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Laporan Penelitian

**SPEECH FUNCTION AND SPEECH ROLE  
IN ADVERTISEMENT ON TELEVISION**

Oleh:

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NIP. 19840712 2011011 1 004**



**FAKULTAS SYARI'AH  
INSTITUT AGAMA ISLAM NEGERI**

**SUMATERA UTARA**

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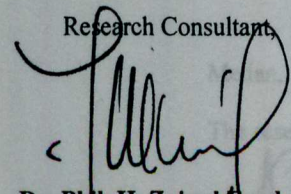
**SPEECH FUNCTION AND SPEECH ROLE  
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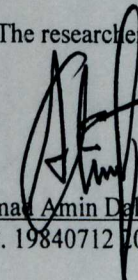
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This research is aimed at fulfilling one of the requirements for EDUKATIF at Faculty of Syari'ah, IAIN Sumatera Utara. This research is also expected to give contribution in enhancing the horizon of English Language studies, particularly in Linguistics.

Finally, there might be some lacks found in this research, the research is welcoming all constructing inputs, criticisms, or suggestions.

Medan, August 2012

The researcher,



Ahmat Amin Dalimunthe, S.S., M.Hum  
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## ABSTRACT

This research deals with Speech Function and Speech Role in Advertisement on Television. The objective is to discover the types of speech function and speech role used in the advertisement on television. This research was conducted by using descriptive qualitative design. The source of this research was advertisement, particularly cigarette advertisement. 11 cigarette advertisements broadcasted on Private-owned television stations, namely *A mild*, *Star mild*, *Club mild*, *L.A. Light*, *Gudang Garam*, *Surya* and *Djarum* were taken as the sample of the research. The data were collected by administrating two procedures. Firstly, observing the advertisements broadcasted on the TV Stations. Secondly, taking note of text written in the advertisement. After the data had been collected, they were analyzed by identifying the types of Speech function and Speech Role contained in those sentences. The result of this research showed that there 5 advertisements (45%) used statement, 1 ad (10%) used question, and 5 ads (45%) used command. For the Speech role, it showed that 5 ads (45%) implied giving, whereas 6 ads (55%) had demanding.

## CHAPTER II LITERATURE

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## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Research

The use of a language plays very crucial role in human being's day-to-day interactions. A message delivery, which contains information, is conducted through a language from one person to the other. People get difficulty in understanding each other without the studying the language used. Therefore, when one wants to communicate with others, he is expected to use a language which is understood by both the speaker and listener.

Sperber and Wilson as quoted by Trask (1998:80) state that language and communication are two distinct variables. People cannot communicate without language. Since language is employed to get a good communication, a principal vehicle for meaning transmission. Language is utilized in building a communication with others and transmits it as information, ideas, attitude, and emotions.

An effective communication depends mainly on the speaker and listener, writer and reader who are establishing the communication. A speech role, namely giving and demanding, as the essence of communication, is needed to be noticed well. Giving which means an invitation to receive expresses that when a speaker says an utterance, which is uttered through a statement or a question, he is actually inviting his listener to receive it. Whereas, demanding signifies invitation to give represents that the utterance as delivered through as offer or command is undoubtedly indicated an invitation to his listener to give. Moreover, both of them



are required to know how and when to apply speech function. Speech function refers to a way someone delivers his idea in order that listener understands it well. The types of speech function are statement, question, offer, and command (Halliday, 1994:69). Furthermore, speech function is not only expressed in spoken language but also in written language.

An advertisement is defined as a form of communication employed by the advertiser in product sale or service to influence public opinion or even to gain a political support. The advertised message is delivered to viewers through various media including printed media and electronic media. The printed media covers newspaper, magazines, poster, billboard, banner, etc. Meanwhile, the electronic media encompasses television, radio, internet, and many others. At large, most of the producers employ the advertisement as a media in products marketing. An effectiveness of the advertisement as a marketing medium depends also on the language used. Definitely, the language is communicative, attractive, persuasive, etc.

Based on those reasons, the writer is highly interested in conducting an analysis in how speech function and speech role are implemented in advertisement on television.

## 1.2 The Problems of the Research

The problems of the study are as follows:

1. What is the type of speech function mostly applied in the advertisement?
2. What is speech role realized by the speech function in the advertisement?



### 1.3 The Objectives of the Research

In relation to the problem stated above, the objectives of the study are as follows:

1. To identify the type of speech function mostly applied in the advertisement
2. To identify speech role realized by the speech function in the advertisement

### 1.4 The Scope of the Research

The writer chooses advertisement as the object of his research because there are many products advertised displayed in private-owned Television stations, such as cigarette ads, foods ads, drinks ads, and clothes ads. Due to the large number of products ads, the writer limits his research on cigarette ads. It is because cigarette ad is one of the most ads advertised in private-owned Television stations; moreover cigarette also has many consumers range from teens until the adults. It also succeeds in influencing the way of thinking and life style of its consumers. There are some types of advertised cigarettes, among others *A Mild*, *Star mild*, *Club Mild*, *Gudang Garam*, *Surya* and *Djarum*.

### 1.5 The Significance of the Research

A research conducted on advertisement should be a highly interesting case. Thus, it is expected that this research is useful for:

1. The viewers or consumers in building a communication to avoid or at least misunderstanding.







## CHAPTER II

### REVIEW OF LITERATURE

#### 2.1 Language

Language is a very wide term to be defined and talked about. Language has existed since thousands years ago. Even, Adam, the first man, had used language in his life. And until now, people still use language. Human life and language are two inseparable things. It is because language sets a highly significant influence in mankind life. A society or state is interactive with other societies by their conventional language. Moreover, through language one state improved his civilization by doing interactions with another civilization.

#### 2.2 Language Function

Language as a means of communication in human life serves some functions. Knowledge and ability of using these functions in daily life communication will ease the speaker in presenting his aims or intentions. Bundgaard (2004: 45) classifies three sorts of language functions, namely informative function, expressive function, and directive function.

##### 2.2.1 Informative Function

The first function of a language is to give information of something. It refers to language use for the purpose of communicating the facts of the subject matter under certain consideration. When language is used to communicate an idea, it is actually being used in an informative manner. For the purpose of this, the term proposition is used as an equivalent of claim.



### 2.2.2 Expressive Function

The second language function is to express emotion, feelings of affection and thoughts. This function refers to language use to reflect the sender's state of mind, including his feelings or attitude to a particular issue. The purpose is to evoke such feelings in the receiver as intended by the sender. Whenever language is used to arouse feelings, thoughts or emotion, it performs an expressive function.

### 2.2.3 Directive Function

The last function of a language is to serve directly affect the behavior of another person. This function attempts to elicit behavior and produce action. Sometimes, it is in the form of a request as opposed to a command. It is oriented to the receiver where it is being used to instruct, direct or influence the receiver. This function is most commonly found in commands and requests. Typical example of directive text is advertising.

## 2.3 Speech Function

When one communicates with other people, he is actually attempting to do something with his language. It may be either to give information or demand something information, or goods and services. Every time people speak or write, their language contains speech function. Speech function is what people doing with their language when they are speaking or writing. It is it is highly necessary to understand speech function. The error of using it certainly causes a misunderstanding in communication. In this following explanation, the specific



types of speech function and how they are used either in speech or writing will be described. Halliday (1994:69) said that there are four major types of speech function, namely statement, question, offer, and command.

### 2.3.1 Statement

Statement refers to a way of giving information by stating or the act of stating in speech and writing (Groler, 1992:414). A clause is called as a statement if the subject is placed in front of a verb or auxiliary verb (Collins, 1990:196).

Table 2.1

Speech Function as Statement

Formula	Explanation	Examples
Subject + Verb/Aux. verb	Subject is placed in front of a verb or auxiliary verb/modal	<ul style="list-style-type: none"> <li>President SBY opens officially the exhibition</li> <li>Forest minister is trying to prevent the illegal logging</li> </ul>

Table 2.1 explains that in formulating a statement, a clause should be started by a subject and it is placed in front of a verb or auxiliary verb/modal. Those examples show how the formula is applied in a clause or sentence.



### 2.3.2 Question

Question is matter of asking about a particular point or an expression of inquiry that invites or calls for a reply (Grolier, 1992:327). A clause is called as question if the subject is placed after a main verb or auxiliary verb (Collins, 1990:197). Table 2.2 describes how to formulate a question.

**Table 2.2**

**Formulation of Question**

Formula	Explanation	Examples
Aux.verb/ WH-question + S+V	The subject is placed after auxiliary verb or WH-question and followed by verb.	<ul style="list-style-type: none"> <li>When does President SBY open officially the exhibition?</li> <li>Is Forest Minister trying to prevent the illegal logging?</li> </ul>

Table 2.2 describes that in order to formulate a question, is necessary followed by an auxiliary verb or WH-question. The examples show how the formula is used in clause or sentence.

In statement and question, language itself is the commodity that is being exchanged. When language is used to exchange information, the clause takes on the form of a proposition.



### 2.3.3 Offer

Offer is defined as an expression of willingness to give or do something, or to put forward for acceptance, rejection, or consideration (Grolier, 1992:268). It is a way to give information, goods or service by encouraging the listener or viewer to accept them. A clause is termed as an offer if it is begun by one of modals, and then followed by a subject (Collins: 1990:205).

**Table 2.3**

**Formulating offer**

Formula	Explanation	Example
Modal + Subject + Verb	Being started by one of the modals, and then followed by a subject and verb.	<ul style="list-style-type: none"> <li>• Will you have my phone number?</li> <li>• Would you like this teapot?</li> </ul>

Table 2.3 explains that in order to formulate an offer, it is begun by a modal, and then followed by a subject and a verb in basic form. The examples in table 2.3 show how the formula is applied in a clause or sentence.



### 2.3.4 Command

Command is a way to receive information, goods or service by forcing the listener to give them (Grolier, 1992:127). A clause is termed as command if the subject is omitted and the base form of the verb is used (Collins, 1990:196). In other words, the clause is started by a verb. Table 2.4 indicates how a command is constructed.

Table 2.4

#### The Formulation of a Command

Formula	Explanation	Example
Verb + Object	The subject is omitted and the base form of the verb is used.	<ul style="list-style-type: none"> <li>• Gave me the answer!</li> <li>• Close the door!</li> </ul>

Table 2.4 explains that in formulating a command, a clause should be followed by a verb in a basic form and by an object. Those examples above show how command formula is applied in a clause or sentence.

### 2.4 Speech Role

In a spoken or written language, speaker and writer adopt for himself a particular speech role and in doing so the listener assigns a complementary role which he wishes to adopt in his turn. For example, is asking a question a speaker is taking on the role of information seeker and requiring the listener to take on the role of supplier of the information demanded. In other words, when anyone

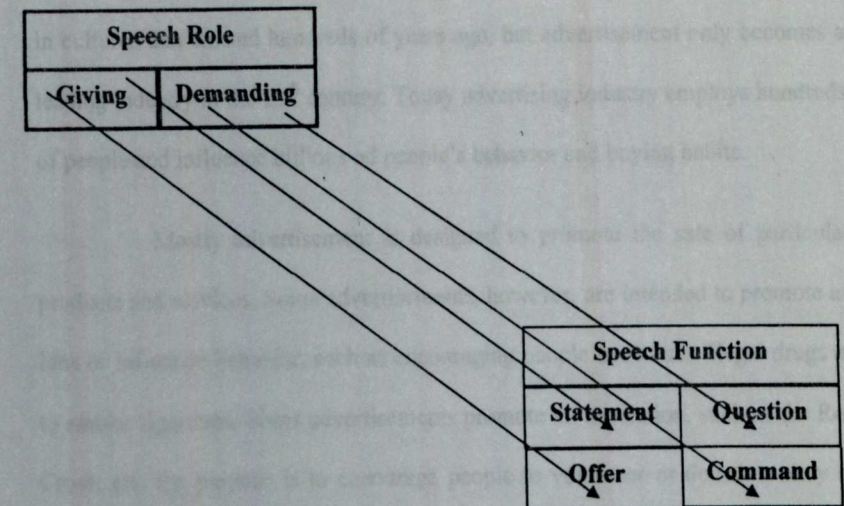


attempts to build a speech in a communication, he is required to notice the role of a speech.

The fundamental types of speech role are giving and demanding (Halliday, 1994:68). Giving means inviting to receive what the speaker has or intends. When a speaker says an utterance, which is uttered through a statement or question, he is actually inviting the listener to receive it. Meanwhile, demanding refers to inviting to give something listener has or the speaker wants from him. When one says something, which is delivered through an offer or command, he is actually inviting the listener to give it. Either the speaker or writer is giving something to the listener or reader. The speaker is not only doing anything for himself, he is also requiring something from the listener. Typically, therefore an act of speaking is something which is more appropriately called as an interaction. It is an exchange, in which giving implies receiving and demanding implies giving in response.

The speech role is an abstract variable since it cannot be seen or heard. It is only realized by something concrete which is termed in this research as speech function. In other words, the speech role can only be realized by speech function (Halliday, 1994:11). Clearly, it is showed through this following figure.





**Figure 2.1 Realization of Speech Role by Speech Function**

Source: (Halliday, 1994:11)

Figure 2.1 describes that speech role is realized by speech function. Giving is realized by statement or offer. It means that if a clause is in a statement or offer; it contains giving. And demanding is realized by question or command. If a clause is in a question or command, it has demanding.

## 2.5 Advertisement

Advertisement is a public notice or announcement, usually offering goods and service for sale (Grolier, 1992:7). Goddard (1998:3) defines advertisement as a form of commercial mass communication designed to promote the sale of a product, service, or a message on behalf of an institution, organization, or candidate for political office. Evidence of advertisement is found



in cultures that existed hundreds of years ago, but advertisement only becomes a leading industry in the 20<sup>th</sup> century. Today advertising industry employs hundreds of people and influence billions of people's behavior and buying habits.

Mostly advertisement is designed to promote the sale of particular products and services. Some advertisements, however, are intended to promote an idea or influence behavior, such as encouraging people not to use illegal drugs or to smoke cigarettes. Some advertisements promote an Institution, such as the Red Cross, etc. the purpose is to encourage people to volunteer or donate money or services or simply to improve the image of an Institution. Even sometimes advertisement is also used to promote political parties and candidates for political office. In short, advertisement is used as an effective means to ease one's aim.

#### 2.5.2 Image Advertisement

The effectiveness of an advertisement depends mainly on the advertisement design. The design is required to be well created by copywriter in order that the advertisement is attracting people to take note of it. There are three elements of advertisement; they are headline, body copy, and signature line or slogan. In this research, the researcher takes the headline as the sample of the research.

### 2.6 Types of Advertisement (Ads)

Advertisement (ads) is divided into two broad categories, namely consumer advertisement and trade advertisement. Consumer advertisement is directed at the public. Whereas, trade advertisement is directed at the wholesalers or distributors who resell to the public. In this research, the researcher focuses on consumer advertisement, the form of advertisement that is familiar to most people.



Consumer advertisement covers four categories, namely institutional advertisement, image advertisement, informational advertisement, and cooperative advertisement (Sandage, 1945:17).

### 2.6.1 Institutional Advertisement

Institutional ad seeks to create a favorable impression of a business or Institution without trying to sell a specific product. This type of advertisement is designed solely to build prestige and public respect. For nonprofit Institutions, such advertisement helps to support the Institution's activities, for example by encouraging blood donations or cash contributions for the work of an organization like the Red Cross.

### 2.6.2 Image Advertisement

Many advertisers prefer a strategy known as image advertisement. The advertisers seek to give product unique, appealing, and appropriate personality in order that the consumers choose it over similar products which might fulfill the same needs. The personality is created partly by the product's design and packaging, but more importantly, by the words and pictures the advertisements associated with the product. This personality is known as a brand image. Advertisers believe brand image often leads consumers to select one brand over another or instead of a less expensive generic product. Brand image is especially important for commodities such as detergents, soaps, jeans, soft drinks, etc. Since within these product categories there are only few, if any, major differences. There are many image advertisements which can be found in



broadcast media such as, the instant food ads: *Mie Kare: Selalu ada alasan untuk nambah Kare, Beng-beng: Asyik berat*, and many others.

### 2.6.3 Informational Advertisement

Informational ads seeks promote an idea or influence behavior. Sometimes known as public service advertisement, possibly it attempts to discourage young people from using licit drugs or tobacco, or it encourages people to adopt safer, healthier lifestyle such as the public service advertisement of KPK: *Lihat, Laporkan, Lawan!*

### 2.6.4 Cooperative Advertisement

Cooperative ad is an arrangement between manufacturers and retailers in which manufacturer offer credits to their retail consumers for advertisement. The credits or advertisement is a form of local advertisement because it directs consumers to local retail outlets.

## 2.7 Language of Advertisement

Knowing what criteria of language advertisement is important since it will be helpful in communicating to the viewers through advertisement. There are some criteria to be applied in designing the language of advertisement. They are clear, short and easy, and rhetorically expressive (Slobin 1979, Kleppner 1985).



### 2.7.1 Clear

Slobin (1979:188) suggests that the surface structure of an advertisement instantly give clear information about the things which are being advertised. In order that the viewers directly know the message delivered through it. Language is required to be able to deliver its function to give transfer information and fulfill the language form for being clear both in the surface structure and in meaning.

### 2.7.2 Short and Easy

Kleppner stated that the advertising language is short and easy to remember (1985:435). As one advertising sentence **No Basket, No Bauket** in *Rexona Deodorant* ad. is very simple and short by deleting some sounds. The copywriter prefers to use **No Basket, No Bauket** rather than **No Basah ketek, No Bau ketek** as the surface structure; hence the former is more attractive, shorter, and easier to remember.

### 2.7.3 Rhetorically expressive

Slobin said that being rhetorically expressive means being communicated well and effectively (1979:190). That is to say, the copywriter is required to be able to direct the viewers' attention, to take account of his knowledge and expectation, since the ads are intended to deliver information by attracting the viewer's attention through using attractive language. Most of the copywriters of ads use such language form. Take for example, sentence for *Clear Shampoo*: **Clear, mengclearin ketombe dan pikiranmu**. The sentence is



rhetorically expressive; it succeeds in attracting the viewer's attention. The copywriter also succeeds to put this knowledge in that ad. The copywriter puts a statement by using *Clear Shampoo* is helpful to the viewers to clear the dandruff along with mind clearing.

## 2.8 Television (TV)

TV is a kind of broadcast media. There are many reasons for the advertisers to choose TV as one media to advertise their ads. Mostly people pay more attention to it rather than any other media. People watch a program; even they are often flattered in it. Advertisements are often considered as unwelcome interruption since they interrupt the program viewed. This is the time for the copywriters to change the perception of ads as unwelcome interruption.

In achieving the goal, the copywriters should create touch full, attractive and unforgettable advertisement. Through TV as a visual medium, the copywriters create ad by using device offered in television in which they want to advertise the ads. Most of the copywriters use action, motion and demonstration in the copy and ended by the attractive ads.

Action is a moving image which causes television far more attractive than printed media. The good TV ads use the effect of action and motion to catch the viewers' attention. Along with this, the copywriters use the ability of television to touch the viewers' emotion.



In Indonesia, there are two major types of TV stations, namely state-owned TV station and private-owned TV station.

### 2.8.1 State-owned TV stations

State-owned TV station refers to a TV station which belongs to the government and the operation is also managed by the government. Its income does not depend on advertisements. In our country, there is only a single state-owned TV stations, that is TVRI (Televisi Republik Indonesia).

### 2.8.2 Private-owned TV stations

Whereas, private-owned TV station belongs to private company. Its income depends mainly on the advertisements. There are nine private-owned TV stations in Indonesia, among others Indosiar, MNCTV, TransTv, Trans7, ANTV, Global TV, RCTI, SCTV, and Metro TV. That is the main reasons why many advertisements are found in those TV stations.



## CHAPTER III

## METHOD OF RESEARCH

## 3.1 Research Design

This research was conducted by using descriptive qualitative design. Descriptive qualitative does not attempt to formulate a new theory but to find new evidences to prove the truth of the theory. Descriptive qualitative method was a method which intended to make a description of a condition or situation, and accumulate the data (Mahsun, 2005:69). Since the research was qualitative one, the description was made in narration rather than in the statistics. The theories, which supported the analysis of data, would be found by library research.

## 3.2 Source of Data

The data were taken from advertisements found in private-owned TV stations. The research took cigarettes advertisements as the source of data which were selected from the nine private-owned TV stations, among others Indosiar, MNCTV, TransTv, Trans7, ANTV, Global TV, RCTI, SCTV, and Metro TV. The reason of choosing cigarette ads as the data source among many advertisements advertised is those ads are frequently and mainly broadcasted in those TV stations and they are also more unique rather than others. There are many brands or products of cigarette, among others *Sempoerna*, *Gudang Garam*, *Surya Pro*, *Club Mild*, *L.A. Light*, *Djarum*, *Star Mild*.

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As the data are in the form of words or language rather than number, the writer selected the headline of those ads as in the headline contained the main message to be delivered by the advertisers. These following are headline taken from some cigarette ads.

1. *Sampoerna A mild Cigarette: Others can only follow*
2. *Sampoerna A mild: Yang lebih muda yang gak bisa dipercaya*
3. *Sampoerna A mild: Go with the real low*
4. *Sampoerna A mild: How low can you go?*
5. *Gudang Garam Merah Cigarette: Buktikan Merahmu!*
6. *Gudang Garam Cigarette: Pria punya selera*
7. *Surya Pro Cigarette: Ini baru Pro*
8. *Club Mild Cigarette: Join the Club!*
9. *L.A.Lights: Enjoy aja!*
10. *Djarum: Yang penting rasanya, bung.*
11. *Star Mild: Bikin hidup lebih hidup*

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### 3.3 Technique of Data Collection

The data were collected through observation. Mahsun (2005:90) describes observation as a method to gain data by seeing or watching. Some procedures of collecting the data as follows:

1. Making an observation through watching every cigarette advertisements were broadcasted on television
2. Taking a note of text as headline of the cigar ads displayed on the TV.
3. Taking a photograph of the cigar ads' picture along with the headline text.

### 3.4 Technique of Data Analysis

Having collected the data, some procedures were applied to analyze them as follows:

1. Identifying the type of speech function, whether statement, question, offer, or command contained in the headline through analyzing the sentence based on the grammatical formulation applied.
2. Analyzing the categories of speech role whether giving or demanding contained in the headline text without ignoring the whole part of the advertisement broadcasted on television.



## CHAPTER IV

### DATA AND DATA ANALYSIS

#### 4.1 Data

As it has been mentioned in the previous chapter, the data were obtained from the headlines of cigar advertisements. There were 11 data were taken from Sempoerna A mild cigarette ads, they are *Sempoerna*, *Gudang Garam*, *Surya Pro*, *Club Mild*, *L.A. Light*, *Djarum*, *Star Mild* which were advertised in the private-owned TV stations.

#### 4.2 Data Analysis

The data which were taken from those TV stations were analyzed based on the categories of speech function; statement, question, offer, and command contained in the data along with the speech role categories; giving and demanding realized by the speech function as theoretically shown in figure 2.1

##### 4.2.1 Others can only follow



Picture 4.1 Sampoerna A mild Cigarette's Advertisement I

Others can only follow (Statement)

Subject modal Verb



The speech function in headline's advertisement is in the form of a statement since it is started by a subject and then followed by a verb.

The speech role realized by the statement is giving. This statement contains giving since the speaker invites the viewers to receive the statement that 'the other cigarettes can only follow a mild cigarette'. It is indicated through some new cigarettes which use the word 'Mild' which means soft, smooth as their brand name.

#### 4.2.2 Yang lebih muda yang gak dipercaya (the younger is uncredible)



Picture 4.2 Sampoerna A mild Cigarette's advertisement II

Yang lebih muda yang gak dipercaya (Statement)

*Subject*

*verb*



The speech function contained in the A mild's advertisement is in the form of a statement since it is begun by a subject and then followed by a verb.

The realization of speech role by the statement is giving. Hence the advertiser invites the viewers to accept the statement that the younger cannot be trusted.

#### 4.2.3 Go with the real low

Picture 4.2 Sampoerna A Mild Cigarette's advertisement III

Go with      the real low      (Command)

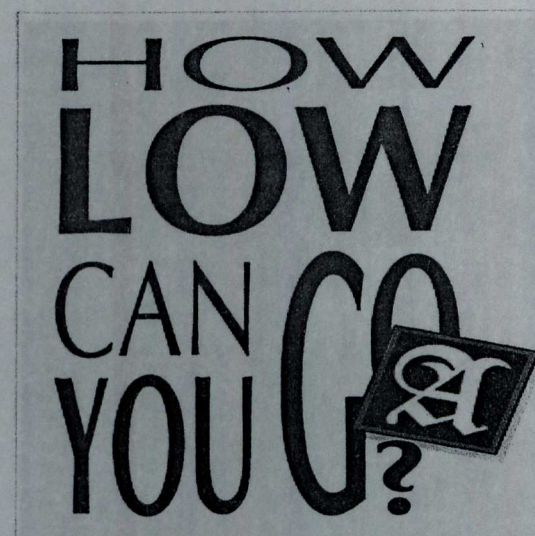
Verb                  object

The beginning of verb in a basic form and proceeded by an object indicates that the speech function is in the form of a command.

The realization of speech role by the command is demanding. It contains demanding since the advertiser aims to invite the viewers to give or follow what the speaker commanded, that is to go with a mild cigarette as the one real low signified by showing the low percentage of nicotine composition in the cigarette.



#### 4.2.4 How low can you go?



Picture 4.2 Sampoerna A Mild Cigarette's advertisement IV

How low can you go ? (Question)

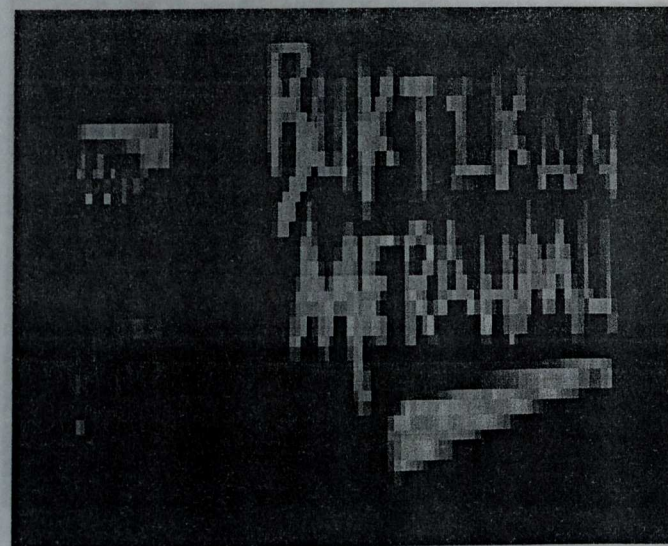
WH-question modal Subject Verb

The speech function in this advertisement is in the form of a question since it is started by a WH-question the followed by a modal, a subject, and a verb.

The speech role realized by the question above is demanding. This contains demanding since the speaker invites the viewers especially the other cigarettes to reply what the speaker questioned. The speaker questioned or challenged other competitors how low nicotine they have in such a high tar market since A Mild has the lowest one.



#### 4.2.5 Buktikan merahmu!



Picture 4.5 Gudang Garam Merah Cigarette's Advertisement I

Buktikan merahmu (Command)

Verb                      object

The speech function in the advertisement is in the form of a command as it is begun by a verb and then followed by an object.

The speech role realized by the command is demanding. This command contains demanding since the speaker intends to invite the viewers to give or follow what the speaker commanded. Proving your red is certainly by consuming Gudang Garam merah Cigarette.



#### 4.2.6 Pria punya selera



Picture 4.5 Gudang Garam Merah Cigarette's advertisement II

Pria punya selera (Statement)

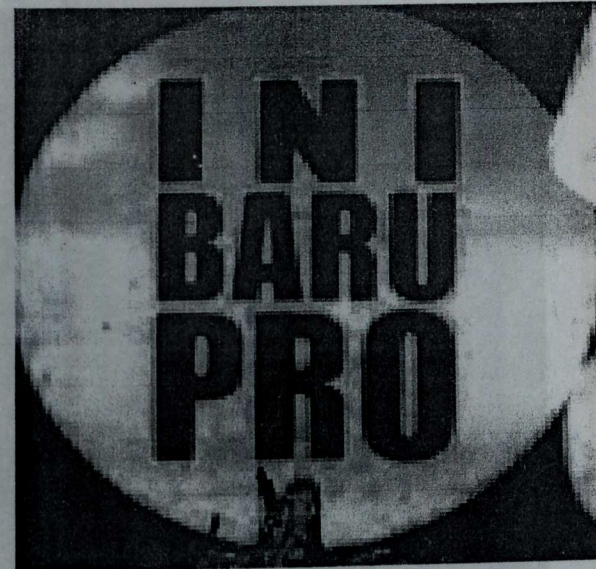
*Subject Aux. Verb Object*

The speech function in the advertisement is in the form a statement. Grammatically, it is categorized as a statement because it is started by a subject, and then preceded by an auxiliary verb and object.

The speech role realized by statement is giving since the speaker invites the viewers, especially men to accept the statement. The speaker informs the viewers that men have flavor. And *Gudang Garam* is the right flavor to be preferred by men.



#### 4.2.7 Ini baru Pro



Picture 4.7 Cigarette's advertisement

Ini baru Profesional (Statement)

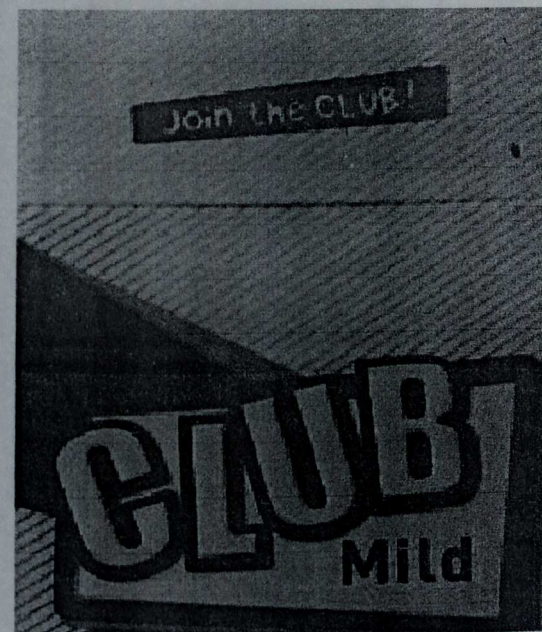
*Subject Adjective*

The speech function realized in the advertisement is in the form of a statement as it started by a subject then followed by an adjective. The word 'pro' is classified as an adjective since 'pro' is an acronym means professional.

The speech role realized by the statement is giving. This statement contains giving since the advertiser invites the listener to accept the truth of the information. The speaker informs the viewers that Surya Pro cigarette is really professional.



## 4.2.8 Join the Club



Picture 4.8 Club Mild Cigarette's advertisement

Join the Club ! (Command)

Verb    Object

The speech function in the advertisement is in the form of a command. Grammatically, it is identified as a command as it is started by a verb and preceded by an object.

The speech role realized by the command is demanding. This command contains demanding since the speaker invites the listeners to give something they have that is a willing to consume *Club Mild* cigarette.



#### 4.2.9 Enjoy aja!



Picture 4.9 L.A Light Cigarette's advertisement

#### Enjoy aja ! (Command)

##### *Verb*

The speech function in the advertisement is in the form of a command as indicated by grammatical identification in which it is started by a verb in a basic form.

The speech role's realization by the command is a classified as demanding. This command contains demanding since as the speaker invites the listener to give or follow what the speaker commanded. The speaker commands the viewers to enjoy their life practically through consuming L.A. cigarette.



#### 4.2.10 Yang penting rasanya

Picture 4.10 Djarum Cigarette's advertisement

Yang penting rasanya ! (Statement)

Adjective      Subject

The speech function realized in it is categorized as statement. The word order in the statement is not correct since it is started by an adjective. Firstly, it should have been started by a subject. Nevertheless, it is still categorized as a statement.

The speech role realized by the statement is giving. This statement contains giving as the advertiser invites the listener to accept the statement. He informs the viewers that *Djarum* cigarette prior highly to the flavor.



#### 4.2.11 Bikin hidup lebih hidup!



Picture 4.11 Star mild Cigarette's advertisement

**Bikin hidup lebih hidup ! (Command)**

*Verb object adverb*

The speech function in the advertisement is in the form of a command. It is classified as a command as it is begun by a verb then preceded by an object and adverb.

The realization of speech role by the speech function 'command' is demanding. This command contains demanding as the advertiser invites the listener to give or follow what he intended. That is through consumption of star mild the viewers can make their life livelier.



A summary of the data analysis is presented in Table 4.1

Table 4.1

Speech Function and Speech Role in the Headlines of Cigar Ads

No	Headline	Speech Function				Speech Role	
		Statement	Question	Command	Order	Giving	Demanding
1	<i>Others can only follow</i>	*				*	
2	<i>Yang lebih muda yang gak dipercaya</i>	*				*	
3	<i>Go with the real low!</i>			*			*
4	<i>How low can you go?</i>		*				*



5	<i>Buktikan merahmu!</i>			*			*
6	<i>Pria punya selera</i>	*				*	
7	<i>Ini baru Pro</i>	*				*	
8	<i>Join the Club!</i>			*			*
9	<i>Enjoy aja!</i>						
10	<i>Yang penting rasanya!</i>	*				*	
11	<i>Bikin hidup lebih hidup!</i>			*			*



Table 4.1 shows that the statements and questions are two types of speech function which are dominantly applied in cigar advertisements. The result of analysis shows that there are five ads used statement, five ads used command, but there is only one ad used question, and offer is not used. The percentage of the speech function number wholly is seen below.

1. Statement: 5 ads of 11 ads = 45%
2. Command: 5 ads of 11 ads = 45%
3. Question: 1 ad of 11 ads = 10%

Table 4.1 also indicates the two types of speech role, giving and demanding, are contained in those speech functions are both dominantly used in which 5 ads contain giving and the rest, 6 ads contain demanding. The percentage of speech role number is shown below.

1. Giving: 5 ads of 11 ads = 45%
2. Demanding: 6 ads of 11 ads = 55%

When the advertisers used giving, they actually invite the viewers receive something deal with the advertised advertisement, such as the quality, the flavor, or something which was given through the ads. And when they used demanding, they actually invited the viewers to give something the viewers' posses, either an interest to buy or a willing to consume the cigarette.



The findings also indicate that the advertisers did not only intend to invite the viewers to receive information or goods given but he also intended to invite them to give something such as a willing to consume and an interest to purchase it. And if the advertiser gains it, he has reached the goal of the advertisement.

This study deals with speech function and speech role in advertisement on television. There are 11 samples of cigarette advertisement, such as *Amperius*, *A mild cigarette advertisement*, *Surin*, *Golden Green*, *Golden*, *Star mild*, *Club Mild*, and *L.A cigarette* ads which are shown on private-owned TV outlets. The analysis of the material shows that

1. The advertisers use speech function, namely statement, question, and demand, to invite viewers to receive information or goods given and to invite them to give something such as a willing to consume and an interest to purchase it.

2. Statement and question are used in 10 ads (91%) and demand is used in 1 ad (9%).

3. Giving and demanding are dominantly contained in the speech function and speech role.

4. When the advertisers use giving and demanding, they intend to invite viewers to receive information or goods given and to invite them to give something such as a willing to consume and an interest to purchase it.



## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 CONCLUSIONS

This study deals with speech function and speech role in advertisement on television. There are 11 samples of cigarette advertisements, such as Sempoerna A mild cigarette advertisements, Surya, Gudang Garam, Djarum, Star mild, Club Mild, And L.A cigarette ads which are taken from 8 private-owned TV stations. The analysis of this research indicates that:

1. The advertisers used speech function, namely statement, question, offer, and command when they are advertising their products, especially cigar ads on TV.
2. Statement and question are two types of speech function which are more dominantly used in cigarette advertisements. There are 5 ads (45%) used statement, 5 ads (45%) used command, and 1 ad (10%) used question.
3. Giving and demanding are dominantly contained in the speech function used in cigar ads. There are 5 ads (45%) used giving, and 6 ads (55%) used demanding.
4. When the advertisers use giving, actually they invite the viewers to accept something from the cigarette advertised, such as the quality, the flavor, or something else which is delivered.



5. And when they use demanding, they actually invited the viewers to give something which the viewers have, such as an interest to buy and willing to consume the cigarette.

## 5.2 SUGGESTIONS

Having viewed the results of the study, the writer would like to offer some suggestions to be considered by people who are concerned in advertising, speech and communication study. The suggestions are as follows:

1. It is suggested to the advertisers to build a good sentence or clause in their advertisements by using statement, question, offer, and command well in order that the viewers can understand their intention of the ads easily.
2. It is suggested to the advertisers not only to use statement and command, but also question and offer to realize giving and demanding in delivering their intentions in advertisement in order that it becomes more attracting.
3. It is suggested to the advertiser to use the other categories of speech function beside the four types in order that the unique and attractive advertisement is created.
4. It is suggested to the viewers and consumers not to be interested easily with the cigar advertised before knowing the truth of the information is given.



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