.

From the previous statement, it is possible to conclude that the study of pragmatics refers to the utterance expressed by the speaker in relation to the contexts. Because advertisement is a type of text, the pragmatic study of advertisement always includes text analysis. Because a text is a complete communication with the elements of sender, receiver, and message bound with a specific goal, text analysis is used. The pragmatic approach to text analysis is referred to as 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 this study, people try to see the relation between language and contexts.[33]

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 about how the listener interprets it.

2. **The Scope of Pragmatics**

As one of linguistics branches, pragmatics covers several scopes; they are deixis, cooperative principle, implicature, presupposition and speech act.[34]

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

[33] Levinson, Stephen C. *Prag matics* (Ney York : Cambridge Uneversity Press, 1983)

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

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a. Deixis

Deixis is interested in how language encodes features of utterance context as well as how those utterances are interpreted. Yule proposes another definition of deixis. He states that the word deixis comes from a Greek word, to point something via language, and the he classifies it into three categories:

a) Person Deixis

Person dixis used to point people, for example the pronouns for first person (I), second person (you), and third person (he, she, or it). In many languages, this type of deixis is related to the social status (for example, addressee with higher status versus addressee with a lower status). Expressions which indicate a higher status are described as honorifics.

b) Spatial Deixis

The second type of deixis is spatial deixis, which is used to point to location. The example are the adverbs "here, there, this, and that.

c) Temporal Deixis

The last category of deixis proposed by Yule is temporal deixis, which is used to point to location in time. This includes time adverbs like now, then, soon, and etc.

b. Implicature

Grice defines Implicature as "what the speaker can imply, suggest or mean as distinct from what the speaker literally says". Thus, to understand a speaker's message, the hearer should be able to guess the intended meaning because sometimes the speaker delivers information more than what she or he is really said. The speaker may deliver the message both explicitly and implicitly. Grice then divides implicature into two, namely conventional implicature and conversational implicature. Conventional implicature happens when a true fact is being said in a misleading way by the speaker. It is also related to specific words and those words may carry additional conveyed meaning when they are used. In addition, this type is not from pragmatic principles or maxims, and it does not need special context for its interpretation.

a) Conversational Implicature

There are two types of conversational implicature based on Grice's theory, they are generalized and particularized conversational implicature.

(a) Generalized Conversational Implicature

In the opinion of Yule, this implicature happens when the hearer does not need to have a special knowledge to estimate the additional conveyed meaning. For the example, Doobie asks Mary whether she invites her friends Bella and Cathy to the party or not. Mary answers "I invite Bella". It means that Doobie automatically knows that Mary only invites Bella and she does not invite Cathy.

(b) Particularized Conversational Implicature

A particularized implicature is a conventional implicature which is in contrast with the generalized conventional implicature. This implicature happens when the speaker is saying something and implicitly the hearer is giving the response. So the speaker must be able to interpret the hearer's statement based on the context.

c. Presupposition

Presupposition is treated as the relationship between two propositions. Yule states that a presupposition is something that the speaker assumes to be the case prior in making an utterance. Meanwhile, Givon writes that the notion of presupposition refers to a discourse analysis. It refers to the logical meaning of a sentence.[35]

a) 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.

d. Speech Act
a) Definition of Speech Act

When people speak, they not only produce grammatical structure and words, but they also perform action through those utterances. Speech acts are generally defined as utterances that perform an action. Similarly, Austin defines a speech act as "the action that is performed in making an utterance".

From the opinions expressed above, it is possible to conclude that a speech act is the act performed by a speaker when uttering a sentence. The purpose of the speech act is to communicate the speaker's intention to the listener. Speech act cannot be discussed in isolation from other aspects of speaking activities, such as speech situation and speech event. A speech situation is a speech that is related to a situation or event, and it may include one or more speech acts. Austin distinguishes three basic senses in which when someone says something, he or she is also doing something.

b) Direct and Indirect Speech Act
(a) Direct Speech Act

When there is a direct relationship between a structure and a function, a direct speech act occurs. Thus, to make a statement, use the declarative form, to ask a question, use the interrogative form, and to give commands, use the imperative form. For example:
1) You wear helmet   (declarative)
2) Do you wear your helmet? (interrogative)
3) Wear your helmet!   (imperative)

In number 1, the speaker states that the hearer wears a hlmet. In number 2, the speaker asks a question to the hearer whether the hearer wears the helmet or not. Innumber 3, the speaker commands the hearer to wear the helmet.

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[35] Brown, Yule. *Discourse Analysis.* (New York: Cambridge University Press, 1983)

(b) Indirect Speech Act

When there is an indirect relationship between a structure and a function, an indirect speech act occurs. In an indirect speech act, for example, declarative and interrogative forms are used to make commands. From Allan perception, there is an implicit meaning behind what the speaker actually says in an indirect speech act.

When people use the indirect speech act, they can create a polite statement. As claimed by Yule, indirect commands or requests are simply more gentle or polite ways to express commands than direct commands. As a result, people prefer to use indirect speech acts over direct speech acts.

c) Austin's Classification of Speech Act

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

(a) Locutionary

Locutionary act is roughly equivalent to uttering a specific utterance with a specific sense and reference, which is also roughly equivalent to meaning in the traditional sense. Yule provides another definition. He considers this type of act to be the fundamental act of producing a meaningful linguistic expression. Yule said, a locutionary act is defined as what is said; the form of words uttered. There are three patterns of locutionary act that are used to construct English sentences. They are declarative when they tell something, imperative when they give an order, and interrogative when they ask a question. Locutionary act is the real word that is uttered by the speaker and it contains the speaker's verbalized message.

(b) Illocutionary

The power or intention behind the words uttered by the speaker is referred to as an illocutionary act. It expresses the speaker's intention in saying something. The speaker's expression can take the form of a statement, an offer, a promise, and so on.

(c) Perlocutionary

The perlocutionary act is the effect of the illocution on the hearer, such as the effect on the feelings, thoughts, or actions of the hearers. In other words, locutionary act is the simple act of saying words and the meaning of those words spoken by the speaker. While illocutionary act is what is done when the speaker says something, perlocutionary act is the effect when the speaker says something.

d) Yule's Classification of Speech Act

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

(a) Declarations

Declarations from Yule, are speech acts that change the world through their utterance. In this case, the speaker must have a special institutional role in a

specific context in order to make an appropriate declaration. As a result, declaration acts can occur if the speaker has a special role in a particular field.

On the other hand, if the speaker does not have a special role in a particular field, the speech acts cannot occur. "Priest: I now pronounce you husband and wife," for example. The point of the example, the speaker has a special institutional role in the specific context as a "priest." A man and a woman have not become husband and wife before the speaker declares it. In this case, the speaker declares that a man and a woman have married and are now husband and wife.

(b) Representatives

Representatives by Yule are speech acts that state whether the speaker believes something to be true or false. Facts, assertions, conclusions, and descriptions are examples of statements found in representative acts. As an example, the speaker says, "Today is so cool." As an example, the utterance "today is so cool" is a representative act by paradigm case fact because it is raining today. As a result of the rain, the weather has become extremely 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 "Woooww, the hat is very beautiful". The utterance "Woooww, 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

Commissives are those kinds of speech acts that speakers use to commit themselves to some future action that is claimed by Yule. 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

Coulthard defines 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.

1) Type of Commands

(1) Direct Commands

As said by 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. Below are some examples of indirect commands:

a) Do you have to stand in front of the screen? (interrogative)

b) You're standing in front of the screen (declarative)

c) You close the window (declarative)

D. 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.[36] 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.

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[36] Sri Haryani, *A Pragmatic Analysis of English Advertisement A Case Study* (Semarang:Fakultas Bahasa dan Budaya Universitas 17 Agustus 1945).p.1

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. From the point of view of 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 communication.[37] 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.

Likewise, advertising is used to create an image and symbolic appeals in differentiating one product with the others. it means that advertising maker wants 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, ideas) by a mass media.

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

The study of signs is known as semiotics. Pragmatic analysis is a study of the text or language. Text is also a sign that is interpreted into some definitions based on the reader's ability. Text is a tool that is sent from the sender to the receiver via a specific medium and code. When a sign is accepted as text, the receiver attempts to translate it using the appropriate codes.

To analyze an advertisement, it is necessary to use not only text but also images and colors. As a result, the semiotic and pragmatic approaches were used in this study to analyze printed advertisements. Advertisements are distributed via two types of mass media. First, there is print media, which includes newspapers, magazines, and billboards. Second, there is electronic media, which includes radio, television, and movies. The sender is the product seller, and the recipient is society.

Semiotically, advertisement uses signs to analyze and advertisement uses a sign system that includes verbal, icon, and symbol. Generally, advertisements use two types of symbols: verbal and nonverbal symbols. The verbal symbol is on language that has been known in society. Nonverbal symbols are form and color that are similar to the real thing, people, or animals. The icon is used as a symbol in this case.[38] Because advertising is a type of text, the pragmatic study of advertisement always includes text analysis. A text is a complete communication that includes the elements of sender, receiver, and message all bound with a specific goal, so text analysis is used. The pragmatic approach to text analysis is known as pragmatic analysis.

It can be concluded that semiotics and pragmatics are relevant to printed advertisements in this study. Semiotics is the study of signs, while pragmatics is the study of language. On printed advertisements, not only text or language but also pictures and symbols are used.

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

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