

## CONTEXTUAL MEANING OF DIRECTIVE SPEECH ACT IN WARDAH COSMETIC ADVERTISING DISCOURSE

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### ABSTRACT

*This study aims to explore the context of the directive speech acts found in Wardah Lightening cosmetic ads on television. It applies the combination of several data collecting techniques, including download, transcription and extraction. At the very first stage, the data source was downloaded and saved in video file format and transcribed into a script. The procedure at last came into the extraction process by securing the data which contain directive speech acts on the data card. This study applies content analysis to seek the types of directive speech acts found in Wardah Lightening ads on television. The finding confirms that there are five types of directive speech acts, including: (1) requestives; (2) questions; (3) requirements; (4) permissives; and (5) advisories.*

Keywords: Contextual Meaning, Speech act, Directive

### INTRODUCTION

The massive distributions of cosmetic products had proved the constant success of cosmetic advertising (Aini, 2012; Kumalasari, 2013; Risdiana, 2014; Wijaya & Dharmayanti, 2014). Indonesian cosmetic producers mostly have an interest in publicizing their products through television ads (Wijaya & Dharmayanti, 2014), even if consumers tend to show less attention to that kind of marketing strategy.

*Wardah* is the instance of Indonesian cosmetic brands that pioneered the first Moslem-friendly product. The cosmetic is produced by *PT Pustaka Tradisi Ibu*. In regards to the brand quality, *Wardah* had successfully promoted and publicized the consumption of Muslim-friendly cosmetics produced from safe and medically-tested materials (Aisyah, 2017; Yudhistya Ayu Kusumawati, Agung Eko Budiwaspada, 2016).

*Wardah* often chooses television ads to inform the products verbally by presenting conversation in daily activities. The strategy is recognized using directive speech acts.

Below is the instance of *Wardah Lightening* ads:

*Wardah Lightening Night Cream*

Waktunya istirahat, waktunya jadikan kulit lebih cerah.

*Wardah Lightening Serum* dan *lightening night cream dengan seven active white complex plus AHA*. Paduan optimal untuk pagi cantik cerah.

*Wardah Lightening Series*.

Through the citation, *Wardah* assures that consumers need to use a cosmetic product which contains lightening substance to earn bright skin. Additionally, the citation also uses a directive speech act which says, "*Waktunya istirahat, waktunya jadikan kulit lebih cerah*". The speech act apparently requests the consumers to keep their skin healthy through a night treatment, of which night is the best time to rest skin from normal activities and direct sunlight exposure.

Directive speech act represents a reality in communication with the most striking persuasion feature, including order, command, request, advise and suggest. The key method of persuasion in directive speech act is found at the advertisement discourse pattern. High intensity and discourse variations of *Wardah Lightening* ads had harvested consumers' interest in using the products. Furthermore, cosmetic products have a tendency in using a discourse that contains directive speech acts by the aim to persuade consumers. In regards to this phenomenon, this article aims to **describe the context of directive speech acts found in the *Wardah Lightening* advertisements on television.**

### THEORETICAL REVIEW

#### 1. Speech Acts

Austin introduced speech act theories after Searle had published *Speech Acts: An Essay in The Philosophy of Language*. Searle stated that speech acts could be found in every branch of Linguistics study (Searle, 1969), of which appear as the smallest units of communication. Speech acts are normally used in various forms, including statement, command and others.

Speech acts represent the psychological state through Linguistics capability that is used in several conditions (Wijana, 2011, p. 29). In his *Speech Acts: An Essay in The Philosophy of Language*, Searle proposed three kinds of speech acts, including *locutionary act*, *illocutionary act* and *perlocutionary act* (Searle, 1969).

In line with Searle, Leech (1983) stated in his *principles of Pragmatics* that *illocutionary act* falls into five categories, including (1) *assertive speech act*; (2) *directive speech act*; (3) *commissive speech act*; (4) *expressive speech act*; and (5) *declarative speech act* (Ibrahim, 1992, p. 16). Those categories are explained as follows:

**a. Assertive Speech Act**

Assertive speech act places the speaker based on the proposition of truth. It includes the actions to state, propose, brag, argue and report something.

e.g.:

- (1) "In early 2012, I will work hard to finish my academic duty."

This speech act implies the statement of a university student who has a willingness to finish his study.

**b. Directive Speech Act**

Directive speech act persuades the listener to do something after hearing what the speaker says. It includes the actions to order, command, request, require and advise.

e.g.:

- (2) "My son, you must be an intellectual and pious man."

This speech act implies a mother's advice that asks her son to grow himself in a devout personality.

**c. Commissive Speech Act**

Commissive speech act places the speaker as the most responsible person to prove the promises. It includes the actions to promise, swear, state, declare and threaten.

e.g.:

- (3) "I will attend your wedding tomorrow."

This speech act implies a man's statement to attend her ex-wife's wedding.

**d. Expressive Speech Act**

Expressive speech act represents an individual psychological state in a particular condition. It includes the actions to thank, congratulate, forgive, threaten, admire and grieve.

e.g.:

- (4) "Sir, we congratulate your pilgrimage journey. We pray God bless you."

**e. Declarative Speech Act**

According to Searle, declarative speech act belongs to special illocutionary acts which include the actions to dethrone, punish and appoint.

e.g.:

- (5) "In 2009, the Indonesian Government declared *batik* as a potential cultural heritage."

**2. The Coverage of Directive Speech Acts**

Ibrahim (Ibrahim, 1992) stated that directive speech acts aim to persuade the listener to do something after hearing what the speaker says. It consists of the actions to order, command, request and suggest.

In regards to the idea, illocutionary acts divide the directive speech acts into six categories, including (1) *requestives*; (2) *questions*; (3) *requirements*; (4) *prohibitives*; (5) *permissives*; and (6) *advisories* (Ibrahim, 1992, p. 16). Below is the explanation of those categories:

**a. Requestives**

Requestives include the actions to request, beg, plead, force, invite, pray and persuade. It aims to persuade the listener to do something after hearing what the speaker says.

e.g.:

- (6) Joko : "Dear sister. Please tell them that I will leave."  
Tati : "I will. Goodbye!"

The speech implies a brother's requests to his sister. He is currently in an unwell condition, thus he is not capable to see his parents. As the alternative, he asks his sister to tell their parents about his departure.

- (7) Grandma Narmi to Dafa: "Grab some food, before your father picking you up."

The speech implies a grandmother's request to her grandson who spends his holiday in her home. She wants him to eat some meals before his father picking him up.

**b. Questions**

Questions include the actions of questioning and interrogating. It aims to emphasize a particular statement to the listener.

e.g.:

- (8) Budi : “Tono, where do you live??”  
Tono: “I live on Solo-Tawangmangu Street, Km. 6”.

The speech implies a boy who previously does not know his friend’s home address, thus he asks directly to his friend.

**c. Requirements**

Requirements include the actions to command, require, dictate, direct, instruct and rule. As the remark, requirements and requestives span as two different things based on the impacts that they give to the listeners in doing a particular action as a follow-up. Requirements normally emphasize on the speech more than requestives do.

e.g.:

- (9) Commander : “Go ahead! Keep your faith! Shoot the foes!”  
Combatants : “Aye, Captain!”

The speech implies a commander who instructs his troops to defeat the foes without any fear, thus they will reach the victory.

**d. Prohibitives**

Prohibitives include the actions to prohibit and restrict. It aims to prevent the listener from doing something.

e.g.:

- (10) Doctor : “Smoking will potentially lead to the heart attack.”  
Patient : “I see. I will try to give up smoking from now on.”

The speech implies a doctor who prohibits his patient from smoking due to the threat of heart disease.

**e. Permissives**

Permissives include the actions to agree, allow, bestow, confer, grant, release, permit and forgive. It places the speaker as a credible person who has an influencing power to ask the listener do something based on a logical reason despite restricted rules.

e.g.:

- (11) Rector : “We kindly invite the students to conduct the  
activities based on the institutional regulation.”

The speech implies a rector’s agreement to welcome the student activities.

**f. Advisories**

Advisories emphasize that what the speaker says is something good for the listener to do. It places the speaker as a trustworthy figure. The effects of advisories depend on the intensity of how the listener believes in the speaker.

e.g.:

- (12) Doctor: “Please only consume foods which contain low calories.”  
Patient: “Noted. I will avoid high-calory food from now on.”

The speech implies a doctor’s advice to forbid his patient from consuming high-calory food. Because of the doctor’s credibility, the patient follows his suggestion.

**METHODOLOGY**

This article applies a qualitative method. Bogdan and Taylor stated that qualitative method aims to generate descriptive data in the form of either written or oral records from a particular phenomenon under observation (Santosa, 2017).

Furthermore, this article uses descriptive method that focuses on ontological activities. The data in this research consist of meaning in words, sentences and visualization that aim to generate an in-depth understanding rather than numbers. It emphasizes on deep, brief and complete description of a particular situation at the data display. The data are analyzed in various nuances and forms based on the setting of data collection (Santosa, 2017; Subroto, 1992; Sudaryanto, 2015a).

The descriptive qualitative approach is used to afford the efficiency of analysis for the directive speech acts found in *Wardah Lightening* ads on television.

**Data and Data Source**

The data consist of the directive speech acts in the forms of contextual words, phrases, clauses, sentences and discourse from *Wardah Lightening* ads on television. In contrast, the data source *Wardah Lightening* ads itself.

The data collecting technique falls into three procedures, including download, transcription and extraction. At the very first stage, *Wardah Lightening* ads were downloaded from YouTube. The ads were then transcribed via *o.transcribe.com*. In this part of data collection, the directive speech acts in the forms of words, phrases, clauses sentences and discourse were picked up into the data card (Sudaryanto, 2015b, p. 135).

This article applies content analysis to generate the replicable inferences and data validity based on the directive speech act context. It relates to the message within the boundary of communication, which places *Wardah Lightening* ads on television as the phenomenon that is being observed (Bungin. Burhan, 2008, p. 155).

## DISCUSSION

This article explains the result of directive speech act analysis from *Wardah Lightening* television ads. The explanation tends to view on Ibrahim's idea that categorizes directive speech act into six categories, including *requestives*, *questions*, *requirements*, *prohibitives*, *permissives* and *advisories* (Ibrahim, 1992, p. 16).

This article finds five kinds of directive speech acts from *Wardah Lightening* ads on television, including *requestives*, *questions*, *requirements*, *permissives* and *advisories*. The explanation is written below:

### a. Requestives

Requestives imply the speaker's expectation or willingness that eventually leads the listener to do something. *Wardah Lightening* ads contain 3 kinds of requestives, including request and persuade.

#### Speech form:

*Waktunya istirahat, waktunya untuk jadikan kulit lebih cerah. Wardah Lightening Serum, dan Lightening Night Cream dengan seven active white complex plus AHA. Paduan optimal untuk pagi cantik cerah. Wardah Lightening Series.*

#### Speech context:

The speaker promotes *Wardah Lightening* night cream. It persuades the consumers to treat skin at night, of which night is the best time to let the skin absorb nutrition.

#### Meaning:

(At night) *Waktunya istirahat, waktunya untuk jadikan kulit lebih cerah. (Use) Wardah gel pencerah yang terasa ringan di kulit, dan krim pencerah malam dengan tujuh zat aktif pemutih kompleks ditambah zat anti penuaan. Paduan optimal untuk pagi cantik cerah. Wardah rangkaian pencerah.*

The speech above implies a persuasion to do a night skin treatment. The phrase “(at night) *waktunya istirahat, waktunya untuk jadikan kulit lebih cerah*” contains the act of requesting.

### b. Questions

Questions include the acts of questioning and interrogating, however, not all questions belong to the illocutionary acts, of which interrogating can be different to questioning.

#### Speech form:

*Cerahkan wajah mu sepanjang hari, dengan wardah Lightening Two Way Cake yang halal, gimana haluskan ? sempurna, yang penting semua berawal dari sini.*

#### Speech context:

The speaker promotes *Wardah Lightening* cream through a dialogue between two sisters who are having a morning talk in front of their dressing room. The advertisement offers *Wardah* lightening two-way cake product.

#### Meaning:

The speaker promotes *Wardah Lightening Two-Way Cake* powder by conveying the sentence “*gimana haluskan? sempurna, yang penting semua berawal dari sini*”. The sentence contains a directive speech act in the form of questioning. She uses the expression “*gimana haluskan?*” to ask her sister's skin look after using *Wardah Lightening Two-Way Cake*. As a response, her sister says “*sempurna*”, that implies her impression to the cosmetic.

### c. Requirements

Requirements include the acts of commanding, intending, prosecuting, dictating, directing, instructing, arranging, requiring and ordering. *Wardah Lightening Two-Way Cake* ads contain the acts of directing and ordering.

#### Speech form:

*Cerahkan wajah mu sepanjang hari, dengan Wardah Lightening Two Way, gimana haluskan ? sempurna, yang penting semua berawal dari sini.*

#### Speech context:

The speaker promotes *Wardah Lightening Two-Way Cake* through a dialogue between two sisters who are having a morning talk in front of their dressing room.

#### Meaning:

The speaker offers *Wardah Lightening Two-Way Cake* cosmetic to the listeners through an advertisement on television. The phrase “*cerahkan wajahmu sepanjang hari!*” contains a directive speech act in the form of ordering. It orders consumers to keep their skin bright by using the word “*cerahkan*”.

### d. Permissives

Permissives implicitly represents the speaker's credibility to lead the listeners to do a particular action. Permissives include the acts of agreeing, allowing, transferring authority, conferring, granting, permitting and forgiving. *Wardah Lightening* ads contain a permissive act in the form of agreeing.

#### Speech form :

*Cerahkan wajah mu sepanjang hari, dengan Wardah Lightening Two Way Cake yang halal. Gimana haluskan? yang penting semua berawal dari sini. Wardah Lihgtening Two Way Cake.*

**Speech context:**

The speaker offers *Wardah Lightening* product to the consumers through a dialogue between two sisters who are having a morning talk in front of their dressing room.

**Maksud tuturan:**

*Cerahkan wajah mu sepanjang hari, dengan (using) wardah Lightening Two Way Cake 'bedak, melumuri wajah dengan 2 cara' yang halal. Gimana (your skin) haluskan? sempurna (your skin now has been soft and bright), yang penting semua berawal dari sini.*

The speech implies that the speaker offers *Wardah Lightening* product to the consumers through a clause “**sempurna yang penting semua berawal dari sini**” that contains a directive speech act in the form of agreeing. One of the women in the dialogue replied “**sempurna**” as the agreement for question “**gimana haluskan?**”. The word “**sempurna**” affirms that *Wardah Lightening* totally gives a perfect result to keep skin bright and soft.

**e. Advisories**

Advisories describe the speaker's trustworthiness that generates the listener's intention to do something as what the speaker says.

**Speech form:**

*Banyak yang harus dilalui dalam hidup saya, untuk akhirnya mencapai kesuksesan, semua melalui proses dan tahapan. Begitu juga untuk mencapai kulit yang cerah, kita harus mengikuti proses regenerasi kulit kita yang secara alami terjadi dalam 28 hari, untuk kulit sehat dan cerah saya pakai wardah Lightening Series 'rangkaiannya pencerah', yang halal dan bekerja sesuai proses alami kulit, jadi untuk hasil yang lebih baik semua ada prosesnya.*

**Speech context:**

The advertisement is conveyed by Ineke through a monologue. The monologue takes time in the afternoon at several places including home, restaurant and photo studio. She promotes a cosmetic product to the listener that can help them earn bright skin within 28 days.

**Meaning:**

*Banyak yang harus dilalui dalam hidup saya, untuk akhirnya mencapai kesuksesan, semua melalui proses dan tahapan. Begitu juga untuk mencapai kulit yang cerah, kita harus mengikuti proses regenerasi kulit kita yang secara alami terjadi dalam 28 hari, untuk kulit sehat dan cerah saya pakai wardah Lightening Series 'rangkaiannya pencerah', yang halal dan bekerja sesuai proses alami kulit, jadi untuk hasil yang lebih baik semua ada prosesnya.*

The speech implies that the speaker offers *Wardah Lightening Series* to the listeners (consumers). The sentence “**banyak yang harus dilalui dalam hidup saya, untuk akhirnya mencapai kesuksesan, semua melalui proses dan tahapan**” contains a directive speech act in the form of advising. The speaker stresses more on the advice and motivation through the phrase “**banyak yang harus dilalui dalam hidup saya, untuk akhirnya mencapai kesuksesan**”, of which she explains that there are lots of paths to pace before reaching success.

**CONCLUSION**

This article finds five kinds of directive speech acts on *Wardah Lightening* ads on TV, including requestives, questions, requirements, permissives and advisories, of which requirements dominate the most. Requirements are considered to give more direct impacts in leading consumers to use the products. The dominance is indeed predictable due to commercial aims.

Previously, Wulansari and Suhartini had proved that directive speech acts were used dominantly by teachers to generate the students' understanding during class (Wulansari & Suhartini, 2015). Hamzah also came out with similar results that directive speech acts were majorly used in fiction movies to create an impression to several particular characterizations (Hamzah Lidya Oktoberia, 2012). Winarti *et. al.* found that directive speech acts were used through two different ways in Javanese children songs to teach politeness principles, either directly or indirectly (Winarti, Dewa, Wijana, Poedjosoedarmo, & Shri Ahimsa-Putra, 2015). The direct use covers actions to order, persuade and prohibit, while indirect use was commonly expressed through statement or interrogative sentences. Their finding confirms that indirect speech works better than direct speech act.

Moessner identified directive speech acts from several old and contemporary English texts which discuss legal, religion and science (Moessner, 2010). He compared two kinds of texts and came across a conclusion that contemporary English text has undergone a few shifts in using directive speech acts. In contrast, Syukri and Subroto identified the strength of directive speech acts from Holy Qur'an (Hanifullah Syukri & Edi Subroto, 2018) base on the amount and implication.

At last, directive speech acts offer an extremely wide range of research. Directive speech acts indeed feature a complexity of Pragmatics.

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