Perlocutionary Act Analysis in the Indonesia Version of Tesla Electric Car Advertisement Video

Siti Musarrofah
STKIP Bina Insan Mandiri, Indonesia

Abstract

The problems of this study are how the perlocutionary speech act of electric car is advertised and how to deliver the car advertisements. Thus this research will further improve students' language skills. This research uses a qualitative descriptive approach for the Indonesian version of the electric car promotional video by Prestige Motorcars Indonesia. Data collection techniques used were listening and taking notes. The listening technique in question is listening to the speech contained in the car advertisement in the video and the note-taking technique in question is recording the results of the speech contained in the Tesla electric appliance advertisement on YouTube. The equivalent of the method, which is a means to determine whether the language is outside, separate, and not part of the language in question. While the method of presenting the results of the analysis uses an informal method because the data is in the form of speech. Based on the analysis of perlocutionary speech acts in the Indonesian version of the Tesla electric car promotional video by Prestige Motorcars Indonesia, there are direct perlocutionary speech acts that refer to aspects of sentence meaning; meaning of speech, mode of speech act.

Keywords

perlocutionary, pragmatics, speech act, video advertisement

___

  Corresponding author:
  Siti Musarrofah, STKIP Bina Insan Mandiri, Surabaya, Indonesia
  Email: musyarrofah531@gmail.com

INTRODUCTION

Advertising is based on marketing activities, one of which is part of the presentation of products or services to the public. There are different forms of advertising. There are print advertisements, namely print advertisements on leaflets, advertisements published in newspapers, magazines, or tabloids. There are outdoor advertisements, in the form of billboards, billboards. There are audio advertisements, radio station advertisements, and there are also video advertisements, which are a combination of visuals moving using sound (voice), often on television, in cinemas, on the internet or on some other video media broadcasts. Video advertisements that are shown on television are often considered as television advertisements.

Television advertising is a very effective form of advertising as a consequence of the primary choice of advertising. According to Matthes, Prieler, and Adam (2016), 3 forces make television the main choice of advertising, namely:

1. Television advertising is powerful

With features on 2 senses: sight & hearing, television has the ability to build creative flexibility using a combination of motion, beauty, sound, color, and drama.

2. Television advertising is influencing

Television has the ability to influence people's perceptions. Most potential buyers trust companies that advertise their products on TV more than companies that don't advertise. This is a reflection based on the goodwill of the company.

3. Television advertising has the potential to be profitable

The ability to reach a very large target audience is one of the advantages of other media. It is this large reach that makes it profitable to reach people. Video advertising is a form of persuasive communication. However persuasive communication in an ad video needs to be done in order to attract the attention of the audience who watches it. The scenes & especially the dialogues must be interesting & leave a deep impression in the minds of the viewers as they are easy to remember & viewers (Maria, 2014). To measure the effectiveness of video advertising messages in attracting viewers to watch & enjoy them.

Dialogue or monologue in video ads is a speech that uses a certain language. Thus research on dialogue in a video advertisement is a research in the field of linguistics (Almurashi, 2016; Hu & Luo, 2016; Lee & Kahle, 2016; Widyaka, 2014). Therefore, Bai (2018) found that there are various sciences that can be used in language research, such as phonology, morphology, syntax, semantics, and pragmatics. Phonology, morphology, syntax, and semantics study internal lingual units. Phonology studies the sounds of language, morphology studies the internal structure of words, and syntax studies the internal structure of sentences, while semantics studies the meaning of language signs. Pragmatics is studying the units of language that are communicated and tied to the context and situation between the speaker and the listener.

Pragmatic analysis can be used as a study of language used naturally, both in written and oral form. The use of natural language means of language as in everyday communication (Birner & J., 2013; Kissine, 2008; Kurzon, 1998; Nurani, 2009).

Advertisements that are made in the form of natural and attractive communication aim to introduce a product to the public. In order to attract attention, some forms of advertising use monologue with distinctive and interesting language.

LITERATURE REVIEW
Pragmatics

According to Leech (1983), pragmatics is the study of meaning in relation to speech situations, namely analyzing meaning through approaches. Thomas (1995) looked at pragmatics from two points of view, namely:
1. a social point of view, connecting pragmatics with speaker meaning;
2. cognitive point of view, linking pragmatics with utterance interpretation.

Furthermore, presupposes that the meaning of is a dynamic process that involves negotiation between the speaker and the speaker listeners and between the context of speech (physical, social, and linguistic) and meaning possible potential of an utterance, defines pragmatics as a field that studies meaning in interaction meaning in interaction.

Pragmatics is a level that takes into account humans as language users. Yule (1996) mentions four definitions of pragmatics, namely:
1. the field that examines the meaning of the speaker;
2. the field that studies meaning according to the context;
3. the field that goes beyond the study of the meaning spoken, examines the meaning communicated or communicated by speaker;
4. the field that examines forms of expression according to social distances limit the participants involved in certain conversations.

Pragmatics has five branches of study, namely deixis, implicature, presuppositions, speech acts, and discourse structure. Deixis is a branch of pragmatics that examines changes in the meaning of words or sentences caused by changes in context. Implicature is a branch of pragmatics that studies connotative meaning (Airenti, Bara, & Colombetti, 1983; Moessner, 2010).

Tarrigan (1986) points out that language skills include four categories, namely listening, speaking, reading, and writing skills. Each language skill is closely related to the concept of thinking that underlies language. A person's language reflects the mind. The more skillful a person speaks, the clearer his mind is. Swain (1996) argues that language is an arbitrary system of symbols used to work together, interact, or identify with each other.

The limitations of language dictionaries, languages are an arbitrary system of sound symbols used by members of a society to work together, similar to each other, interact and harmonize with each other (Tsui, 1987; Wiranty, 2015). This definition was supported by Herlina (2018) who defined language as a system of arbitrary and common sound symbols and used as a communication tool to create feeling and thinking. In addition, the most basic function of language is a communication device to

connect and communicate between people (Abdulameer, 2019); Krisnadiari, Beratha, & Netra, 2018).

Perlocutionary action

Writer hope the invitees understand this. Consistently, Austin (1975) distinguishes or classifies speech acts into three aspects. The three aspects of the action are stated as follows.

1. Positioning power is the basic meaning and referential meaning (intended meaning) of a sentence.
2. Illusionary power is a power created by using words as commands, tests, ridicule, complaints, promises, and so on.
3. Directive power is the result or influence of speech on the listener (speech partner), both actual and expected.

Speech by a person often has the power to overwhelm or influence those who hear it. This effect or influence may or may not be intentionally created by the speaker (Rismayanti, 2021; Sandi, 2021). Speech acts whose words are intended to influence the interlocutor are called speech acts. This action is known as an act to influence someone. Example: I was very busy yesterday. If the sentence above is spoken by a person who cannot attend the meeting inviting the person who invited him, this sentence is a bad deed to apologize, and a precautionary measure (Cruz, 2022; Sari, Masri, & Amstrong, 2022; Yoseka, 2022).

The intent of advertisement language and user is a spectacle product that is packaged in a series that contains various signs, illusions, manipulations, images, and meanings (AlAfnan, 2022). Information through advertising is considered to have a direct or indirect effect on perception, understanding, and behavior of the community. The study of language is strongly dominated by the tendency to explain language based on the formal system and ignore the elements of language users (Izar, Nasution, Virginia, & Harianto, 2022).

RESEARCH METHOD

The type of research used in this research is qualitative research, because qualitative research is descriptive research and tends to use analytic. Qualitative research is research that is used to explore, find, explain, and describe the quality or characteristics of social impacts that cannot be explained, measured, or explained using a qualitative approach (Berg & Lune, 2012).

The data in this study is only information related to research, especially about his partner's speech and the discussion of the Indonesian version of the Tesla electric car advertisement by a well-known car company in Indonesia. The data sources for this research are the Indonesian version of the electric vehicle "Tesla" by the Indonesian motorcycle company and YouTube advertisements for the electric car "Tesla" which are related to the research theme. Information gathering activities involve watching advertisements slowly and repeatedly, because they want to understand all the words

and phrases contained in the news and note the key phrases in their reports. The researcher also collects data through library searches, and looks for references related to key elements of a practical analytical argument.

The data analysis technique in this academic research is data that has been proven to be useful for further data analysis using practical theory. The practical approach requires that the verbal situation be the context of the language.

FINDINGS AND DISCUSSION
About Tesla Electric Car

Tesla has several electric car models that are marketed around the world, ranging from Model S to Model 3. Two years ago, they launched another model called Model Y. The latest model of a sophisticated vehicle driven by electric energy was finally marketed in Indonesia through Prestige Motorcars. They exhibited the Tesla Model Y at the Indonesia International Motor Show or IIMS 2022, which was held at JIExpo Kemayoran, Jakarta. The Model Y carries a compact sport utility vehicle design, the same as the Model X but at a lower selling price. The interior uses materials that can decompose easily, and is claimed to be more durable than leather. The sitting position is intentionally made a bit higher than the Model 3, because the battery is placed at the bottom in order to create a low center of gravity. Just like other models, the Tesla Model Y is also equipped with special glass that can block infrared and ultraviolet rays, so the cabin does not get hot. Access to various features can be done via the 15-inch touch screen in the middle of the dashboard.

For the Indonesian market, this car is available in two options, namely Long Range and Performance. The distance of the first variant is 532 kilometers, while the other version is only 513 km but the acceleration is 1.3 seconds faster. The price is Rp. 2 billion, and must pivot for 6-7 months.

Types of Perlocutionary Speech Act

The perlocutionary act (or perlocutionary effect) is the effect of speech on the interlocutor. Examples of perlocutionary acts include persuading, convincing, frightening, enlightening, inspiring, or influencing the interlocutor.

Directive Speech Act

Directive speech acts are speech acts that tell someone else to do something. Classifications included in directive speech acts: orders, command, requests and suggestions.

> *Hari gini masih pake mobil listrik. Sekarang sudah saatnya kita pindah ke mobil listrik!* (1)

The utterance contains directive utterances which means ordering to do something. The word "*Hari gini masih pake mobil listrik. Sekarang sudah saatnya kita pindah ke mobil listrik!*" indicates the directive speech act of classification "requests and suggestions" in the speech of the speaker's asks.

Representative Speech Act

A representative speech act is one of the speech acts that binds the speaker the truth of what he said. Further classification of representative types *of* speech acts, name*ly stating, reporting, showing,* speculating, demanding, *and confessing,* and so on.

> *Dengan Tesla aku ga perlu pusing-pusing ganjil-genap apapun*
> *tanggalnya aku bisa lewat.* (2)

The utterance is a representative speech act that falls into the category of declare speech. Quotations in speech mention statements made by the speaker. To state means to give an opinion based on the contents of the speaker's mind.

> *Kecepatan 0-100 ga sampe 3 detik mobil keluarga mana lagi yang*
> *bisa sekencang ini.* (3)
> *Kalau baterainya udah mau habis ga perlu repot-repot antri pom*
> *bensin, tinggal colok langsung ngecharge deh, simple kan!* (4)

The utterance is a representative speech act that falls into the category of reporting speech. Quotations in speech mention statements made by the speaker. To state means to give an opinion based on the contents of the speaker's mind.

> *Kurang seru apalagi? Sambil nunggu baterai teslaku full aku bisa*
> *nonton Netflix dengan layar segede ini. Mobil mana lagi yang punya*
> *layar gede banget dan banyak hiburan serunya.* (5)

The utterance is a representative speech act that falls into the category of showing speech. Quotations in speech mention statements made by the speaker. To state means to give an opinion based on the contents of the speaker's mind.

Expressive Speech Act

Expressive speech acts are expressing something that is felt by the speaker in the form of statements: joy, trouble, hatred, and misery.

> *Ini tuh rasanya kaya di masa depan banget aku ngerasa nyaman*
> *kayak dimanjain banget sama mobilntya.* (6)

The utterance is a expressive speech act that that express something that is felt by the speaker. In this speech, the speaker says the sentence "*Ini tuh rasanya kaya di masa depan banget aku ngerasa nyaman kayak dimanjain banget sama mobilnya.*" with pleasure. Feeling happy in the context of this speech means that the speaker feels happy with Tesla electric car there is a classification of expressive speech acts, namely 'joy', meaning that the speaker in the speech conveys it happily.

> *Kurang seru apalagi? Sambil nunggu baterai teslaku full aku bias*
> *nonton Netflix dengan layar segede ini. Mobil mana lagi yang punya*
> *layar gede banget dan banyak hiburan serunya.* (7)

The utterance is a expressive speech act that that express something that is felt by the speaker. In this speech, the speaker says the sentence " Kurang seru apalagi?" with pleasure. Feeling happy in the context of this speech means that the speaker feels happy with Tesla electric car there is a classification of expressive speech acts, namely 'joy', meaning that the speaker in the speech conveys it happily.

Yakin, gamau pindah ke Tesla? (8)

The utterance is a expressive speech act that that express something that is felt by the speaker. In this speech, the speaker says the sentence "*Yakin, gamau pindah ke Tesla?*" with pleasure. Feeling happy in the context of this speech means that the speaker feels happy with Tesla electric car there is a classification of expressive speech acts, namely 'joy', meaning that the speaker in the speech conveys it happily.

Table 1. Forms of perlocutionary speech act

No	Perlocutionary speech acts	Type of Perlocutionary speech acts	Data Number
1.		a. Directive speech acts	1 = 1 data
		b. Representative speech acts	2, 3, 4, 5 = 4 data
		c. Expressive speech acts	6, 7, 8 = 3 data
		TOTAL 8 DATA	

Based on the table 1 above, it can be seen that the results of the study have found 8 data on perlocutionary speech acts in the Indonesian version of the "Tesla" electric car advertisement by prestige cars. There is 1 directive speech act data, 4 representative speech act data and 3 expressive speech act data.

CONCLUSION

Based on the discussion, it is possible to understand and distinguish perlocutionary speech acts. Therefore, based on the data that the researcher collected, it can be concluded that there is a perlocutionary speech act in the advertisement, there are 1 data directive speech act, 4 representative speech act data and 3 expressive speech act data. The table contains the results of the research briefly and clearly.

It is hoped that the results of the research conducted can provide insight into perlocutionary speech acts. Researchers also hope that the results of this research can be useful, especially in the field of education and society. This paper was created with the hope that readers can use it not only as a learning resource, but also as a reference to increase their knowledge. The author realizes that there are still many shortcomings in this paper.

REFERENCES

Abdulameer, T. A. (2019)). A Pragmatic Analysis of Deixis in a Religious Text. *International Journal of English Linguistics*.

Airenti, G., Bara, B. G., & Colombetti, M. (1983). Planning Perlocutionary Acts. *IJCAI*, 78-80.

AlAfnan, M. A. (2022). Uniting for peace: A speech act analysis of the United Nations General Assembly Resolution 377 A (V). *World, 12*(6).

Almurashi, W. A. (2016). The effective use of YouTube videos for teaching English language in classrooms as supplementary material at Taibah University in Alula. *International Journal of English Language and Linguistics Research, 4*(3), 32-47.

Austin, J. L. (1975). *How to do things with words*. Oxford: Oxford University Press.

Bai, Z. (2018). The characteristics of language in cosmetic advertisements. *Theory and Practice in Language Studies, 8*(7), 841-847.

Berg, B., & Lune, H. (2012). *Qualitative research methods for the social sciences*. Essex: Pearson Education Limited.

Birner, & J., B. (2013). *Introduction to Pragmatics*. Singapore: Wille Blackwell.

Cruz, M. P. (2022). Is free enrichment always free? Revisiting ad hoc-concept construction. *Journal of Pragmatics, 187*, 130-143.

Herlina, H. (2018). Motor Car Advertisements Texts: An Analysis of Pragmatic. *Academic Journal Perspective: Education, Language, and Literature, 2*(2), 239-243.

Hu, C., & Luo, M. (2016). A Multimodal Discourse Analysis of Tmall's Double Eleven Advertisement. *English Language Teaching, 9*(8), 156-169.

Izar, J., Nasution, M. M., Virginia, O., & Harianto, N. (2022). The Analysis of Locutionary, Illocutionary, and Perlocutionary of Speech Acts in the Short Story "Rembulan dalam Cappuccino" by Seno Gumira Ajidarma. *JETLi: Journal of EnglishTeaching and Linguistics, 3*(1), 28-35.

Kissine, M. (2008). Locutionary, illocutionary, perlocutionary. *Language and linguistics compass, 6*(2), 1189-1202.

Krisnadiari, A. A., Beratha, N. L. S., & Netra, I. M. (2018). The Context of Situation and Perlocutionary Acts Used in the Movie "Freaky Friday". *Context, 22*(3).

Kurzon, D. (1998). The speech act status of incitement: Perlocutionary acts revisited. *Journal of Pragmatics, 29*(5), 571-596.

Lee, C., & Kahle, L. (2016). The linguistics of social media: Communication of emotions and values in sport. *Sport Marketing Quarterly, 25*(4), 201.

Leech, G. (1983). *Principles of Pragmatics*. New York: Longman Inc.

Maria, D. (2014). Analisis Implikatur pada Iklan Mobil Autocar. *Jurnal Pragmatic*, 13-16.

Matthes, J., Prieler, M., & Adam, K. (2016). Gender-role portrayals in television advertising across the globe. *Sex roles, 75*(7), 314-327.

Moessner, L. (2010). Directive speech acts: A cross-generic diachronic study. *Journal of Historical Pragmatics, 11*(2), 219-249.

Nurani, L. M. (2009). Methodological issue in pragmatic research: Is discourse completion test a reliable data collection instrument? *Jurnal Sosioteknologi, 17*(8), 667-678.

Rismayanti, H. (2021). The Analysis of Locutionary Act, Illocutionary Act, and Perlocutionary Act in Five Feet Apart Movie. *MEDIOVA: Journal of Islamic Media Studies, 1*(2), 138-149.

Sandi, C. (2021). *An Analysis Of Illocutionary And Perlocutionary Acts In Annabelle: Creation Movie.* (Doctoral Dissertation), Universitas Islam Riau, Pekanbaru.

Sari, A., Masri, F. A., & Amstrong, N. (2022). Perlocutionary Act in Look Away Movie Script. *ELITE: Journal of English Language and Literature, 5*(1), 21-30.

Swain, S. (1996). *Hellenism and empire: language, classicism, and power in the Greek world, AD 50-250.* Oxford: Oxford University Press.

Tarrigan. (1986). *Pengajaran Pragmatik.* Bandung: Angkasa.

Thomas, J. (1995). *Meaning in Interaction: An Introduction to Pragmatics.* New York: Longman.

Tsui, A. (1987). *Aspects of the classification of illocutionary acts and the notion of the perlocutionary act.*

Widyaka, Z. F. (2014). *Speech Acts Analysis in the Slogan of Car Advertisements in Jawa Pos Newspaper.* (Doctoral Dissertation), Brawijaya University, Malang.

Wiranty, W. (2015). Tindak Tutur dalam Wacana Novel Laskar Pelangi Karya Andrea Hirata (Sebuah Tinjauan Pragmatik). *Jurnal Pendidikan Bahasa, 4*(2), 294-304.

Yoseka, C. (2022). *Illocutionary and Perlocutionary Acts Found in" Cruella" Movie: Pragmatics Approach.* (Doctoral Dissertation).

Yule, G. (1996). *Pragmatics.* Oxford: Oxford University Press.