

Analysis of Speech Act of Instant Noodle Advertisement 50th on Television

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Abstract

Advertising is a form of displaying messages by non-personal communicators through the media to audiences in exchange for consideration. In other words, advertising is a form of impersonal presentation and promotion of ideas, goods, or services advertised by a particular sponsor and for which consideration must be paid. Some interpret from a purely communication, advertising and marketing point of view, others from a psychological point of view. The communication perspective tends to emphasize the process of delivering messages from the communicator to the audience. From an advertising perspective, the emphasis tends to be on aspects of delivering creative and persuasive messages delivered through special media. The marketing perspective emphasizes the importance of advertising as a marketing tool, namely selling products. Speech act events are usually useful for confirming certain information. Speech act events are characterized by the presence of speakers and speech partners. The problems studied in this analysis are speech acts, idioms, utterances, and phrases contained in television advertisements for an instant noodle products. This research is important because in production, promotion is one of the important aspects to boost product sales. A qualitative descriptive method with a pragmatic approach was used to conduct this research. The data for this study were generated and analyzed using the instant noodle advertising language. Data collection techniques used are observation and note-taking techniques. Data is obtained by viewing and monitoring it. The instant noodle advertisements and recording data from selected advertisements for study. The results of this study indicate that there are verbal speech acts, nonverbal speech acts, and verbal speech acts.

Keywords

advertisement, illocution, speech act

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INTRODUCTION

Advertising is a form of presenting messages by non-personal communicators through the media to be aimed at the audience by paying. In other words, advertising is a form of non-personal presentation and promotion of ideas, goods, or services promoted by a particular sponsor and must be paid for. Some experts interpret advertising in several senses. Some interpret it from a communication point of view, pure advertising, marketing, and some interpret it from a psychological perspective. If in the perspective of communication tends to emphasize the process of delivering messages from the communicator to the audience.

In the advertising perspective, it tends to emphasize the aspect of delivering creative and persuasive messages delivered through special media. The marketing perspective emphasizes the meaning of advertising as a marketing tool, namely selling products. While in the perspective of psychology, it emphasizes the persuasive aspect in the form of messages. Advertising is an effective way to spread the message, either to build brand preference, or to educate people (Kotler & Pfoertsch, 2007). Each advertised product not only makes a good form of advertising language, but also creates an advertising discourse in such a way as to attract buyers.

Discourse can be in the form of words, sentences, and paragraphs/complete essays with elements of meaning and context that surround them. Discourse in advertising a product can be persuasive (Keraf, 1987). Language has a function as a communication tool used by humans to find out certain information, any information requires language as an intermediary and this is where language plays its role as a communication tool (Saputri, Novia, & Ngusman, 2014). Language in everyday life always develops following the changing times, language is a communication tool that can change by following the times, these changes can be in the form of changes in meaning or word form (Susilawati & Yunus, 2017).

Changes in language that occur can lead to a variety of new languages in accordance with the function of the language. The existence of technology and the internet is one of the factors that make these new languages spread quickly. Technology is one of the tools to support human life, with the existence of technology, human life is progressing very rapidly. Technology is a form of process that increases additional value, in the form of using and producing a particular product (Al-Obaydi, Nashruddin, Rahman, & Suherman, 2021; Miarso, 2008; Nashruddin, Alam, & Tanasy, 2020). One of the technologies that have contributed to the spread of new languages is mass media, electronic media and social media. The presence of technology in today's society has had a major impact on the development of marketing and the global economy.

It is undeniable that the world of marketing technology has become more sophisticated and can be spread all over the world. Advertising production is currently experiencing a fairly rapid increase, with the existence of media that are adequate for product marketing to become more diverse. Television is one of the electronic media that is still in great demand by the public, television not only functions as a medium of entertainment but also functions as a medium of information.

Television is one of the media used in the advertising industry to attract public interest in a product or service. Because basically television has the advantage of demonstrating products to the public simultaneously by displaying visuals and audio that can capture the attention of the wider community. Television has advantages compared to other media which are able to cover a wide range, selectivity, are able to adapt to situations quickly, creatively and with prestige within a certain time (Kusmiati, 2020). So that the existence of television becomes a creative space for product manufacturers who want to promote a product through an advertisement. A well-packaged language can make the advertisement attractive and grab a lot of viewers' attention, for example in advertisements for instant products such as coffee, noodles, porridge, seasonings to ready-to-eat sausages.

Almost every time these instant product advertisements appear on the screen because at this time humans need something that is easy, practical and also cheap. There are also various ways of marketing this product, some using only a narrator or using speech act activities. Speech act is an activity that involves several people to get the desired information. Speech act is a science that examines the meaning of language based on the relationships and actions taken by speakers. Speech acts are the most popular choice in making advertisements (Rusminto, 2010; Searle, 1969). Because in these activities the language used becomes more interesting and the expression of the expressions conveyed is seen as it is. This research is considered important to do because language is an important object for marketing a product.

LITERATURE REVIEW

The study of language that is often used to examine the use of language in television advertisements is pragmatics. Pragmatics is the study of linguistics that pays attention to the function of language use in society. This speech act research aims to examine the language used in food and beverage product advertisements. In speech acts, the speaker in the advertisement not only produces utterances that contain grammatical based words, but also acts through the speech (Wiryotinoyo, 2006; Yule, 2006).

According to Austin (1975) and Wiyatasari (2015) speech acts are divided into three different types of actions, namely 1) locutionary acts are speech acts that are solely to state something, 2) illocutionary acts are speech acts to inform something as long as the speech situation is considered perfectly, and 3) perlocutionary speech acts are speech acts intended to influence the speech partner. Speech acts are one aspect of pragmatic studies. Pragmatics studies language in real use in language communities that cannot be separated from context and situations.

Language is an activity of speaking in a language. Speech acts are communication activities between speakers and addressees using language media. Speech acts are part of the branch of linguistics or linguistics that studies the interpersonal communication behavior of language users. The language used as a medium of communication between one person and another can be in the form of speech that has the meaning of statements, questions, and commands (Nisa, 2022).

In this case, the author draws an advertisement that is quite interesting and has been widely distributed to foreign countries, namely an instant noodle advertisements that have existed for a long time but the products are still in demand by many people. Due to the practical packaging and instant food products so that they are durable if stored for a certain period of time. Instant noodle is a favorite food for families and groups of friends (Ardela, 2018; Desember, 2019). Still in mind, when you prefer long-boiled noodles and they prefer fast-boiled noodles. This fried noodle product from PT Indofood Sukses Makmur Tbk was first launched in 1982. At that time, this variant became the prima donna. Even now, the instant noodle branding is still attached to the Indonesian people.

Noodles are not served with gravy but look interesting and taste good. Moreover, the combination of spices, sauces, and soy sauce is very pronounced. Moreover, now there is a jumbo size, so you can be more satisfied eating it. Now, fried Instant noodle can be found in many countries including the United States, Australia, England, Middle East, Korea and China. For Indonesian people who miss their hometown, there is Instant noodle that makes the atmosphere like being in Indonesia (Gatra, 2021).



Picture 1

As in the old ad photo uploaded on 28 september 2018 by the twitter account (@AgamaInstant noodle 2018). An advertisement brochure for Instant noodle Mi Goreng reads: "Mi Goreng without frying! From Instant noodle... a new way to enjoy your favorite Mi Goreng without the hassle of frying! Simply boil, drain and mix with the available Mi Goreng seasoning. Serve warm. Delicious. eat as a side dish or as a side dish. Try it." This old Instant noodle Mi Goreng fish clearly made netizens immediately misfocused and went viral on social media. No wonder if Instant noodle has so many fans to foreign countries.

In addition, instant noodle has also been consistent in marketing its products for approximately 50 years serving instant noodle connoisseurs, then founded Sanmaru Food Manufacturing whose factory has been producing instant noodles since 1972 from Indonesia Noodles (Petrik, 2022; Pratnyawan, 2020). As is known, Instant noodle is widely promoted through attractive electronic and print media, billboards on major roads, sponsors various events, and once held a jingle making competition for Instant noodle as a promotional event. Instant noodle advertising promotions usually use public figures who are booming among the public who can later attract consumers to buy Instant noodle. In addition, the good taste is also the main attraction why this product is widely known.

Instant noodle has a very simple tagline but is very fitting and light for the public to hear and remember, namely "*Instant noodle Seleraku*". This makes these words stick in every area when people hear the word Instant noodle, from adults to children, from the past until now (Lestari, 2021). While the Instant noodle brand name itself is one of the successes of choosing a product name so that the product is widely known, especially by the Indonesian people. The Indonesian people themselves assume that the name or brand Instant noodle comes from "Indonesia - Mie" to raise the assumption that Instant noodle brings national identity. For this reason, the brand name of this product is so well known to foreign countries but without leaving the name and culture of Indonesia.

Like the 50th instant noodle ad, there you can see the background of one of the islands in Indonesia which is so beautiful and the life of the local community that describes the diversity of Indonesia from Sabang to Merauke. The actor in the advertisement, Vidi Aldiano, is a singer and also a musician from the country, whose rendition of the song is so soulful that it seems as if Indonesia is in instant noodle (Suyanto, 2005; Widyatama, 2007). It can also be seen in the advertisement that various groups of people who enjoy instant noodle products, from rural to urban communities, also describe climbers and farmers who consume instant noodle because they feel it is more practical to take them anywhere.

The advertisement also describes the form of sharing kindness with others by giving instant noodle to online motorcycle taxi drivers as a form of concern for others, so that the name Instant noodle has been so attached to the minds of the Indonesian people, because the advertisements have been around for a long time which has made almost all of Indonesia to several countries Get to know instant noodle products. In addition, the price of Instant noodle which tends to be cheap makes many people consume instant noodle, either as daily food or food when outside the home (outdoor activities).

RESEARCH METHOD

The research method used is descriptive qualitative. namely the research method to describe the types of speech acts in food and beverage advertisements on television. This study uses a descriptive research design with a qualitative approach. Descriptive

research is a research method that seeks to describe and interpret objects as they are (Yusuf, 2016). The results that will be obtained from this study are in the form of descriptive data on the form of locutions, illocutions, and the function of perlocutionary speech acts in food and beverage advertisements on television.

In this study, the researchers aimed to examine the concept, describe the form of the work, and explore in detail the meaning contained in the Instant noodle advertisement. Studies conducted by researchers by reading, observing, and analyzing documents and data sources through books, the internet and also scientific works (Bogdan & Biklen, 2007). In this study, a literature study was carried out by observing data sources through books, the internet and scientific works, such as scientific works of students and lecturers, information on the internet that was not found in books and videos from youtube.

Serves to provide an overview of the problems that are displayed, for that the data collected is data about the design structure and visual meaning of Instant noodle advertisements. The structure and meaning obtained will later be studied using analysis of visual communication design theory and semiotic theory, so that the structure and meaning of Instant noodle's print and television advertisements can be known.

1. Primary data or the main data from this study are advertisements on social media and supporting data, namely television advertisements for 50 years of Instant noodle.
2. Secondary data, namely additional data from reference books related to the main source and research conducted such as those related to visuals, advertising, and research methodologies.

In the theory of visual structure, researchers use the analysis of the elements and principles of visual and advertising design elements. In addition to studying the visual structure of advertisements using the theory of visual elements. This study also uses the theory of elements of art criticism to examine the visual meaning of advertising, using the stages in visual review, namely the descriptive stage, the formal analysis stage, the interpretation stage, and the evaluation stage. So the steps of analysis carried out by researchers are as follows:

1. Describe the ad in detail what is contained in the visual form of the ad.
2. Analyzing the visual structure, namely visual elements (lines, planes, textures, colors), visual principles (balance, unity, emphasis, proportions), and advertising design elements (headlines, subheadlines, bodycopy, taglines, baselines, slogans, flash). , typography, illustration) using a formal analysis stage that is in accordance with theory.
3. Analyzing the meaning using the interpretation stage in the visual advertisement. Next evaluate the visual information about the message in the advertisement

FINDINGS AND DISCUSSION

"Dari Sabang sampai Merauke, dari Miangas sampai Pulau Rote. Indonesia tanah airku, Instant noodle seleraku." A snippet of song lyrics from Instant noodle

which was specially made on Instant noodle's 50th anniversary. Instant noodle fans must be familiar with the lyrics above, for more than three decades, Instant noodle has become one of the instant noodle brands that has many fans in Indonesia and even The world. The savory and authentic taste of Indonesian tastes, with a distinctive aroma, is suitable for the people's tongue. Moreover, the price is affordable and has many variations. No wonder that Instant noodle can become a mainstay food on various occasions. Not only recognized by Indonesians, slowly but surely, This instant noodle delicacy, which has existed since 1972, has also begun to spread overseas. Recently, the Los Angeles Times has again named Instant noodle as the number one delicious instant noodle in the world, beating other instant noodle products from South Korea, Thailand, and even South Korea. Japan, some of the factors below that make Instant noodle very popular, among others:

1. Many Flavor Options

Instant noodle is known as one of the instant noodle brands that has many flavors. Starting from the original fried taste, onion chicken, to various other flavors that describe the taste of food from various regions. In fact, one of the Instant noodle variants, namely the Barbeque Chicken flavor, has become the first rank of the most delicious noodles according to the Los Angeles Times.

2. The price is pocket friendly

Instant noodles produced by PT Indofood Sukses Makmur Tbk, the price does not break the pocket. Instant noodle is famous as the god of the savior of netizens on old dates, or the food for boarding children. In addition to the friendly price, it's delicious. So don't be surprised if this Instant noodle is anyone's favorite.

In addition, the main factor that makes Instant noodle the number 1 instant noodle brand in Indonesia, namely its marketing strategy. Often Instant noodle makes famous artists as actors in their advertisements. Not only that, Instant noodle also displays the background of the natural beauty of several regions in Indonesia which indirectly illustrates that Instant noodle is identical with the Indonesian people. The tagline used is very often heard, namely "Instant noodle Seleraku" which, almost all Indonesian people will know. In the presentation of Instant noodle's advertisement with a football background, there are also some pragmatic speeches.

Instant noodle Ads Context: This television commercial shows the spirit of soccer athletes getting back up. In order to keep the spirit going, and get rid of obstacles in their achievements, they consume fried noodles from Instant noodle products, including Acehese fried noodles, rendang fried noodles, and geprek chicken. Instant noodle invites soccer players to be enthusiastic, move forward, and give their best. Speech:

P : Let's get excited again together with Instant noodle Goreng Geprek, Instant noodle Goreng Aceh, Instant noodle Goreng Rendang, whose aroma and taste bring back the spirit to face a new day... We will overcome obstacles... Whatever is in the way, we will rub it... If we are excited again, we can move on and keep going best love.

In the conversation snippet above, it is evident that the Instant noodle instant noodle advertisement has a speech act activity in the form of an illocutionary act which intends to offer and encourage the audience to buy the advertised product. In the narrator's speech, which states that "Let's get excited again with Instant noodle Goreng Geprek, Instant noodle Goreng Aceh, Instant noodle Goreng Rendang, whose aroma and taste bring back enthusiasm for a new day." It is a story that can have an effect on the audience when buying Instant noodle noodles, they will be able to face a new day, and enjoy the delicious taste that is so delicious and also the obstacles we overcome... Whatever we block, we rub... this shows a very influential effect when we enjoy the noodles. It's like playing ball. Any obstacles are pushed aside and any obstacles will be shaken due to the taste of noodles which increases the spirit in life and spoils the tongue. Let's get excited again with Fried Instant noodle. Associated with the illocutionary act contained in the context of the advertisement above, it is a form of commissive speech act of "offering". This can be seen in the speech Let's get excited again with Instant noodle Goreng Geprek, Instant noodle Goreng Aceh, Instant noodle Goreng Rendang, whose aroma and taste bring back enthusiasm for a new day... Furthermore, it can be seen in the speech Let's get excited again with Fried Instant noodle.

CONCLUSION

From the various explanations above, it can be concluded that the Instant noodle advertisement does not only present regional elements in Indonesia, besides that there are several pragmatic speech acts contained in it. Let's get excited again with Instant noodle Goreng Geprek, Instant noodle Goreng Aceh, Instant noodle Goreng Rendang, whose aroma and taste bring back the spirit of facing a new day... We will overcome the obstacles... Whatever is in our way, we will rub it... If we are excited again, we can move forward and keep on giving love. best.

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There are many advertisements in Indonesia, including Instant noodle advertisements which are very attached to the Indonesian people. Making a dramatic and interesting advertisement in terms of characters and setting or place in an advertisement is very necessary in this modern era of 2022. Following the development of people's behavior is an important factor in an advertisement, but it does not leave cultural elements. Through research on the structure and visual meaning of Instant noodle advertisements, the researcher suggests that other Instant noodle advertisements can be researched in more detail based on the structure in other pragmatics, and the visual meaning of advertisements. Because Instant noodle product advertisements have interesting characteristics and brand names that have greatly influenced the minds of consumers in Indonesia.

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