



**AN ANALYSIS OF EXCHANGE AND ILLOCUTIONARY ACTS IN THE
APA KABAR AMERIKA DIALOGUE ON TV ONE (CAMPAIGN RETAIL EAT,
PRAY, LOVE AUGUST 22nd, 2010 CHAPTER)**

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An Analysis of Exchange and Illocutionary Acts in the *ApaKabarAmerika* Dialogue on TV One (Campaign Retail Eat, Pray, Love August 22nd, 2010 Chapter)

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ABSTRAK

Dalam dialog televisi, setiap ujaran yang diucapkan oleh pembawa acara dan narasumber memiliki fungsi dan tujuan tertentu. Berdasarkan alasan itu, penulis tertarik untuk menganalisis bagaimana bentuk tindak ilokusi yang diucapkan oleh pembawa acara dan narasumber agar dapat menyampaikan pesan dalam dialog secara tepat. Penulis memilih dialog *Apa Kabar Amerika*, Kampanye Retail Eat, Pray, Love 22 Agustus 2010, produksi TV One untuk di analisis. Penulis berfokus kepada analisis exchange, move, klasifikasi serta jenis tindak ilokusi, dan fungsi pada setiap ujaran. Penulis menggunakan teori tindak ilokusi (illocutionary act) dari George Yule serta teori analisis wacana (discourse analysis) dari Michael McCharly untuk menganalisis permasalahan tersebut.

Penelitian ini merupakan penelitian yang bersifat deskriptif dengan pendekatan kualitatif. Data penelitian diambil dengan teknik total sampling yang terdiri dari 93 ujaran dalam dialog *Apa Kabar Amerika*. Penulis menggunakan teori Sudaryanto yaitu metode Simak Bebas Libat Cakap untuk pengambilan data. Dalam menganalisis data, penulis menggunakan metode padan dan metode pragmatis. Selain itu, penulis juga mengaplikasikan konsep interpretasi meaning dari Griffiths.

Hasil penelitian menunjukkan bahwa dalam dialog televisi *Apa Kabar Amerika* ditemukan tindak ilokusi. Dari 93 ujaran, penulis dapat menganalisis 20 exchanges, 20 moves and 133 acts. Terdapat keterhubungan antara exchange satu dengan yang lainnya. Ujaran yang diucapkan oleh kedua pembawa acara dan narasumber merepresentasikan tindak ilokusi representatives, directives, commissives, dan expressives. Tindak ilokusi tersebut disampaikan secara direct dan indirect. Penulis tidak menemukan adanya penggunaan tindak ilokusi declarations, karena tidak ada ucapan yang berfungsi untuk mengubah status seseorang. Dialog tersebut disampaikan dengan gaya bicara yang santai tetapi pesan dari dialog tetap dapat dipahami oleh penonton.

1. Introduction

Language is also needed in the delivery of information (news), dialogue (conversations), advertisements, newspaper, both in spoken and written expressions. Words, spoken by someone (the speaker), always have certain intention and purpose. A study of speaker's meaning is called *Pragmatics* (Yule, 1996: 3). In this sense, pragmatics is intimately linked to *Speech Act*. There are three steps of doing speech act; they are *locutionary act*, *illocutionary act*, and *perlocutionary act*. As a dialogue on television, each utterance which is spoken by presenters and informant has some meaning that indicates illocutionary acts. Besides, dialogue constitutes some exchanges and moves. Exchange and move could be used to view the interaction between presenter and informant in a conversation.

Therefore, in this research the writer tries to apply the study about illocutionary acts and discourse analysis (exchange and move). Illocutionary act is the making of a statement, offer, promise, etc, in uttering the sentence, by virtue of the conventional force associated with it. Discourse is the principle of cooperation which is an essential foundation for a verbal expression. This study is applied to find out the patterns of exchange which are conducted by the participants in the dialogue of *Apa Kabar Amerika*. Furthermore, this research is applied to analyze the patterns generate direct or indirect illocutionary acts in the dialogue of *Apa Kabar Amerika*.

2. Methodology

The type of this research is a descriptive analysis with qualitative approach. The population of this research is the whole

utterances in the dialogue of *Apa Kabar Amerika*. Moreover, the writer uses *total sampling* method to analyze all the data. In this case, there are 93 utterances from the dialogue that is used as data. In collecting data, the writer uses *simak* (*simak bebas libat cakap*), *rekam*, and *catat* technique by observing, downloading the video, and then making a transcript. The source of video from sites <http://www.youtube.com/watch?v=poS2NjQ1aEc&feature=plcp>. In analyzing the data, the writer uses *padan* method. This research also uses *pragmatic (identity)* method.

3. Review of Related Literature

3.1 Speech Act

Yule (1996: 47) said that speech act is an action performed by the use of an utterance to communicate. Speech act is conducted through three steps, locutionary act, illocutionary act, and perlocutionary act. *Illocutionary act* is the making of a statement, offer, promise, etc; where in uttering sentence, by virtue of the conventional force associated with it or with its explicit per formative paraphrase (Yule, 1996: 48).

3.2 Illocutionary Act Classification

There are five-part classifications of illocutionary acts (Searle in Jacob L. Mey, 1993: 131):

- a. Representatives
L. Mey (1993: 131) stated that representatives are types that describe some state of affairs; which have a word-to-world fit. Speaker conveys his beliefs that some proposition is true. It includes asserting, concluding, stating, suggesting, etc.
- b. Directives
Directives are types that bind the listener to do something in the conversation; which have a world-to-word direction of fit (L. Mey, 1993: 131). It includes requesting, questioning, commanding, advising, recommending, asking, etc.
- c. Commissives
L. Mey (1993: 131) affirmed that commissives are types that bind the speaker to do something in the conversation; which have a world-to-word direction of fit. It includes refusing, pledges, promising, offering, intending, etc.
- d. Expressives

Expressives are the types that express the speaker's feeling (a certain psychological state) in certain situation; which have no direction of fit (L. Mey, 1993: 131). It includes congratulating, thanking, apologizing, welcoming, etc.

e. Declarations

L. Mey (1993: 131) stated that declarations, the utterance that uttered by speaker can change the world or the status of people through speaker's utterance. It includes excommunication, declaring for war, christening, etc.

3.3 Kinds of Illocutionary Acts

According to Yule (1996: 54), there are two kinds of illocutionary acts:

- a. Direct Speech Acts
Direct speech acts is a condition where structural forms of sentences same with its communicative functions (Yule, 1996: 55).
- b. Indirect Speech Acts
Yule (1996: 55) also said that "*whenever there is an indirect relationship between a structure and a function, this case called indirect speech act.*"

3.4 Discourse Analysis

According to McCharty (1991: 5), *discourse analysis* is the study concerning with the relationship between the language and the context in which it is used.

3.5 Speech Acts and Discourse Structures

McCharty (1991: 9-11) stated that there are functions in every speech or writing text. It can contain a request, an instruction, or an exemplification.

3.6 Spoken Discourse

McCharty (1991: 13) affirmed that:

"Framing move is precisely what Sinclair and Coulthard call the function of such utterances. The two framing moves, together with a question and answer sequences that falls between them can be called a transaction."

Based on McCharty (1991: 15), the unit of the spoken discourse between is called *exchange*. The particular exchange consists of a question, an answer, and a comment. Each of the parts is given the name *move*. Move consists of *initiation*, *response*, and *follow-up*. Every exchange has to be initiated, whether with a statement, a question or a command; someone response, whether in words or action.

Coulthard said that an exchange is formed by at least two parts of move (initiation and response).

The bare bones of the rank scale can be expressed as follows (McCarthy, 1991: 22): **Transaction → Exchange → Move → Act (Speech Act)**

3.7 Meaning

There are three stages of interpretation according to Griffiths (2006: 6):

a. Literal Meaning

In Griffiths (2006: 6), the literal meaning of a sentence is based on just the semantic information that you have from your knowledge.

b. Explicature

An explicature is a basic interpretation of an utterance, using contextual information and world knowledge to find out what is being referred and to understand ambiguous expressions.

c. Implicature

Griffiths (2006: 7) stated that implicature is an intent that implied in utterances.

4. Analysis

4.1 1. Opening

Exchange 1:

| Move | |
|------------|---|
| Initiation | P: (1a) Halo pemirsa dan teman-teman TV One, kita ketemu lagi di <i>Apa Kabar Amerika</i> ; (1b) saya Patsy Widakuswara, (P: (1a) Hello everybody and friends of TV One, we meet again in <i>Apa Kabar Amerika</i> ; (1b) I am Patsy Widakuswara.) |
| Response | S: (1c) Dan saya SupriYono; (1d) dan kami berdua sekarang berada di.... (1e) mana ini, Pat? Di.... (S: (1c) And I am SupriYono; (1d) and now, we are in.... (1e) where is this, Pat? In....) |
| Follow-up | P: (1f) Mall. S: (1g) Mall. (P: (1f) Mall. S: (1g) Mall.) |

The first exchange showed a greeting of *Apa Kabar Amerika* dialogue. The utterance (1a) revealed representatives illocutionary act. The act (1a) was done in direct illocutionary act which was uttered through the declarative clause. The utterance (1a) asserted that the presenter and the audiences met again in the dialogue program of *Apa Kabar Amerika*. *P* uttered (“*kita...*”) for mentioning the presenters

and the audiences in the conversation. Actually, this assertive act was not required in the dialogue. The presenters and the audiences have already known that they met again through the dialogue program without *P* uttered the act. In this case, the assertive act was infelicitous. Hence, the presenter has another aim that was to open the program. Then, the utterance (1b) revealed representatives illocutionary act. The act (1b) was done in direct illocutionary act which was uttered through the declarative clause. *P* asserted to introduce her name to the audiences. The utterances (1a) and (1b) were commonly uttered in the first time of the conversation as a greeting and also to open the talk show. Introduction comprises the part of greeting in the talk show.

The utterance (1c) was used to respond the utterance (1b). The utterance (1c) and (1d) revealed representatives illocutionary act. The act (1c) and (1d) were done in direct illocutionary act which was uttered through the declarative clause. *S* tried to mention the place of conversation. Then, *S* continued uttering (1e). The utterance (1e) revealed directives illocutionary act. The act (1e) was done in indirect illocutionary act because the directives illocutionary act (interrogative clause) was done for getting the attention from the audiences. In this case, the interrogative clause was not required for truly questioning, because both of the presenters have already known the place. Consequently, the utterance (1e) was for getting attention indirectly. Besides, the utterance has function to inform the place, and to give a description to the audiences.

The utterance (1f) and (1g) revealed representatives illocutionary act. The act (1f) and (1g) were done in direct illocutionary act which was uttered through the declarative clause. Besides, (1f) asserted the place of conversation. Here, *P* knew that *S* was not really asking, but *P* was still answering. It used to reinforce and to affirm their position to the audiences. In (1g), *S* asserted the place of conversation.

4.2 Essence

4.2.1 Pre-Opening of The Topic

Exchange 2:

| Move | |
|------------|---|
| Initiation | P: (2a) Aku mau ngajak kamu belanja. <i>(P: (2a) I would invite you to shop.)</i> |
| Response | S: (2b) Nggak mau, krisis. (2c) Saya mau irit, mau ngirit, berhemat. <i>(S: (2b) No way, crisis. (2c) I want to frugal, thrifty, economize.)</i> |
| Follow-up | P: (2d) Jus, justru belanja itu diperlukan untuk menstimulus ekonomi, Pri. S: (2e) Hehehe... O... Gitu ya? <i>(P: (2d) Precisely, shopping is needed to stimulate the economy, Pri. S: (2e) Hehehe... O... Is that so?)</i> |

The utterance (2a) revealed directives illocutionary act. The act (2a) was done in indirect illocutionary act which was uttered through the declarative clause. Therefore, (2a) used the declarative sentence for doing the directives illocutionary act (requesting). In this case, *P* was not seriously request *S* to shop. Yet, utterance (2a) used to turn the conversation, from the opening section to begin for talking the topic of the dialogue.

The utterance (2b) revealed commissives illocutionary act (refusing). The act (2b) was done in direct illocutionary act which was uttered through the declarative clause. Besides, the utterance (2b) used refusal word (“*Nggak mau...*”). Then, the utterance (2c) revealed commissives illocutionary act. The act (2c) was done in direct illocutionary act which was uttered through the declarative clause. *S* refused and gave the reason of the directive act (2a). In this case, *S* was pretended to consider that the utterance (2a) serious. Whereas, *S* knew that *P* was pretended. It was used to give the reason of *S* and to enter the topic of the dialogue in that morning.

The utterance (2d) revealed directives illocutionary act (recommending). The act (2d) was done in indirect illocutionary act, because the directives act was uttered through the declarative clause. Furthermore, the utterance (2e) was uttered by *S*. The utterance (2e) revealed directives illocutionary act. The act (2e) was done in indirect illocutionary act, because the interrogative sentence used for asking clarification of the utterance (2d). The function was for continuing the conversation. Here, there were two speakers in the follow-up, the utterance (2d) and (2e). It used to continue the conversation and also to inform the audiences clearly about the topic.

Exchange 3:

| Move | |
|------------|---|
| Initiation | P: (3a) Terutama kalau barang-barangnya dari Indonesia. <i>(P: (3a) Especially, if the products are come from Indonesia.)</i> |
| Response | S: (3b) He-e to yo... (3c) Ini juga dari Indonesia ya? <i>(S: (3b) O yeah... (3c) Is this also comes from Indonesia, right?)</i> |
| Follow-up | P: (3d) Seperti yang dilakukan di sini, ini jadi memang... <i>(P: (3d) Like this which is presented here, so this is...)</i> |

The utterance (3a) revealed directives illocutionary act. The act (3a) was done in indirect illocutionary act, because the directives act was uttered through the declarative clause. In this case, the utterance from *P* (3a) showed a clarification and it was related with the utterances (2a) and (2d). In the utterance (3a), the presenter promoted the products from Indonesia in the campaign of *Eat, Pray, Love* film indirectly.

The utterance (3b) revealed expressives illocutionary act. It showed the expression of agreeing with the utterance before. The act (3b) was done in indirect illocutionary act, because the expressives act has an intended meaning which uttered through the declarative clause. The intended meaning of the utterance (3b) was that *S* espoused the utterance from *P* before (3a). Both of the presenters promoted the products of Indonesia. Then, the utterance (3c) revealed representatives illocutionary act. The act (3c) was done in indirect illocutionary act, because the representatives act was uttered through the interrogative clause. In (3c), *S* was not really asking to *P*. Yet, *S* wanted to show the audiences that some products from Indonesia were sold there.

The utterance (3d) revealed representatives illocutionary act. *P* explained that the store sold some products from Indonesia for the campaign of film. The act (3d) was done in direct illocutionary act which was uttered through the declarative sentence. Here, *P* was not answering the question form of *S* before (3c), because *P* knew that *S* was not really for asking. *P* continued to explain and to promote the products from Indonesia in the store.

4.2.2 Opening of The Topic

Exchange 4:

| Move | |
|------------|---|
| Initiation | P: (4a) Pemirsa, kami mengajak anda ke <i>World Market</i> ; (4b) ini adalah salah satu pertokoan di dekat Washington DC yang memiliki kampanye khusus “ <i>Eat, Pray, Love</i> ”, (4c) Berdasarkan... Film. <i>(P: (4a) So, ladies and gentlemen, we invite you to World Market; (4b) this is one of the shops, near Washington DC that has a special campaign “Eat, Pray, Love”, (4c) Based on... Film.)</i> |
| Response | S: (4d) Film. <i>(S: (4d) Film.)</i> |
| Follow-up | P: (4e) Yang sekarang lagi... yang sekarang lagi... e... Tayang. <i>(P: (4e) Which is now being... which is now being... e... present.)</i> |

The utterance (4a) revealed directives illocutionary act. The act (4a) was done in indirect illocutionary act, because the directives act was uttered through the declarative clause. In this case, the utterance (4a) showed that *P* invited the audiences to gather her utterance and to inform the place. Here, *P* also explained the name of the store that had a campaign of film. Then, the utterance (4b) revealed representatives illocutionary act, because *P* described the location of *World Market*. Besides, it constituted the act of elicitation in the initiation part. The act (4b) was done in direct illocutionary act which was uttered through the declarative sentence. After that, the utterance (4c) revealed representatives illocutionary act. The act (4c) was done in direct illocutionary act which was uttered through the declarative sentence. *S* explained to inform the audiences.

The utterance (4d) revealed representatives illocutionary act. The act (4d) was done in direct illocutionary act which was uttered through the declarative clause. Here, *S* tried to explain and to affirm about the utterances from *P* before (4b), and (4c). Therefore, the response related with the utterances (4b), and (4c).

The utterance (4e) revealed representatives illocutionary act. *P* explained about *Eat, Pray, Love* film. Besides, the utterance (4e) showed the act of clarification. The act (4e) was done in direct illocutionary act which was uttered through the declarative sentence.

Exchange 5:

| Move | |
|------------|---|
| Initiation | P: (5a) Supri sudah nonton? <i>(P: (5a) Have you seen the movie, Supri?)</i> |
| Response | S : (5b) Sudah minggu lalu, Pat; dan saya cukup... e... apa... senangnya, dan film nya cukup bagus, dan terutama saya ingin melihat seperti apa Indonesia ditampilkan, terutama di Bali, ditampilkan dalam film itu, Pat... P : (5c) He-e... <i>(S: (5b) I have already watching last week, Pat; and I am rather ... e...what is it... happy, and the film is good enough, and especially I want to see, what Indonesia is shown, especially in Bali that is presented in that film, Pat... P: (5c) He-eh...)</i> |
| Follow-up | S : (5d) Karena selama ini kan kita tahu, kalo film Amerika mengenai Indonesia, biasanya cuman... apaya... cuplikan-cuplikan... P : (5e) Ya...ya... S : (5f) yang di pinggirannya... P : (5g) Ya...ya... S : (5h) Perannya... gitu... <i>(S: (5d) Because we know all this time that the American film about Indonesia, it is usually only...what is it... a snippets... P: (5e) Ya...ya... S: (5f) on the outskirts... P: (5g) Ya...ya... S: (5h) about the role... like that...)</i> |

The utterance (5a) revealed directives illocutionary act. The act (5a) was done in direct illocutionary act, because the directives act was uttered through the interrogative clause. In this case, the utterance (5a) was used as the act of elicitation.

The utterance (5b) revealed representatives illocutionary act. It showed the act of explanation from *S*. The act (5b) was done in direct illocutionary act which was uttered through the declarative sentence. Then, the utterance (5c) revealed expressives illocutionary act. It showed the act of confirmation from *P*. The act (5c) was done in direct illocutionary act which uttered through the declarative sentence.

The utterances (5d), (5f), and (5h) revealed representatives illocutionary act. These utterances showed the act of explanation from *S*. The acts (5d), (5f), and (5h) were done in direct illocutionary act which was uttered through the declarative sentence. Furthermore, the utterances (5e) and (5g) revealed

expressives illocutionary act. These utterances showed the act of confirmation from *P*. The acts (5e) and (5g) were done in direct illocutionary act which was uttered through the declarative sentence.

Exchange 6:

| Move | |
|------------|---|
| Initiation | P : (6a) Tapi sekarang jadi fokus utama, karena itu memang salah satu tujuan... e... wisata oleh si tokoh utama yang diperankan oleh Julia Robert. (6b) Tapi Pria, si... film "Eat, Pray, Love" ini, ternyata menjadi ajang jualan gila-gilaan justru... <i>(P: (6a) But, now it becomes the main focus, because it is one of the... e... a journey by the main character that is played by Julia Robert. (6b) But Pria, the... this film "Eat, Pray, Love", apparently becomes an event crazy selling...)</i> |
| Response | S : (6c) Hihihhi... <i>(S: (6c) Hihihhi...)</i> |
| Follow-up | - |

The utterances (6a) and (6b) revealed representatives illocutionary act. These two acts were done in direct illocutionary act which was uttered through the declarative sentence. In this case, the utterances (6a) and (6b) showed the act of explanation about *Eat, Pray, Love* movie. Moreover, the response part consisted of one act. The utterance (6c) revealed expressives illocutionary act. It showed amused feeling and the act of confirmation from *S*. The act (6c) was done in direct illocutionary act which was uttered through the declarative sentence. In the exchange 6, there was no follow-up part, because the response part could respond the initiation part (6a) in the exchange 6.

4.2.3 The Explanation of The Products

Exchange 7:

| Move | |
|------------|--|
| Initiation | P : (7a) Ada lebih dari 400 produk, pemirsa... yang diberi merk "Eat, Pray Love". (7b) Termasuk banyak produk dari Indonesia. (7c) seperti yang dilakukan oleh kampanye pemasarannya <i>World Market</i> ini, Pri. (7d) Mulai dari sabun, body lotion... <i>(P: (7a) There are more 400 products, ladies and gentlemen... which is given a label of "Eat, Pray, Love". (7b) It includes a lot of products from Indonesia, (7c) such as those are conducted by marketing campaign of World Market, Pri. (7d) Start</i> |

| Move | |
|-----------|---|
| Response | <i>from a soap, body lotion...)</i> S : (7e) Hmm... P : (7f) E...kemudian, apa...? (7g) Mebel, lalu... apa segala macam, pembuat kopi... <i>(S: (7e) Hmm... P: (7f) E... Then, what...? (7g) Furniture, then... or all kinds, coffee maker...)</i> |
| Follow-up | S : (7h) Haduh... P : (7i) Sampai baju, sampai Buddha juga... <i>(S: (7h) Wow... P: (7i) Until a clothes, even until Buddha...)</i> |

The utterances (7a), (7b), (7c), and (7d) revealed representatives illocutionary act. These four acts were done in direct illocutionary act which was uttered through the declarative clause. In this case, the utterances (7a), (7b), (7c), and (7d) used as the act of explanation. *P* explained the products that were sold in *World Market*.

The utterance (7e) revealed expressives illocutionary act. It showed the act of confirmation from *S*. The act (7e) was done in direct illocutionary act which was uttered through the declarative clause. Moreover, the utterance (7f) revealed representatives illocutionary act. It showed filler from *P*. The act was done in indirect illocutionary act, because the representatives act was uttered through the interrogative sentence. Here, *P* was not really asked to *S*. In (7f), *P* wanted to explain to the audiences. Then, the utterance (7g) revealed representatives illocutionary act. It showed the act of explanation from *P*. The act (7g) was done in direct illocutionary act which was uttered through the declarative clause.

The utterance (7h) revealed expressives illocutionary act. It showed astonished feeling from *S* to the utterance before (7g). The act (7h) was done in direct illocutionary act which was uttered through the declarative sentence. Furthermore, the utterance (7i) revealed representatives illocutionary act. It showed the act of explanation from *P*. The act (7i) was done in direct illocutionary act which was uttered through the declarative sentence.

Exchange 8:

| Move | |
|------------|---|
| Initiation | S : (8a) Saya terus terang gelang-geleng, Pat; (8b) karena filmnya kan tentang pencarian spiritual, kenapa kok harus... Ini kan ironis... |

| | |
|-----------|--|
| | (S: (8a) <i>Honestly, I shakes my head, Pat; (8b) because the film is about a spiritual quest, why this is... This is ironic...</i>) |
| Response | P : (8c) Ini betul ironis sekali. S : (8d) Hihhihi... P : (8e) Karena temanya kan melepaskan diri dari ikatan materi, tapi justru... eng ing-eng..., ini membuat kampanye pemasaran... S : (8f) Akhirnya menyerah dengan hukum logika kapitalisme juga ya... (P: (8c) <i>This is so ironic.</i> S: (8d) <i>Hihhihi...</i> P: (8e) <i>Because the theme is break away from the bonds of matter, but precisely... enging-eng..., this makes a campaign of marketing...</i> S: (8f) <i>Finally they surrender with legal logic of capitalism, as well right...</i>) |
| Follow-up | P : (8g) Betul... dan kapitalisme ini, diajak melanglang-buana, mulai dari Indonesia, kemudian sesuai juga dengan... dengan temanya, Pri... kan di situ, mereka, si tokohnya ini berjalan-jalan dari Italia..., S : (8h) Italia, India... (P: (8g) <i>Exactly... and this capitalism is invited crossed-globe, from Indonesia, then in accordance with the... through the theme, Pri... there, they, the character takes a long walk from Italy...</i> S: (8h) <i>Italy, India...</i>) |

The utterance (8a) revealed expressives illocutionary act. The act (8a) was done in direct illocutionary act which was uttered through the declarative clause. The utterance (8a) showed astonished feeling from *S*. Then, the utterance (8b) revealed representatives illocutionary act. It showed the act of elicitation. The act (8b) was done in direct illocutionary act which was uttered through the declarative clause.

The utterance (8c) revealed representatives illocutionary act. It showed the act of confirmation from *P*. The act (8c) was done in direct illocutionary act which was uttered through the declarative clause. The utterance (8c) had an intended meaning that *P* responded the utterance (8b) and *P* agreed. Next, the utterance (8d) revealed expressives illocutionary act. It showed amused feeling from *S*. The act (8d) was done in direct illocutionary act which was uttered through the declarative clause. Then, the utterance (8e) revealed representatives illocutionary act. It showed the act of explanation from *P* about the campaign *Eat, Pray, Love* film. The act (8e) was done in direct illocutionary act which was uttered through the declarative clause.

Moreover, the utterance (8f) revealed representatives illocutionary act. The act (8f) was done in direct illocutionary act which was uttered through the declarative clause. It showed the act of clarification from *S* about the utterance (8e). *S* said "...*kapitalisme*..." in the conversation. Here, capitalism was realized by the campaign of *World Market*.

The utterance (8g) revealed representatives illocutionary act. It showed the act of explanation about the campaign. The act (8g) was done in direct illocutionary act which was uttered through the declarative sentence. Furthermore, the utterance (8h) revealed representatives illocutionary act. It showed the act of confirmation from *S*. The act (8h) was done in direct illocutionary act which was uttered through the declarative clause.

Exchange 9:

| Move | |
|------------|---|
| Initiation | P : (9a) Kemudian India. (9b) Jadi ini juga banyak barang-barang... (P: (9a) <i>Then, India. (9b) So, this is a lot of products...</i>) |
| Response | S : (9c) Ini, seperti ini, barang dari India ini, Pat..., bantal-bantal... iniya... P : (9d) Dari India... betul... Bantal, dan sebagainya... (S: (9c) <i>This is, a product like this, product from India, Pat..., pillows... this yea...</i> P: (9d) <i>From India... right... Pillow and so on...</i>) |
| Follow-up | S : (9e) Bener... P : (9f) Dan selain itu juga banyak barang-barang Italia, seperti misalnya... apa sih..., pasta, makanan Itali... (S: (9e) <i>Exactly...</i> P: (9f) <i>And besides, there are a lot of products from Italy, such as... what is it..., paste, Italian food...</i>) |

The utterance (9a) revealed representatives illocutionary act. The act (9a) was done in direct illocutionary act which was uttered through the declarative clause. It showed the act of explanation. The utterance (9a) constituted a continuation of the utterance from (8g). Then, the utterance (9b) revealed representatives illocutionary act. It showed the act of elicitation. The act (9b) was done in direct illocutionary act which was uttered through the declarative clause.

The utterance (9c) revealed representatives illocutionary act. It showed the act of clarification and explanation from *S*. The

act (9c) was done in direct illocutionary act which was uttered through the declarative clause. Then, the utterance (9d) revealed representatives illocutionary act. It showed the act of confirmation to the utterance (9c). The act (9d) was done in direct illocutionary act which was uttered through the declarative clause. Here, the presenters tried to mentioning the products in *World Market*.

The utterance (9e) revealed expressives illocutionary act. It showed *S* likes and agree the utterance before (9d). Besides, it showed the act of confirmation from *S*. The act (9e) was done in direct illocutionary act which was uttered through the declarative clause. Furthermore, the utterance (9f) revealed representatives illocutionary act. It showed the act of explanation from *P*. The act (9f) was done in direct illocutionary act which was uttered through the declarative clause. Here, the utterance “*seperti misalnya... apa sih...*” was used as filler in the sentence.

4.2.4 Preview and Compare a Commercialization from Previous Movies

Exchange 10:

| Move | |
|------------|---|
| Initiation | S : (10a) Merayakank omersialisasi seperti ini kan sudah biasa, Pat. (10b) Misalkan kita lihat, seperti film-film terdahuluya, kayak <i>Batman</i> , <i>Spiderman</i> . (10c) Itu juga mereka banyak penghasilan dari merchandise seperti ini... <i>(S: (10a) Celebrating the commercialization like this is common, Pat. (10b) Let us see, like the previous films, such as Batman, Spiderman. (10c) It is also, they have a lot of income from merchandise like this...)</i> |
| Response | P : (10d) Betul... (10e) Dan memang biasanya merchandising ini dilakukan untuk film-film action atau film-film misalnya kayak <i>Star Wars</i> , gitukan, atau film-film <i>Disney</i> ... <i>(P: (10d) Exactly... (10e) And it is usually done a merchandising for action films or films such as Star Wars, isn't it..., or Disney movies ...)</i> |
| Follow-up | S : (10f) Anak-anak gituya... <i>(S: (10f) Children, isn't it...)</i> |

The utterance (10a), (10b), and (10c) revealed representatives illocutionary act. These acts were done in direct illocutionary act which was uttered through the declarative clause. The utterance (10a), (10b), and (10c)

showed the act of explanation. The utterance explained the commercialization from the previous movies.

The utterance (10d) revealed expressives illocutionary act. The utterance (10d) showed that *P* agreed with the utterances (10a), (10b), and (10c). Besides, it showed the act of confirmation from *P*. The act (10d) was done in direct illocutionary act which was uttered through the declarative clause. Then, the utterance (10e) revealed representatives illocutionary act. It showed the act of explanation from *P*, as a response of the utterance (10a), (10b), and (10c). The act (10e) was done in direct illocutionary act which was uttered through the declarative clause.

The utterances (10f) revealed representatives illocutionary act. It showed that *S* continued the utterance (10e) as the act of explanation. Besides, the utterance (10f) showed the act of confirmation from *S*. The act (10f) was done in direct illocutionary act which was uttered through the declarative clause.

Exchange 11:

| Move | |
|------------|--|
| Initiation | P : (11a) Untuk anak-anak yang kemudianbisa di... ya..., dijadikan tokoh untuk <i>Happy Mealsnya McDonald's</i> atau sebagainya. (11b) Tapi sejak film <i>Sex and The City</i> , itu sepertinya juga... sekarang kampanye pemasaran film itu, mulai menargetkan perempuan. (11c) Ini kan... ini semua barang-barang... <i>(P: (11a) For the children and then it can buy in... ya..., become a hero to the Happy Meals of McDonald's or so. (11b) But, since Sex and the City movie, it seems also ... now that the marketing campaign of movie, started to target a women. (11c) It is... it is all the products...)</i> |
| Response | S:(11d)Karena memang kaum perempuanlah yang... P : (11e) Konsumtif... S : (11f) Konsumtif... P : (11g) Iya... aku tahu... S : (11h) Dan gemar belanja... <i>(S: (11d) It because the women who are... P: (11e) Consumptive... S: (11f) Consumptive... P: (11g) Yeah... I know... S: (11h) And like shopping so much...)</i> |
| Follow-up | P: (11i) Makanya...ayo kamu beli'in aku... S : (11j) Hahaha... <i>(P: (11i) So... let you buy me... S: (11j) Hahaha...)</i> |

The utterance (11a), (11b), and (11c) revealed representatives illocutionary act. These acts were done in direct illocutionary act which was uttered through the declarative clause. The utterance (11a) and (11b) showed the act of explanation. The utterance explained merchandising from the previous movies. Then, it was related to the *Eat, Pray, Love* campaign. The utterances "... ya..." and "itu sepertinya juga..." were constituted as filler in the conversation. The utterance (11c) showed the act of elicitation. In (11a), P said "...Happy Meals...".

The utterances (11d), (11e), (11f), (11g), and (11h) revealed representatives illocutionary act. These acts were done in direct illocutionary act which was uttered through the declarative clause. The utterances (11d), (11e), (11f), and (11h) showed the act of explanation from the presenters about women. Besides, the utterance (11e) was used as a response of the utterance (11d). The utterance (11f) was used to reinforce and to affirm to the audiences. Moreover, the utterance (11g) showed the act of confirmation from P.

The utterance (11i) revealed directives illocutionary act. The act (11i) was done in indirect illocutionary act which was uttered through the declarative clause. Therefore, (11i) used the declarative sentence for doing the directives illocutionary act (requesting). In this case, P was not seriously requesting S to buy something for P. Yet, the utterance (11i) used to make the conversation alive. Besides, it showed the act of confirmation from P. Then, the utterance (11j) revealed expressives illocutionary act. The act (11j) was done in direct illocutionary act which was uttered through the declarative clause. It showed the act of joke, because S knew that P was not seriously requesting to buy something.

4.2.5 The Interview with The Informant

Exchange 12:

| Move | |
|------------|--|
| Initiation | P : (12a) Tapi ngomong-ngomong, mungkin kita e... sekarang ngajak ngobrol- ngobrol dulu ya, sama yang punya toko, ya... (P: (12a) But anyway, maybe we eh... now invite and make a conversation, with shopkeeper, right...) |
| Response | S : (12b) He-em... |

| | |
|-----------|--|
| | (S: (12b) He-em...) |
| Follow-up | P : (12c) Sama manager World Market, namanya Jim Nellson... (P: (12c) With a manager of World Market, named Jim Nellson...) |

The utterance (12a) revealed directives illocutionary act. The act (12a) was done in indirect illocutionary act, because the directives act was uttered through the declarative clause. The utterance (12a) showed that the presenter (P) invited the audiences for more watching the program. In (12a), the presenter also turned the conversation because in that time, there was a change of partner in the dialogue. The utterance "Tapi ngomong-ngomong, mungkin kita e..." was used as filler in the dialogue and it had an intended meaning. The intended meaning was to inform the audiences that there will be an informant in the dialogue. Yet, the dialogue was brought by the presenters in a relaxed.

The utterance (12b) revealed expressives illocutionary act. It showed that S agreed with the utterance (12a). Besides, it showed the act of confirmation from S. The act (12b) was done in direct illocutionary act which was uttered through the declarative clause. Furthermore, the follow-up part consisted of one illocutionary act (12c). The utterance (12c) revealed directives illocutionary act. It had related with the utterance (12a) and it still showed P invited the audiences for more paying the attention. The act (12c) was done in indirect illocutionary act, because the directives act was uttered through the declarative clause. The utterance (12c) was a continuation of the utterance (12a) that paused by the confirmation from S.

Exchange 13:

| Move | |
|------------|--------------------------------------|
| Initiation | S : (13a) Hi Jim, (13b) how are you? |
| Response | P : (13c) Hi Jim, (13d) how are you? |
| Follow-up | J : (13e) Great! |

The utterance (13a) revealed expressives illocutionary act. The act (13a) was done in direct illocutionary act which was uttered through the declarative clause. It showed a greeting from P to the informant. Then, the utterance (13b) revealed directives illocutionary act. The act (13b) was done in direct illocutionary act which was uttered in interrogative clause. It showed the question for greeting.

The utterance (13c) revealed expressives illocutionary act. The act (13c) was done in direct illocutionary act which was uttered through the declarative clause. Then, the utterance (13d) revealed directives illocutionary act. The act (13d) was done in direct illocutionary act which was uttered in interrogative clause. The utterances (13c) and (13d) had a same function with the utterances before, (13a) and (13b). Yet, in the utterances (13c) and (13d) were uttered by the second presenter (S). The utterances (13c) and (13d) were used as a response from the second presenter for welcoming the informant.

The utterance (13e) revealed expressives illocutionary act. The act (13e) was done in direct illocutionary act which was uttered through the declarative clause. It showed an answer or reply as the expression of feeling from the informant. J felt great when the dialogue was run. In this case, the answered from J represented of a greeting from the presenters before (in the initiation and the response part).

Exchange 14:

| Move | |
|------------|---|
| Initiation | P : (14a)Wow! (14b) What is it? (14c) Thank you... S : (14d) Senengnya di kasih hadiah... J : (14e) We have some great stuff of <i>World Market</i> imported from Indonesia... |
| Response | P : (14f) What is that? S : (14g) What is that? J : (14h) This is a rain stick, it's a... P : (14i) I've never heard about rain stick before... S : (14j) Even... some... many Indonesian there isn't..., didn't know, that about this way... P : (14k) What is this? J : (14l) It's actually just that I believe, it's from Indonesia, small pebble inside, it's great way of hand painted imported for us. (14m) Then we have some great fan from Indonesia... |
| Follow-up | P : (14n) This is perfect for summer... S : (14o) Yeah, for the summer... |

The utterances (14a), (14b), (14c), (14d) and (14e) were used as initiation. The utterance (14a) and (14c) revealed expressives illocutionary act. In (14a), the act was done in direct illocutionary act which was uttered through the interjection. Yet, in (14c), the act was done in direct illocutionary act which was uttered through the declarative clause. The utterance (14a) and (14c) expressed the feeling

of the presenter. P felt surprised in (14a) and P said a statement of tanking in (14c). In this case, P got a gift from J. Then, the utterance (14b) revealed directives illocutionary act. The act (14b) was done in direct illocutionary act which was uttered through the interrogative clause. P asked a question about the gift from J.

Next, the utterance (14d) revealed representatives illocutionary act. The act (14d) was done in direct illocutionary act which was uttered through the declarative clause. It showed the act of clarification. S gave a commentary about the gift to P. The gift consisted of some products from Indonesia which were sold at *World Market*. Furthermore, the utterance (14e) revealed representatives illocutionary act. The act (14e) was done in direct illocutionary act which was uttered through the declarative clause. It showed the act of explanation from J. Besides, it also used to the act of elicitation. In the initiation part, there were three utterances, because there were three participants of the dialogue. The first and the second utterance in this exchange showed the expression of the gift from the presenters. Then, the third utterance the informant began to explain the products from Indonesia that sold in *World Market*.

The utterances (14f) and (14g) revealed directives illocutionary act. The act (14f) and (14g) were done in direct illocutionary act, because the directives act was uttered through the interrogative clause. The utterances were used as a response from (14e). In this exchange, the utterance (14g) repeated the question from P. It was used to reinforce and to affirm the utterance (14f) to ask the product. Then, the utterance (14h) was used as a reply (answer) of the utterances (14f) and (14g). The utterance (14h) revealed representatives illocutionary act. The act (14h) was done in direct illocutionary act which was uttered through the declarative clause. It showed the act of explanation. Next, the utterances (14i) and (14j) revealed directives illocutionary act. The act (14i) and (14j) were done in indirect illocutionary act, because the directives act was uttered through the declarative clause. These utterances showed a response of (14h). The presenters did not know and wanted to know more about the *rain stick*.

Then, the utterance (14k) revealed directives illocutionary act. The act (14k) was done in direct illocutionary act which was uttered through the interrogative clause. It used to affirm and reinforce the utterance before, (14i) and (14j). *P* still wanted to ask about *rain stick*. Furthermore, the utterances (14l) and (14m) revealed representatives illocutionary act. The utterances (14l) and (14m) were done in direct illocutionary act which was uttered through the declarative clause. The utterances were used as an answer of (14i), (14j), and (14k). Besides, it showed the act of explanation from *J*. In the response part, there were seven utterances, because there were three participants of the dialogue. Here, the explanation from the informant (*J*) was paused by the utterances from the presenters.

The utterance (14n) revealed directives illocutionary act. The act (14n) was done in indirect illocutionary act, because the directives act was uttered through the declarative clause. The utterance (14n) was used to recommending of the explanation before (14m). Then, the utterance (14o) revealed expressives illocutionary act. The act (14o) was done in direct illocutionary act which was uttered through the declarative clause. It showed the act of confirmation from *S*. Besides, it showed that *S* agreed with the recommendation (14n).

Exchange 15:

| Move | |
|------------|--|
| Initiation | P : (15a) And what else? |
| Response | J : (15b) Some great furniture definitely we have day bag here, some fun pillow... |
| Follow-up | S : (15c) Wow! P : (15d) Wow! J : (15e) From <i>World Market</i> ... |

The utterance (15a) revealed directives illocutionary act. The act (15a) was done in direct illocutionary act which was uttered through the interrogative clause. The utterance (15a) showed the act of elicitation. *P* wanted to know the other products at *World Market*.

The utterance (15b) revealed representatives illocutionary act. The act (15b) was done in direct illocutionary act which was uttered through the declarative clause. It showed the act of explanation from *J*. The informant mentioned some products that were sold in the store.

The utterances (15c) and (15d) revealed expressives illocutionary act. The act (15c) and (15d) were done in direct illocutionary act which was uttered through the interjection. It expressed the feeling from the presenters. Both of the presenters felt amazed when they knew some products at *World Market*. Then, the utterance (15e) revealed representatives illocutionary act. The act (15e) was done in direct illocutionary act which was uttered through the declarative clause. The utterance (15e) constituted a continuation of (15b) that was paused by the expression from the presenters.

Exchange 16:

| Move | |
|------------|--|
| Initiation | P : (16a) And you know what? (16b) When I called your store this morning, the first thing I heard was come and shop at <i>World Market</i> , we have a lot of <i>Eat, Pray, Love</i> ... |
| Response | J : (16c) Absolutely! P : (16d) So, it's a big campaign? |
| Follow-up | J : (16e) It's a huge campaign. (16f) We have definitely behind the movie; we have a lot stuffs from the movie here. (16g) Then in coming, Julia Robert's hat. P : (16h) Oh okay... |

The utterance (16a) revealed directives illocutionary act. The act (16a) was done in indirect illocutionary act because the directives illocutionary act (interrogative clause) was done for getting the attention from the audiences. In this case, the interrogative clause was not required for truly questioning. Consequently, utterance (16a) was for getting attention indirectly and *P* wanted to inform something to the informant. Besides, the utterance (16a) showed the act of clarification. Then, the utterance (16b) revealed representatives illocutionary act. The act (16b) was done in direct illocutionary act which was uttered in declarative clause. It showed the act of explanation from *P*.

The utterance (16c) revealed expressives illocutionary act. The act (16c) was done in direct illocutionary act which was uttered through the declarative clause. In (16c), *J* replied a response of the previous utterance (16b). Besides, here, *J* expressed his feeling about the campaign. Furthermore, the utterance (16d) revealed directives illocutionary act. The act (16d) was done in direct illocutionary act which was uttered in interrogative clause. Here, *P* continued the question, as a feedback the

utterance (16c). Besides, it showed that *P* wanted to know more about *Eat, Pray, Love* campaign.

The utterances (16e), (16f), and (16g) revealed representatives illocutionary act. The act (16e), (16f), and (16g) were done in direct illocutionary act which was uttered through the declarative clause. It showed an answer of (16d). Besides, it showed the act of explanation from *J* about the campaign. Then, the utterance (16h) revealed expressives illocutionary act. The act (16h) was done in direct illocutionary act which was uttered in declarative clause. Here, *P* replied the explanation of *J* (16e), (16f), and (16g). Besides, the utterance showed that *P* understood about the explanation from the informant.

Exchange 17:

| Move | |
|------------|---|
| Initiation | P : (17a) And how is... eh... people responding to? |
| Response | J : (17b) People are lovin' it, we have missed particularly people are from multiple part of the world. (17c) They're coming, they're so excited to see things like the range that they can found from all their country. S : (17d) Have you seen the movie? |
| Follow-up | J : (17e) I have not seen the movie yet, to be honest with you, but I heard it's a great movie. (17f) I've read the book but I haven't seen the movie. P : (17g) I've read the book and I haven't seen the movie as well... |

The utterance (17a) revealed directives illocutionary act. The act (17a) was done in direct illocutionary act which was uttered through the interrogative clause. The utterance (17a) showed the act of elicitation from *P*. The utterance "... eh..." was used as a filler in the conversation. Moreover, it was used to make the conversation alive.

The utterances (17b) and (17c) revealed representatives illocutionary act. The act (17b) and (17c) were done in direct illocutionary act which was uttered through the declarative clause. It showed the act of explanation from the informant. Then, the utterance (17d) revealed directives illocutionary act. The act (17d) was done in direct illocutionary act which was uttered in interrogative clause. Here, *P* asked the question to the informant.

The utterances (17e) and (17f) revealed representatives illocutionary act. The act (17e) and (17f) were done in direct illocutionary act

which was uttered through the declarative clause. It showed the act of explanation from *J*. Besides, the utterance (17e) and (17f) were used to answer the utterance (17d). Then, the utterance (17g) revealed representatives illocutionary act. The act (17g) was done in direct illocutionary act which was uttered through the declarative clause. The utterance (17g) was used as a response of (17e) and (17f). It showed the act of explanation from *P*.

4.3 Closing

4.3.1 The End of Interview with The Informant

Exchange 18:

| Move | |
|------------|---|
| Initiation | P : (18a) Well, (18b) thank you very much for letting us to shop around, Jim... (18c) And you know, I hope a lot of people come and buy a lot of Indonesian stuff, right? |
| Response | J : (18d) Have fun for the shop, that for sure... |
| Follow-up | - |

The utterances (18a), (18b), and (18c) revealed expressives illocutionary act. The act in the utterances (18a) and (18b) were done in direct illocutionary act which was uttered through the declarative clause. Meanwhile, the act in the utterance (18c) was done in indirect illocutionary act, because the expressives act was uttered in the rhetorical question. Here, the utterance (18a) expressed the feeling of *P*. Besides, it showed a turning of the conversation and began to end the dialogue with the informant. The utterance (18b) showed the expression of thanking from the presenter. In (18c), the presenter was not really making a question for the informant. Yet, in this case, the presenter gave a hoping for the campaign, especially for Indonesian products.

The utterance (18d) revealed expressives illocutionary act. The act (18d) was done in direct illocutionary act which was uttered through the declarative clause. In (18d), the informant said congratulatory to the presenters and the visitor at *World Market*.

4.3.2 Review of The Dialogue and Hoping

Exchange 19:

| Move | |
|------------|--|
| Initiation | P : (19a) Okelah kalo gitu, pemirsa... (19b) Itu tadi bincang-bincang kita tentang bagaimana <i>Eat, Pray, Love</i> telah menjadi apa, Pri? Komersialisasi ya... |

| | |
|-----------|--|
| | (P: (19a) <i>Okay if so, ladies and gentlemen... (19b) That was our conversation about how Eat, Pray, Love has become, what is it, Pri? Commercialization, right...</i>) |
| Response | S : (19c) <i>Komersialisasi... (19d) Tapi sementara itu ada dampak positifnya juga ya, karena juga mungkin produk Indonesia mungkin lebih dikenal.</i> P : (19e) <i>Meningkat...</i> S : (19f) <i>Dan laku dan juga mungkin wisatawan yang akan pergi ke Bali meningkat juga, Pat...</i> (S: (19c) <i>Commercialization ... (19d) But, in the meantime there is also a positive impact, because the product from Indonesia is perhaps better known.</i> P: (19e) <i>Increase...</i> S: (19f) <i>and salable, and may many tourists will go to Bali, can increased as well, Pat...</i>) |
| Follow-up | P : (19g) <i>Paket wisata ke Bali juga meningkat mudah-mudahan...</i> S : (19h) <i>Wisata spiritual...</i> P : (19i) <i>Wisata spiritual...</i> (P: (19g) <i>Hopefully, a package tour to Bali could increase...</i> S: (19h) <i>Spiritual tourism...</i> P: (19i) <i>Spiritual tourism...</i>) |

The utterance (19a) revealed expressives illocutionary act. The act (19a) was done in direct illocutionary act which was uttered through the declarative clause. In this case, the utterance (19a) showed the expression from P that the interview with the informant had been done. Besides, in (19a) showed a turn in the conversation, from *the end of interview with the informant to review of the dialogue and hoping*. Then, the utterance (19b) revealed representatives illocutionary act. The act (19b) was done in indirect illocutionary act, because P uttered the rhetorical question. Here, P was not really asked a question to S. An intended meaning that the utterance (19b) was used to elicitation act. Besides, it showed the act of explanation about the review of the dialogue.

The utterance (19c) revealed representatives illocutionary act. The act (19c) was done in direct illocutionary act which was uttered through the declarative clause. In (19c), S replied and reinforced as a response of the previous utterance (19b). Then, the utterances (19d), (19e), and (19f) revealed directives illocutionary act. These acts were done in indirect illocutionary act, because the directives act was uttered in the declarative clause. In (19d), S gave a suggestion about the campaign at *World Market* that there was a positive effect

for Indonesia from *Eat, Pray, Love* campaign. The utterance (19e) showed the act of confirmation from P. Besides, the utterance (19e) was used to complement of suggestion in (19d). The utterance (19f) still showed a suggestion, as a continued of (19d) and a response of (19e).

The utterances (19g), (19h), and (19i) revealed expressives illocutionary act. These acts were done in direct illocutionary act which was uttered through the declarative clause. These utterances showed a hoping from the presenter about the campaign. The utterance (19h) showed a response of hoping from S. Then, P reinforced in (19i). Besides, the utterance (19i) showed the act of confirmation.

4.3.3 Closing of The Dialogue

Exchange 20:

| Move | |
|------------|---|
| Initiation | P : (20a) <i>Okelah pemirsa, (20b) kalau gitu itu dulu untuk minggu ini, (20c) saya Patsy Widakuswara...</i> (P: (20a) <i>Okay ladies and gentlemen, (20b) that was for this week, (20c) I am Patsy Widakuswara...</i>) |
| Response | S : (20d) <i>Dan saya SupriYono...</i> (S: (20d) <i>And I am SupriYono...</i>) |
| Follow-up | P : (20e) <i>Kita kembalikan dulu ke teman-teman TV One, (20f) sampai jumpa...</i> (P: (20e) <i>We return to friends of TV One (20f) see you...</i>) |

The utterances (20a), (20b), and (20c) were used as initiation. The utterance (20a) revealed expressives illocutionary act. The act (20a) was done in direct illocutionary act which was uttered through the declarative clause. The utterance (20a) showed a turn of conversation from *review of the dialogue and hoping to closing of the dialogue*. The utterances (20b) and (20c) revealed representatives illocutionary act. The act (20b) and (20c) were done in direct illocutionary act which was uttered through the declarative clause. In the (20b) and (20c), P asserted to close the conversation and stated the name in the closing section. The utterances (20a), (20b), and (20c) were commonly uttered in the end of the conversation as a greeting and also to close the talk show.

The utterance (20d) revealed representatives illocutionary act. The act (20d) was done in direct illocutionary act which was uttered through the declarative clause. S stated

the name before the end of the dialogue. The other function of greeting in the closing part is to inform the audiences that the dialogue will end.

The utterance (20e) revealed directives illocutionary act. The act (20e) was done in indirect illocutionary act, because the directives act was uttered through the declarative clause. Indirectly, in the (20e), *P* invited the audiences and the television crews that the dialogue would end. Then, utterance (20f) revealed expressives illocutionary act. The act (20f) was done in direct illocutionary act which was uttered through the declarative clause. It showed a greeting for closing the dialogue from the presenter (*P*).

5. Conclusion

- a. There are three parts of the televise dialogue, namely: opening, essence, and closing. Every part has its function respectively. In the opening section consists of greeting and introduction from the presenters. The essence section consists of *pre-opening of the topic, opening of the topic, the explanation of the products, preview and compare a commercialization from previous movies and the interview with the informant*. Meanwhile, the closing section consists of *the end of interview with the informant, review of the dialogue and hoping*, and *closing of the dialogue*.
- b. Based on the data, the writer obtains 20 exchanges, 20 moves. From 20 moves, there are 133 acts (20 initiations, 20 responses, and 18 follow-up). There are two moves without the follow-up part since the utterance in the response part can respond the initiation part. Yet, the exchanges are still interrelated to each other.
- c. The presenters and the informant use representatives illocutionary acts, directives illocutionary acts, commissives illocutionary acts, and expressives illocutionary acts. The acts are done in indirect illocutionary acts and direct illocutionary acts. The writer does not find declarations illocutionary acts in the dialogue of *Apa Kabar Amerika*. It is because there is no utterance that has a function that can change the world or the status of people through speaker's utterance.
- d. The dialogue is presented by the presenters in relaxed but it is still attracting the attention of the audiences. Consequently, the point of the dialogue *Apa Kabar Amerika* can be accepted by the audiences.

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