

The Speech Function in Advertisements

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Abstract

The aim of the study is describing types of speech function and reasons of using them in advertisement. Descriptive qualitative method is applied in this research with sentences found in the dialogue or conversation is the advertisement as the data of this research. The data collected is from the advertisement of electronic media. The research is resulted in the finding of six types of speech function used in the advertisement which are statement, acknowledge statement, question, response statement to question, offer, and command with statement as the dominant. These types are used in advertisement for the descriptive and persuasive purposes.

Keywords: Speech Function, Advertisements

Introduction

Persuading one in admitting, acknowledging and even purchasing certain products intact crucially to marketing. Marketing itself shall be supported by excellent advertising. The advertising is expected to be created in such way which let the products speak by itself without involving long paragraph as to attract customers. Advertising is a sales message, directly at a mass audience that seeks through persuasion to sell goods, services, or ideas on behalf of the paying sponsor (Harahap, 2012).

Language holds important role in advertisement to connect the products and the customers. Halliday theory of speech function is implemented in advertisement which are: descriptive (to describe factual information), evaluative (to make a value

judgment), emotive (to express emotion), evocative (to evoke an emotional response in an audience), persuasive (to persuade someone to accept something), interrogative (to elicit information), directive (to tell someone to do something), performative (to describe verbs that describe actions carried out by speakers), and recreational (language is used for fun or enjoyment or telling of joke). Thus, this research was conducted with the aim to describe the types of speech functions and to describe the reasons of using them (Haliday cited in Maryanto (2014)).

Methodology

Descriptive qualitative design was applied in this research. The source of the data were advertisement that took the form of dialogue or conversation. The data was analyzed by following these steps: (1) Collecting some advertisement from various media, (2) Reading and transcribing the data (3) Copying those sentences using the theory of speech functions, (4) Analyzing the conversation found in the advertisements.

Results

Types of Speech Function in Advertisement

In reference to the speech function theory which claims that speech function is categorized as offering, acknowledging offer, questioning, responding to questions, giving statement, acknowledging statement, commanding and responding to command, the research in figuring out the types of speech function used in advertisement resulted in the finding of six types speech function used. The speech function found was as follows :

a) Statement : a way of giving information that can be either positive or negative.

(Saragih: 2020). It was shown in the dialogue

Dwayne Johnson : ***Run of Milk.***

A little girl 1 : Are you kidding me? (Dwayne Johnson starts to run outside his house and searching for the milk).

“run of milk” is meant to give information to the little girl that do not have milk that day.

- b) **Acknowledge Statement** : a response to a statement. If the statement gives a supporting response, then it is acknowledgement. If the statement gives a confronting response, then it is rejection. (Saragih:2020). It was reflected in the dialogue below

Michael Buble : “Buble”. Sparkling water. They named it after me.
Everybody : **No, it didn’t.**

“No, it didn’t” is uttered as a response statement of Michael Buble’s which shows a disagreement of his assumption that his name is the source of idea of the soft drink “Buble”.

- c) **Question**: One way of eliciting information is by using interrogative expression which in known as asking question. Since its function is to request answer for information, the expressions may vary depend on the information acquired. The following dialogue shows the function.

An old man : Excuse me! **What’s this?**
Michael Buble : Poodlay

The sentence *“What’s this?”* is a form of interrogative statement. The question uttered to gain information and was answered clearly.

- d) **Response statement to question** : the response uttered by the responder with the purpose of clarifying the answer without waiting for the previous person to ask further question for clear answer. The response statement to question can be supporting (answer) or confronting (disclaimer) as shown in the dialogue

Son : Did he have blue eyes like me?
Mother : **No, Brown.**

The answer “**No, Brown**” said by Mother is a response statement to question in the form of confronting (disclaimer). In case, he didn’t agree with the question and said “*No. Brown*” as the reply.

- e) **Command** : is giving order with the purpose of demanding the listener to do what the speaker asks the listener to do there is the sense of forcing and authority in it. The following dialogue shows the act of commanding.

Michael Buble : Oups.. (Turn around and see a small kid). Oh, what a cute...
 Kid : ***Do not “buble” me!***

The above sentence “*Do not buble me!*” said by a kid is a command. The Kid demand the first person not to buble him

- f) **Offer** : an expression of willingness to give or do something to assist others.

Director : ***Miss Monroe, eat this snickers.*** (Give her a snicker). You get a little cranky when you’re hungry. Better?

The word “*Miss Monroe, eats a snickers*” said by Director is an offer. The Director gave the snickers to Miss Monroe to subdue her emotion and this is a voluntarily act.

The following table is the result of the speech function found in the advertisement.

Table 4.1 Types of Speech Function in Advertisements

No.	Speech Functions	Frequency
1.	Statement (S)	43
2.	Acknowledge statement (AS)	8
3.	Question (Q)	12
4.	Response statement to question (RSQ)	11

5.	Offer (O)	1
6.	Acknowledge offer (AO)	-
7.	Command (C)	5
8.	Response offer to command (ROC)	-

Reasons of Using Speech Function in Advertisements

Another finding is the reasons of using the speech function in the Advertisement. It is found that “**Descriptive**” and “**Persuasive**” are the reason for using such speech function in Advertisement. As cited in Martanto (2014) quoted Halliday that descriptive is used to describe factual information as in the following dialogue from the data collected.

Joe : *I’m sorry David. We make them fresh every time with real fruit.*

The statement is to emphasize and ensure the customer about the quality of the product. This is an example of the dialogue found in the advertisement of “Burger King Smoothie”

Persuasive is used to persuade someone to accept something, as in argument, or to act in a certain way (Halliday cited in Martanto (2014))

Narrator : ***The new real fruit smoothies. Come and get it at Burger King.***

Having emphasizing the freshness of the product. The narrator in the dialogue use the phrase “**Come and get it at Burger King**” as a way to persuade the customer to have trust and try the product. The following table is the reasons of using speech function in Advertisement.

Table 4.2 The Reason of Using Speech Function in Advertisements

No.	Reasons	Frequency
1.	Descriptive	75

2.	Evaluative	-
3.	Emotive	-
4.	Evocative	-
5.	Persuasive	11
6.	Interrogative	-
7.	Directive	-
8.	Performative	-
9.	Recreational	-

Conclusion

Numbers of speech function found in advertisement are vary as shown in the table above. However, it is concluded that there are six types of speech functions found in advertisement. There are: statement, acknowledge statement, question, response statement to question, offer and command. Hence, statement is the dominant. The main purpose is descriptive and persuasive function.

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