

**COMMISSIVE SPEECH ACT OF ENGLISH
ADVERTISEMENT IN MAGAZINE NOW! JAKARTA
(A PRAGMATICS STUDY)**

PROJECT PAPER

**In partial fulfilment of the requirements
For the degree of Bachelor in English Letters**



Presented by

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(A PRAGMATICS STUDY)

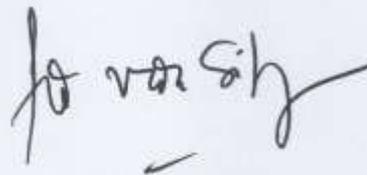
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Stating truthfully that all the material in the project paper is the work itself, and quotations in it as well as I have stated references entirely.

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Abstract

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Title : Commissive Speech Act of English Advertisement
in Magazine Now! Jakarta (A Pragmatics Study).

This project paper is focused on the commissive speech act in magazine NOW! Jakarta. The commissive speech act is one of many illocutionary speech acts which essentially involve the speaker committing himself to behave in some required ways, for instance promising and swearing. The aim of this project paper is to find out and to analyze the categories of Commissive Speech Act of English Advertisement in Magazine Now! Jakarta (A Pragmatics Study) is especially advertisement of consumers that refer to illocutionary function and to analyze how they are performed. In collecting the data, the writer focused on NOW! Jakarta Magazine, editions February and March 2016. Then the writer analyzes the collected data descriptively by using the theory of Austin. The result of this project paper shows that there is forms of illocutionary speech act in every text of an advertisement; it is used in the advertisement to give information and emotional response. There is commissive function of offering in every utterance in advertisement and the other commissive function such as persuading, guaranteeing, undertaking and promising which are found in advertisement of consumers. It is expected that this study may help the students or readers to comprehend the illocutionary act, particularly about the commissive in the advertisement of consumers in magazine NOW! Jakarta.

Keywords: Speech Act, Illocutionary speech act, Commissive, Advertisement Magazine

Acknowledgement

First of all, I was gratefully thank you to God for a great endless blessing so that I was able to finish this final project entitled, “Commissive Speech Act of English Advertisement in Magazine Now! Jakarta (A Pragmatics Study)” I realized that I actually could not complete without advice, encouragement, guidance, and suggestions. Firstly, I would like to express my sincere gratitude to:

1. Dr. Ied Veda Rimrosa Sitepu as the Dean of Faculty of Letter of Christian University of Indonesia.
2. Dr. Masda Surti Simatupang, S.Pd, M.Hum. as the Head of the Study Program of Faculty of Letter of Christian University of Indonesia.
3. Yusniaty Galingging, M.Hum as the Advisor in the writing this project paper.
4. All of lecturers in Faculty of Letter of Christian University of Indonesia.
5. My beloved Father, Mom, my brother and sisters who have supported me financially, morally, and spiritually so that I could finish my research.
6. My bestfriend, who are always in my side and give attention, support and accompany me in every time and everywhere.

And the last, I would like to express thank you to all people that could not I mention one by one. Hopefully, this project paper will be useful for the readers especially to the learners of Faculty of Letter of Christian University of Indonesia. Then, I would like to appreciate any critics or comment for the betterment of this project paper.

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