

**PERSUASIVE UTTERANCE FOUND IN SHOP AND RESTAURANT : AN
ANALYSIS OF SPEECH ACT IN PERSUADING VISITORS OF A STORE IN
BANDUNG, WEST JAVA AND “MR. JUNETO” RESTAURANT IN SOLO,
CENTRAL JAVA.**

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ABSTRACT

This writing is aimed to describe the linguistic phenomenon of speech act in persuasive. The objective of this writing is to identify the strategies in persuading visitors in shop and restaurant in Bandung and Solo. The data are containing persuasive utterances in shop and restaurant in Bandung, West Java and Solo, Central Java. In collecting data, the observational method is employed throughout attentive method and taking picture. The data are analyzed by referential and pragmatic identity method. The analysis is related to the concept proposed by Searle (1979). The result of analysis is descriptively done.

Keyword: Speech act, function, Strategy, Persuasive

BACKGROUND

Language is a mean of communication, as human being live together and need each other, language is extremely a necessary to communicate between two individuals, among groups or in contrary, language is needed to convey the purpose, idea, information, and to express themselves. Oktavianus (2006) states that without the existence of language people will get difficulties in undergoing their social activities. It particularly happens since language has a great influence and power in communication, thus it can distinct human among other creatures (Bloomfield, 1995).

Language is closely related to language function that language is used by the speakers for several purposes. Basically, the communication process do not only utter something in its utterance. However, it may implicate an action. Austin (1962) in his book ‘How to Do Things With Word’ states that besides uttering, people can also act something. This point of view is supported by Searle (1979) that there is speech act in every communication. In other words, communication is not only symbols, words, and sentences but also it is called as a production or result of symbols, words, and sentences which reflect act. Nevertheless, every speech act is bound by context occurrence, they are the context of both speaker and hearer and also the context of social environment around the speaker and hearer.

In our social life, we can easily find numerous speech acts, one of them is written utterance that can be seen in a clothes shop in Bandung townsquare, West Java and in “Mr. Juneto” restaurant around campus of Solo State University in Solo, Central Java. In these clothes shop and restaurant, there are written expressions that made to attract and persuade the visitors. By reading those expressions, the visitors is expected to do an action.

Talking about data, the data are written expressions captured as photo by the the researcher when she was in Bandung, West Java. Moreover, the data was taken from her colleague. Then, the data is collected by using attentive method and capturing photo technique. The data is analyzed by using referential and pragmatic identity method based on speech act concept proposed by Searle (1979). As the result, the result of analysis is presented in descriptive-narrative.

Theoretical Framework

Speech act is production or result of sentences in particular condition and it is the smallest unit of linguistics communication. Speech act consists of directness and indirectness.

According to Austin (1962), all utterances are performative that they are apparently acts and do not only utter something. To summarize, Austin in his book "How to do things with words" states that dimension of speech act consists of some parts. They are locutionary act that the act organize words to make a logic sentence with its proper grammar and pronunciation. In other words, this act is an action to state something. Afterward, illocutionary act is an act that uttered by the speaker with its implied meaning when the speaker utters the words. The last is perlocutionary act, it is the effect caught by the hearer toward speaker utterances.

In addition, the previous statement is supported by Searle (1979) who states that there are speech acts in every communication. Communication is not only symbols, words, and sentences but also it is definitely called as the production or result of symbols, words, and sentences that appear as action (fair performance of speech act). Thus, the point of speech act is the illocutionary act as in uttering something, the speaker also do something.

According to Searle (1979), there are five taxonomies of speech act. They are representative, expressive, commissive, declarative, and directive. Representative means as actions that the speaker highly believe in an occurrence. It means that speech act binds the speaker with the facts of words uttered. Those actions which belong to this category are the utterance of stating, prosecuting, admitting, showing, reporting, witnessing, mentioning, and speculating. In this case, the speaker has a responsibility to prove that the words they uttered are true, based on facts, and it could be proven.

Expressive speech act is dealing with what speaker feels. In another word, the speaker wants the speech act that he/she uttered could be evaluated by the hearer. Those actions which belong to this category are the utterance of giving thanks, sighing or complaining, giving congratulation, admiring, praising, blaming, and criticizing.

Commissive speech act is dealing with the words that speaker uttered will be the next action. Those actions which belong to this category are the utterance of swearing, promising, threatening, committing, and so on.

Declarative speech act is dealing with speech act that the speaker meant to create new thing (status, condition, etc). Those actions which belong to this category are prohibiting, permitting, forgiving, apologizing, deciding, and cancelling. Directive speech act is kind of speech act which categorized to cover such actions that affect to hearer in do something. In other words, this speech act asks the hearer to do action based on the cues in utterance. Directive speech act is also known as impositive. Those actions which belong to this category are the utterance of asking, inviting, forcing, suggesting, hurrying, giving command, collecting the debt, begging, againts something, and giving clues. By concerning on these five taxonomies, directive speech act is regarded as the most frequent one since as a social creature, people always need the interaction. In this case, we can take the sample from written expression in clothes shop and restaurant. For instance, in that shop there is written expression that could attract and persuade people to visit. In this case, the owner of clothes shop and restaurant will use directive speech act so that the visitors convinced and do such actions based on the words that they uttered or written. This utterance has different strategy and goal based on its location.

Strategy is defined as the ways or tactics (KBBI 2008). This strategy will be used by the owner of shop and restaurant to persuade the customers or visitors. The strategy that chosen is different based on its context. According to Revita (2013), context is particular things that bear up the utterance. Even, context is also called as everything.

DISCUSSION

A clothes shop or distro in Bandung townsquare shows a written expression that attracts the visitors before their shop display. Actually, this is a strategy of the owner to tempt the

visitors to come and see their products. In that written expression, there is an utterance that promote a high quality jacket. The utterance seems quite persuasive like, “ you know what? There is a jacket can listen to music. Here !!!” To summarize, the function of this utterance is only to inform. However, this utterance is aimed to persuade and tell everybody who walks before their shop to drop by and purchase the jacket in it. Furthermore, this utterance occurs in “Mr Juneto” restaurant around of campus of Solo State University. In this restaurant, there is a written expression which exactly hangs on at the back of cashier. The utterance is “ do not forget to drop at cashier after enjoying our dishes to talk about dowry !!!”

To summarize, the function of this utterance is only to inform. This utterance is aimed to ask the visitors to pay the dishes that they had enjoyed at cashier. In this context, “dowry” means price or the cost of food.

CONCLUSION

In the end, we can conclude that every trade place like clothes shop and restaurant have their own way or strategy to attract the attention and to persuade the visitors. No doubt that every place has different strategy to be employed. Likewise, it could be a persuasive utterance in written form.

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