

## Language Power in Virtual Market: Analyzing Illocutionary Functions of Marketplaces' Slogan in Indonesia

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### **Abstract:**

*This research aims to find the classification of the illocutionary act and illocutionary function in slogan online marketplace in Indonesia. The data are taken from the highest-ranking visitation by the customer on the website sasanadigital.com during June 2023. The main theory used is based on Yule (2010) about the illocutionary act and Leech (1993) about the illocutionary functions. The research uses a descriptive qualitative method. The result of the research shows 4 types of the illocutionary act. They are assertive, commissive, directive, and declarative and the illocutionary functions based on most classifications appear that be collaborative and competitive.*

**Keywords:** *Illocutionary act, Illocutionary Function, Slogan, Marketplace.*

### **INTRODUCTION**

Language is used for many purposes, one of them is language for advertising. Advertising uses language to create a persuasive narrative that can grab the attention of customers and convince them to buy the products or services that they sell. According to Cook (1992) in N & A, (2006), advertising is the promotion of goods or services for sale through impersonal media advertising that can be found in printed media such as newspapers, magazines, brochures, etc., and media online like on websites.

Today, most people use websites for many needs, instead of shopping online using websites. In the last three years ago when covid came and changed everything in the world, people used one of them for shopping on the online marketplace. In Indonesia, many online marketplaces are used by people, and even more, the marketplace's slogan represents their brand and attracts customers. Their slogan can attract the attention of the customer to visit and buy in their online marketplace.

As the object of their research, the researchers chose one of the kinds of advertising tests that is the slogan on the online marketplace in Indonesia as the topic which is applied the theory of illocutionary act. Based on the introduction above, the problems are formulated as follows:

1. What are classifications of illocutionary acts that are found on the slogan online marketplace in Indonesia?
2. What is the Function of the illocutionary act on slogan online marketplace in Indonesia?

## **LITERATURE REVIEW**

A speech act is a performed action by utterance. It refers to the action performed by through speech when we speak. It is conveying the information and performing actions that have consequences. For example, when we said, "*this room is hot*". The literal meaning is the situation of the room. It is not just conveying the information about that message, but it also makes a command or request to someone to open the window or the door. It is the implicit meaning of the utterance.

According to Akmajian et al.,(2001), speech acts are acted as utterance expressions as indicatory: 1) statement, 2) order, 3) question, 4) greeting, 5) invitation, and 6) apology. Speech acts can be categorized into various types, each type has different purposes and has a distinct impact. Based on Searle (1976) in Ganmanee et al. (2023) and Austin (1962), speech acts are divided into three types that are locutionary, illocutionary, and perlocutionary.

Locutionary is a simple act of saying something. It refers to the literal meaning of the speaker's utterance. For example:

"The hotdog is spicy".

It means that the utterance above tells that the taste of a hotdog is spicy. The literal meaning of the hotdog taste. It is different from the illocutionary act according to Chaer & Agustina (2010), the illocutionary act is produced when the speaker wants the to listener do something. The same example with locutionary above, in illocutionary can be interpreted into several meanings. Such as 1.) indirectly asking for the listener to bring some water, or 2.) indirectly suggesting for someone to not eat that. Therefore, the illocutionary act depends on the responses from the listener to inform what the speaker says, and the perlocutionary act is the effect of the utterance (Astuti, 2018). It means what happens after the speaker says something to the listener. For example:

“The laptop is broken”.

The perlocutionary act of the example above is the result of the laptop that has been fixed up. In this research, the researchers are only focusing on the illocutionary act that can apply to the slogan of advertisements. The illocutionary act has several classifications that are assertive, directive, commissive, expressive, and declarative.

Assertive is a performed act to make a statement that people believe it. Such as arguing, asserting, claiming, complaining, describing, informing, and so on.

According to Yule (2010) in Septiana (2016) commissive is a kind of speech act that speakers use to commit themselves to some future action. It means that commissive refers to a speech act where the speaker commits themselves to future action based on what they say such as promising, wishing, or predicting. Vowing, etc.

The directive is used to give a command or make a request to the listener (Ganmanee et al., 2023). A directive is a speech act in which the speaker wants to the listener do something for them. Such as: inviting, ordering, asking, demanding, permitting, etc.

Expressive is a kind of illocutionary act that describes the psychological and emotional feelings of the speaker (Damayanti, 2020), instead: of thanking, congratulating, condoling, praising, and so on.

The last, declarative speech act is the act of the speaker who has created new things like blessing, baptism, clarifying, declaration, naming, making statements, etc.

Several researchers classify the classification of illocutionary into five classifications as described above and based on Leech (1993), illocutionary acts have diverse social functions in daily life. It is according to illocutionary related to the goals. The functions of illocutionary can be described below.

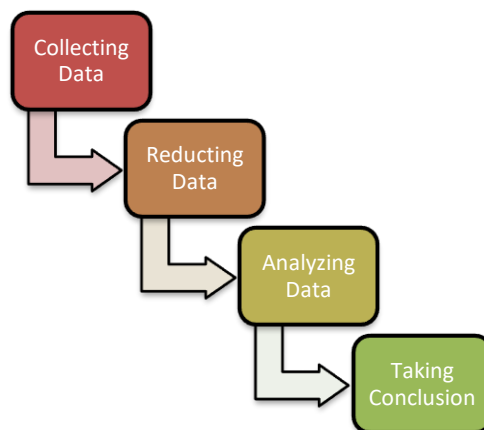
1. Competitive: the goal aims to compete with the social goal. Instead of ordering, asking, demanding, etc.
2. Convivial: the goal aims to comply with social goals. For example, offering, inviting, greeting, thanking, etc.
3. Collaborative: the goals aim to ignore the social goals such as asserting, reporting, announcing, and instructing. It makes the speaker commit to the truth of the speaker expressed.
4. Conflictive: the goals aim to conflict against of social goal. Such as threatening, accusing, and reprimanding.

## **RESEARCH METHODOLOGY**

This research used the qualitative method. It describes the phenomenon of speech act that is found in advertisements' slogans of the online marketplace in Indonesia. Data source are taken from a website [sasanadigital.com](https://sasanadigital.com) (<https://sasanadigital.com/pilih-marketplace->

atau-toko-online-sendiri-pahami-dulu-perbedaannya/). The data are taken based on the highest estimated ranking of visits by buyers on the most popular online marketplaces in Indonesia during June 2023. The researchers collect and analyze data based on Mile and Huberman in Rijali (2019) which is presented in Figure 1.

Figure 1: Collecting and Analyzing Data



First, the researchers collected the data from the website *sasanadigital.com* during June 2023. Second, all the data are used in this research and there is no reducing data. Third, analyze the data based on the classification and function of the illocutionary act and after that, the researchers conclude.

## FINDINGS

The researchers presented the data that were taken from the website *sasanadigital.com*. this research found 25 data based on the highest ranking visitation of customers on the online marketplace in Indonesia. The data of the advertisement's slogan were analyzed into the classification of the illocutionary act and it analyzed all of the data. The classifications are assertive, directive, commissive, and declarative. The data can be shown in the table 1 below.

Table 1 Classification of the illocutionary act in slogan.

No	Marketplace's name	Slogan	Type of Illocutionary
1	Shopee	"Beli semua di Shopee"	Directive
2	Tokopedia	"Mulai aja dulu"	Directive
3	Lazada	"Online shopping terkemuka di Indonesia"	Assertive
4	Blibli	"Big choice, Big deal"	Commissive
5	Orami	"#SemuaUntukSiKecil"	Commissive
6	Bukalapak	"Situs jula beli online terpercaya dan mudah"	Assertive
7	Zalora	"Asia's leading online fashion destination"	Assertive
8	Klik Indomaret	"Easy and safe online shopping"	Directive
9	Bhinneka	"Indonesia #1 Computer website"	Assertive
10	Sociolla	"Your online beauty destination"	Assertive

11	Jakarta Notebook	“Sudah pasti murah nya”	Commissive
12	Matahari	“Online shop #1 in Indonesia”	Assertive
13	Jamtangan	“#PastiOri”	Commissive
14	Jakmal	“Lebih murah, langsung dari pusatnya”	Commissive
15	MAPCLUB	“Situs belanja online fashion branded terbaru”	Assertive
16	Istyle	“We do we create we delivery trust”	Declarative
17	Otten Coffee	“Experience store”	Commissive
18	HijUP	“Be fabulous with HijUp”	Commissive
19	Berrybenka	“Fashion is just a click away”	Declarative
20	Sephora Indonesia	“My beauty power”	Assertive
21	Laku6	“Maximize your fun”	Directive
22	My Hartono	“Hartono your lifetime partner”	Directive
23	Mothercare	“Mothercare – mom’s little secret”	Directive
24	Rolali	“Business starts here”	Directive
25	Brodo	“Lebih baik bagi bumi, Lebih baik bagi para mitra dan pelestarian budaya”	Declarative

Table 1 above explains the classification of the illocutionary act. They are assertive 9 data, directive 6 data, commissive 7 data, and declarative 3 data.

## DISCUSSION

### Classification of the Illocutionary Act

#### 1. Assertive

Assertive is the type of illocutionary act that explains the speaker's belief about the truth of a proportion. A sample of the data can be shown below.

Marketplace’s name	Slogan	Type of Illocutionary
Lazada	<i>“Online shopping terkemuka di Indonesia”</i>	Assertive
Bukalapak	<i>“Situs jula beli online terpercaya dan mudah”</i>	Assertive

The slogan above is assertive in stating a fact. It explains the state facts about the marketplace. They expressed the facts and the truth of the speaker (marketplace Lazada and Bukalapak). It is included in assertive.

#### 2. Directive

The directive is performed when the speaker wants to the listener do something. A sample of the data can be analyzed as below.

Marketplace’s name	Slogan	Type of Illocutionary
Shopee	<i>“Beli semua di Shopee”</i>	Directive

Tokopedia	“Mulai aja dulu”	Directive
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A sample of the data above is classified as commanding from the speaker (marketplace Shopee and Tokopedia) to the listener (customer). The slogan “*Beli semua di Shopee*” describes commanding that if you want to buy everything, Shopee is the best choice. Another slogan “*Mulai aja dulu*” indicates that the slogan contains a command for someone to start something with Tokopedia.

### 3. Commissive

According to Yule (1990) in Rahayu et al. (2018) commissive is committing the speaker to some future course of action. It refers to the speaker committing to future actions based on their words. 7 data were included in the commissive and all of them were indicated as promising. The sample of data is analyzed as follows.

Marketplace’s name	Slogan	Type of Illocutionary
Jakarta Notebook	“ <i>Sudah pasti murahnya</i> ”	Commissive
Jam tangan	“ <i>#PastiOri</i> ”	Commissive
Jamal	“ <i>Lebih murah, langsung dari pusatnya</i> ”	Commissive

The data above is promising. It describes the promise of the marketplace to the customer. The data “*#PastiOri*” indicates promising because it explains that the goods sold will be original and “*Sudah pasti murahnya*”, “*Lebih murah, langsung dari pusatnya*” describes the cheapest price compared to others.

### 4. Declarative

Declarative is the action that changes the world by utterance. This research found only 3 data that included declarative. The data are listed below.

Marketplace’s name	Slogan	Type of Illocutionary
Istyle	“ <i>We do we create we delivery trust</i> ”	Declarative
Berrybenka	“ <i>Fashion is just a click away</i> ”	Declarative
Brodo	“ <i>Lebih baik bagi bumi, Lebih baik bagi para mitra dan pelestarian budaya</i> ”	Declarative

The data above describes the declarative type of declaring new things to others and making others trust them

## Functions of the Illocutionary Act

The most classification of data found in this research namely assertive and commissive. Based on this, the researchers found two illocutionary functions there are

collaborative and competitive. Collaborative function aims to ignore the social goal and it makes the speaker (marketplaces) commit to the truth of the speaker expressed. And competitive function aims to compete with the social goal.

## CONCLUSION

25 data were found in this research. All the data are classified into illocutionary acts. They are commissive 9 data, assertive 7 data, directive 6 data, and declarative 3 data. There were no types of expressive in there. The commissive type served as the dominant type that applied in the slogan of the marketplace in Indonesia. The functions of illocutionary appear that be collaborative and competitive.

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