Illocutionary Acts of Directive on Lazada_Id Advertising in the Instagram

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Abstract—**This study aims to analyze the Lazada_Id advertising text from pragmatic point of view through classifying and describing which is focused in the illocutionary speech acts with directive categories. Where the directive category has several types such as: command, orders, requests, and suggestions. This study also aims to provide one thing that is different from research on speech acts. However, this research is not the only research on speech acts that studies data in the form of writing. This study focused on Lazada_Id advertising on social networks *(Instagram)* and it can be ascertained that this study displays a different side of previous studies. From the research conducted, it was found that directive illocutionary speech acts with command, request, order, and suggestion types are suitable to use in attracting consumers to read and see status or photos, videos displayed by Lazada because they provide a curious impact on consumers. From research conducted that text on Lazada_Id advertisement identified uses many illocutionary directive texts to provide clarity to consumers and society in general.**

Keywords—illocutionary speech acts, directive, Instagram.

I. INTRODUCTION

Language is the only main character in terms of interacting, without language there will be no communication between all beings in the world. The problem that can be found in this millennia era is that if language is usually used to get information from each other in a direct conversation, now it can be found that it turns out that the language used as the most important tool in the establishment of a communication can occur indirectly. This has a very significant impact on the struggle of linguistics. One branch of linguistics that deals with the problem of language is pragmatics. Pragmatics is the study of language that is more of a purpose than the meaning of speech. From the understanding of pragmatics itself, it can be known that this certainly provides a significant problem in language studies where communicating no longer has to face to face or know each other, the question then is how do we indicate and understand precisely the purpose of speech.

The form of communication is not directly able to meet many of us in status written in many social networks such as; *Facebook, Twitter, Instagram* etc. However, this study will only focus on the status of Lazada_Id ads on social networks *(Instagram).* As we know that social networking provides many features that can be used, in addition to activities in cyberspace such as sharing photos, videos, conveying information etc. *Instagram* also can be used to search for livelihood by providing features related to what will be

bought and sold as done by one of Lazada's large online stores. In connection with this explanation, this study aims to describe the illocutionary directive speech acts on the status of Lazada_Id advertisement on social networks *(Instagram).* Illocutionary speech acts are a speech act to make a question, offer, explanation or communicative speech intentions through an emphasis [1] also can be said that illocutionary illocutionary deals with intentional communication [2]. In general, illocutionary speech acts have five functions; declaration, representative, expressive, directive, commissives [2]. This research focuses on directive speech only, both at the level of declarative, imperative, and interrogative.

In general, researchers can say that this research has been widely studied or studied. Some examples; Arifiany, *et al.* in [3]. This study aimed to determine the understanding of whether participants knew or no when there were directive speech acts in the Yowamushi Pedal comic, second, to find out the meaning of directive speech acts contained in the comic.

Subsequent research is research conducted by Ardianto in [4] who studied speech act directive in interaction classes of deaf children.

From two studies that have been described above, there is a study that is considered almost the same as those discussed here, i.e. Carr, *et al.* in [5] who examines the use of speech acts in computer communication, especially in Facebook social networking status messages.

The rest of this paper is organized as follow: Section II presents methodology of this research. Section III presents the research results and following by discussion in section IV. Finally, Section V concludes this work.

II. METHODOLOGY

This study uses descriptive qualitative research. Qualitative research is an effort to explore and understand the meaning of what happens to various individuals or groups, which comes from social or humanitarian problems [6]. Qualitative research is research whose findings are not obtained through statistical procedures and other forms of calculation but in the form of procedures that produce description data in the form of written words or verbally from observed behavior [7]. Descriptive research has an analysis which is aimed at providing a complicated description or illustrating phenomena [8]. The process involves various questions and procedures that are carried out. This study attempts to describe directive illocutionary speech acts on

Lazada_Id ads on social networks *(Instagram)*. This research also uses a method of matching where the determinant is outside, detached, and not part of the language. This method has five sub-types based on the type of determinant; first, the determining tool is language referent, secondly, the speech organ determination tool, then the third, fourth, and five determinants are other langue, recorders, writings, and speech partners [9]. The data analyzed in this study is in the form of advertisements written on Lazada_Id on social networks *(Instagram).* To obtain a description of the speech acts used in the Lazada_Id, the data analysis method used is the equivalent method. Matching method is a method that determines the tool is out of language, detached and not part of the language in question [9]. To help understand the attributes and consequences of activities that exist on social media, in this case all will depend on work rooted in linguistic disciplines [10]. In which Specifically, this research uses a pragmatic sub-method and data reduction method which is used to analyze the meaning and purpose of speech acts that exist in the advertisement of Lazada_Id on social networks *(Instagram)* and also filter out data that is not needed. This method of matching is realized through the technique of dividing determinants with the power of dividing pragmatics [9].

III. RESEARCH RESULTS

Data taken from this research is text used by Lazada_Id to promote a product that is in the form of advertisements. The advertisements text is taken from social media (Instagram) so that the text of the ad is attempted the text can affect the selling power or attractiveness, provide information, etc. to the audience or customers. The analysis in this study uses directive illocutionary speech acts analysis where methodologically, the main premise is text based on the assumption that the frequency of words and certain concepts in the text is a relative measure, where this is in the attention or emphasis [11]. This speech act includes orders, command, requests, and giving suggestions which can be in the form of positive and negative sentences [2]. From the data found this shows that the ad text in the Lazada_Id advertisement affects consumers to see and buy from the advertised item. These influences are shown in illocutionary advertisement texts as will be displayed in the table and discussion as follows. For more details about directive speech acts on Lazada_Id advertisement on social networks *(Instagram)* regarding orders, command, requests, and giving advice in this study can be seen in the following Table I.

TABLE 1. THE DATA SPEECH ACT OF DIRECTIVE

No	Speech Acts of Directive	Command	Request	Order	Suggestion
1	**Lazada_Id**Pecinta Samsung mana suaranya? Hari ini jangan lupa borong semua produk Samsung di #LazadaID ya! Karena diskonnya sampai 88%!! 88% lhooo! Yuk cek promonya sekarang sebelum kehabisaaaan! Lazada_Id Samsung's love where is the sound? Today don't forget to push all Samsung products in #LazadaID, huh! Because the discount is up to 88%!! 88% lhooo! Let's check the promos now before disastered!	√	√		
2	**Lazada_Id**Hi Hi Lazadians! Saatnya tampil trendi bersama Zanzea! Yuk cek koleksi kerennya hanya di #LazadaID sekarang yaa! Ada diskon hingga 60% juga lhoo! Lazada_IdHi Hi Lazadians! It's time to look trendy with Zanzea! Let's check out the cool collection only at #LazadaID now! There are discounts of up to 60% too!	√			√
3	**Lazada_Id**Double TAP kalo kamu suka dekor rumah! Sekarang saat yang tepat untuk ganti furniture lamamu! Karena di #LazadaID lagi promo Murah ga abis-abis dehh pokoknya! Mulai dari tempat tidur sampai lemari, diskoooon semua! So, tunggu apalagi? Cek promonya. Lazada_Id Double TAP if you like home decor! Now is the right time to replace your old furniture! Because in #LazadaID again, cheap promos don't really matter! Starting from the bed to the closet, all the discooon! So, what are you waiting for? Check the promo	√			
4	**Lazada_Id**Bosen nulis catetan penting di buku notes biasa? Nih...ada buku notes bentuk apel yang gumuy banget! Cocok banget buat Lazadians yang suka nulis-nulis. Buat kado ultah juga oke banget lho! Mau? Cek produknya di sini yaaa. Lazada_Id are you bored to write important notes in a regular notebook? Here ... there is an apple shaped notebook that is really messy! Very suitable for Lazadians who like writing. For birthday gifts, it's also okay! Want it? Check the product here huh.	√			√
5	**Lazada_Id**Lazadians ada yang anak kosan nggak nih? Weekend gini cucian pasti numpuk, yah! Nah, abis nyuci, lebih suka nyetrika pakai setrika biasa atau setrika uap? Share di kolom komen ya! Ngomongin soal setrika, di Lazada lagi ada promo elektronik rumah, mulai dari setrika sampai kulkas ada semua! Yuk cek di sini. There are Lazada_IdLazadians who are boarding boys or not? Weekend, this laundry must be stacked up, yeah! Now, after washing, would you like ironing using a regular iron or steam iron? Share in the comment column! Talking about ironing, at Lazada there is a home electronics promo, from the iron to the fridge there is everything! Let's check here		√		
6	**Lazada_Id**Jangan lewatkan promo dari ASUS spesial hanya SATU HARI tanggal 26 Juni 2018 nanti ya! Mulai dari laptop sampai handphone ada semua pokoknya! Jangan sampai ketinggalan yaaaaa! Nih...silahkan dicek dulu ada promo apa aja di tanggal 26 Juni nanti ya Lazada_IdDo not miss the special ASUS promo for only ONE DAY on June 26, 2018! From laptops to cellphones there are all the essentials! Don't miss it! Here ... please check first there is any promos on June 26, yes			√	√

No	Text				
7	**Lazada_Id**Mau tampil cantik saat lebaran nanti?? Di #LazadaPuasale ada BEAUTY HOT SALE lhooo! Banyak banget diskon spesial untuk produk make up, mulai dari lipstick, eyeliner, foundation, dan masih banyak lagiiiii + voucher hingga 100RB! Yuk buruan cek promonya sekarang sebelum kehabisaaaaaan! Lazada_Id Do you look beautiful when Lebaran later ?? At #LazadaPuasale there is BEAUTY HOT SALE lhooo! There are so many special discounts on making up products, ranging from lipstick, eyeliner, foundation, and many more + vouchers up to 100RB! Let's hurry up the promo check now before it runs out!	√			
8	**Lazada_Id**Mau dapetin hape canggih tapi gak bikin kantong bolong? Honor 7X pilihan yang tepat nih, Lazadians! Dilengkapi dengan kamera yang keren banget dan baterai yang tahan lama nih, smartphone ini cocok banget utuk kamu yang suka selfie dan travelling nih! Lazadaians mau? Tunggu jam 11.00 WIB nanti yaa! Lazada_Id Do you get a sophisticated cellphone but don't make a bag hole? The right choice 7X Honor, Lazadians! Equipped with a really cool camera and long battery life, this smartphone is really suitable for you who like selfie and traveling! Lazadaians want to? Wait at 11.00 WIB later!	√	√		√
9	**Lazada_Id**Mau ganti hape? Asus Zenfone Max Pro aja! Selain cocok untuk main game, masih banyak lagi feature kece yang dimiliki smartphone canggih ini lho! Penasaran? Yuk langsung tonton videonya yaaa! Lazada_Id Do you change your cellphone? Asus Zenfone Max Pro only! Besides being suitable for playing games, there are still many other features that this sophisticated smartphone has! Curious? Let's watch the video, huh!	√			√
10	**Lazada_Id**Biar besok pagi ngopi dan ngeteh-nya makin hepi, mendingan Lazadians pakai geLAZ Lego yang kece ini aja! Yuk cek produknya hanya di #LazadaIDpastinya! Lazada_IdLive tomorrow morning coffee and the snacks are getting brighter, better Lazadians use this tiny geLAZ Lego! Let's check the product only in #LazadaID for sure!	√			
11	**Lazada_Id**Lazadians...jangan lupa yaaa pantengin terus APP Lazada kamu karena bakal ada MIDNIGHT VOUCHER! Siapa cepat dia dapaaaat! Tapi, jangan lupa update dulu yaaa APP kamu! Lazada_IdLazadians ... don't forget to keep your APP Lazada you because there will be MIDNIGHT VOUCHER! Who is fast he can! But, don't forget to update first, your APP!	√		√	√
12	**Lazada_Id**Hi Lazadians! Jangan lupa saksikan Live Streaming Unboxing Vivo V9 bersama si cantik @michellepangemananya! Lazadians bisa kepoin kecanggihan Vivo V9, mulai dari kameranya yang kece abis sampai fitur-fitur keren lainnya lho! Penasarankan? Cuss langsung aja tonton di Instagram, Facebook, Youtube dan Website #LazadaID jam 11:00 WIB HARI INI yaa! Lazada_Id Hi Lazadians! Don't forget to watch the Vivo V9 Unboxing Live Streaming with the beautiful @michellepang in his friends! Lazadians can get Vivo V9 sophistication, starting from the sloppy camera to other cool features! Adviser? Just watch it on Instagram, Facebook, Youtube and the #LazadaID website at 11:00 WIB TODAY!	√			√
13	**Lazada_Id**Santai-santai di pinggir pantai bisa lebih seru nih, kalau pakai LAZy bagini! Eitss...gak cuma ke pantai, lho! Kamu bisa bawa LAZy bag alias kursi males kemana aja karena tinggal dilipat dan langsung ready untuk dibawa jalan-jalan. Pokoknya lazy bag ini nyaman banget dan cocok untukbersantai. Lazadians pengen punya LAZy bag kaya gini? Yuk langsung aja cek produknya hanya di #LazadaID Lazada_Id Relaxing on the beach can be more exciting if you use LAZy bag! Eitss ... not just to the beach, you know! You can take LAZy bag, aka lazy chair, anywhere, because you just need to fold it and get ready to take it for a walk. Anyway lazy bag is really comfortable and suitable for relaxing. Lazadians want to have LAZy bag like this? Let's just check the product only in #LazadaID	√			√
14	lazada_id Hi Lazadians! Siapa yang udah gak sabar nungguin OPPO FIND X? Sambil nunggu launching-nya nanti sore, yuk kita simak #sekiLAZinfo tentang smartphone yang paling ditunggu saat ini nih! Smartphone keluaran terbaru dari OPPO ini dilengkapi Stealth 3D Cameras yang keren banget lho! Selain itu, OPPO FIND X ini juga dilengkapi layar luas yang bisa membuat pengalaman nonton video jadi lebih seru! Masih penasaran kecanggihan apalagi yang ada di smartphone keren ini? Yuk langsung aja cek info selengkapnya di link ini ya > https://lzd.co/oppofindx lazada_idHi Lazadians! Who can't wait for OPPO FIND X? While waiting for the launch later in the afternoon, let's see #sekiLAZinfo about the most awaited smartphone now! This latest OPPO smartphone is equipped with Stealth 3D Cameras which are really cool! In addition, OPPO FIND X is also equipped with a wide screen that can make the experience of watching videos more exciting! Still curious about the sophistication especially in this cool smartphone? Let's just check the complete information in this link, yes> https://lzd.co/oppofindx	√	√		√

IV. DISCUSSION

Illocutionary speech acts are speech acts that contain intentions and relate to sentence forms that embody an expression. Illocutionary actions are determined by the nature of the illocutionary power of speech and by propositional content (related to what is said or written), this is based on speech, that is by the implementation of expressions. The real idea of illocutionary power is not defined orally, but by a series of seven components, namely: intention, application, strength, condition of propositional content, preparation conditions, conditions of success and success rate of illocutionary acting [12].

The interpretation of theillocutionary acts are concerned with force if we look at the research results obtained in the interactions found in the comments column [13], there are found forms of illocutionary speech acts in the form of directive speech acts with speech types including; command, orders, requests and advice. Directive speech acts are carried out by speakers with the intention that the speech partner performs the actions mentioned in the speech. The form of the command is a sentence whose meaning is giving an order or telling a speech partner to do something like that contained in the sentence. The form of order means a sentence that means the order that is presented to the speech partner. Forms of request are made by speakers to request speech partners with positive or negative meanings. The form of giving advice means that the speaker advises the speech partner to do something. Illocutionary also has a function in expressing or conveying information and is then used to carry out an action. So that the speech of the speaker can generate feed-backs between the speaker and the partner as a result. Besides, illocution is a speech act also one of the speech acts that is difficult to identify. therefore knowledge and experience are urgently needed in developing a study of speech acts related to speech and the context in which the speech is used. besides, illocution is a speech act also one of the speech acts that is difficult to identify. therefore knowledge and experience are urgently needed in developing a study of speech acts related to speech and the context in which the speech is used.

However, in context we cannot assume that all written and written texts have their own context or meaning if the context itself is not in a clear range such as the physical setting in which the utterance or text is used but does not include linguistic, social and epistemic [14]. Advertising is one of the most commonly used tools for companies to direct persuasive communication to and prospective buyers. Advertising is basically part of the typernity of social life. so that the life of the typern world is very dependent on advertising. Without advertising, producers and distributors will not be able to sell their products, on the other hand buyers have difficulty finding sufficient information about products and services available on the market. So if it happens to industry and the typern economy is definitely experiencing setbacks and paralysis. so it is very important if a company wants to maintain its profit level, then it must carry out advertising activities adequately and continuously and through various media.

The language of the media as it is said to be understood through certain channels (oral or written) and has interesting combinations with images, strengthened, broadcast, circulated, streamed online, and others. Which in this case, media language is a system of words and images [15]. Therefore, the language of the media can be used to send to the public to have the same action from what has been described in the text and images. What can be told in the ad. Advertising no longer speaks to consumers in many voices. Speakers of the most profitable organizations, celebrities who support products or characters seen on minidramas, advertising agencies make places or broadcast places that place them in their programs including social media [16]. This study was originally made to provide face-to-face

explanations communication and its main benefits are in the form of a new conceptualization where the idea of context and its role in making meaning. This typel provide extensive argumentation and dialectical understanding of context, incorporation of world knowledge and participant experience expressed in language and the actual situational context in which communication occurs [16]. Status messages were analyzed according to the speech act (s) [17] protocol, quotations were excluded from analysis [5] For more details, the following researchers will present some data with the type of orders, orders, requests, and giving suggestions found in the Instagram Lazada_Id ad that is identified as directive illocutionary speech acts with the types described.

Data (1) with the context of Lazada_Id Samsung lover's where is the sound? Today don't forget to push all Samsung products in #LazadaID, huh! Because the discount is up to 88%!! 88%! Let's check the promos now before runs out! This data shows the existence of directive illocutionary actions which are characterized by the emergence of two types at once in one context namely the command type and the type of giving advice. This is clearly evident in the speech "don't forget to push all products (jangan lupa borong semua produk)" which means that lazada instructs consumers (lazadians) to buy all the products offered. In the same context the data (1) also shows the type of giving advice where this is indicated by the words "check the promo now before runs out (cek promonya sekarang sebelum kehabisan)", said the function to provide advice to all lazada customers so that they immediately check the promos offered by lazada to consumers. So that the data can be analogically said as a word that contains pragmatic meanings in this case illocutionary as stated that pragmatics in other matters also relate to psychology, namely the close relationship to the reference. referring to it, it can be concluded that data (1) is the result of a role to connect psychology with words to attract buyers through an illocutionary emphasis [14].

Theoretically, as discussed above, it can be said that genotically the illocutionary point is indeed at the pressure of the text and context [11] e.g. Mau dapetin hape canggih tapi gak bikin kantong bolong? Honor 7X pilihan yang tepat nih, Lazadians! Dilengkapi dengan kamera yang keren banget dan baterai yang tahan lama nih, smartphone ini cocok banget utuk kamu yang suka selfie dan travelling nih! Lazadaians mau? Tunggu jam 11.00 WIB nanti yaa! Do you get a sophisticated cellphone but don't make a bag hole? The right choice 7X Honor, Lazadians! Equipped with a really cool camera and long battery life, this smartphone is really suitable for you who like selfie and traveling! Lazadaians want to? Wait at 11.00 WIB later!. Data (8) above indicates the strength of emphasis from the text even though basically this is not always spoken. however, linguistically the data can be well identified with the emphasis of the text as said.

Data (11) in the context of Lazada_Id Lazadians don't forget to keep your Lazada Aplication, because there will be MIDNIGHT VOUCHER! Who is faster will get it! But, don't forget to update first, your APP". In this data found two types at once used in speech by lazada such as orders and giving advice. In the context of speech, "don't forget to keep your APP Lazada (jangan lupa pantengin terus APP Lazada kamu)" indicating a command type that is intentionally used

so that lazada consumers continue to pay attention to the available ads because there is a midnight voucher. In the same context, the utterance type of giving advice is used in the context of "update first, your APP (update dulu yaaa APP kamu)". The data explains the existence of a theory where in the use of words or sentences to emphasize that to convince buyers or customers of course through the selection of the right words, so that the words or sentences delivered on memorable advertisements for prospective customers and the selection of words are positioned as *affirm, allege, assert, announce*, or *insist* as seen [18] in the data (11).

In the next context as shown in data (13) Lazada_Id Santai-santai di pinggir pantai bisa lebih seru nih, kalau pakai LAZy bagini! Eitss...gak cuma ke pantai, lho! Kamu bisa bawa LAZy bag alias kursi malas kemana aja karena tinggal dilipat dan langsung ready untuk dibawa jalan-jalan. Pokoknya lazy bag ini nyaman banget dan cocok untuk bersantai.

Lazadians pengen punya LAZy bag kaya gini? Yuk langsung aja cek produknya hanya di #LazadaID. Lazada_Id Relaxing on the beach can be more exciting if you use LAZy bag! Eitss not just to the beach, you know! You can take a LAZy bag, aka lazy chair, anywhere, because you just need to fold it and get ready to take it for a walk. Anyway lazy bag is really comfortable and suitable for relaxing. Lazadians want to have LAZy bag like this? Let's just check the product only in #LazadaID. Data (13) shows the existence of text that has the power to give command. this is intended so that customers are directed to see what items are offered through ad text in Lazada_Id so that the advertisement text also guides customers to open more details about the Lazada_Id content. Besides that data (13) also shows the existence of illocutionary text whose function is to give suggestion. This is intended so that after the Lazada_Id text advertisement appears to give a command, the Lazada_Id advertisement text also gives a suggestion to the customer that the item to be purchased has the privilege and is easy to use or carry anywhere so that the customer is impressed.

V. CONCLUSION

To summarize the findings and discussion it can be concluded that directive illocutionary speech acts on Lazada_Id advertising on social networks (Instagram) are found as much as speech that represents each type of speech. In this study the command type is the most data used in providing information on Pepper advertisement. From the context and data studied, directive illocutionary speech acts are part of linguistic science in the scope of pragmatics that are suitable for using in advertising on social networks by Lazada_Id and in general, directive illocutionary speech acts with these types function properly curious to consumers so consumers feel compelled to read and see advertisements displayed by the Lazada_Id.

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