

# **THE ILLOCUTIONARY ACTS AND CHARACTERISTICS OF PUBLIC NOTICES IN PUBLIC PLACES IN SEMARANG**

**George Abdiel Agios Susanto**

**13020110120014**

**FACULTY OF HUMANITIES**

**DIPONEGORO UNIVERSITY**

**SEMARANG**

**2014**

## **ABSTRAK**

Tanda-tanda pemberitahuan (*public notice*) yang ada di tempat umum dapat berupa peringatan dan rambu-rambu yang berisi berbagai macam pesan seperti larangan , informasi, promosi dan sebagainya. Berbagai pilihan kata atau kalimat digunakan untuk menyusun *public notice* dalam menyampaikan pesan. Penulis mengamati aksi, khususnya tindak ilokusi (*illocutionary act*) dan mengidentifikasi karakteristik yang dihasilkan dari *public notice* yang ada di tempat umum di Semarang. Penelitian ini termasuk penelitian pragmatik khususnya *speech act*. Metode simak bebas libat cakap digunakan oleh penulis dalam mengumpulkan data dan metode padan pragmatik digunakan untuk menganalisis data. Dalam tahap pemilihan sampel, penulis menggunakan metode *purposive sampling*. Hasil penelitian menunjukkan bahwa setiap *public notice* memiliki berbagai tindak ilokusinya sendiri-sendiri sesuai dengan berbagai pesan yang terkandung didalamnya. Ditemukan pula beberapa karakteristik dari *public notice* seperti ketidaklangsungan, keringkasan, aspek konteks, dan kesamaan makna dengan bentuk kata yang berbeda.

Kata kunci: *public notice, illocutionary act*

# **CHAPTER I**

## **INTRODUCTION**

### **I.1. Background of the Study**

The texts are written in appropriate expressions based on the situation where they were found and written. They can be written directly or indirectly. The texts are used as communication tool or device to convey the message. The communication device can be found through the texts or notices in the public places such as campuses, malls, roads and many other places. They can convey a rule, information and many more. We can call this text as a public notice in public places. People produce text to get a message across, to express ideas and beliefs, to explain something, to get other people to do certain things or to think in a certain way and so on. The speech act's aspect of the notices is interesting to discuss and explain by the writer especially the kinds of speech acts and the characteristics found in the public notice. The analysis of public notices can reveal that public notices explain more than just written text. In this research, there are four main research problems regarding the illocutionary acts and characteristics of public notices in public places in Semarang which are what kinds of illocutionary acts conveyed by public notices, what the most common illocutionary acts of public notice found in public places, what the characteristics of a public notice, and what the meaning and message conveyed by the public notice. The writer focuses on analyzing the kinds of speech act of public notices in public places especially the illocutionary acts and on identifying the characteristics in public notice. Therefore, the writer writes this research entitled "The Illocutionary acts and characteristics of public notices in public places".

### **I.2. Scope of the Study**

In order to make the research is easier to analyze, the writer should limit the scope of the study. The scope of the study is limited to the public notices which belong to the classification of speech acts.

### **I.3. Purpose of the Study**

Every research exactly has some purposes. In this research, the purposes are:

1. Identifying the kinds of illocutionary acts conveyed by public notices
2. Identifying the most common illocutionary acts of public notice found in public places

3. Searching for the characteristics of a public notice
4. Explaining the meaning and message conveyed by the public notice

#### **I.4. Previous Study**

The writer used previous studies that are the research by Ita Mariyana (2009) "*Illocutionary forces in the verbal outdoor cigarette advertisements in Semarang*" and Elvira Novita (2008) "*Directive illocutionary acts in the cartoon Finding Nemo*". Both researchers discuss the use of speech act, especially the illocutionary aspect.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **II.1. Speech Act**

##### **II.1.1. Definition of Speech Act**

People do not only produce utterances containing grammatical structures and words, they perform actions via those utterances. Actions performed via utterances are generally called speech act. (Yule, 1996: 47) Example :

##### **(1) *You are fired***

Utterance (1) shows that people do not only produce utterance containing grammatical structure, but also an action. This utterance describes a situation where a boss has a great deal of power. This utterance is more than a statement.

##### **II.1.2 Level of Speech Act**

Yule divides the act into three levels of speech act such as locutionary act, illocutionary act and perlocutionary act.

##### **a. Locutionary act**

Locutionary act is the basic act of utterance. This is the level which is connected with the production of utterance such as grammar, phonetic and phonology. We can conclude that locutionary act is used by a speaker to say something.

##### **b. Illocutionary act**

Sometimes we don't just produce well-formed utterances with no purpose but we form an utterance with some kinds of function in mind. Yule (1996:48) said that illocutionary act is performed via the communicative force of an utterance.

### c. Perlocutionary act

This is the level of speech act that we do not, of course, simply create an utterance with a function without intending it to have an effect (Yule, 1996:48).

#### II.1.3. Kinds of Speech Act

According to Yule (1996:54-55), speech act is divided into two kinds. They are direct speech act and indirect speech act.

##### II.1.3.1 Direct speech act

Yule (1996:54-55) stated that whenever there is a direct relationship between a structure and a function, we have a direct speech act.

##### II.1.3.2 Indirect speech act

Whenever there is an indirect relationship between a structure and a function, we have an indirect speech act.

#### II.1.4. The classification of speech act

Searl on Yule (1996:53-54) classified speech act into five types according to the general function namely declarations, representatives, expressive, directives and commissives.

## II.2. Illocutionary Act

### II.2.1. Definition of Illocutionary Act

Yule said that illocutionary act is performed via the communicative force of an utterance.

II.2.2. Basic of Illocutionary Act is divided into command, statement, and question.

### II.2.3. Felicity condition

Felicity conditions are the appropriate conditions for a speech act to be recognized as intended.

### II.2.4. Illocutionary Force Indicating System (IFID)

Levinson in his book said that when the illocutionary force is somehow conventionally linked with explicit performatives and other illocutionary force indicating devices (1983:239).

## II.3. IFIDs

According to Yule (1996:49) IFID is the indication in the speaker's utterance of the communicative force of that utterance. Vanderveken divide the performatives verbs into:

### 1. English assertive

Assertives commit the speaker to the truth of the expressed proposition. For example: assert, tell, caution, state, suggest, advice, inform, etc.

## 2. English commissive

Commissives commit the speaker to some future action. It consists of promise, offer, commit, agree, reject, etc.

## 3. English Directive

Directives have the intention of eliciting some sort of action on the part of the hearer. For example ask, urge, insist, tell, command, forbid, direct, warn, etc.

## 4. English Declarative

Declaratives are said to bring about a change in reality. It divides into declare, approve, confirm, appoint, etc.

## 5. English Expressive

Expressives make known the speaker's psychological attitude to a presupposed state of affairs. It consist of thank, praise, congratulate, welcome, etc.

## **II.4. Syntactic type of Sentence**

Sentences have their own function based on the structure.

### 1. Declarative sentence

The sentences which are used to say how things are.

### 2. Conditional sentence

The sentences which are used to say with reserve and without a high commitment to the truth of the propositional content.

### 3. Imperative sentence

The sentences which are used to try to get the hearer to do something.

### 4. Interrogative sentence

The sentences which are used to ask question.

### 5. Exclamatory sentence

The sentences which are used to express the speaker's mental states.

## **II.5. The Component of Illocutionary force**

The illocutionary force is divided into six components such as an illocutionary point, a mode of achievement of an illocutionary point, propositional content, preparatory condition, sincerity condition, and a degree of strength (Vanderveken, 1990:103).

### 1. Illocutionary point

This is the principal component of illocutionary force because it determines the direction of fit of utterances with that force. The performatives verb is not the only parameter to determine the speech act which public notice brings.

## 2. Mode of achievement

Vanderveken said that this is the component which determines how its point must be achieved on the propositional content in a successful performance of an act with that force (1990:110).

## 3. Propositional content condition

Vanderveken explained that some illocutionary forces impose conditions on the set of propositions that can be taken as propositional contents of acts with that force in a context of utterance (1990:112).

## 4. Preparatory condition

According to Vanderveken, a speaker presupposes the truth of certain prepositions in the context of his utterance.

## 5. Sincerity condition

A speaker can of course express a mental state he doesn't have, and this is why illocutionary acts have sincerity conditions.

## 6. Degree of strength

The illocutionary force influences the mental states which enter into the sincerity conditions of speech acts are expressed with different degrees of strength.

# **II.6. Public Notice**

## 1. Text

A text can be defined as an actual use of language, as distinct from a sentence which is an abstract unit of linguistic analysis. There are many functions of text such as notice, labels, instructions, to give information, express a point of view, shape opinion, provide entertainment, request, warning etc.

## 2. Public Notice

Public notice is a notice given to the public regarding certain types of legal proceedings. In government, public notices are issued by a government agency or legislative body in certain rulemaking or lawmaking proceeding.

## **CHAPTER III**

### **RESEARCH METHODS**

#### **III.1. Type of Research**

This research is called pragmatic research because it discusses illocutionary acts especially those produced in public notices in Semarang. The writer uses descriptive qualitative research because the writer wants to describe the use of public notices systematically. The type of this research can be classified as qualitative research which gives a description for the phenomena of the language use in public notices.

#### **III.2. Data, Population, Sample, and Data Source**

The writer uses primary data in this research because the writer took the data directly from the public places in Semarang. The population of this research is all the objects of the research which are public notices in public places. Then, purposive sampling technique is used in this research because the writer has a certain purpose.

#### **III.3. Method of Collecting Data**

The writer uses *Simak bebas libat cakap* by Sudaryanto (1993:134-135) as his method. It is also used as the method because he does not need participant in his research or it is non participant observation.

#### **III.4. Method of Analyzing Data**

The writer used *Padan* pragmatics method because he thinks that the method has something to do with the relationship between public notices and the theory of speech acts.

## **CHAPTER IV**

### **DATA ANALYSIS**

This chapter presents the result of the data analysis. Data of this research are utterances in public notices in public places, so the writer focuses on that public notices in public places in Semarang. There are so many public notices from many public places such as campuses, roads, malls etc.

## **IV.1. Kinds of Speech Acts**

### **IV.1.1. Assertives**

The writer found 16 public notices including assertive which categorized into assert, state, suggest, advice, and inform.

For example: Inform

To inform is to give information about something with assertive point that the hearer does not already know. This kind of assertive point of inform can be found in data(1), (3),(4), (9),(10), (20), (30), (38) and (47).

Data 1: km76

Data 9: 11 Persons

These two utterances have function as an inform, however data 9 is not only functioning as an inform but also as a tell. Based on the IFID's, this utterance can be "I inform you that you are in KM 76 now". Based on data 9 can be "I inform you that the capacity of this lift is 11 persons".

#### **a. Illocutionary point**

It is words to world direction of fit.

#### **b. Mode of Achievement**

The readers are expected to conceive the main point of the information, it is not only an information but it is also telling the reader about the condition of the utterance as in data 9.

#### **c. Propositional content condition**

It can refer to the present condition and future condition as long as this utterance is read.

#### **d. Preparatory condition**

The purpose of this utterance is to inform something, so the writer presumes that the readers have not known yet about it.

#### **e. Sincerity condition**

After knowing the information, the reader will have some ideas and then make a decision.

#### **f. Degree of strength**

The act of an inform has a weaker degree of strength than assert.



In brief, inform belongs to the assertive point because it gives an information to the reader that the writer presume they have not known yet.

#### **IV.1.2. Commisives**

The writer found two utterances in public notices classified as commissives which include performative verbs such as promise and offer.

For example:

##### **Offer**

An offer is a promise that is conditional upon the hearer's acceptance. To offer, then, is to perform a conditional commissive, for instance, in data (32),(33), and(34).

Data 33: Copy 2 buku bayar 1 buku "Copy 2 books pay 1 book"

According to IFID's, this utterance becomes "I offer you, Copy 2 books pay 1 book" or "I give you an offer, copy 2 books pay 1 book".

##### **a. Illocutionary point**

The world is transformed to fit the propositional content with the result that it is the world-to-words direction of fit.

##### **b. Mode of Achievement**

A successful performance of an act really depends on the realization of the offer itself.

##### **c. Propositional content condition**

This utterance represents an action in the future condition.

##### **d. Preparatory condition**

The writer presupposes that not everyone have known about the offer "copy 2 buku bayar 1 buku" or "copy 2 books pay 1 book".

##### **e. Sincerity condition**

This utterance tries to make the readers or people interested in the offer.

##### **f. Degree of strength**

This act has a weaker degree of strength than the act of promise.

Briefly, an offer is grouped into commissive point. It represents a future action that enables the readers to choose an option.

#### **IV.1.3. Directives**

There are 26 public notices consisting directives which belonged to forbid, tell, command, ask, caution, direct, insist, and warn.

For example:

##### **Forbid**

Forbidding is the propositional negation of ordering. To forbid a hearer to do something is just to order him not to do it.

Data 21: Dilarang merokok “No smoking”

It doesn't need a performative verbs because the word “dilarang” has indicated the performative verb of forbid.

##### **a. Illocutionary point**

It attempts to get the readers do something in the future. It uses the world-to-words direction of fit.

##### **b. Mode of Achievement**

The purpose of this utterance is to forbid the readers to smoke in the area or it the readers are not allowed to smoke.

##### **c. Propositional content condition**

The utterance reflects to the present condition since it is read by the readers at the time of reading.

##### **d. Preparatory condition**

The writer presupposes that the readers will comprehend and obey the public notice. They will avoid smoking in that area.

##### **e. Sincerity condition**

The writer wants to show the reader that this information of forbidding them not to smoke is important for their life and also for other people.

##### **f. Degree of strength**

This kind of forbid action has a weaker degree of strength than prohibit action.

This utterance belonged to directive point of forbid. It is marked by the word “dilarang” so that it gets the readers to do action such as not smoking.

#### **IV.1.4. Declaratives**

In declarative point, the writer found one only data which presenting declare.

Declare

Declare makes something to be a case by declaring it to the reader.

This kind of declare point can be seen from data (16), (39) and (40).

Data 16: Parkir khusus Mas Jo “Mas Jo’s parking only”.

Based on IFID’s, this utterance can be “I declare it is Mas Jo parking only”.

a. Illocutionary point

It is reflected the double direction of fit.

b. Mode of Achievement

The writer hopes the readers to comprehend the notice particularly about the parking to be used by Mas Jo customers only.

c. Propositional content condition

This utterance reflects the present and future condition.

d. Preparatory condition

The writer assumes that the readers especially Mas Jo’s customers will understand and have capabilities of doing the declaration.

e. Sincerity condition

The writer thinks that this information is important to be understood by the readers or Mas Jo’s customers.

f. Degree of strength

This action of declare is stronger than renounce.

Briefly, declare is one of the performative verbs in declarative. This utterance is included in declare point. Based on the utterance, it reflects the present and future condition.

#### **IV.1.5. Expressives**

##### **1. Thank**

To thank is to express gratitude.

Data 29: Terima kasih telah menggunakan BBM non bersubsidi

“Thank you for using non-subsidized fuel”

This utterance doesn't need a performative verb because it has word “terima kasih” or “thank” which indicates the action of thank.

##### **a. Illocutionary point**

It is the null or empty direction of fit.

##### **b. Mode of Achievement**

The governments wish the readers feel the action of thank so it is proving that government appreciates the people for using non-subsidized fuel.

##### **c. Propositional content condition**

This utterance reflects present condition since it describes the utterance at the time of reading.

##### **d. Preparatory condition**

This public notice assumes that people will feel appreciated by this act of thank.

##### **e. Sincerity condition**

The writer of this public notice or the government wants to express gratitude feeling to people for using non-subsidized fuel.

##### **f. Degree of strength**

The thanking action is greater than congratulating action.

In sum, thank is an expression of gratitude. It can express not only the thank expression after received a help but also it can express the feeling of appreciating for the effort.

#### **IV.2.The Characteristics of Public Notices**

The explanation of each characteristic can be seen below:

##### **IV.2.1.Most utterances are presented briefly.**

My data showed that there are 34 data consist of fewer than or 4 words and there are 16 data consist of more than 4 words. The example of data presented briefly can be seen below:

KM 76 (Data 1, assertives inform)

800 kg (Data 10, assertive inform)

**IV.2.2. All the utterances should be correlated with the context of who they are talking to, what circumstances, when and where the public notices are found.**

Contextual aspect is the aspect about who they are talking to, what circumstances, when and where. By understanding the context, the reader will easily comprehend the message conveyed. It can be seen by the data below:

Mau rumah disurga? (data 31, directives ask)

Plastic, bottle, paper (data 8, directives tell)

**IV.2.3. Some utterances are conveyed indirectly or categorized into indirect speech acts (There is an indirect relationship between a structure and a function)**

According to Yule, indirect speech act is the condition when there is an indirect relationship between a structure and a function. Sometimes people don't bring their message or intention meaning directly so that the reader has to understand the intention meaning clearly.

For example:

Mau rumah disurga (data 31, directives ask) → An advertisement of giving alms

**IV.2.4. Some utterances are almost similar in meaning but it has different performatives verbs**

In presenting their message people can use several performative verbs in spite of still implying the same meaning. The public notices for not allowing parking the vehicle by chance can be delivered by using the act of forbidding, warning, telling, and declaring.

Dilarang parkir di depan pintu (data 42, directives forbid)

Mohon tidak parkir di depan pintu (data 46, directive warn)

Maaf bukan tempat parkir (data 43, directives tell)

Parkir khusus Mas Jo (data 16, declarative declare)

## CHAPTER V

### CONCLUSION

Based on the analysis data in chapter 4, the writer found 50 data of public notices in public places performing the five kinds of speech acts.

There are kinds of illocutionary acts that appear in this research. The writer found 16 public notices including assertives, 4 public notices reflecting commissives, 26 public notices consisting directives, 3 public notices expressing declaratives and 1 public notice performing expressives.

Directive point is the most common illocutionary act applied in public notice because most public notices convey the information which is possible to make the readers do some actions after reading the public notice.

There are four characteristics of public notices, namely the brevity, contextual aspect, indirectness in public notice, and the similarity of meaning in public notice with difference performative verb.

Every public notice contains meaning and message that the readers should correlated with the context of who they are talking to, what circumstances, when, and where the public notices are found.

Finally, the theory of speech act has an important role in explaining the phenomena that the writer found in public notice.

### REFERENCES

- Austin, J.L. 1932. *How to do things with words*. Clarendon: Oxford.
- Cruse, D. Alan. 2000. *Meaning in Language: An Introduction to Semantics and Pragmatics*. New York: Oxford University Press.
- Goddard, Cliff. 1998. *Semantic Analysis A Practical Introduction*. New York: Oxford University Press.
- Levinson, Stephen C. 1995. *Pragmatics*. New York: Cambridge University Press.
- Mariyana, Ita Tri. 2009. *Illocutionary Forces in Verbal Outdoor Cigarette Commercial Advertisements in Semarang*. Semarang: Universitas Diponegoro. Unpublished Thesis.
- Meriam Webster. *Definition of Notice*. <http://www.merriam-webster.com/dictionary/notice>. (diakses tanggal 12 Maret 2014)
- Mey, Jacob L. 1994. *Pragmatics :An introduction*. Cambridge: Basil. Blackwell Inc

- Novita, Elvira. 2008. *Directive Illocutionary Acts In the Cartoon Movie "Finding Nemo"*. Semarang: Universitas Diponegoro. Unpublished Thesis.
- Palmer, F.R. 1976. *Semantic second edition*. Cambridge: University of Cambridge
- Renkema, Jan. 1993. *Discourse studies*. Philadelphia: John Benyamin publishing Company.
- Searle, John. R. 1979. *Expression and Meaning: Studies in the Theory of Speech Act*. Cambridge University of Press: New York.
- Sudaryanto. 1993 *Metode dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan Secara Linguistik*. Jogjakarta: Duta Wacana University Press
- The free dictionary. *Definiton of notice*. <http://www.thefreedictionary.com/notice>. (diakses tanggal 12 Maret 2014)
- Vanderveken, Daniel. 1990. *Meaning and speech act*. Cambridge: Cambridge University Press.
- Widdowson, H.G. 2007. *Discourse Analysis*. Oxford: Oxford University Press.
- Yule, George. 1996. *Pragmatics*. Oxford: Oxford University Press