

COMMISSIVE SPEECH ACT IN ADVERTISEMENT OF THE MAGAZINE NOW! JAKARTA

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ABSTRACT

This writing is focused on the commissive speech act in the magazine NOW! Jakarta. The commissive speech act is one of many illocutionary speech acts which essentially involve the speaker committing himself to behave in some required ways, for instance promising and swearing. This study aims to find out and analyze the categories of commissive Speech Act of English Advertisements in Magazine Now! Jakarta. NOW! Jakarta Magazine, editions February and March 2016 will be the data used in this study. The writer analyzes the collected data descriptively by using the theory of Austin. The result shows that there are forms of illocutionary speech acts in every text of an advertisement; it is used to give information and emotional response. There is the commissive function of offering in every utterance and the other commissive function such as persuading, guaranteeing, undertaking, and promising which are found in advertisements of consumers. It is expected that this study may help the students or readers to comprehend the illocutionary act, particularly about the commissive speech act in the advertisement of consumers in the magazine NOW! Jakarta.

Keywords: Speech Act, Illocutionary speech act, Commissive, Advertisement

1. Introduction

Language plays an important role in human life. Trudgill (1974:35) reveals that human uses language as a communication tool to express ideas, feelings, and thoughts. In the communication process, there are two people or participants, the speaker, and the listener. Success in communication depends on the ability of the speaker and the listener to understand each other. Wardhaugh (1986:274) reveals that in communicating with people, we use sentences or exact utterances. Austin reveals that the utterances have a performative function which means that utterances are an act and not merely want to say something like this sentence, "Congratulations on your wedding".

According to Leech (1983:3), pragmatics is the study of meaning in relation to the speech situation. Levinson (1983:5) said pragmatics is the study of language use. This means that pragmatics is not only based on what a speaker utters but how a speaker uses an utterance and realizes it in an act. According to Austin, the speech act is part of the pragmatics field which deals with utterances that have a performative function in language and communication. Speech act consists of locutionary, illocutionary, and perlocutionary (Austin, 1962:83). Furthermore, Austin (1962:85) explains that locutionary speech acts are speech acts intended to say something with specific meanings and references, then illocutionary speech act is to perform an action by saying something and perlocutionary speech act is an utterance which influence or effect to the listener.

By the three speech act meanings, the writer chooses the illocutionary

speech act as a theory to analyze the problem. Austin (1962:154) categorizes, illocutionary speech act into five categories: verdictive, exercitive, commissive, behabitive, and expositive. The writer focuses on the commissive speech act. A commissive speech act is a speech act that essentially involves the writer doing something in the future; such as promising, swearing, or offer. For example, utter a teacher to a student who invites the teacher to a birthday party; the teacher says: "I will come". In the utterance of the teacher looks to do some act in the future that is to come to the student's birthday party. The teacher says "promising" to the student, which is a part of the commissive speech act.

Frank Jefkins (1997:41-55) divides advertisement into six categories, those are advertisement for consumers, business, trade, retail, finance, and recruitment.

1. Advertisement of consuming; including consuming essentials such as groceries, shampoo, or soap; durable materials such as homes, hotels, apartments, motorcycles, cars, clothing, watches, or household appliances. It also includes consumer services such as aviation.
2. Advertisement of business; promoting non-consumer goods and services such as raw materials, spare parts, machinery factories, and insurance facilities.
3. Advertisement of trade is addressed to the distributors, traders, agents of exporters/importers, or wholesalers. The advertised product is the goods are resold.
4. Advertisement of retail; to popularize the company, selling a product of store also exclusive items for a particular store.
5. Advertisement of finance; bank, savings services, insurance, and investment. These advertisements offer assets and borrowed funds.
6. Advertisement of recruitment; to recruit potential employees.

Advertisement of consumption is widely available in magazines NOW! Jakarta. So, the writer focuses this study only on advertisement of consumption. The writer is interested in the commissive speech act of advertisements in the magazine because the magazine is so close to human life, even unwittingly advertisement sometimes affects human lifestyles. In addition, many advertisements contain commissive speech act of illocutionary.

In this study, through the descriptive method, the writer would like to know what are the forms of illocutionary speech act in the magazine NOW! Jakarta? And then, what are the functions of the commissive speech act found in the magazine NOW! Jakarta? The writer also will identify the forms of commissive speech act in the magazine NOW! Jakarta.

To analyze the problem the writer collected data and focused on advertisements of consumers contained in the magazine NOW! Jakarta; February and March 2016 editions. The number of advertisements that are used as the material is as much as 15 data.

These magazines were chosen because they contained more advertisements than other print media. In addition, the magazine had a longer period of time, allowing it to be re-read, so the advertisements that are in it

could be seen again.

The significance of this writing is that this may contribute to the development of linguistics study, especially in the field of pragmatics about the commissive speech act. Also, this study may help the reader to understand the commissive speech act in magazines NOW!

2. PRAGMATICS AND SPEECH ACT

A. Pragmatics

Pragmatics is the study of deixis, implicature, presupposition, speech acts, and aspects of discourse structure (Levinson, 1983:27). Pragmatics is a linguistic study that examines the use of language in communication. It is as said by Leech, that: ...we understand pragmatics; how language is used in communication (Leech, 1983:1). Further Leech (1981:254) says that now pragmatics applied to the study of the relation between language and the user (speaker and listener). Pragmatics is more specifically applied to the conditions of context that influence the choice of speaker utterances, and the interpretation of the listener on the speech. In this research, the speaker is the advertiser, and the listener is the reader of the advertisement.

In interpreting an utterance, the difference between the meaning of the pragmatics and the semantics should be clarified, because both of them talk about the meaning. Both of the meanings are related in the form of interpretation. According to Leech (1983:6), the definition of the meaning in the study of pragmatics is relatively seen in relation to the speaker or user of language, while meaning in the study of semantics in general, as a set of phrases in a particular language. It can be said that meaning in the study of semantics is more general, whereas meaning in the study of pragmatics depends on the user.

Leech also adds that the meaning of semantics is associated with sense, whereas the meaning of pragmatics is associated between sense and force. Sense is the propositional content of an utterance. For example, the sense of speech "Your son is waiting for you", is that there is a son who is waiting for someone, while the force of the speech can be a warning, declaration, or threat, depending on the context.

B. SPEECH ACT THEORY

At the beginning, theory of speech act was firstly developed by philosopher J.L Austin in 1962 through his book *How to Do Things with Words*. Austin said that when someone utters something, can do three acts. The three acts are locutionary, illocutionary, and perlocutionary. The speech act is part of the pragmatics field which deals with utterances that have a performative function in language and communication. The speech act is an entity that is central to the pragmatic so that is a staple in pragmatics.

Austin (1962:151) mentions that basically when someone says something, they are also doing something. The statement then underlies the birth of the speech act theory. Yule (1996:47) defines the speech act

as an act done through speech. While Cohen (1996:408) defines speech as acting as a functional unity in communication. So it can be concluded that the speech act is an utterance containing acts as a functional unity in communication that takes into aspects of the speech situation.

Speech acts can be analyzed on three levels:

1. Locutionary act is the act of making a meaningful utterance.
2. Illocutionary act is how a sentence is used to express an attitude with a certain function or "force".
3. The perlocutionary act is saying something will often, or even normally, produce certain consequential effects upon the feelings, thoughts, or actions of the audience, of the speaker, or of other persons.

In other words, a locutionary act has meaning; it produces an understandable utterance. An illocutionary act has force; it is informed with a certain tone, attitude, feeling, motive, or intention. A perlocutionary act has a consequence; it has an effect upon the addressee. An example of three components of speech acts:

1. Locutionary meaning - the literal meaning of what is said
 - 'It is hot in here'
2. Illocutionary meaning - the social function of what is said
 - 'It is hot in here'

Could be:

- an indirect request for someone to open the window
 - an indirect refusal to close the window because someone is cold
 - a complaint implying that someone should know better than to keep the window closed (expressed emphatically)
3. Perlocutionary meaning - the effect of what is said
 - 'It is hot in here' (could result in someone opening the window).

Austin (1962:154) says that an illocutionary speech act is a speech stating at the same time to perform an action that consists of verdictive, excessive, commissive, behavitive, and expositive.

1. The class of verdictive includes acts, formal or informal of giving a verdict, estimate, or appraisal as acquitting, reckoning, assessing, and diagnosing. These may concern facts or values.
2. The class of exercitive includes acts of exerting powers, rights, or influence as appointing, voting, ordering, and warning. These presuppose that the speaker has a certain kind of authority or influence.
3. The class of commissive includes acts that commit the speaker to do something as an offering, promising, undertaking, consenting, opposing, and betting.
4. The class of expositive includes acts that clarify reasons, arguments, or communications such as affirming, denying, stating, describing, asking, and answering.
5. The class of behavitive includes acts having to do with attitudes and social behavior such as apologizing, congratulating, commending, and thanking). These include reactions to other people's behavior or fortune and are particularly vulnerable to insincerity.

Further Austin (1962:154) said that the function of the commissive speech act is to create a speaker who performs actions such as: adopting, agreeing, betting, opposing, persuading, promising, offering, supporting, guaranteeing, swearing, undertaking, and consenting.

3. THE ANALYSIS OF COMMISSIVE SPEECH ACT OF ENGLISH ADVERTISEMENT IN MAGAZINE NOW! JAKARTA

The analysis of speeches that contain the functions of the commissive speech act was obtained through an advertisement in NOW! Magazine Jakarta. Not all functions of the commissive speech act are discussed in this chapter because not all functions of the commissive speech act are contained in the advertisement. 15 data will be analyzed. The writer only chooses a hotel, apartment, and residence advertisements because only hotel, apartment, and residence advertisements that contain commissive speech act clearly.

A. MENTENG APARTMENT

Experience "Peace of Mind" in one of our spacious 1, 2, 3, or 4 bedroom units at the Apartment Executive Menteng Located in Menteng Privilege and Lavish Green Environment 1, 2, 3, and 4 Bedrooms and Penthouse Available Furnished and Un-furnished Units Service/Non-Serviced Residences High-Speed Internet Available High-end Security System

Jl. Pegangsaan Barat Kav. 6-12, Menteng, Jakarta 10320
T: (021) 314 9916 F: (021) 392 6168 E: menteng@pacific.net.id
www.executivementeng.com

Analysis

The form of commissive speech act in this advertisement is a sentence from 'Experience "Peace of Mind" in one of our spacious bedrooms units at the Apartment Executive Menteng'. The sentence describes the room of the apartment as "Peace of Mind", but has a meaningful description. In the phrase "peace of mind" is a force of illocutionary speech act. The phrase "Peace of Mind" is a motive of business that is used to attract readers to the magazine. This phrase is a force of illocutionary speech act that attracts readers of the magazine to choose this hotel.

This advertisement found two functions of the commissive speech act, they are offering and guaranteeing. The sentence function of offering is implicit because the word offering is not found in the sentence. Then the phrase "Peace of Mind" is the function of guaranteeing, because the phrase refers to guaranteeing the bedroom units can make peace of mind. Thus this advertisement has two functions commissive speech act as an offering and guaranteeing.

B. DWIJAYA HOUSE OF PAKUBUWONO

Dwijaya House is the new preferred choice of serviced residences in Jakarta, offering the most comfortable urban living experience in the

city. Dwijaya House features fully-furnished serviced residences, from 1-Bedroom to 2 Bedroom. Each residence gives the comfort of a home with natural light cascading through the full-length windows into the spacious interiors. FACILITIES AND AMENITIES Indoor Swimming Pool • Fitness Center • Relaxation Sauna • BBQ Area • Rooftop Garden Laundry • High-Speed Wireless Internet Access • TV Cable/Satellite • 24-Hrs Receptionist 24-Hrs Security CCTV System • Housekeeping Service • 1 Car Park per Unit • Full Generator Backup • No Smoking Environment (021) 725 9988 Jl. Dwijaya II No. 7, Kebayoran Baru, Jakarta Selatan 12140, Indonesia.
E: inquiry@dwijayahouse.com W www.dwijayahouse.com

Analysis

The form of commissive speech act in this advertisement is a sentence from 'Dwijaya House is the new preferred choice of serviced residences in Jakarta, offering the most comfortable urban living experience in the city. Dwijaya House features fully-furnished serviced residences, from 1-Bedroom to 2-Bedroom. Each residence gives the comfort of a home with natural light cascading through the full-length windows into the spacious interiors'. The sentence describes the facilities and condition of residence 'fully-furnished serviced residences, 'with natural light in the spacious interiors'.

The force of illocutionary speech act in this advertisement found in the sentence 'Dwijaya House features fully-furnished serviced residences, from 1-Bedroom to 2-Bedroom. Each residence gives the comfort of a home with natural light. The force of the illocutionary speech act is by the facility and condition of residence that attracts readers of the magazine to choose this residence advertisement.

This advertisement found two functions of the commissive speech act, they are offering and persuading. The sentence of the function of offering is the explicit sentence, such as 'offering the most comfortable urban living experience in the city'. Then the sentence of the function of persuading is 'Each residence gives the comfort of a home with natural light cascading through the full-length windows into the spacious interiors'. The sentence is persuading the reader to be attracted by the comfort of a home with natural light and spacious interiors. Thus this advertisement has two functions of the commissive speech act which are offering and persuading.

C. FRASER PLACE SETIABUDI JAKARTA

Within the lush landscaped gardens of Fraser Place Setiabudi, you can experience unparalleled lifestyle facilities ranging from an outdoor jogging track and pool to basketball courts, a well-equipped gym, and even a sauna and Jacuzzi. Jakarta's newest spacious gold-standard serviced residences, located in the heart of the city's vibrant central business district offer the perfect respite for you and your family. Jl. Setiabudi Selatan Raya No. 2, Kel. Karet, Kec. Setiabudi Jakarta Selatan 12920 Email: reservations.setiabudi-

Analysis

Form of commissive speech act in this advertisement is a sentence form 'Within the lush landscaped gardens of Fraser Place Setiabudi, you can experience unparalleled lifestyle facilities ranging from an outdoor jogging track and pool to basketball courts, a well-equipped gym, and even a sauna and Jacuzzi. Jakarta's newest spacious gold-standard serviced residences, located in the heart of the city's vibrant central business district offer the perfect respite for you and your family'. The sentence describes the facilities and condition of the residence. The force of the illocutionary speech act in this advertisement is found in all sentences. The force of illocutionary speech act in this advertisement is by the facility and condition of residence can attract reader of the magazine to choose this residence.

In this advertisement found three functions of the commissive speech act are offering, guaranteeing, and persuading. The sentence of the function of offering is an explicit sentence, found by the sentence 'offers the perfect respite for you and your family'. The meaning of the word "respite" is a place to stay. Thus, this advertisement offers residences. The sentence of a function of guaranteeing is 'Within the lush landscaped gardens of Fraser Place Setiabudi, you can experience unparalleled lifestyle facilities ranging from an outdoor jogging track and pool to basketball courts, a well-equipped gym, and even a sauna and Jacuzzi'. The sentence means guarantees reader can experience unparalleled lifestyle facilities.

Then the sentence of a function of persuading is 'Jakarta's newest spacious gold-standard serviced residences, located in the heart of the city's vibrant central business district offers the perfect respite for you and your family'. The sentence means persuading the reader to be attracted to the newest spacious gold-standard serviced residences in the heart of the city's vibrant central business district. Thus this advertisement has 3 functions of the commissive speech act which are offering, guaranteeing, and persuading.

D. ESSENCE DARMAWANGSA APARTMENT

MAGNIFICENT LIFE IN DARMAWANGSA AVAILABLE FOR SALE AND LEASE Located at the elite neighborhood of Darmawangsa Private Residential Resort with 75% green area Integrated 24 hours security system Enhanced with private lift Prestigious 5-star Hotel High specifications and semi-furnished unit +62 21 7398 333 Jl. Darmawangsa X No. 86 Kebayoran Baru, Jakarta Selatan 12160 www.essencedarmawangsa.com

Analysis

The form of commissive speech act in this advertisement is a phrase from 'Magnificent life in Darmawangsa'. The phrase describes an apartment only a simple phrase but has a meaningful description.

The force of the illocutionary speech act in this advertisement is found in the phrase. The force of illocutionary speech act in the phrase is by all facilities of an apartment can attract reader of a magazine to choose this apartment advertisement.

In this advertisement found two functions of the commissive speech act are offering and persuading. The sentence of a function of offering is an explicit sentence, found by the phrase 'Available for sale and lease'. Thus, this advertisement is a function of offering. Then the sentence of a function of persuading is 'Magnificent life in Darmawangsa'. The sentence means persuading the reader of a magazine to have magnificent life in Darmawangsa. Thus this advertisement has two functions of the commissive speech act which are offering and persuading.

E. SAHID HOTEL

Wherever your leisure or business travel may lead you in each of the archipelago, choose to experience the best Legendary Hospitality. Sahid hotel is proud of our Indonesia heritage, giving you a wonderful and pleasant experience. HEAD OFFICE Sahid Annex Building South Wing 3rd Floor Jl. Jenderal Sudirman, Kav. 86, Jakarta 10220, Indonesia Phone: +62 21-573 9888 | Fax: +62 21 570 0620 | E-mail: reservation@sahidhotels.com SAHIDHOTELS.COM

Analysis

The form of commissive speech act in this advertisement is a sentence form 'Wherever your leisure or business travel may lead you in each of the archipelagoes, choose to experience the best Legendary Hospitality. Sahid hotel is proud of our Indonesian heritage, giving you a wonderful and pleasant experience'. The sentence describes the hospitality and experience of the hotel only with a simple word but having a meaningful description. The force of the illocutionary speech act in this advertisement is found in the sentence. The force of illocutionary speech act is the best legendary hospitality and a wonderful or pleasant experience that can attract readers of the magazine to choose this hotel advertisement.

In this advertisement found three functions of the commissive speech act are offering, persuading, and promising. The sentence function of offering is an implicit sentence because the word of offering is not found in the sentence 'Wherever your leisure or business travel may lead you in each of the archipelagoes, choose to experience the best Legendary Hospitality. Sahid hotel is proud of our Indonesian heritage, giving you a wonderful and pleasant experience'. By the name of Sahid Hotel and the sentence 'giving you a wonderful and pleasant experience, thus found function of offering. Second, the sentence function as persuades, such as 'choose to experience the best Legendary Hospitality. The sentence means persuading the reader of the magazine to choose to experience the best legendary hospitality. Then the sentence of a function of promising is 'giving you a wonderful

and pleasant experience'. Thus this advertisement has three functions of the commissive speech act which are offering, persuading, and promising.

F. MENARA PENINSULA HOTEL

Experience our New Club Floor rooms Start from Rp 1.500.000,- net

Include: Breakfast for 2 persons at Executive Lounge

Free Drop off service to airport (reservation in advance) Free laundry 3 pcs/day/non accumulative Free afternoon tea from 3.00 pm (subject to availability) Valid for 2 January until 30 March 2016

Jl. Let. Jend. S. Parman 78, Jakarta 11410. Tel: (62-21) 535 0888 |

Fax: (62-21) 535 9838 Email: reservation@menarapeninsula.com. |

www.menarapeninsula.com

Analysis

The form of commissive speech act in this advertisement is 'Experience our New Club Floor rooms'. The force of illocutionary speech act in this advertisement found in facilities list of facilities can attract readers of the magazine to choose this apartment.

This advertisement found two functions of the commissive speech act, offering and persuading. The function of offering is an implicit sentence, it is not found in the sentence 'Experience our New Club Floor rooms. By the list of facilities, thus this advertisement is a function of offering. Then the sentence of a function of persuading is 'Start from Rp 1.500.000,-net'. The sentence function of persuading means persuading the reader of a magazine to choose this hotel because the price is cheap.

G. THE SULTAN HOTEL AND RESIDENCE JAKARTA

WHERE LUXURY AND HARMONY COME ALIVE AS A LIVING

MASTERPIECE The Sultan Residence Jakarta, the truly residential and fully furnished corporate executive apartments, complement with all services and comforts of an international hotel. Located in strategic junction of the "Golden Triangle" and nestled within an oasis of 32

acres of lush tropical garden. Jl. Gatot Subroto, Jakarta 10002 | T: +62 21 570 3600 F: +62 21 573 3089 E: info@sultanjakarta.com | W:

www.sultanjakarta.com

Analysis

The commissive speech act in this advertisement is a sentence 'Where luxury and harmony come alive as a living masterpiece. The Sultan Residence Jakarta, the truly residential and fully furnished corporate executive apartments, complements all services and comforts of an international hotel. Located at the strategic junction of the "Golden Triangle" and nestled within an oasis of 32 acres of lush tropical garden'. The sentence describes the condition and location of the hotel and residence. The force of illocutionary speech act in this advertisement is in the phrase 'Golden Triangle', which is can attract a reader to choose this hotel because the location is in the golden triangle

which is a strategic location.

This advertisement found three functions of the commissive speech act, they are offering, persuading, and guaranteeing. The sentence of a function of offering is implicit. By the name of The Sultan Residence Jakarta, and the sentence 'complement with all services and comforts of an international hotel', thus this advertisement functions as an offering. The sentence of a function of persuading is 'Where luxury and harmony come alive as a living masterpiece'. The sentence of the function of persuading means makes the reader of a magazine believe that this hotel has luxury and harmony in the hotel. Then the sentence of a function of guaranteeing is 'Located in the strategic junction of the "Golden Triangle" and nestled within an oasis of 32 acres of a lush tropical garden.' The sentence of a function of guaranteeing to make the reader choose the strategic junction of the golden triangle and 32 acres of a lush tropical garden of the hotel.

H. SANTIKA HOTEL

Bringing dreams to life It is always our commitment to make you and your loved one to have the most wonderful wedding more than you ever imagine RESERVATION CENTER Ph: (62-21) 270 0027 | Fax: (62-21) 270 0350 E-mail: reservation@santika.com | Online Booking: www.santika.com

Analysis

The form of commissive speech act in this advertisement is a sentence from 'Bringing dreams to life. It is always our commitment to make you and your loved one have the most wonderful wedding more than you ever imagine'. The sentence promises to make the most wonderful wedding. The force of illocutionary speech act in the sentence is 'Bringing dreams to life'.

This advertisement found two functions of the commissive speech act, they are offering, and undertaking. The sentence of offering is implicit in the sentence. By the sentence 'to make you and your loved one have the most wonderful wedding more than you ever imagine', thus this advertisement functions as an offering the place to celebrate a wedding.

Wonderful wedding more than you ever imagine'. The sentence means undertaking readers of the magazine to have a wonderful wedding than ever imagined. Thus this advertisement has two functions of the commissive speech act which are offering and undertaking.

I. SAMALI HOTELS AND RESORTS

Book 2 nights and get 10% off through our website Experience Samali hospitality through all the five senses: hearing, touch, taste, sight, and scent. [HOTS | Harmony of the Senses] Find us in: BATAM | CEPU, Central Java | TANGERANG Corporate Office Jalan Darmawangsa X No.86, Kebayoran Baru Jakarta Selatan 12160, Indonesia [E. contact@samalihotels.com](mailto:contact@samalihotels.com) www.samalihotels.com

Analysis

The form of commissive speech act in this advertisement is a sentence from 'Book 2 nights and get 10% off through our website. Experience Samali hospitality through all the five senses: hear, touch, taste, sight, and scent'. The sentence describes a sense of hospitality in this hotel. The force of the illocutionary speech act in this advertisement is found in the sentence. The force of illocutionary speech act in the sentence is 'Book 2 nights and get 10% off through our website'. It can be attracted readers of the magazine to choose this hotel to stay in the hotel.

In this advertisement found two functions of the commissive speech act are offering and guaranteeing. The sentence of a function of offering is an explicit sentence, found in the sentence 'Book 2 nights and get 10% off through our website', thus this advertisement is a function of an offering of the hotel to stay. Then the sentence of the function of guaranteeing is 'Experience Samali hospitality through all the five senses: hearing, touch, taste, sight, and scent'. The sentence means guaranteeing to believe that the hotel has a sense of hospitality.

J. CHAPUNG SE BALI RESORT AND SPA

Where Luxury, Design and Nature Meet, Come Fly with the Chapung.
Jalan Raya Se Bali, Keliki, Ubud – Bali 80561 | Ph. +62 361 8989103 |
www.chapung.com

Analysis

The form of commissive speech act in this advertisement is a sentence form 'Where Luxury, Design and Nature Meet, Come Fly with the Chapung'. The sentence describes luxury, design, and nature in this hotel, without mentioning the detail. The force of illocutionary speech act in the sentence is 'Where Luxury, Design and Nature Meet, Come Fly with the Chapung'.

This advertisement found two functions of the commissive speech act, offering and persuading. The sentence function of offering is implicit. By the sentence 'Come Fly with the Chapung', thus this advertisement is a function of offering. Then the sentence of a function of persuading is 'Where Luxury, Design and Nature Meet, Come Fly with the Chapung'. The sentence means persuading the reader to come to the hotel which has luxury, design, and nature.

K. AWARTA NUSA DUA LUXURY VILLAS AND SPA

DEAR LOVE, LET US COME HOME TO SAY "I DO",
TO PLANT LOVE WHERE FLOWERS BLOOM, AND WHERE
TREES NEVER WITHER. JALAN KAWASAN NUSA DUA RESORT
ITDC COMPLEX LOT NW 2&3 BALI 80363, INDONESIA
T +62 361 773 300 | F +62 361 773 200
www.awartaresorts.com | info@awartaresorts.com

Analysis

The form of commissive speech act in this advertisement is a sentence form 'dear love, let us come home to say "I do" to plant love where flowers bloom, and where trees never wither'. The sentence describes a hotel that has a good place for a newly married couple. The force of the illocutionary speech act is found in all the sentences. It can be attracted readers of the magazine to choose this hotel as a place to celebrate weddings in the hotel.

In this advertisement found two functions of the commissive speech act are offering and undertaking. The sentence of a function of offering is an implicit sentence. By the read, the sentence of the advertisement, found that this advertisement functions of offering a hotel to celebrate the honeymoon of a new married couple. Then the sentence of a function of an undertaking is found in all the sentences. The sentence means undertaking readers of the magazine to choose the hotel as a place to celebrate the honeymoon for a newly married couple. Thus this advertisement has two functions of the commissive speech act which are offering and undertaking.

L. SHANGRI-LA HOTEL

Shari-La's Cantonese restaurant Shang Palace is putting on a truly decadent spread of Chinese set menus, think rich flavors and expensive ingredients. Choose from Xin Nian Kuai Le (IDR 988,000++ per person), Gong Xi Fa Cai (IDR 1,388,000++ per person), and Wan Shi Ru Yi (IDR 1,988,000++ per person). The kids can also enjoy the children's set menu in the evening for IDR 258,000++ per child.

Available from February 7-22. www.shangri-la.com/jakarta

Analysis

The form of commissive speech act in this advertisement is a sentence form. The sentence describes the selling of the menu of Chinese food in the hotel. The force of the illocutionary speech act in this advertisement is found in the sentence. The force of the illocutionary speech act is found in the sentence, 'rich flavors and expensive ingredients. It can be attracted readers of the magazine to choose this hotel to try the chines food in the hotel.

In this advertisement found two functions of the commissive speech act are offering and guaranteeing. The sentence of a function of offering is an explicit sentence, found in the sentence 'Choose from Xin Nian Kuai Le (IDR 988,000++ per person), Gong Xi Fa Cai (IDR 1,388,000++ per person), and Wan Shi Ru Yi (IDR 1,988,000++ per person). The kids can also enjoy the children's set menu in the evening for IDR 258,000++ per child. Thus this advertisement functions of offering food to the Chinese in the hotel. Then the sentence of a function of guarantee is found in the sentence 'rich flavors and expensive ingredients. The sentence means guarantees the reader of a magazine to having a very good taste of Chinese food and make the reader will be satisfied with the taste. Thus this advertisement has two functions of

the commissive speech act which are offering and guaranteeing.

M. BOROBUDUR HOTEL

Hotel Borobudur has prepared a series of festive and culinary events to celebrate the upcoming Chinese New Year. "Salmon Yi Shang", a symbol of abundance, will be offered at Teratai in three different serving sizes; small – IDR 676.000++. For good luck, Chinese New Year cake "Nian Gao" is offered at IDR 188.000++ per piece.

Available from February 7-22 www.hotelborobudur.com

Analysis

The form of commissive speech act in this advertisement is a sentence 'Hotel Borobudur has prepared a series of festive and culinary events to celebrate the upcoming Chinese New Year. "Salmon Yi Shang," a symbol of abundance, will be offered at Teratai in three different serving sizes; small – IDR 676.000++. For good luck, the Chinese New Year cake "Nian Gao" is offered at IDR 188.000++ per piece'. The sentence describes festive and culinary events to celebrate the upcoming Chinese New Year in the hotel. The force of the illocutionary speech act in this advertisement is found in the sentence. The force of illocutionary speech act found in the sentence "'Salmon Yi Shang," a symbol of abundance', and 'For good luck, Chinese New Year cake "Nian Gao"'. It can be attracted readers to go to the hotel to try the food which has a symbol or meaning.

In this advertisement found two functions of the commissive speech act are offering and persuading. The sentence of a function of offering is an explicit sentence, found in the sentence 'Salmon Yi Shang will be offered at Teratai in three different serving sizes; small – IDR 676.000++, and "Nian Gao" is offered at IDR 188.000++ per piece'. Thus this advertisement functions of offering food of chines of the culinary event in the hotel. Then the sentence of a function of persuading is found in the sentence "Salmon Yi Shang", a symbol of abundance, and 'For good luck, Chinese New Year cake "Nian Gao"'. The sentence means persuading the reader of a magazine to believe that symbol of chines food and try a very good taste from the hotel. Thus this advertisement has two functions of the commissive speech act which are offering and persuading.

N. HARRIS HOTELS

HAVE A SPECIAL NIGHT FOR TWO STARTING FROM IDR 475,000
nett. Easy booking [HARRIS hotels.com](http://HARRIShotels.com) | 0807 1 808080 | +62 21
5296 0490 (INDONESIA ONLY)

Analysis

The form of commissive speech act in this advertisement is a sentence form 'Have a special night for two starting from IDR 475,000 net'. The sentence describes a dinner for a couple in a hotel. The force of the illocutionary speech act is found in the phrase 'special night for two'. It can be attracted the reader of a magazine to be affected by the

word 'special' and make the reader go to the hotel to try the food.

In this advertisement found only one function of the commissive speech act is offered. The sentence of a function of offering is an implicit sentence, found in the sentence 'Have a special night for two starting from IDR 475,000 net'. This advertisement is offering a dinner for couples in a hotel. Thus this advertisement has one function of the commissive speech act which is offering.

O. PULLMAN HOTELS AND RESORTS

ALL DAY DINING. VALENTINE'S DAY. Exclusive buffet menu and entertainment for all Valentines. Brunch IDR 398,000++/person with a glass of Mocktail Dinner IDR 448,000++/person with Sparkling Wine Dinner Couple IDR 998,000++/couple – available on 13 & 14 Feb 2016 With exquisite collections of Raspberry Macaroon & Valentines Gift

Book Now For Early Bird Offer PODOMORO CITY
JL. LET. JEND. S. PARMAN KAV. 28 – JAKARTA 11470 –
INDONESIA –T. +62 (21) 292 077 77 - H7536@ACCOR.COM –
PULLMAN JAKARTA CENTRAL PARK.COM – ACCOR
HOTELS.COM

Analysis

The form of commissive speech act in this advertisement is a phrase from 'All day dining. Valentine's day. Exclusive buffet menu and entertainment for all Valentines'. The force of the illocutionary speech act in this advertisement is found in the phrase. The force of the illocutionary speech act is found in the phrase 'Exclusive buffet menu and entertainment for all Valentines'. It can be attracted readers of the magazine to be affected by the phrase and go to the hotel to try the exclusive buffet menu and entertainment on valentine's day.

This advertisement found two functions of the commissive speech act, they are offering and promising. The function of offering is found in the phrase 'Exclusive buffet menu and entertainment for all Valentines'. This advertisement is offering a buffet menu and entertainment for valentine. Then the function of promising is found in the phrase 'All day dining. The phrase means promising readers of the magazine having a very good serving of dining in the valentine.

3.1 CONCLUSION

Based on the analysis we can conclude some of the identification of forms and analysis of functions of the commissive speech act in the English advertisement of the magazine NOW! Jakarta. The writer found forms of advertisement in terms of sentences and phrases. The interesting sentence and phrase make the reader believe and even persuade the reader to lease hotels, apartments, and residences offered. On the results of the identification of the forms of the advertisements, found more sentences than phrases. Utterances in the advertisements contain interesting offerings. Technically

writing an advertisement used various ways. To simplify the reader of a magazine in getting information about what is offered, every advertisement is usually equipped with an address or phone number to call. The analysis of the functions of the commissive speech act in this English advertisement in the magazine NOW! Jakarta has found some of the functions of the commissive speech act. Functions of the commissive speech act of offering are found in all advertisements in NOW! magazine Jakarta; besides that guaranteeing and persuading are almost found in all advertisements.

The writer only finds five functions of the commissive speech act. The functions not found in this project paper are adopting, agreeing, betting, opposing, supporting, swearing, and consenting. Only one advertisement in the magazine NOW! Jakarta is having one function of the commissive speech act which is offering. The function of the commissive speech act is offering found in all advertisements of the magazine NOW! Jakarta because the advertisements are not only offering the hotel but persuading, guaranteeing, and promising. By analyzing the functions of commissive speech acts in an advertisement for NOW! magazine Jakarta is expected to add knowledge to the field of commissive speech act. In conclusion, the sentence and phrase form of advertisement must contain the function of the commissive speech act is because very be related to attracting the reader to buy or lease the product or something that offered.

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