

**LOCUTIONARY ACT OF FASHION  
ADVERTISEMENT**

SKRIPSI

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## **ABSTRACT**

**Ari Arfiah Hardian. 13302050020. “ Locutionary Act of Fashion Advertisement”. Skripsi. Faculty of Teacher’s Training and Education. University of Muhammadiyah Sumatera Utara, Medan. 2017`**

This study deals with Locutionary Acts find in fashion magazine’s Script. The objectives of this research were to find out the meaning and effect of Locutionary Acts. This study was conducted by applying descriptive qualitative method. The data were derived from Bazaar Harper’s Magazine edition July 2007 and online time magazine. After the find of the utterances meaning in the magazine. Then the writer found the effect of the researcher. the effect based on the Bazaar Harper’s Magazine edition July 2007 and online time magazine the audience can to know the effect of the locutionary act of fashion advertisement. therefore the audience action the fashion based on the magazine. This showed the magazine can help the audience to know more of the advertisement especially in fashion.

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The writer

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## CHAPTER I

### INTRODUCTION

#### **A. The Background of Study**

Language is a system of sounds words, pattern, etc used by human to communicate, thoughts and feelings. Language usage in communication needs two important medium. Those are linguistics medium and pragmatics medium. Language is a system of symbols that are meaningful and articulate sound (generated by said tool) which are arbitrary and conventional, which is used as a means of communicating by group of human beings to give birth to feelings and thoughts. According to Keraf in Smarapradhipa (2005:1), providing two language understanding. The first notion of language as stated means of communication between members of the public in the form of a symbol of the sound produced by means of said human. Second, language is a communication system that uses symbols vocal (speech sound) which are arbitrary. According to Owen (2006:1), describes the language definition language can be defined as a socially shared Those combinations of symbols and rule governed Those combinations of symbols (language can be defined as a socially acceptable code or conventional system for delivering concepts through the use of symbols and combinations of the desired symbols are governed by the provisions).

Pragmatics is the study of relation between language and context that are grammatically or grammatically or encoded in structure of language. Pragmatics is a study of the way in which language is use to express or interpreted real

intention in particular situation, something different. According to Peccei (1992:2) pragmatics studies the ability of natural language speaker to communication more than which explicit stated, while pragmatics concentrates on those aspect of meaning that cannot be predicted by linguistic knowledge alone and takes into account knowledge about the physical and social world. Yule (1996:3) defined pragmatics is concerned with the study of speaker meaning, concerned with the study of meaning as communicated by speaker and interpreted by listener.

Communication is a system of communication or activity to send the information or meaning perpetrated against one individual to another individual that aims to convey the meaning of a conversation. According to Julia Wood (2004), communication is a systemic process in which individuals interact with and through symbols to create and interpret meanings. The function of the speech act on communication is to set the rules in a speech act or communicate well. Speech act can also be regarded as a style of language to convey that information to the information submitted can be easily understood by the other person or the other person.

Locutionary in communication especially in advertising on a greeting or expression of a sentence that has meaning. Locutionary on advertising looks very attractive. In advertisement researchers can found locutionary sentence. It makes researchers interested in analyzing locutionary within the scope of the advertisement. Advertisement it form is a good communication by the Mass Media, TV, Radio, Newspaper, Magazines and so fort the aiming for the sponsor or promotion on product. According Kotler (2005:277) Advertising is any form of non-personal presentation and promotion of ideas, goods or services by a specific

sponsor to be paid. According to Machfoedz (2010:139) say that that advertising is any form of presentation of information and promotion indirectly conducted by the sponsor to offer ideas, goods or services.

Advertising is any kind of media used to inform people about something important, which is normally intended to inform people to do something or buying a certain product. One of the division of advertising media is magazine.

The aim of a magazine is to gain interest in a product of fashion, an effective way to distribute a product in a wider range of locations, and magazine can also give us important information about the product context of the shop or magazine. There are different forms of language used in advertisement. According to Ogilvy, (1988) in his book *Confession of an Advertising Man*, the language is usually informal, use simple and short sentences and interactive words, because the purpose of advertising language is to persuade the audience to do something and make the audience easier to understand the message of the advertisement.

This study analyzed the semiotic signs used in fashion magazine advertisement using semiotic theories. Semantic study can analyze not only written and spoken language but can also analyze visual element of the advertisement.

In the reality many of society not understanding of locutionary and the society just focus on advertisement but the society not understand what the meaning of the locutionary. The field society just focus of fashion advertisement and the product. And in expectation, the researcher hope if the society can understand and can to know of the effect of locutionary on advertisement.

## **B. The Identification of Problem**

Based on the background above, The identification of problem can be formulated as :

1. The meaning of language in locutionary act in fashion advertisement.
2. The effect of locutionary act in fashion advertisement.

## **C. The Scope and Limitation**

The scope of the study was focused on locutionary act advertisement but it would be limited in fashion.

## **D. The Formulation of The Problem**

In this research, the problem are formulated as follows :

1. What is the meanings of locutionary act of fashion advertisement?
2. Is there are any effect of locutionary act of fashion advertisement?

## **E. The Objective of The Study**

The researcher like to formulate the objectives of this research :

1. To find out the meanings of the locutionary act of fashion advertisement.
2. To find out of the effect locutionary act of fashion advertisement

## **F. The Significant of The Research**

The findings of the study are important in :

**a. Theoretical**

1. To give the information about speech acts of locutionary especially on fashion advertisement.
2. To used as references in learning activities.

**b. Practical**

1. For the readers, it is expected to give them clear information about speech acts in the advertisement.
2. For the other researchers, it is expected that the finding of the study will provide further information to those interest in similar research relate to this study.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **A. Theoretical Framework**

In conducting a research, theories were needed to explain some term applied in the research concerned. The theoretical framework was aimed at giving clear concept of the application of this study.

#### **1. Language**

Language is a series of sound produced by said means of a conscious human being. Another definition, language is a form and not a state language may be the form and not matter or something that sounds arbitrary symbol system, or also a system of many systems, a system of an order or an order in the system- the system. According Wibowo (2001:3), language is a system of symbols that are meaningful and articulate sound generated by said tool which are arbitrary and conventional, which is used as a means of communicating by a group of human beings to give birth to feelings and thoughts. According Keraf in Smarapradhipa (2005:1), providing two language understanding. The first notion of language as stated means of communication between members of the public in the form of a symbol of the sound produced by means of said human. Second, language is a communication system that uses symbols vocal or speech sound which are arbitrary. According to Owen (2006:1), describes the language definition language can be defined as a socially shared Those combinations of symbols and

rule governed Those combinations of symbols language can be defined as a socially acceptable code or conventional system for delivering concepts through the use of symbols and combinations of the desired symbols are governed by the provisions.

## **2.Functions of Language**

Language is a tool which is used by its speakers to perform various tasks. These tasks are called functions of language. Geoffrey Finch divides the functions of language in two main categories i.e. Micro and Macro. Micro functions are those which help us identify/name things, record, release emotional energy, communicate, socialism, think and enjoy through language. On the other hand macro functions are generalization forms of micro ones which incorporate one or more than one functions within themselves. Thus ideational function helps us conceptual the world around us, interpersonal function helps us create our relation with respect to other things and humans in society and environment, poetic function gives us liberty to bend the world and create world through words, textual function gives us ability to create understandable and interconnected texts.

## **3.Pragmatics**

Pragmatics is a study of the way in which language is used to express or interpreted real intention in particular situation, something different. Pragmatics studies the ability of natural language speaker to communication more that which explicit stated, while pragmatics concentrate on those aspects of meaning that

cannot be predicted by linguistic knowledge alone and takes into account knowledge about the physical and social world Peccei (1992:2).

According to Yule (1996:3) defined pragmatics is concerned with the study of speaker meaning, concerned with the study of meaning as communicated by speaker (writer) and interpreted by listener (reader). Conclude that pragmatics is more complicated than semantic. Its meaning come from the speaker meaning based on the context. It will be different meaning relating to the listener sides. This approach necessary explores how to listener make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. This type of study explore how a great deal of what is unsaid is recognized as part of what is communicated. We might say that it is the investigation of invisible meaning.

Pragmatics is distinct from grammar, which is the study of how language is used to communicate Arifulhaq (2014:2). We might say that it is the investigation of invisible meaning. So, pragmatic is the study of how more meaning gets communicated than that it said. This perspective than raises the question of what determines the choice between the said and the unsaid. The basic answer tried to the notion of distance. Closeness, whether it is physical, social, or conceptual, implies shared experience. On the assumption of how close or distant the listener, speakers determine how much needs to be said and the pragmatics is the study of expression of relative distance.



Generally. Pragmatics is defined as the study of language use in communication or in other word, pragmatics the study of language which discuss be structure and the relationship of language to the context of the situations.

#### **4.The Goals of Pragmatics**

Akmajian (2010:363) summarized that minimal requirement of an adequate pragmatics (a) A pragmatics theory must contain classification of speech acts. Analysis and identification of various speech acts must contained. Contain a specification various use of various speech acts. contain related and direct language use to such phenomena a follows :Linguistic structure (semantics, syntax and phonology). The structure of communication, the course of conversation and social institutions. Speaker meaning, implication, presupposition and understanding.

Pragmatics deals with utterances, by which we are mean specific events, the intentional acts of speaker of speaker at time and places, typically involving language and something character as dealing with the effect of context. The facts with which pragmatics deals are various sorts, including: Facts about the objective facts of the utterance, including :who the speakers is when the utterance occurred and where . Facts of the speakers' intentions. On the near side, what meaning is intended to be using. Whom he intends to refer to with various shared names. On the far side, what the intends to achieve by saying what he does. Facts about beliefs of the speaker and those two whom he speaker and the conversation they

are engaged in, what beliefs do they share, what is the focus of the conversation, what are talking about and Facts about the relevant social institutions, such as promising, marriage, ceremonies, courtroom procedure, and the like, which effect what a person accomplishes in or by saying what he does.

## **5.Speech Act**

This study is ground in the speech act theory since it investigates how L2 speaker perform the speech act of the requesting. Speech act theory develop from the philosophy of languages, according to Peccei (1999:47) speech act can be analyze on three levels: the locution (the words the speaker uses), the illocution, or illocutionary force (what the speaker is doing by using those words), the perlocution (the effect of those words on the hearer).

Austin in Thomas (1995: 31) argues that one way to make a good distinction is not according to their truth or falsity, but by how language is used every day. Through performative hypothesis, on which the speech-act theory (speech-act), Austin argues that by speaking we do not just say something (to make-statements), but also to do something (perform actions). Speech aimed at describing something called contrastive and speech that aims to do something called a performative. The first subject to the requirements of truth (truth condition) and the second is subject to the terms of validity (felicity condition) Gunarwan (2004: 8).

According to Trask (2007:267) the definition of speech acts are an attempt at doing something purely by speaking. Moreover, with speech acts we can do

many purpose such as make a promise, plans, ask a question, order or request somebody to do something, give advice and suggestion, make a threat, give commands .

Linguistics have called these things speech acts and develop a theory called, unsurprisingly, speech act theory to explain how they work. Speech act theory broadly explains these utterances as having three parts or aspects: locutionary, illocutionary, and perlocutionary acts.

According to Yule (1996:48), on an occasion, the action performed by producing an utterance will consist of three related. Locutionary act, as the basic of utterance, or producing a meaningful linguistics expression. Illocutionary act, an act performed via the communicative force of an utterance. Perlocutionary act, as a simply create an with a function without intending it to have an effect.

According to Richard (2002:174) speaker as initial request for information and subsequent request for classification are both kinds of question. Speaker B responds to the questions with statements, which provide the information requested. Question and statements are not label for grammatical structures. Rather they are basic categories of what are usually called speech act. Here are some examples of speech acts we use or hear every day:

Greeting : “Hi, Kiki. How are you?”

Request : “can you help me make a cup of coffee?”

Invitation : “would you come to my party on Sunday”

Act and the speech act causes and effect on her listeners or the participants. The first element he called the locutionary act, by which he meant the act of saying something makes sense of a language, i.e. follows the rules of pronunciation and grammar. The second, the action intended by the speaker, he termed the illocutionary act this is what Austin and his successors have mainly been concerned with, the uses to which language can be put in society. In fact the term speech act is often used with just his meaning of illocutionary acts. The third element, called the perlocutionary act, is concerned with what follows an utterance. The effect or take –up of an illocutionary act. Austin gave the example of sentences like shoot her! In appropriate circumstances this can have the illocutionary force of ordering, urging or advising the addressee to shoot her, but the perlocutionary force of persuading, forcing, frightening, etc. the addressee into shooting her. Perlocutionary effects are less conventionally tied to linguistic forms and so have been of less interest to linguistics. We know, for the example, that people can recognize orders without obeying them.

## **6.Types of Speech Act**

In linguistics communication, people do not merely exchange information. They actually do something through talking or writing in various circumstances. Action performed via speaking is called speech act.

### **6.1. Locutionary Act**

According to Austin, acts of speaking acts involved in the construction of speech, such as uttering certain sounds or making certain marks, using particular words and using them in conformity with the grammatical rules of particular language and with certain senses and certain references as determined by the rules of language from which they are drawn. Locution is the actual words that are uttered. A locutionary act has to do with the simple act of a speaker saying something, i.e. the act of producing a meaningful linguistic expression. It consists of three sub-acts. They are (i) a phonic act of producing an utterance-inscription, (ii) a phatic act of composing a particular linguistic expression in a particular language, and (iii) a rhetic act of contextualizing the utterance-inscription. The first of these three sub-acts is concerned with the physical act of producing a certain sequence of vocal sounds (in the case of a spoken language), which is also called a phonetic act, or a set of written symbols (in the case of a written language). The second refers to the act of constructing a well-formed string of sounds or symbols, be it a word, phrase, sentence, or discourse, in a particular language. These two sub-acts are grouped by the American philosopher John Searle as performing an utterance act. The third sub-act is responsible for tasks such as assigning reference, resolving deixis, and disambiguating the utterance-inscription. This is referred to as a propositional act by Searle. Thus, if John says to Mary, 'Pass me the glasses, please,' meaning 'Hand the glasses over to me' with 'me' referring to himself and 'glasses' to spectacles, he performs the locutionary act of uttering the sentence 'Pass me the glasses, please.'

## **6.2. Illocutionary Act**

Uttering a language is performing speech act. Speech act is the sound produced to get meaning get meaningful utterance. In every speech we can distinguish three things. The utterance, can be called the illocutionary what the speaker intends to communicate to the addressee is a illocutionary. Illocutionary acts is one of kind of speech acts. Illocutionary acts is very important. It is more important than other part of speech acts because the illocutionary acts itself is a central to linguistics communication and define by social convention, such as acts of accusing, admitting, challenging, complaining, and etc.

## **6.3. Perlocutionary Act**

Perlocutionary act is an utterance with a function intending it to have an effect. It is performed by saying something that produces effects to the hearer. Cruse (2000:332) said that perlocutionary acts are acts performed by means of language using as tool. The elements which define the act are external to the locutionary act. Take the act of persuading someone to do something, or getting them to believe that something is the case.

The perlocutionary acts are speech acts that carried out by speaker making an utterance as the act of causing a certain effect on the feelings, thoughts or actions of either the speaker or the listener. In other words, they seek to change minds. So, a perlocutionary is hearer's behavioral response to the meaning of utterance not necessary a physical or verbal response, perhaps merely by a mental

or emotional response of some kinds. Other perlocutionary acts are such as things as : alerting hearer by warning hearer of danger, persuading hearer to an opinion by stating supporting facts; intimidating hearer by threatening, getting hearer to do something by means of a suggestion, a hint, a request, or a command, and so forth.

## **7. Advertising**

Advertising is a small part of the day life of business, governments and of the people who work in and with it endless excitement, fascination, and frustration. Sometimes, advertisement satisfaction gives us opportunity from time to time for a great deal of fun and even for making a massive contribution to the success of a brand.

Advertising is so familiar to modern readers that it may seem old to ask what is advertising. The American Marketing Association Committee defined advertising as any paid form of non-personal presentation and promotion ideas, goods, or service by an identified sponsor. The key words are paid, non-personal, and identified. Advertising differs from the related activity of publicity, a tool of public relation. Primarily in that advertising is paid for directly and its sponsorship is almost always clearly identified. The term publicity refers to significant news about a product, service, institution or person that is not paid by the sponsor.

Advertising consist of those activities of a visual or oral nature directed to selected publics for the public for the purpose of informing in influencing them

about a product and for service. This statement means that advertising is just a part of much wider world of business communication. It is true, that advertisement tends to take the largest part of the funds spent by companies in talking about their wares to their various publics. It has managed to attract a glamorous aura, but media advertising is merely one of number of possibly alternative that a company can use it to communicate with its consumers.

### **8.The use Language in Advertisement**

The language of Advertising Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. The English language is known for its extensive vocabulary. Where many other languages have only one or two words which carry a particular meaning, English may have five or six.

### **9.Classification of Advertisement**

Advertising can be classified in several broad categories that are not necessarily mutually exclusive, there are: Product reputation and corporate advertising, Commercial and non commercial advertising, and Primary and selective demand advertising: Product Reputation and Corporate Advertising,



Commercial and Non Commercial Advertising, Primary and Selective Demand Advertising.

### **10.The Functions of Magazine Advertising**

Generally, the only function or purpose of advertising is sell to things, product, service, or an idea. The real goal advertising is effective communication between to company and consumers. The functions of magazine advertising are: Magazine will provide help to the advertiser, to help coordinate the selling program, enter a new geographic market or attack a new group customers. introduce a new product, selling of the product, Give the right information to the audience about the product or service , build the consumer's eagerness for having or buying those advertised product or services, each people inaccessible to the sales force, counter act prejudice of substitution, create ad capture the audience's attention about the product or service which is advertised.

### **11.Fashion**

To understand how new fashion ideas are spread and how they are adapted to the taste, life-style and budgets of various costumers, we need to understand the three variations of the fashion adaptation process: Trickle-down theory (Traditional Adaptation) It is based on the traditional process of copying and adapting trendsetting fashion from, Paris, London, Milan, and New York fashion leaders. Couture designer fashion is expensive and it is affordable by only a few people. Those designs are copied again and again at lower prices until they have

been seen often by the conservative buyers. It starts from to high fashion to the common people. Trickle-up theory (Reverse Adaptation) It starts from street fashion to high fashion Since 1960s designers and manufactures pay more attention to the customers innovations as they watch people on street to find ideas. The “gypsy” look is a good example of a street look which reached the runway. Trickle-across theory (Mass Dissemination) Modern communications bring fashion from around the world into our homes instantly. Many separate markets have developed to various age ranges, life style, tastes. Various designer and manufacturer labels appeal to various market segments at different price points. Mass production means that many different styles can be accepted at a same time. Classic Some styles never become complete obsolete, but interest remains more or less accepted for an extended period.

These are called the classic styles that they are a must to have in the closet. For example: A pair of jeans, a black jacket, a classic blazer, or a polo shirt Fads A short lived fashion is called fad. Fads either lack the design strength to hold consumers attention for a long time, or they are just crazy styles that they may be worn for fun, but their popularity is short lived. For example: bold patterns, or floral designs, spikes, or neon colors Cycles within cycles Design elements such as color, texture, and silhouette may change even though the style itself remains popular. A good example is Jeans. It stays the same with variations like boot cut, skin fit, low waist, high waist, different washes, torn jeans, many more.

## **B. Conceptual Framework**

Pragmatics is the study about learn of sign and context. in the pragmatics we can learn of meaning. We can to know what the real meaning of locutionary of fashion advertisement. In the pragmatics there are speech act, speech act is the study of utterance, the speech act the develop from linguistic and philosophy. There are three part of speech act, locutionary, illocutionary and perlocutionary. The researcher was focus to analyze the locutionary act of fashion advertisement. because, fashion is more important to society, with use the trend fashion it's make the society more confidence and make the enjoy to our life, fashion is apply of behavior which of designer. And designer has to help the society for the fashion style and make the society confidence to do something. Advertisement is media or place to make a sponsor and promotion of a product. Usually, many locutionary in advertisement and based on the reason the researcher interest to analyze locutionary act of fashion advertisement.

## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **A. Research Design**

This research was used descriptive qualitative method. According to Creswell (2009:177), qualitative research is the process of research that involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particular to general themes, and the researcher making interpretations of the meaning of the data. The type of the qualitative research was a used in this research is document study or text. Study document or text is a study that focuses on the analysis or interpretation of written material in context. this type of method is used to assess the level of readability of a text or the determine the level of achievement of understanding the topic of a text. The library study also was conducted in collecting the data.

#### **B. Source of Data**

The data of this research was taken in Bazaar Harper's Magazine edition July 2007 and online time magazine. The researcher collect the data three month, start from 3 December 2016 until 10 March 2017.

#### **C. Technique of Data Collection**

They are some steps in collects the data:

1. Collecting the fashion of the advertisement magazines.

2. Reading the chosen text and understanding the text.
3. Take the text

#### **D. Technique of Analysis the Data**

The systematic procedures in conducting the analysis are as follows:

1. Identifying the text contained locutionary act Bazaar Harper's Magazine edition July 2007 and online time magazine.
2. Finding the meaning in the Bazaar Harper's Magazine edition July 2007 and online time magazine.
3. Analyzing the effect in Bazaar Harper's Magazine edition July 2007 and online time magazine.

## **CHAPTER IV**

### **DATA AND DATA ANALYSIS**

#### **A. Data Collection**

The data of this study were collected from the magazine of Bazaar Harper's Magazine edition July 2007 and online time magazine. The script of Bazaar Harper's was derived from magazine and online magazine. The data were taken from the utterances of the model in magazine. The researcher finding of 28 data in magazine. Therefore the data is only deal with the main character utterances and analyzed according to Yule's theory.

#### **B. Data Analysis**

After the data was presented so, the next step were identifying, findings out meaning of locutionary act, and findings effect of locutionary act used by Bazaar Harper's Magazine edition July 2007 and online time magazine.

#### **1. Locutionary Act in the Magazine of Fashion Advertisement**

1. Differ But Fit
2. Let's Figure It Out

3. Life Is Sweet Poplicious
4. Friends With Diversity
5. Composite Blue
6. The Cycle Of Fashion
7. Let It Glow
8. Don't Hide Your Curve
9. Old But Gold
10. High By The Beach
11. Pastel Through History
12. We Never Claim Ourselves To Be The Best
13. Hottest Fashion
14. What Are You Made Off
15. Two Of A Kind
16. Man A Coach
17. Summer Touch
18. Proof, Not Promises
19. Starve Yourself, Live Longer

20. Aggressive Motion
21. Partners In Crime
22. Time To Make You Mine
23. It's About Time
24. Recharge Your Life
25. Style Is Away To Say Who You Are Without Having To Speak.
26. Away We Go
27. Life Is Fashion
28. Fashion Is My Passion

## **2. Locutionary and Meaning Used by Magazine Fashion Advertisement.**

In this case, the data was identify to know number of locutionary used by magazine fashion advertisement and online time magazine. The researcher was found 28 locutionary used by magazine fashion advertisement and online time magazine.

1. Locutionary : Differ But Fit

Date : 3/ 12 / 2016



Meaning : Although people look different from their usual appearance, out of their comfort zone. But people keep fit and look attractive by wearing one of the products from the fashion magazine.

2. Locutionary : Let's Figure It Out

Date : 5/12/2016

Meaning : By wearing the dress style and allow other people to give their assessment on the clothes they wear. It makes them become more confidence in showing to public who they are. It allows them to help other people in illuminating life of other people.

3. Locutionary : Life Is Sweet Poplicious

Date : 7/12/2016

Meaning : That life is not as bitter as envisioned and described but life is complicated as having a variety of colors and as sweet as poplicious that helps everyone to be grateful to the grace that God gave.

4. Locutionary : Friends With Diversity

Date : 10/12/2016

Meaning : Being friend is not only do we have equality and harmony to the people but everyone should be friends and learn to understand the

difference with their friends. For accepting the differences of others is the best way to choose a real friendship.

5. Locutionary :composite Blue

Date : 13/12/2016

Meaning : Combining or mixing the blue color in life and every style of dress. People can directly make their life be more calm and peaceful. It helps people feel more confident.

6. Locutionary : The cycle of fashion

Date : 15/12/2016

Meaning : Style in dressing will continue to change. Dressing also has its own rotation and each revolution has a different learning that makes people more trendy and confident.

7. Locutionary : Let it Glow

Date : 20/12/2016

Meaning : Invites people to be more shining in every step they take and help and motivate people to encourage their day activities.

8. Locutionary :Don't Hide your Curve

Date : 24/12/2016

Meaning : Do not hide who you are and the ability that you have. Show the world that you have an incredible ability and can be the best.

9. Locutionary : OLD But Gold

Date : 26/12/2016

Meaning : Do not be afraid of old. Old does not mean cheap and not trendy. But be a quality old. Do not let age dropped the quality of the real you. Show that you have the ability and tremendous appeal.

10. Locutionary : High By The Beach

Date : 28/12/2016

Meaning : Relaxing on the beach does not mean to not fashionable. Let's use one of these products to support our more fashionable and trendy as well as being the center of attention of others. And became a star under the sun.

11. Locutionary :Pastel Through History

Date : 5/1/2017

Meaning : Let the color of this orange the brightness and colour every steps that you have and from the colour of the orange can create the interesting history to yourself. Let the colour accompany your steps in every your activities.

12. Locutionary : We Never Claim Ourselves To Be The Best

Date : 10 / 1 / 2017

Meaning : Do not let the other people judge you in bad side. But show to the world and let them know who you are and show the positive things that you have.

13. Locutionary : Hottest Fashion

Date : 16 / 1 / 2017

Meaning : The winter has come, so it is the time to buy the beautiful coat in order to we do not get a cold. The sophisticated and trend coats are used for hanging out with your friend and your family.

14. Locutionary : What Are You Made Of

Date : 17 / 1 / 2017

Meaning : The brand of this watch is more fashionable and it has a high quality. It can add your high confidence for the owner. She did not forget to give a comfortable impression to the owner.

15. Locutionary : Two Of A Kind

Date : 20 / 1 / 2017

Meaning : Sometimes we are confused in choosing something and many options in this world. The people must be wise to choose even though our

choice is different but do not make this diversity as your reason to us separated and give up in doing activities in this world.

16. Locutionary : Man A Coach

Date : 25 / 1 / 2017

Meaning : Man is not only can lead us in our family but also can he can lead us to determine the good fashion. An interesting trend and all of fashions must be determined by our partner. So the people must make our style looks so interesting as the people can to make them interested of us.

17. Locutionary : Summer Touch

Date : 27 / 1 / 2017

Meaning : Many options to choose fashion that the people like. It can make us beautiful in using the style. It has been the obligation for designer to make their customer look so elegant and so beautiful as he can.

18. Locutionary : Proof, Not Promises

Date : 20 / 2 / 2017

Meaning : Do not let yourself become starving and thirtiness in a fashion. Because our life is still long so we must use a modern dress based on the era that the people face now. Do not make yourself be blind of fashion.

19. Locutionary : Starve Yourself, Live Longer

Date : 22 / 20 / 2017

Meaning : This product shows and give the hard statement that they do not give promise to their product and they show their proof in doing something in order the customers did not feel disappointed to buy their product.

20. Locutionary : Aggressive Motion

Date : 23 / 2 / 2017

Meaning : In aggressive way, this magazine is brave to show one of their product with high quality and suitable for them to do something free in expressing their action. One of this product give the comfortable for the people who use it.

21. Locutionary : Partners In Crime

Date : 25 / 2 / 2017

Meaning : The magazine describes the couple who always together in eradicating the evil no matter activities and barriers that they should face. Because fashion can be connection in peace by those who always fight and argue.

22. Locutionary : Time To Make You Mine

Date : 27 / 2 / 2017

Meaning : Do not let time control of your life, but let you set the time for your next life and let time fused with yourself.

23. Locutionary : It's About Time

Date : 28 / 2 / 2017

Meaning : This is all just a matter of time let time to answer all the effort that you did the most important thing is that you keep trying and pray and leave it at times let him answer.

24. Locutionary : Recharge Your Life

Date : 1 / 3 / 2017

Meaning : This magazine invites the people to revive the spirit of people to live with passion, energy and confidence to perform the activities each day.

25. Locutionary : Style Is Away To Say Who You Are Without Having to Speak

Date : 3 / 3 / 2017

Meaning : The display style of the fashion you have done enough to express what want to say to the customer. Without you must disclose back to what you said.

26. Locutionary : Away We Go

Date : 6 / 3 / 2017

Meaning : Do not let your style in the fashion restrict your footsteps to go further to do what you want to do. Let fashion help you to move forward in the future and make people an be elegant in style.

27. Locutionary : Life Is Fashion

Date : 8 / 3 / 2017

Meaning : Life like people's dressing style that always change sometimes people use dark colors and often use bright colors. It all depends on how the people deal with it wisely. Life is the way we dress, so dress well then the result will be good too.

28. Locutionary : Fashion Is My Passion

Date : 10 / 3 / 2017

Meaning : In this locutionary explains that comfortness of soul in their selves lie when mixing and matching clothes they would wear. The soul will shine on the clothes they were wearing and instead of their soul is in fashion. Fashion is also able to provide comfort and individual creativity in doing things that are useful to other people and able to give happiness to the feeling and see the style of dress of a person. When fashion is used by individual and looks interesting then customers will be interested to follows the style of dress ourselves



### **3. Locutionary and Effect Used by Magazine Fashion Advertisement.**

In this case, the researcher was to the findings effect of the locutionary act of fashion advertisement.

1. Locutionary : Differ But Fit

Date : 3/ 12 / 2016

Effect : She is feel enjoy and don't afraid to out in the zone.

2. Locutionary : Let's Figure It Out

Date : 5/12/2016

Effect : The audience interest with the statement and the audience buy the clothes

3. Locutionary : Life Is Sweet Poplicious

Date : 7/12/2016

Effect : Feel enjoy and spirit to do activity.

4. Locutionary : Friends With Diversity

Date : 10/12/2016

Effect : The statement it's very interest and the reader funny to understood about fashion.

5. Locutionary : composite Blue

Date : 13/12/2016

Effect : The audience say thanks' to the tips and will buy the clothes.

6. Locutionary : The cycle of fashion

Date : 15/12/2016

Effect : The audience it's feel confidence to the match the clothes of blue.

7. Locutionary : Let it Glow

Date : 20/12/2016

Effect : The audience feel enjoy and interest to buy the clothes.

8. Locutionary :Don't Hide your Curve

Date : 24/12/2016

Effect : Do not afraid and show your ability

9. Locutionary : OLD But Gold

Date : 26/12/2016

Effect : The oldest people don't afraid to make the modern clothes.

10. Locutionary : High By The Beach

Date : 28/12/2016

Effect : The people more confident with the use stylish clothes on the beach.

11. Locutionary :Pastel Through History

Date : 5/1/2017

Effect : The people like to wear pastel clothes, because make the audience to flash back

12. Locutionary : We Never Claim Ourselves To Be The Best

Date : 10 / 1 / 2017

Effect : The people more the spirit to the activity.

13. Locutionary : Hottest Fashion

Date : 16 / 1 / 2017

Effect : The audience buy the hottest clothes for the wear in the cold.

14. Locutionary : What Are You Made Off

Date : 17 / 1 / 2017

Effect : The audience interest with the statement and buy the watch

15. Locutionary : Two Of A Kind

Date : 20 / 1 / 2017

Effect : The reader interest with the background, and the spirit to do activity

16. Locutionary : Man A Coach

Date : 25 / 1 / 2017

Effect : The confident for man to the designer, and can make the more exploration about his life

17. Locutionary : Summer Touch

Date : 27 / 1 / 2017

Effect : The audience like the result of designer. It's very interest

18. Locutionary : Proof, Not Promises

Date : 20 / 2 / 2017

Effect : The audience interest to the product, because the product not to promises but give the proof.

19. Locutionary : Starve Yourself, Live Longer

Date : 22 / 20 / 2017

Effect : The audience spirit to do more activity with more the best.

20. Locutionary : Aggressive Motion

Date : 23 / 2 / 2017

Effect : The advertisement it's very interest, and the audience interested to buy and soon wear the product.

21. Locutionary : Partners In Crime

Date : 25 / 2 / 2017

Effect : We have friends to do the same hobbies together.

22. Locutionary : Time To Make You Mine

Date : 27 / 2 / 2017

Effect : The audience more confident to do something and spirit to her life.

23. Locutionary : It's About Time

Date : 28 / 2 / 2017

Effect : The audience more on time and do something with the best of time.

24. Locutionary : Recharge Your Life

Date : 1 / 3 / 2017

Effect : The reader more energy and spirit to do activity.

25. Locutionary : Style Is Away To Say Who You Are Without Having to Speak

Date : 3 / 3 / 2017

Effect : The audience don't must tired to say something the everyone.

26. Locutionary : Away We Go

Date : 6 / 3 / 2017

Effect : Do the spirit to the activity and the best for every time.

27. Locutionary : Life Is Fashion

Date : 8 / 3 / 2017

Effect : Make the spirit for the audience to more love of fashion,  
because fashion is the life.

28. Locutionary : Fashion Is My Passion

Date : 10 / 3 / 2017

Effect : The audience will buy the product

### **C. Research Findings**

Based on the analyzing of the data, it can be explained of meaning that the advertisement use the utterances as the message and the object as their aims message, besides this two elements has relation one to each other for draw the concept of the advertisement. Therefore the audience can understood to the meaning of the advertisement. From the meaning, the effect based on the Bazaar Harper's Magazine edition July 2007 and online time magazine the audience can to known the effect of the locutionary act of fashion advertisement. Therefore the audience action the fashion based on the magazine. This showed the magazine can help the audience to know more of the advertisement especially in fashion.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

This thesis dealt with the speech act in locutionary act of Fashion advertisement magazine script. It could be conducted that :

1. According to Yule's theory there were three types of speech acts. There were Locutionary Act, Illocutionary Act and Perlocutionary Act. And the focus of the writer was locutionary act. The writer can found the utterances of locutionary act in magazine. Based on the data the writer found the meaning of the utterance on the magazine. it can be explained of meaning that the advertisement use the utterances as the message and the object as their aims message, besides this two elements has relation one to each other for draw the concept of the advertisement. therefore the audience can understood to the meaning of the advertisement.
2. After the found of the utterances meaning in the magazine. Then the writer found the effect of the researcher. the effect based on the Bazaar Harper's Magazine edition July 2007 and online time magazine the audience can to known the effect of the locutionary act of fashion advertisement. therefore the

audience action the fashion based on the magazine. This showed the magazine can help the audience to know more of the advertisement especially in fashion.

## **B. Suggestion**

Referring to be the conclusion above, the following are written as the suggestion which useful for :

1. Students of English Department to learn more about how Speech Acts used in the text, book and especially a script on the magazine.
2. For the next researcher who are the interested in researching about locutionary act should more comprehend and more understanding about speech act especially in locutionary act, in order to make the easier in analyzing the data.



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