

CHAPTER I

1.1 Background of the Research

Language is a communication tool that plays an important role in human life. Trudgill (1974:35) reveals that human uses language as a communication tool to express ideas, feelings and thoughts. In the communication process, there are two participants, the speaker and listener. A success in communication depends on the ability of the speaker and the listener to understand the meaning uttered. Wardhaugh (1986:274) reveals that in communicating with people, we use sentences or exactly utterances. Austin reveals that the utterances have performative function which means that utterances are an act and not merely want to say something like this sentence, "Congratulations on your success".

According to Leech (1983:3), pragmatics is the study of meaning in relation to the speech situation. Levinson (1983:5), pragmatics is the study of language use. This means that pragmatics is not only based on what a speaker utters but how a speaker uses an utterance and realizes in act. According to Austin, speech act is part of pragmatics field which deal with utterances that has performative function in language and communication. Speech act consists of locutionary, illocutionary and perlocutionary (Austin, 1962:83). Furthermore, Austin (1962:85) explains that locutionary speech acts is speech acts intended to say something with specific meanings and references, then illocutionary speech act is to perform an action by saying something and perlocutionary speech act is an utterance which influence or effect to the listener.

By the three of speech acts, the writer of the project paper chooses the illocutionary speech act. Austin (1962:154) categorizes, illocutionary speech act into five categories: verdictive, exercitive, commissive, behabitive and expositive. The writer focuses on commissive speech act. Commissive speech act is speech act that essentially involves writer do something in the future; as promising, swearing or offering. For example, utterance a teacher to a student who invites the teacher to a birthday party; the teacher says: "I will come". In the utterance of the teacher looks to do something act in the future that is to come to the student's birthday party. The teacher says "promising" to the student, which is a part of commissive speech act.

Frank Jefkins (1997:41-55) divides advertisement into six categories, those are advertisement of consume, business, trade, retail, finance, and recruitment.

1. Advertisement of consume; including consume essentials such as groceries, shampoo, or soap; durable materials such as homes, hotel, apartment, motorcycles, cars, clothing, watches, or household appliances. It also includes consumer services such as aviation.
2. Advertisement of business; promoting non-consumer goods and services such as raw materials, spare parts, machinery factories and insurance facilities.
3. Advertisement of trade is addressed to the distributors, traders, agent of exporters/importers, or wholesalers. The advertised product is the goods are resold.
4. Advertisement of retail; to popularize the company, selling a product of store also exclusive items for a particular store.

5. Advertisement of finance; bank, savings services, insurance and investment.

These advertisements offer asset and borrowed funds.

6. Advertisement of recruitment; to recruit potential employees.

Advertisement of consume is widely available in magazine NOW! Jakarta. So, the writer focuses this project paper only in advertisement of consume. Writer is interested in commissive speech act of advertisements on the magazine because magazine is so close to human life, even unwittingly advertisement sometimes affects human lifestyles. In addition, many advertisements contain commissive speech act of illocutionary.

1.2 Question of the Project Paper

1. What are the forms of illocutionary speech act in magazine NOW! Jakarta?
2. What are the functions of commissive speech act found through in magazine NOW! Jakarta?

1.3 Objective of the Project Paper

1. Identifying the forms of commissive speech act in magazine NOW! Jakarta.
2. Analyzing the functions of commissive speech act in magazine NOW! Jakarta.

1.4 Methodology of the Project Paper

This project paper used descriptive method, and the data collected from edition of monthly magazine of magazine NOW! Jakarta. The writer collected data and focused on advertisements of consumer that contained in magazine

NOW! Jakarta; February and March 2016. The number of advertisements that used as material is as much as 15 (fifteen) of data. The data can be seen in the page of analysis.

The reason writer chose magazine is because the magazine contained more advertisements than other print media. Beside that magazine is having thick paper which is not ripped easily and made from slippery material. In addition, the magazine had longer period of time, allowing it to re-read, so the advertisements that are in it could be seen again.

1.5 Significance of the Project Paper

The significance gained from this project paper is theoretical and practical significance. The theoretical significance of this project paper may contribute to the development of linguistics, especially in the field of pragmatics about commissive speech act found in advertisement in magazine NOW! Jakarta. Then the practical significance of this project paper may help the reader or student of English literature to understand commissive speech act in magazine NOW! Jakarta. Moreover, it can be reference for students who wish to explore the field of pragmatics in particular on function of commissive speech act.