

Illocutionary Speech Acts on Digital Tourism Posters to Develop Tourism in Bangkalan, Madura

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Received 12 September 2023; Revised 30 September 2023; Accepted 1 October 2023

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Abstract

Digital tourist posters are a breakthrough in tourism development efforts in the Bangkalan region, Madura. As one of the areas on Madura Island, Bangkalan has a very good and potential tourist area. However, unfortunately, this potential is still not optimal for the wider public to know because there is still a lack of promotion of this tourist area. This research attempts to look at the directive illocutionary utterances contained in digital tourist posters as an effort to develop tourism in Bangkalan, Madura. Digital tourist posters are packaged using a variety of invitational language so it is necessary to study the use of directive illocutions to see the pragmatic power of the poster. This research with a qualitative descriptive design uses data collection techniques in the form of observation and documentation techniques. In this research, the author only focuses on the type of directive illocutionary speech act which focuses on the invitation speech used in digital tourist posters. This research uses Searle's theory of directive illocutionary speech acts. In the results of research related to directive illocutionary speech acts on digital tourist posters, the author found several utterances that show the use of illocutionary acts in digital tourist posters. Some uses of verbs that show directive illocutionary are directive verbs (come on, don't forget, and let's). In the digital tourist poster, there are 3 languages used, namely Madurese, English, and Madurese so variations in the use of directive speech are found in the digital tourist poster. Overall, it can be said that the use of directive illocutions in these three languages has been able to provide effective illocutionary power to attract tourists to visit Bangkalan, Madura.

Keywords: Digital Tourism Poster, Directive, and Bangkalan Illocutionary Speech Acts

Abstrak

Poster wisata digital merupakan salah satu terobosan baru dalam upaya pengembangan wisata di wilayah Bangkalan, Madura. Sebagai salah satu daerah yang berada di Pulau Madura, Bangkalan memiliki area wisata yang sangat bagus dan potensial. Namun sayangnya potensi tersebut masih belum optimal untuk diketahui masyarakat luas karena masih kurangnya promosi terhadap area wisata tersebut, Penelitian ini berupaya untuk melihat tuturan ilokusi direktif yang terdapat pada

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Journal of Social, Culture, and Language

Vol 2 No 1 pp 1-9

poster wisata digital sebagai upaya untuk mengembangkan wisata di Bangkalan, Madura. Poster wisata digital dikemas dengan menggunakan ragam bahasa ajakan yang variatif sehingga perlu dikaji penggunaan ilokusi direktif untuk melihat daya pragmatik pada poster tersebut. Penelitian dengan desain deskriptif kualitatif ini menggunakan teknik pengumpulan data berupa teknik observasi dan dokumentasi. Dalam penelitian ini penulis hanya berfokus pada jenis tindak tutur ilokusi direktif yang berfokus pada tuturan ajakan yang digunakan di dalam poster wisata digital. Penelitian ini menggunakan teori tindak tutur ilokusi direktif Searle. Hasil penelitian terkait tindak tutur ilokusi direktif pada poster wisata digital, penulis menemukan beberapa tuturan yang menunjukkan penggunaan tindak ilokusi yang digunakan di dalam poster wisata digital. Beberapa penggunaan verba yang menunjukkan ilokusi direktif yaitu pada verba direktif (ayo, jangan lupa, dan mari). Pada poster wisata digital tersebut, terdapat 3 bahasa yang digunakan yaitu bahasa Madura, bahasa Inggris, dan bahasa Madura sehingga ditemukan variasi penggunaan tuturan direktif pada poster wisata digital tersebut. Secara keseluruhan, dapat dikatakan bahwa penggunaan ilokusi direktif dalam tiga bahasa tersebut sudah mampu memberikan daya ilokusi yang efektif untuk menarik minat wisatawan berkunjung ke Bangkalan, Madura.

Kata kunci: *Poster Wisata Digital, Tindak Tutur Ilokusi Direktif dan Bangkalan*

INTRODUCTION

The tourism sector is currently the preferred alternative sector to boost the Indonesian economy after other sectors, namely the industrial and trade sectors, experienced a downturn. Likewise, several tourist attractions are located in Bangkalan, Madura. Bangkalan, Madura is a place that has good tourism potential but unfortunately, it is still not optimal for the number of visitors to this tourist spot.

In efforts to develop tourism in Indonesia, several problems need to be resolved so that the tourism sector can become a strong leading sector. One of the obstacles is good promotion and publicity, especially those that can meet the needs of incoming tourists. One example of efforts in terms of promotion and publication is by making posters. Written communication can be used in the form of posters, banners, pictures, photos, manuscripts, blanks, or letters. Posters are a type of printed communication that is currently widely used in our environment. Posters are print media that present actual information to readers other than images (Setianto, 2016). Posters are a type of advertising that uses written and visual content to inform the public. Similar to advertising media, posters can influence the audience. The poster itself is created to influence the audience with the message it conveys. Posters function as marketing tools, public service advertisements, or sources of information for the general public. Posters can attract tourists' attention and arouse curiosity by displaying interesting pictures and providing relevant information about a tourist spot and posters can also increase tourists' interest in visiting the tourist spot. (Surentu *et al.*, 2020).

In a poster, of course, there is language as a material for communication and conveying the information contained in the poster. In a poster, language is a very important element in communication. This is because language is used to convey everything we want, for example, information, ideas, desires, or whatever we want to convey.

In a poster, of course, there is language used by the speaker to convey the message to the poster's readers. As is the case in communication activities, of course, there is a statement that you want to convey in the poster. In his theory, Yule (1996) stated that people do not always use their words to describe something when they speak. Instead, individuals actively take action by uttering utterances. Speech acts include asking or making statements, issuing commands or commands, refusing, praising, or apologizing, and so on.

Many people have researched illocutionary acts. This shows that this topic is very interesting

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Journal of Social, Culture, and Language

Vol 2 No 1 pp 1-9

to use as a learning object. One of those who researched this topic was Suryatin (2018) entitled "Directive Speech Acts in Indonesian on Health Posters at the Banjarbaru City Health Center". In the analysis, 5 types of illocutionary acts were found in the poster. The health posters issued by the Banjarbaru City Community Health Center contain the meaning of imperative commands, imperative appeals, imperative imperatives, imperative imperatives, and imperative imperatives of prohibition.

So one of the things that will be discussed is Damayanti (2021) research entitled "Illocutionary Speech Acts of the Poster for Repairing Sidewalks on the Main Street of Pontianak City: A Study of Searle's Theory". The research results show that illocutionary speech acts in poster texts consist of five types of illocutionary speech acts, including assertive; in the form of stating, claiming, and suggesting. Directive; in the form of recommending, giving messages, ordering, advising, and recommending. Expressive; in the form of an apology. Commissive; in the form of threats, and declarations in the form of punishment.

Afyadi & Pujiati (2020) in the title "The Function of Expressive Speech Acts of Sellers and Buyers of Bakok Tahu on Jalan Krendang Selatan, Tambora, West Jakarta" also conducted research related to speech acts. The results of the analysis and research findings show that the functions of expressive speech acts found in conversations between sellers and buyers at Warung Tahu Bacok on Jalan Krendang Selatan, Tambora, West Jakarta, there are 8 functions of expressive speech acts.

Other researchers have also shown interest in directive illocutionary speech acts. One of those who researched this topic is Pujiati & Gunawan (2019) entitled "Directive Speech Acts on Discussion Based on Gender Perspective". The analysis and research findings show that the type of speech act used in asking for permission, asking, and understanding is the type of speech act of interrogative sentences. Meanwhile, the command sentence type of speech act is used when inviting the interlocutor to ask questions.

After conducting searches related to directive speech acts that have been carried out by previous researchers, this research attempts to fill in research that has never been carried out by previous researchers by using directive illocutionary speech on digital tourist posters. This research aims to determine the use of directive illocutionary speech acts in digital tourism posters as an effort to develop tourism in Bangkalan, Madura.

METHOD

This research uses a qualitative descriptive design to examine research data. This research aims to analyze the types of directive speech acts contained in digital tourist posters. This research uses 5 digital tourist poster images containing images and language data. Data collection techniques were carried out using observation and documentation techniques. The observations carried out by researchers were by conducting investigations (observations) regarding digital tourist posters in places that were used as research objects in the Bangkalan Regency area, Madura. The documentation technique used is a data collection technique in the form of photos regarding the location of tourist attractions to attract tourists to visit. In conducting data analysis, the author uses analytical techniques using Searle's theory to differentiate directive illocutionary speech acts contained in the digital tourist poster.

FINDING AND DISCUSSION

Illocutionary Acts according to Searle (1969) are speech acts carried out by speakers with a specific purpose, such as ordering, requesting, suggesting, etc. There are five types of illocutionary speech acts according to Searle (1969):

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- Representatif atau asertif (representatives or assertives).
- Direktif (directives).
- Ekspresif (expressives).
- Komisif (commissives).
- Deklaratif (declaratives).

In this research, the author only focuses on the type of illocutionary speech act, namely directives. Directive speech acts are statements that encourage the speaker to do something. According to John Searle, directive speech acts are speech acts carried out to request, order, or give advice to the target addressee. In directive illocution, the speaker uses words to influence the target addressee such as “yuk, ayo, jangan lupa, dll”.

The following data is found in digital tourist posters:

Data 1



Indonesia : *Mari* berlibur ke Bukit Jaddih!!

Madura : *Majuh* liburan ka Bukit Jaddih!!

English: *Let's go* on vacation to Bukit Jaddih!!

In this data, it can be seen that the sign of the directive from data I is in the speech contained in sentences containing command verbs, namely in the speech in Indonesian: *Mari berlibur ke Bukit Jaddih!!*, in Madurese : *Majuh liburan ka Bukit Jaddih!!*, and in English, *Let's go on vacation to Bukit Jaddih!!*. Yule (1996) said that a directive is a type of speech act used by people who tell other people to do something. This speech act expresses a desire to invite readers to take a vacation to the tourist destination mentioned in the poster. In the data above, it can be seen that the poster maker wants to invite readers to visit Jaddih Hill.

In the poster above, 3 languages are used, namely English, Madurese, and Indonesian. In the Madurese language, the directive speech used in invitations is found in the verb “*Majuh*”. This speech shows the meaning that there is an invitation to visit tourist attractions on Jaddih Hill.

In Indonesian, the marker for directive verbs is in the word “*Mari*” which has a specific

Journal of Social, Culture, and Language

Vol 2 No 1 pp 1-9

purpose, namely being directed at someone so that they want to do something that we want.

In English, the directive verb marker is found in the word "Let's go" which has the intention of inviting readers to visit the tourist spot.

Data 02



Indonesia : *Ayo pergi ke Pantai martajasah!!*

Madura : *Majuh entar ka Pantai Martajasah!!*

English : *Let's go to Pantai Martajasah!!*

The directive marker from data 02 is that there are words in the form of invitations. Yule (1996) said that a directive is a type of speech act used by people who tell other people to do something. From data 02 it can be concluded that the sentences in the poster aim to invite readers to go to the tourist destinations mentioned. The use of speech that shows an invitation can be seen in Indonesian speech: "*Ayo pergi ke Pantai martajasah!!*", in Madurese: "*Majuh entar ka Pantai Martajasah!!*", and in English: "*Let's go to Martajasah Beach!!*".

In the poster above, 3 languages are used, namely English, Madurese, and Indonesian. In the Madurese language, the directive speech used is the verb "Majuh" which means that there is an invitation to visit tourist attractions on Jaddih Hill.

In Indonesian, the signifier for directive verbs is found in the word "Ayo" which has a specific purpose, namely directed at someone so that they want to do something that we want.

In English, the directive verb marker is found in the words "Let's go", this has the intention of inviting readers to visit the tourist spot.

Data 03



Indonesia : Ikut aku *yuk* ke Mercusuar Sembilangan!!

Madura : *Yuk norok engko' ka* Mercusuar Sembilangan!!

English : *Follow me* to Mercusuar Sembilangan!!

The directive marker contained in data 03 is that there are words in the form of invitations. Directive illocutions can be requests, commands, suggestions, or invitations. From data 03 it can be concluded that the sentences in the poster aim to invite readers to go to the Sambilangan Lighthouse tourist destination. The use of speech that shows an invitation is found in sentences in Indonesian: "*Ikut aku yuk ke Mercusuar Sembilangan!!*", in Madurese : "*Yuk norok engko' ka Mercusuar Sembilangan!!*", and in English: "*Follow me to Mercusuar Sembilangan!!*".

In the poster above, 3 languages are used, namely English, Madurese, and Indonesian. In Madurese, the directive speech used is the verb "*yuk*" which means that there is an invitation to visit tourist attractions on Jaddih Hill.

In Indonesian, the directive verb marker is found in the word "*yuk*" which has a specific meaning, namely being directed at someone so that they want to do something that we want.

In English, the directive verb marker is found in the words "Follow me" This has the intention of inviting readers to visit the tourist spot.

Data 04



Indonesia : *Jangan Lupa* berkunjung ke Alun-Alun Bangkalan!!

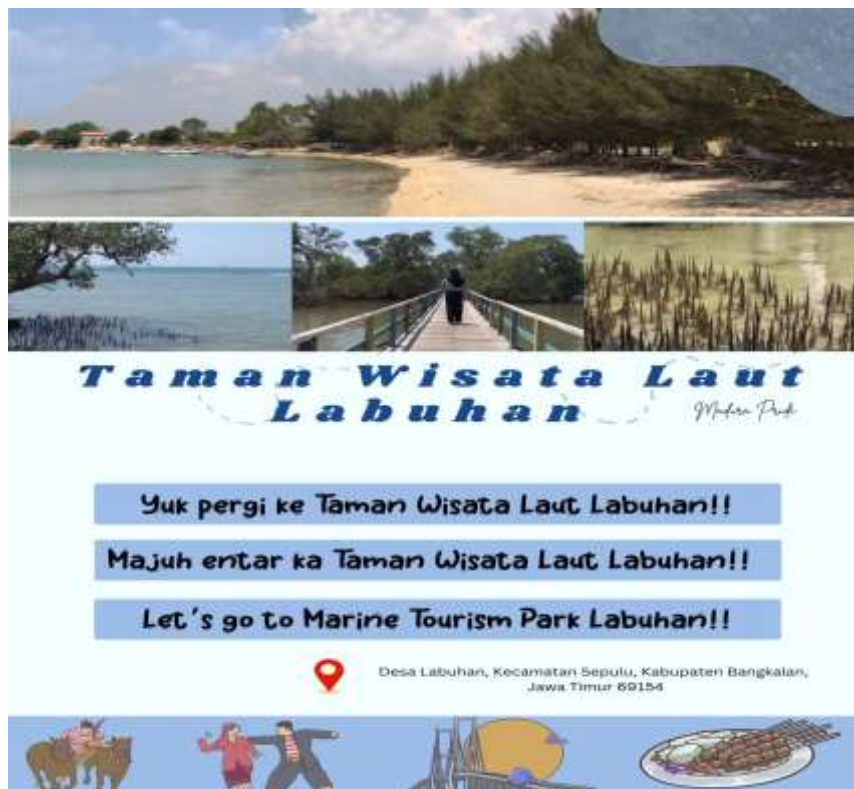
Madura : *Ja'loppah* ambu ka Lon-Alon Bangkalan!!

English : *Let's visit* Alun-Alun Bangkalan!!

The directive marker from data 04 contains a verb that indicates a command/request. Directive illocutions can be requests, commands, suggestions, or invitations. From data 04 it can be concluded that the sentences in the poster aim to invite readers to go to the tourist destination mentioned, namely Bangkalan Square. This is marked by sayings in Indonesian : “*Jangan Lupa berkunjung ke Alun-Alun Bangkalan!!*”, in Madurese : “*Ja'loppah ambu ka Lon-Alon Bangkalan!!*”, and in English “*Let's visit Alun-Alun Bangkalan!!*”.

In the poster above, 3 languages are used, namely English, Madurese, and Indonesian. In Madurese, the use of directive invitations is found in the verb “*Ja'loppah*”. This shows the meaning that there is an invitation to visit tourist attractions in Bangkalan Square. In Indonesian, the directive verb marker is found in the word “*Jangan lupa*” which has a specific purpose, namely being directed at someone so that they want to do something that we want, namely visiting Bangkalan Square. In English, the directive verb marker is found in the words “*Let's visit*” which has the intention of inviting readers to visit the tourist spot.

Data 05



Indonesia : *Yuk pergi ke Taman Wisata Laut Labuhan!!*

Madura : *Majuh entar ka Taman Wisata Laut Labuhan!!*

English : *Let's go to Marine Tourism Park Labuhan!!*

The directive marker from data 05 contains a sentence containing the word invitation. Directive illocutions can be requests, commands, suggestions, or invitations. From data V, it can be concluded that the sentences in the poster aim to invite readers to go to tourist destinations in the Labuhan Marine Tourism Park. The use of this speech is found in the sentence in Indonesian: "*Yuk pergi ke Taman Wisata Laut Labuhan!!*", in Madurese: *Majuh entar ka Taman Wisata Laut Labuhan!!*" and in English: "*Let's go to Marine Tourism Park Labuhan!!*"

In the poster above, 3 languages are used, namely English, Madurese, and Indonesian. In the Madurese language, the directive speech used is the verb "*Majuh*" which shows the meaning that there is an invitation to visit tourist attractions in Labuhan Sea Tourism.

In Indonesian, the directive verb marker is found in the word "*yuk*" which has a specific purpose, namely being directed at someone so that they want to do something that we want, namely visiting the Labuhan Sea Tourism.

In English, the directive verb marker is found in the words "*Let's go*", this has the intention of inviting readers to visit the Labuhan Sea Tourism tourist spot.

The purpose of using the directive category is reasonable because, in persuasion, persuasive speech acts are needed so that the person being addressed or used as a target is interested. This is in line with Searle's theory, which states that directives are utterances that motivate the speaker (interlocutor) to do something. Directive speech acts are speech acts used to persuade readers because they contain encouragement to visit tourist attractions in Bangkalan district, Madura. In addition, to make readers interested, stronger persuasion efforts are needed.

CONCLUSION

Illocutionary acts are a powerful tool to express someone's intentions meaningfully. The use of illocutionary acts can help create a more meaningful relationship between two people and lead to better understanding. In concluding research on directive illocutionary speech acts on digital tourist posters, the author found several words containing illocutionary acts used in the posters. The verbs that show directive illocutions contained in the digital poster can be found in 3 languages, namely English, Indonesian, and Madurese. The markers for directive verbs in Madurese are "majuh and ja'loppah". The markers for directive verbs in English are "let's go, follow me, let's visit". The marker for directive verbs in Indonesian is " mari, ayo, yuk, jangan lupa ”.

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