

## ILLOCUTIONARY SPEECH ACTS ON STICKERS AS PROMOTIONAL MEDIA OF MANGROVES ECOTOURISM IN BANGKALAN, MADURA

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### ABSTRACT

The primary goal of this research is to find the lingual forms and meanings of the language in vehicle stickers used as promotional media to increase ecotourism possibilities throughout the Mangroves Ecotourism area of Bangkalan by means of illocutionary speech acts. In this research, the descriptive and qualitative research methods were used. The data for this research came from a form of vehicle sticker that was first investigated to promote Mangrove Ecotourism in Bangkalan, Madura. The following Mangrove Ecotourism sites were included in this research: Labuhan Mangrove Education Park Bangkalan, Mangrove Martajasah, and Mangrove Tajungan, Kamal. The research carried out adopted George Yule's pragmatic theory and J.R Searle's illocutionary speech act as the theoretical framework, which provides a good explanation of the representative speech act, directive speech act, expressive speech act, commissive speech act, and declarative speech act. Then, concluded that directive speech act plays a major form of this research's finding and discussion and representative speech act as the second form whose type is commonly used in the sticker as promotional media.

**Keywords:** Advertisement, Directive, Representative, Speech acts.

## INTRODUCTION

Ecotourism places pique the public's interest due to the natural beauty they provide. Ecotourism is a type of tourism that depends on natural resources that is responsibly and ethically maintained to be sustainable, non-consumptive, and focused on the local community (regulate, upsides, and expansion). Since nearly this phenomenon is becoming increasingly common in ecosystems that are natural, it ought to aid in their preservation or protection [1]. Among the primary draws of ecotourism are natural surroundings as an aspect of trip and geographical proximity that directs people to locations. The ecotourism sector is an accessible strategy for overseeing revenue from tourism toward preservation of the environment and elimination of poverty [2].

The world at large grasps Indonesia as Mega Biodiversity owing to its abundance of flora, wildlife, and cultural diversity. This diversity is a gift from God as a potential and basic capital to realize sustainable development, especially within the sector of industry and tourism destinations, so that Indonesia is termed emeralds from the far east [3]. Bangkalan, a city on the island of Madura, Indonesia presents an ecotourism area whose services is capable of being utilized for an excursion as well as leisure benefiting the local population. The growing popularity of ecotourism can promote the development of more appealing natural tourism destinations.

Mangrove ecotourism spots are ecotourism sites in Bangkalan Regency that might prove interesting to employ as research possessions in order to collaborate on grow the number of tourist attractions. "Mangroves ecological area have considerable favorable to ecotourism growth as a consequence of their extremely unique mangrove conditions and the model region which is capable of being established via a tourist facility while preserving the true nature of forests and organisms that live in mangrove areas" [4]. Several issues must be addressed in the attempt to grow tourism in Indonesia so that the tourist sector may become a strong leading sector. Effective promotions and branding, particularly those which will suit the specifications of approaching tourists, is one of the hurdles.

An attempt in creating appealing promotional media is one form of promotion and publicity initiatives. The entirety of the things that are done to make a product more well-known, or advance is referred to as promotion [5]. Stickers are a type of advertisement whereby the public receives guidance through written and visual material. This form of promotional media, comprising commercial mediums, has the power to influence the public as a whole. The message on the sticker is intended to influence the public's interest. Stickers can be used as a way to advertise, a public service promotion, or a repository for information to the general public. Vehicle stickers, as well as various types of graffiti, are commonly used as a platform for social communication [6].

Naturally, the speaker uses language in ads like stickers to get their point over to the audience. Of course, there is a statement that you want to transmit in the medium, as is the case with other communication efforts. Yule [7] asserted in his theory that people do not always utilize their words to explain something when they speak. Individuals, on the other hand, actively act by speaking words. Speech acts include making remarks, asking questions, issuing commands, refusing, praising, or apologizing, and so on. Speech acts are classified into three types: locutionary, illocutionary, and perlocutionary. The first is concerned with speaking something, the second with doing something, and the third with effecting someone [8].

The use of illocutionary speech acts on promotional media advertisement has been investigated by several researchers. One of researcher who conducted the research related to the topic is [9] entitled “An Analysis of Illocutionary Acts in Beauty Product Advertisements in Television Broadcast” found the assertive function is employed the most in television advertisements for beauty products, while the commissive function is used the least. This study demonstrates the dominance of assertive functions in beauty product advertising on television broadcast, which make a message to viewers that watch. A similar thing mentioned in the form of physical conditions changes as a result of the products used in commercials, and these changes can take numerous forms ranging from the tip of the toe to the tip of the hair.

So one of the things that will be discussed entitled “Illocutionary Speech Acts in the Discourse of Advertisements in Sindo Newspaper” in [10]. This research found out the major illocutionary speech act in Sindo newspaper advertisement discourse is directive speech acts. The primary speech strategy in Sindo newspaper advertisement discourse is hence the approach of speaking sweetly with positive politeness. Furthermore, the advertisement discourse in Sindo newspaper employs the context of SPEAKING, although not entirely because advertisements are written.

[11] in the title “Direct And Indirect Illocutionary Speech Acts On Donald Trump’s Victory Speech In 2016” shows that the most common illocutionary acts is expressive (24.6%). It implies that Donald Trump wishes to express his heartfelt gratitude to the American people for electing him as President of the United States, and he wishes to make America great again, as he stated during the campaign.

Furthermore, this research conducts to discovering the lingual forms and meanings of the language in vehicle stickers used as promotional media to develop ecotourism potential in the Mangroves Ecotourism area in Bangkalan by the terms of illocutionary speech acts. By utilizing illocutionary speech acts on promotional media of Mangroves Ecotourism, this study seeks to bridge a research gap that has never been addressed by prior researchers. This study takes the illocutionary speech acts of pragmatics study proposed by George Yule [7] & [12] as theoretical framework, which gives a good explanation to describe the lingual forms of each sticker that produce the meaning to invite general public’s interest to visit the Mangroves Ecotourism spots.

## **METHOD**

The descriptive and qualitative research method were employed in this study. A qualitative study focuses on data in the form of words rather than numbers. According to Aspers and Corte [13], qualitative research is an iterative process in which the scientific community gains a better grasp of the topic being examined by creating new meaningful distinctions. Qualitative research is the study of the nature of phenomena and is particularly effective for clarifying precisely why something is (or is not) seen, considering complicated multi-component measures, and focusing on enhancement of interventions [14]. This research’s source of data is a type of vehicle sticker that was initially investigated to promote Mangrove Ecotourism in Bangkalan, Madura. This study comprised the following Mangrove Ecotourism sites: Labuhan Mangrove Education Park Bangkalan, Mangrove Martajasah, and Mangrove Tajungan, Kamal.

Likewise, the data collected in this research includes the inclusion of Indonesian, English, and Madurese on vehicle stickers obtained through connected topics. After collecting the data, the primary step of assessing is to categorizing it into the many types of illocutionary speech acts, such as representative, directive, expressive,

commissive and declarative. The next step is to transcribing or interpreting the data using G. Yule [7] and Searle [15] framework, which incorporated both frameworks to determine the illocutionary speech acts of this promotional medium. The final step is to complete the final report, including the interpretations. Given pragmatic study was utilized to determine the meaning of a word based on the context. In the meanwhile, a pragmatic study used two designs: a cross-sectional design and a longitudinal design [16]. The cross-sectional design looked closely at how people with varying degrees of competence used a speech act. It likewise concentrated on one or more speech acts and explored them using generated data [17]. Therefore, consequently, the cross-sectional design was adopted in this study for identifying illocutionary speech acts.

## RESULT AND DISCUSSION

Illocutionary acts containing informative objectives can be expressed through speech. John Searle [12] splits illocutionary acts into precise classifications. Illocutionary activity is divided into five categories of speech acts, namely: Representative Speech Act, Directive Speech Act, Expressive Speech Act, Commissive Speech Act and Declarative Speech Act.

**3.1.** Representative speech act bind the speaker to the truth of what he says. The aggressive speech act is another name for this type of speech act. Speech declares, requests, admits, shows, reports, gives evidence, mentions, and speculates are all examples of this type of speech act.

### 1) ***“Sae tempat ka’dhinto” or This is incredible place***

This advertisement was typed in Madurese and placed on the sticker of Mangrove Martajasah. The word of place refers to Mangrove Martajasah itself. This phrase can be classified as a representative of describing the mention. Nevertheless, it contains information whose speakers or the sticker’s maker are bound by the truth of the speech’s content. The speaker is accountable for ensuring that the statement is factual and can be demonstrated in the field that the location truly great as it mention [18]. The existential of this phrase is to give a big role in order to ensure the targeted reader to believe that visiting the Martajasah Mangrove place will not be in vain because the place is very extraordinary to have an amazing view.

### 2) ***“Tor hijau, Mangrove Ka’dhinto” or The green, The Mangrove***

This advertisement typed in Madurese to enhance Madurese people if theirs diversity is beautiful and this ad placed on sticker of the Mangrove Ecotourism – Mangrove Tajungan. This advertisement can be separated as representative of claiming or reports. This resemblance may be due to the fact in all of these contexts seek to deliver and transmit messages to readers, and hence utilize representative terms. As a result, when a speaker wishes to produce and impart information to interlocutors, she/he may incline to use representative forms to express her/his words successfully, totally, and understandably [19].

### 3) “Best experience, best view”

This advertisement clearly stated in English due to this promotional medium contains three language as it Madurese, English, and Indonesian. This ad can be categorized as representative of reports. By expressing this hyperbole, it can be concluded that Labuhan Mangrove Educational Park offered a place that can provide a beautiful experience, equipped with good views, and suitable for tourist attractions with family. Thus, readers can be interested and visit this place to be able to create a beautiful experience with family at Mangrove Labuhan. The majority of the representative acts are found in short phrases. Simply nearly addressees spend so little time reading advertisements, short phrases are used [20].

Representative speech act in the data above appears often to explain precisely the product that wants to be highlighted. In addition, it often refers to the Mangrove area itself. Likely, “*Sae tempat ka'dhinto*”, “*Tor hijau, Mangrove ka'dhinto*” and “Best experience, best scenery”. Furthermore, this intended that this advertisements often call on readers or general public to do an action when advertiser sell goods or offers to consumers. Taking action means buying the goods and services advertised by the ad [21].

**3.2.** Directive speech act is one that the speaker intends for the speech partner to perform in accordance with what is expressed in the speech. Impositive speech acts are another name for directed speech acts. Asking, inviting, coercing, suggesting, urging, demanding, charging, commanding, urging, begging, challenging, and offering clues are all examples of this type of speech act.

#### 1) “Let’s join with your family”

This advertisement clearly stated in English. Regardless of Yule [7], a directive simply a form of speech act used by persons who instruct someone else what they ought to do. The word “Let’s” in this ad shows that the advertiser explicitly invites all readers or the general public to visit Mangrove Ecotourism - Mangrove Martajasah with their families. This ad classified as a directive speech act of inviting. The directive speech act of inviting in the form of persuading expresses the speaker’s request to the conversation partner to carry out what may have the speaker desires [22]. In this context, the advertiser persuades the readers or the general public to carry out the advertiser’s allure by visiting the Mangrove Ecotourism – Mangrove Martajasah.

#### 2) “Visit Madura, Visit Mangrove-nya”

#### 3) “Liburan? eyatoreh ke Mangrove saos” or Need vacation? just come to Mangrove.

These advertisements can be grouped into directive speech act of commanding. The ad as stated in (2) placed on the sticker of Mangrove Ecotourism – Mangrove Tajungan. The advertiser throws a command towards readers or general public, if they visit Madura, they must also visit the Mangrove. There are no sanctions if you do not obey the command spoken by advertisers, but it is very inappropriate if the reader visits Madura but does not visit the Mangrove Ecotourism presented. Madura, which is located in the coastal area, often also holds a lot of wealth diversity such as beautiful Mangroves. Moreover, this is because directive speech acts should always be the politest way of requesting because they have a socially positive effect on people’s lives, while an indirect request could potentially have a negative impact by offending the listener or causing them to become frustrated [23].

The ad that stated in (3) placed on the sticker of Mangrove Ecotourism – Labuhan Mangrove Education Park. This advertisement is included in the directive speech act of command because readers are not given the option to visit other tourist attractions besides Mangrove Ecotourism as stated on the promotional media sticker. Commanding constitutes a trait that speakers who speak with partners seek in the belief that the speech partners will do what the speakers want or assume [24]. “*Liburan? eyatoreh ke Mangrove Saos*” as in the context of this advertisement, if you are on vacation then just go to Mangrove Ecotourism

**4) “Warning! *Tempat wisata cocok untuk keluarga*” or Warning! the right tourism place for family**

**5) Attention! *Tempat liburan yang wajib didatangi*” or Attention! a must-visit family vacation place**

The evidence on above (4) & (5) can be classified as directive speech act of suggesting. The ad as stated in (4) placed on the sticker of Mangrove Ecotourism - Mangrove Tajungan. The advertiser intends to give suggestions to visit Mangrove Ecotourism which is a suitable tourism place to visit with family. “Warning!” is used to attract the reader's attention so that the reader is moved to cross his or her sense of wonder by the presence of the word “Warning!” followed by the phrase “*Tempat wisata cocok untuk keluarga*” from the advertisement. The suggestion given by advertisers can be expected to get results, namely new visitors who visit the Mangrove Ecotourism. The existence of suggestions means that there will be achievements produced. Intimacy, life stage, gender, and circumstance are all factors that influence directive speech with a suggestion meaning [25]. In this context, the factor that influenced directive speech act with a suggestion meaning is situation. In this ad's situation, the advertiser gives suggestion towards the readers or general public to visiting this suitable place while they are with their family on a vacation.

The ad's written in Indonesian and English. Although the advertiser expects that Madurese people knew what's the intention behind those ads. As it (5), this ad also contain suggestion meaning of directive speech at. advertisers give advice on vacation spots that families should visit together. The ad (5) placed on Mangrove Ecotourism – Labuhan Mangrove Education Park. Directively, the advertiser asks the speakers to consider the advice given with the word “Attention”, this is intended that all readers can absorb the advertisement that is presented by drawing consideration to the word “Attention!”.

The directive speech acts in the above evidence show that in the language of advertisements there is also language where advertisers command, invite, and suggest to the targeted readers or general public. This is an example of a directive speech act because the readers intended to do the proper action mentioned advertiser's ads, which is to assist in the completion of the ad's goal . The behavior made by the speech partner after hearing the directive utterance is the sign of directive utterance [26].

## CONCLUSION

After conducted this research, the researchers concluded that lingual forms contained in the advertising language are written in Madurese, English and Indonesian. This research with the object of stickers as a promotional media for Mangrove Ecotourism shows that directive have a major speech acts rather than other, there are 5 data that show directive speech acts. The use of directive speech acts often appears

with the intention of suggesting, ordering and inviting. Another speech act found in this study is a representative speech act. representative speech acts are often found in the object of this study when advertisers provide offers by giving words that contain hyperbole. however, even though they use words that are hyperbole, advertisers only want to convey the intent and purpose they want to achieve with the arrangement of phrases or sentences that can attract public interest.

Furthermore, depending on circumstances and goals, illocutionary acts can be undertaken in various contexts. When a speaker utters a sentence in a suitable context with specific objectives, he or she engages in a number of illocutionary acts. Assessing the employment of illocutionary acts within everyday life, and either they are successful or not, is also dependent on nonverbal indicators which involve both the speaker's and listener's roles and so on. The other categories of speech act wasn't found in this sticker such as, expressive, commissive and declarative, thus, this ad's was intended to promote the Mangroves Ecotourism of Bangkalan Madura, Indonesia.

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