AN ANALYSIS OF SPEECH ACTS IN BEAUTY PRODUCT ADVERTISEMENTS POSTER

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ABSTRACT

The phenomenon of selling a product with a catchy headline but still with a subtle selling method is often found in today's world. The problem discussed in this article is that advertisements are sometimes misinterpreted by readers. The purpose of this article is to find out what classification of speech acts is used in some beauty product advertisements posters on the internet. Qualitative descriptive analysis and observational methods were used in this article. It is found that some advertisements have a tendency to fall into the classification of assertive and directive speech acts.

Keywords: Advertisement, Beauty Product, Pragmatic, Speech Acts

INTRODUCTION

Language is a communication tool that is used in every field of daily activities, including spoken language and written language. Spoken and written language have the same function to convey messages but have different forms. Spoken language is speech that is sourced from sounds such as speech or from radio, while written language is sourced from writing that can be obtained from newspapers or books (Lubis & Triana, 2023). Apart from being a message or communication device, language also has a role as a means to perform an action. Language can have an impact on the listener to do something in accordance with the utterances of the speaker, whether it is explicit or not. This matter is studied in the field of linguistics, specifically in pragmatics, and speech acts.

Yule (1996) defined a speech act as an action carried out through utterances. This could be taken to mean that the statement is more than just the words or phrases that are employed. On the other hand, an utterance's action is likewise a part of a speech act. In general, speech functions as a form of communication, as said before, in which the speaker, the listener, and the situation are all involved. According to Austin (1962), there are three different kinds of speech acts: perlocutionary acts, illocutionary acts, and locutionary acts. Perlocutionary acts are this type of speech performance that conveys the true meaning or spirit of the term. As an example, "Please open the window." In this instance, the speaker uses a meaningful phrase to ask someone to unlock the window. Moreover, illocutionary acts refer to the social purposes or roles of the utterances, such as stating a claim, asking a question, offering an order, promising something, requesting something, informing, or inviting. For example, the statement "I'll bring you the book when I get back" is a statement that promises something. Furthermore, perlocutionary acts refer to how the speech affects the audience or the situation. These results, which are typically not the speaker's aim, are influenced by the context in which the speech act is performed. For example, saying "I'm sorry for your loss." Perlocutionary acts can be soothing, consoling, stimulating, insulting, or disturbing, depending on the listener's interpretation, the speaker's aim, and the environment.

There is the theory of Searle in Mabaquiao et al. (2018) regarding the classification of speech acts. Utterances are categorized according to their illocutionary force—that is, the reason or intention behind the words spoken. The first classification of speech acts is assertive. These actions serve to assert or make a statement about the state of the world. Fact-checking, expressing an opinion, and forecasting are a few examples. Number two is directives; these actions are meant to influence other people's opinions such as offering guidance, requesting something, or issuing an order are a few examples. The next one is commissives; these actions formally commit to a course of action. Giving a guarantee, placing a wager, or making a

promise are a few examples. The fourth classification is expressives, such actions conveying attitudes or feelings. Examples involve expressing appreciation, expressing regret, or offering praise). The last is declaratives; the world changes as a result of these actions, such as giving an order or making an offer.

The classification of speech acts makes it easier for people to convey or understand messages with the right intent without miscommunication. In addition, the modern era with the rapid development of technology that affects all areas of life makes all processes simple and encourages humans to continue to think creatively. One of which is in the field of advertising, both in print and online media.

Nowadays, most advertisements for a product or service rely more on online media as a medium to promote it. That is because consumers find it easier to get the advertisement's content in the online media (Komalasari et al., 2022). However, with this, the competition will become tighter between one company and another. Moreover, the rapid development of a wide range of new products or services often occurs, such as in beauty products that continue to develop rapidly. One of the solutions that can be used is to understand how the advertisement can give encouragement to anyone who sees it to be interested in the product or service being promoted. The creative, simple, and clear language in advertising will be able to attract the attention of listeners and readers so that they understand the message or intention that the writer or speaker wants to convey (Dewi, 2021).

Speaking of simple and creative, advertising, especially in online media, is currently more widely seen using soft selling strategies. According to Wells (1995) in Triana et al. (2023), soft selling is a way of advertising that involves emotions in delivering messages to buy their products or services while not directly selling them explicitly. In addition to focusing on the promotion of a product or service, some companies also pay attention to the emotional involvement of listeners or readers of advertisements such as manipulating these feelings to encourage them to become buyers (Afzaal, 2022). This does not seem simple but it could be a creative thing as an attraction so that products or services are glimpsed by customers.

The existence of the phenomenon that advertising today uses a lot of soft selling methods that involve customers' emotions. Therefore, the language in the advertisement must be considered. The language in an advertisement must be able to attract customers' attention with words or phrases that encourage buyers' passion such as seduction or invitation or even advice Putra et al., 2021). Therefore, understanding the field of linguistics, pragmatics, or specifically speech acts plays an important role for both companies and customers. The company will benefit by understanding the pragmatic for its use in advertisements such as in the sale of products or services that may increase when the advertisement is successful. For the customers' concern, understanding this can create communication which is the purpose of the advertisement to be harmonious without any misunderstanding or miscommunication.

Several previous studies discussed speech acts, such as Sudarmawan et al. (2022) and Aditiya et al. (2021). These two previous studies have similar results that in online learning can be found the use of all four types of politeness strategies and also five types of speech acts where the directive type was the most frequently used type by the lecturer. Besides that, there is also previous research from Putri et al. (2021) which found that teachers used four speech acts in learning activities with directive speech acts dominating. The use of four speech acts was also found in students with the dominance of the use of representative speech acts.

The two previous studies showed similar differences when compared to this research. The difference lies in the object of research, which in previous studies focused on examining interactions in learning activities. This is different from this study which examines an advertising poster specifically in the field of beauty products. In addition, the research method for conducting research is different between previous studies and this study. The data collection method of interviews, which was used in previous studies, was not employed in this study.

Some previous studies also have discussed the analysis of speech acts, especially in an advertisement. The first one is Marlina & Saifullah (2022) which does not fully focus on speech acts analysis, but also on implicature. In addition, the data source used comes from the social media account of one local Indonesian cosmetic brand. The difference is evident in the research focus and the data source used in this study. Rababah (2023) nearly the same as previous research has a focus of study other than speech acts (pragmatic functions, linguistic features, and rhetorical devices). The data from this previous study came from Jordanian printed advertisements in several fields including fashion, food, and technology. This is what differentiates this research, which focuses solely on one field: beauty products from internet-sourced advertising posters.

Next, the previous research from Nurhidayah et al. (2024), has the same focus as this research, namely on the analysis of speech acts in an advertisement. However, different things come from the data analyzed in this previous study. The data used is in the form of YouTube videos with tones and sounds that can affect the final results of the analysis. Apart from that, the field of advertising used is different, that is, technology, while this study uses the scope of the beauty product field.

The last previous study was by Sukarini (2022). This previous research has the same research focus, namely speech acts analysis in advertisements. The thing that distinguishes here is the data used, in this previous study used public service advertisements. Apart from that, the data collection method is also different, this previous research took data directly from the surrounding environment while this research took data from the internet.

Based on the background, this research aims to analyze poster advertisements sourced from the internet to determine the application of speech acts in the field of advertising where language has an important role. In addition, this research aimed to identify the classifications, based on Austin and Searle's theory, of the beauty product advertising posters used as data.

METHOD

The research method used in this study was qualitative method. With the use of this method, the analysis was more in-depth and the research objectives were achieved appropriately. In addition, the observation technique was applied in this study to analyze the data. First, the information was gathered in compliance with the regulations, specifically for the brand of cosmetics. Then, utilizing Austin and Searle's idea of speech act classification, it was observed and evaluated. The data used were phrases, such as tag lines or product descriptions from advertising posters obtained from the internet specifically in the field of beauty products both local and international.

FINDINGS AD DISCUSSION
Findings

There were 6 posters advertising beauty products obtained from the internet. Including 2 products from Indonesia or local products, and 4 international products. All the data was put into different categories. Several data were put into 2 categories based on the combination of headlines and description texts. The most common category found was the assertive speech acts category.

Table 1. Classification of data into speech acts categories

Data	Speech Acts Categories
Data 1	Directive
Data 2	Assertive
Data 3	Assertive, Directive
Data 4	Assertive

| Data 5 | Assertive, Expressive |
| Data 6 | Commissive, Directive |

Discussion
Data 1

Figure 1. Data 1 (source: Data 1)

Data 1 is from a local beauty product called Emina. The data is a digital advertising poster with the text "Get your bright and glowing skin with Emina bright stuff series!". In the locutionary act, the text provides advice to the reader or consumer, encouraging them to buy the product in order to gain its benefits. In the illocutionary act, the text implies a suggestion by highlighting the product's benefits to persuade the reader to make a purchase. In the perlocutionary act, the intended effect is to influence the reader to buy the product to achieve the promised benefits. The presence of the word "get" indicates that the text directs the reader to purchase the product in order to obtain benefits such as bright and glowing skin. Therefore, Data 1 can be categorized as a directive speech acts.

Data 2

Figure 2. Data 2 (source: Data 2)

Data 2 is a digital poster advertisement for a local cosmetic brand, Wardah. In this advertising poster, there is a tagline "FIT FOR LONG LASTING IMPRESSION" written in capital letters as a marker for the headline and "Blend seamlessly with your natural skin tone" as a description or body text. In the analysis of Data 2, the locutionary act is realized through statements that describe the advantages of the advertised product. These texts present factual information intended to highlight the product's qualities. The illocutionary act functions to inform the reader or consumer about the product and the specific benefits it offers. Meanwhile, the perlocutionary act is aimed at making the reader aware of the product's strengths, potentially influencing their perception and encouraging interest in the product. Based on these functions, Data 2 can be categorized as an assertive speech act, as it conveys information and

expresses the advertiser's belief in the product's quality. The content of the poster emphasizes the advantages of the product, such as its seamless blending ability and long-lasting effect, which are presented as factual features to persuade the reader.

Data 3

Figure 3. Data 3 (source: Data 3)

Data 3 is an advertising poster for a body lotion that is quite famous for its brand name, Nivea. "This Festive Season, Give Your Skin the Extra Care it Deserves." is a headline sentence written in capital letters in this data. In Data 3, the locutionary act is expressed through advice, encouraging readers to take proper care of their skin. The illocutionary act functions as a reminder, specifically urging readers to pay extra attention to their skin during the festival season. The perlocutionary act aims to make readers aware that their skin may require additional care during this time, which can be addressed using the advertised products. Based on this analysis, Data 3 can be categorized as both an assertive and a directive speech act. The assertive element is reflected in the text's expression of an opinion or prediction—that during the festival season, the skin tends to become less well-groomed and therefore needs special treatment. Meanwhile, the directive aspect is evident in how the text subtly leads the reader to purchase the product by presenting the opinion or prediction as a reason for needing extra skin care. Through this combination of informing and persuading, the text effectively promotes the advertised product.

Data 4

Figure 4. Data 4 (source: Data 4)

Data 4 is an advertising poster of a body lotion brand, Vaseline. In data 4 there is a headline that says "Made with 100% pure cocoa and shea butter". In Data 4, the locutionary act is realized through a statement that describes the product. The illocutionary act is conveyed through the headline, which provides information about the product's ingredients. The perlocutionary act results in the reader gaining knowledge about the product, specifically its ingredients, through the information presented in the text. Since Data 4 presents a factual statement identifying the contents of the advertised body lotion and offers a description of the product, it can be classified as an assertive speech act. The text functions to inform the reader by stating what the product contains, thereby asserting a belief about its quality and content.

Data 5

Figure 5. Data 5 (source: Data 5)

Data 5 comes from the same brand as Data 4, Vaseline. However, unlike Data 4, which was obtained from a printed source, Data 5 is an advertisement taken from the brand's official website. In this data, the headline "Beautiful Skin is Healthy Skin" appears in capital letters, drawing attention to the main message. Below the headline, there is a descriptive statement: "We want to give everybody healthy skin. And when we say everybody, we mean it. No matter your age, gender, or ethnicity, we are here for you. Your journey to beautiful, healthy skin starts with Vaseline."

The locutionary act in this data consists of statements that express both opinions and promises to the reader. The illocutionary act functions to inform and persuade the audience of the belief that beautiful skin is healthy skin. The perlocutionary act results in the reader becoming convinced by the opinion expressed and, consequently, being persuaded to trust the product. The headline in Data 5 can be classified as an assertive speech act, as it presents the opinion that beautiful skin is equivalent to healthy skin. Meanwhile, the descriptive text beneath the headline can be categorized as an expressive speech act, as it conveys a sense of care and inclusivity, emphasizing that everyone—regardless of age, gender, or ethnicity—deserves healthy skin. Additionally, the phrase "we are here for you" suggests a promise of support, further indicating the advertiser's commitment to the customer.

Data 6

Figure 6. Data 6 (source: Data 6)

Data 6 is an advertisement for a beauty product from the brand Dove. This deodorant advertising poster features a headline that reads, "Get Softer, Smoother Underarms in Just Five Days," along with a supporting line, "Try Dove Ultimate Clear."

The locutionary act in this advertisement consists of a statement that promises the benefits of using the product. The illocutionary act conveys information about the product's effectiveness by making a persuasive promise. The perlocutionary act is intended to convince readers to purchase the product by appealing to their desire for quick and visible results. Data 6 can be categorized under both commissive and directive speech acts. The commissive aspect is reflected in the headline, which makes a commitment that using the product for five days will result in smoother and softer underarm skin. The directive element is found in the phrase "Try Dove Ultimate Clear," where the use of the verb "try" functions as a suggestion or subtle command, encouraging the reader to take action and use the product.

CONCLUSIONS

It can be concluded that in this analysis, most of the data falls into the categories of assertive and directive speech acts. In addition, there is one instance each of commissive and expressive speech acts. The predominance of assertive and directive speech acts can be attributed to the nature of advertisements, which typically aim to inform potential customers about the product through factual statements or claims, thereby aligning with assertive speech acts. At the same time, advertisements often incorporate directive elements by using imperative or persuasive language to attract attention and encourage consumers to take action, such as purchasing the product. This combination of informing and persuading is a common strategy in advertising discourse.

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