

## **SPEECH ACTS IN INDONESIAN AUTOMOTIVE ADVERTISEMENTS AND ITS FUNCTIONS IN PERSUADING THE CONSUMERS**

**Gracia Cyntia Febeyolanda<sup>1)</sup>, Yuli Widiana<sup>2)</sup>**

<sup>1)</sup>English language program, Faculty of communication science,  
Widya Mandala Surabaya Catholic University  
[graciacyntia45@gmail.com](mailto:graciacyntia45@gmail.com)

<sup>2)</sup>English language program, Faculty of communication science,  
Widya Mandala Surabaya Catholic University  
[yuli.widiana@ukwms.ac.id](mailto:yuli.widiana@ukwms.ac.id)

### ***Abstract***

*This qualitative descriptive research analyzes the speech acts in automotive advertisements aired on Indonesian television from 2021 to 2022 and explores their functions. The study focuses on the types of speech acts prevalent in automotive advertisements and their roles in persuading consumers and achieving sales goals. Data were collected from automotive advertisements on television programs in Indonesia and classified into assertive, directive, expressive, and commissive speech acts. The functions of these speech act in Indonesian automotive advertisements were identified as demonstrating products with a positive image, persuading consumers to make purchases, developing emotional and entertaining appeals, and building trust among potential consumers. By employing appropriate speech acts, advertisers can effectively convey the benefits and attractiveness of their products to consumers, potentially increasing sales and achieving marketing success. The research findings reveal that commissive speech acts were the most frequently used in motorcycle advertisements, aiming to motivate immediate purchases by promising benefits or additional advantages. On the contrary, assertive speech acts were the least utilized in automotive advertisements on television because this type of speech acts focuses more on conveying information or facts so it is less on persuading or influencing the behavior of the audience. This study sheds light on the dominance of commissive speech acts in Indonesian automotive advertisements and their significant role in influencing consumers by emphasizing the advantages and benefits of the promoted automotive products. Understanding and employing appropriate speech acts can greatly enhance marketing efforts in the automotive industry.*

**Keywords:** *Speech acts, advertisements, automotive, commissive, consumers*

### **1. INTRODUCTION**

The media serves as a channel for disseminating information and messages, playing a crucial role in learning and knowledge acquisition. Particularly, the media's impact on the learning process is significant, acting as an intermediary that helps clarify and convey information effectively. Among various media forms, audio-visual media was the initial tool employed in its development. Audio-visual media combines audio signals with moving images from different sources and is widely used for teaching purposes. Its effectiveness lies in the integration of visual and auditory elements, engaging multiple senses simultaneously.

Undoubtedly, the media holds immense influence over people's lives. In the realm of advertising, television advertisements are a prominent subset that encompasses various advertising impressions

across print media, radio, billboards, and more. Television advertisements offer several advantages over other media forms, including realistic impressions, increased responsiveness, repetition, targeted broadcast areas, streamlined public outreach, suitability for retail traders, and close relationship with other media outlets. Television serves as a creative space for product manufacturers to promote their offerings, capitalizing on its wide reach, selectivity, adaptability, creativity, and prestige.

Television advertisements are a means of communication between producers and consumers within the marketing context. A well-crafted television advertisement must possess a strong and unique appeal to captivate the entire society's attention. There are two types of television advertisements: those that gain audience recognition through their quality and those that attract attention by arousing interest. These advertisements are created by product owners and televised for various purposes, including product information and sales promotion. Thus, television advertisements should be tailored based on product segmentation to ensure targeted outreach and effective communication with the intended audience. An attractively packaged television advertisement can draw significant audience attention, particularly within the automotive industry where practicality, elegance, and high quality are sought after.

Within the realm of advertising, speech acts play a crucial role in marketing products. (Octavian, 2006) defines speech acts as a branch of linguistics that explores language users' behavior in interpersonal communication, encompassing statements, questions, and commands. This research is of utmost importance as speech acts are integral to product marketing and provide valuable insights into their usage within advertisements. Television advertisements are highly impactful due to their accessibility and ability to reach and engage consumers anytime, anywhere. The illocutionary and perlocutionary power of television advertisements is substantial. Therefore, this study specifically focuses on speech acts in television advertisements for automotive products and examines their functions.

The current research addresses the urgency of understanding and analyzing speech acts in television advertisements, which play a crucial role in persuading consumers through engaging conversations and actions. The captivating nature of television advertisements, along with their unique delivery styles and compelling visuals, holds immense marketing potential. By investigating the speech acts present in television advertisements for automotive products, frequently utilized by manufacturers, this study aims to shed light on the message conveyed by these advertisements and how speech acts contribute to capturing consumers' attention.

## **2. RESEARCH METHOD**

This research employs a qualitative descriptive approach to analyze the data. The data is analyzed descriptively in the form of words, phrases, and sentences. It is a qualitative study that focuses on verbal language, specifically the speech of speakers and speech partners in Indonesian automotive advertisements on television, which produce different types of speech acts in conversations. Qualitative research, as defined by (Moleong, 2004) generates descriptive data in the form of written or spoken words of individuals and observed behaviors. The qualitative approach is suitable for this research as the data analysis does not involve statistical data. Instead, the research data consists of elaborations in the form of sentences or advertising conversations conducted by speech partners in Indonesian automotive advertisements on television.

The research is centered on Indonesian automotive advertising, with a specific focus on the locution, illocution, and perlocution speech acts spoken in Indonesian automotive advertising conversations. The research involves watching videos of Indonesian automotive advertisements on television and analyzing the phenomena of speech acts in Indonesian Automotive Advertisements and their function in persuading consumers, as emphasized by (Belch, 1999).

The data for this research consist of speech from automotive television advertisements. The data were transcribed into written text for analysis. The sources of the research data are automotive television advertisements that aired on Indonesian television stations from 2021 to 2022 and were also available on platforms such as YouTube. Data selection criteria include the use of current language in the advertisements and the presence of variations in speech acts. The research data specifically includes words, phrases, and sentences related to the type of speech act and its function, which were selected for further analysis.

The data collection technique involves the process of gathering data from the identified data sources. The method employed is document analysis within the framework of qualitative research. The research comprises three stages: 1) Watching and downloading Indonesian automotive advertisement videos to collect data; 2) Collecting data from motorcycle advertisements specifically; 3) Classifying the data based on the types and functions of speech acts.

Data analysis techniques describe the procedures for analyzing the data and addressing the research questions. In this study, several steps were taken for data analysis. Firstly, speech acts were identified by watching Indonesian automotive commercials on television, reading the subtitles, and listening for words or sentences that contained specific speech acts. Secondly, the data were analyzed and categorized into various speech act categories. Finally, the findings were compared to Yule's theory, which explains the function of speech acts in events used in automotive television advertisements (1996). The data were validated through this classification based on Yule's theory and were deduced to answer the research question.

In summary, this research employs a qualitative descriptive approach to analyze data from Indonesian automotive advertisements. The data collection involves watching videos, transcribing the speech, and selecting relevant segments. The data are then analyzed using qualitative methods, including categorization and comparison with existing theories.

### 3. RESULT AND DISCUSSION

The discussion of speech acts in Indonesian automotive television advertisements is divided into three sections: (1) the types of speech acts, (2) the functions of speech acts, and (3) a discussion of the results and a comparison with earlier studies. The data used for the analysis comes from all the television advertisements for motorcycles that were broadcast in Indonesia between 2021 and 2022.

**Table 1.** Types of Speech Acts

No.	Type of Speech Acts	Number of Each Type	Percentage of Each Type
1.	Assertives	18	16,6%
2.	Directives	31	28,7%
3.	Expressives	20	18,5%

4. Commisives	39	36,1%
<b>Total</b>	<b>108</b>	<b>100%</b>

In the section discussing the types of speech acts, four types are identified: assertives, directives, expressives, and commissives. Table 4.1 shows the number of occurrences of each type. Out of the 108 data points, commissive speech acts are the most dominant type, accounting for 39 occurrences (36.1%). Directive speech acts come next with 31 occurrences (28.7%), followed by expressive speech acts with 20 occurrences (18.5%), and assertive speech acts with the least occurrences, only 18 (16.6%).

### 3.1.1 Assertive Speech Act

An assertive speech act is a speech act intended to reveal a fact or information that the speaker considers true or to be true. According to Kreidler (1998), an assertive speech act is a speech act that provides information about the state of the world or expresses the speaker's beliefs or views on a matter. An example of an assertive speech act in an automotive advertisement is as follows.

(The Honda Vario 160 advertisement highlights the scooter's sleek and stylish design, as well as its powerful engine and advanced features. The advertisement starts with images of the Vario 160 riding through city streets, emphasizing its agility and smooth ride. The narrator emphasizes the scooter's low emissions and fuel efficiency, making it an excellent choice for the environmentally conscious rider)

Example: *“It’s time to experience the **sensation** of driving a large automatic scooter with a **stronger personality and more powerful performance** “.*

The tagline *“It's time to experience the sensation of driving a large automatic scooter with a stronger personality and more powerful performance”* uses the terms *“sensation”*, *“stronger personality”*, and *“powerful performance”* indicates that the speaker is expressing views or beliefs about the quality and features of the Honda Vario 160 that are better than the previous product.

### 3.1.2 Directive Speech Act

A directive speech act is a speech act that aims to direct or influence the actions of the listener or interlocutor. According to Kreidler (1998), a directive speech act is a speech act that asks for, instructs, or directs others to do something. An example of an directives speech act in an automotive advertisement is as follows.

(The advertisement highlights the versatility and reliability of the Yamaha GEAR for exploring the diverse and picturesque landscapes of Indonesia. It suggests that riders can embark on exciting journeys and discover the hidden gems of the country with the Yamaha GEAR as their trusted companion. The advertisement may further describe the features and capabilities of the Yamaha GEAR that make it suitable for exploring various terrains and destinations. It could mention the robust engine, responsive handling, comfortable suspension, and durable build of the motorcycle, all contributing to a smooth and enjoyable riding experience across different road conditions)

Example: *“Use our motorcycles to **explore** the beautiful places in Indonesia.”*

The tagline “*Use our motorcycles to **explore** the beautiful places in Indonesia*” is considered as an invitation or command directed towards prospective consumers. The directive speech act aims to influence or instruct others to do something. In the tagline, there is a clear command to use the motorcycles offered by the company in the advertisement because it contains an invitation or command to use the motorcycles as a means to explore the beautiful places in Indonesia.

### **3.1.3 Expressive Speech Act**

Expressive speech acts convey the speaker's emotions and attitudes toward the situation. They can be expressions of joy, sorrow, dislike, or other psychological states such as likes and dislikes. Through this speech act, the world (existing feelings) and the words become one. An example of an expressive speech act in an automotive advertisement is as follows.

(The latest products with a unique appearance for the modern age that wants to stand out are depicted in the dialogue of the new Honda Genio advertisement. The new Honda Genio, which has benefits over other motorcycles, can be seen in the advertisement's first glance. A classification of excellent features is communicated by the speakers. Speakers encouraged the audience to select this item based on their criteria, and in the final section, the speaker expressed appreciation for selecting this item as a fun motorcycle)

Example: “***Thank you for your interest in the Honda New Genio. Its new stripes and color options complement all of our looks.***”

In the tagline “*Thank you for your interest in the Honda New Genio. Its new stripes and color options complement all of our looks.*”, expressive speech acts are found in the use of the phrases “*Thank you for your interest*” and “*Its new stripes and color options complement all of our looks*”, where the speaker expresses gratitude and joy for the interest shown by the interlocutor and expresses appreciation for the new appearance of the Honda New Genio.

### **3.1.4 Commissive Speech Act**

Commissive is those kinds of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends. Commissives are classified into promises, threats, refusals, and pledges. In using a commissive, the speaker undertakes to make the world fit the words (via the speaker).

(Honda's ad features a more powerful and luxurious motorcycle alongside other top scooter products. The narrator describes a product to the audience against the background of different types of motorcycles that offer price reductions at dealerships in their respective cities. The speaker invited the audience to experience for themselves the comfort of a Honda motorcycle, as well as to get a discount on the motorcycle.)

Example: “***We provide an easy motorcycle purchasing process with various payment options.***”

The tagline “***We provide an easy motorcycle purchasing process with various payment options***” makes a promise to make the process of buying a motorcycle simple and flexible. This phrase may be used in a television commercial as part of an offer or promise to the public to buy a motorcycle from the business or seller.

The speaker in the sentence is “**We**”, which refers to the company or motorcycle seller offering ease in the purchasing process with various payment options. The addressee, or target audience, in the context of television advertising, is the viewer or potential buyer targeted by the advertisement.

### **3.2 Function of Speech Act**

The various contexts of speech acts serve as the background for utterances that have been classified into various types of speech acts and analyzed according to Kreidler's theory (1998). In this sub-chapter, the data of each type of speech act is analyzed based on its function in relation to the characteristics and other aspects of the advertisement.

#### **3.2.1 Demonstrating a Product with a Positive Image**

In today's digital era, business competition is becoming more intense, making it difficult to capture the attention of consumers. As a result, this topic discusses how to persuade potential consumers through television motorcycle advertisements. The use of speech acts in motorcycle advertising is critical in demonstrating a product with a positive image to attract customers to purchase the products offered. In this part, the various types of speech acts and effective advertising techniques are discussed since they could be applied in motorcycle advertising to increase sales, as well as provide examples of effective motorcycle advertising and speech acts.

(The Honda PCX was featured in the advertisement. This advertisement depicts the model with the most advanced technology, as well as the entire product, from the engine to the vehicle's speed. The development of the motorcycle that results from such advertisements corresponds to what is indicated.)

Example: “*The pursuit of ambition. Beyond what was anticipated. Crossing the threshold to the top.*”

The tagline “*The pursuit of ambition. Beyond what was anticipated. Crossing the threshold to the top.*” serves as a slogan or advertising message to portray the product or brand as something ambitious, exceeding expectations, and capable of bringing someone to the pinnacle of success. In advertising theory, slogans like this are called taglines, which are short sentences that have an emotional appeal and can influence consumers' perceptions of the product or brand.

#### **3.2.2 Persuading Consumers to Purchase a Product**

It is important to know that speech acts are frequently used in advertising to sway consumer behavior. In the context of television advertising, directive speech acts are used to give instructions or commands to viewers to perform certain actions, such as buying a product or visiting a company website. Therefore, it is important to study the communication strategies and techniques used in television advertising to influence viewers' behavior and maximize the effectiveness of advertising messages. Here is an example:

(Honda Scoopy commercial highlights a one-day promotional offer for the stylish and functional Scoopy motorcycle. The advertisement also emphasizes the Scoopy's practical features, such as ample under-seat storage and fuel efficiency. The narrator emphasizes the motorcycle's convenience and efficiency, making it an excellent choice for the daily commute or running errands. The one-day promotional offer for the Scoopy is highlighted throughout the ad, urging viewers not to miss out on this exciting opportunity. The advertisement concludes with a call to

action, encouraging viewers to visit their local Honda dealer and take advantage of the limited-time offer.)

Example: *“Don't miss out on the exciting promo for the Honda Scoopy motorcycle, only for today!”*

The tagline *“Don't miss out on the exciting promo for the Honda Scoopy motorcycle, only for today!”* serves as a television advertisement that catches the attention of potential customers to buy the Honda Scoopy product by offering a promotion that only applies on that day. The main purpose of television advertising is to influence the behavior of potential customers by changing their perceptions, attitudes, and habits towards a particular product or brand. In this case, the advertisement applied a directive speech act, where the sentence is used to give commands or instructions to potential customers not to miss the promo opportunity and buy the Honda Scoopy product. The directive speech act is often used in television advertising to influence the behavior of potential customers persuasively.

### **3.2.3 Developing Emotional and Entertaining Appeals**

Expressive speech acts fall under the category of language use that reflects the feelings, attitudes, or emotions of the speaker towards an item or circumstance before looking at examples of such speech acts in television advertising. Expressive speech acts can be utilized in television commercials to convey delight, satisfaction, disappointment, or discontent with a good or service being sold. There are examples of expressive speech acts in television advertisements as follows:

(The Yamaha Fino advertisement expresses gratitude to customers who have chosen this motorcycle, emphasizing the Yamaha community's trust and loyalty. The narrator emphasizes Fino's smooth ride and fuel efficiency, which makes it an excellent choice for daily commuting. Throughout the advertisement, the narrator expresses gratitude to the customers for their support in selecting the Fino motorcycle, emphasizing Yamaha's strong bond with its customers. The advertisement concludes with a call to action, encouraging viewers to join the Yamaha community and experience the Fino motorcycle's unique features.)

Example: *“I am very **grateful** for your **support** to choose this motorcycle.”*

The sentence *“I am very grateful for your support to choose this motorcycle”* functions as a television advertisement aimed at expressing gratitude to potential customers for their support in choosing the motorcycle product being offered. The use of expressive sentences in advertisements aims to build emotional relationships between the brand or product and potential customers.

In this case, the expressive speech act can be applied to advertisements, where it is used to express gratitude towards potential customers. Expressive speech acts are used in television advertisements to show the brand or product's concern and gratitude towards potential customers.

### **3.2.4 Convincing Potential Consumer to Build a Trust**

The function of Convincing Potential Consumers to Build a Trust in relation to the commissive speech act in television motorbike commercials is to persuade prospective consumers to trust the advertised motorbike product. In this context, the commissive speech act is used to convey promises, commitments, or statements that assure the consumers that the product can be trusted and will deliver the promised benefits.

(The advertisement of Honda Supra GTR highlights the Supra GTR's dynamic design and powerful performance, making it an appealing choice for the adventurous and style-conscious rider. The narrator emphasizes the Supra GTR's agility and speed, describing it as an excellent choice for thrill seekers.)

Example: *"It's time to **upgrade** by buying our better and more comfortable motorcycles."*

The tagline *"It's time to **upgrade** by buying our better and more comfortable motorcycles."* is an invitation to the reader to upgrade their motorbike riding experience by buying one from the firm or seller that is better and more comfortable. The tagline contains an essential component of a request to buy a good being supplied by a business or vendor as a commissive speech act. The advertisement can be interpreted as a promise to convince the customers to purchase a better and more comfortable motorcycle. Overall, the text provides an analysis of speech acts in Indonesian automotive television advertisements, categorizing them into different types and discussing their functions and examples.

On television motorcycle advertisements, we can find various speech acts that are used to promote products and influence consumer behavior. Several types of speech acts are commonly used in motorcycle advertisements, including assertive, directive, expressive, and commissive speech acts. The examples of speech acts that are used in motorcycle advertisements on television are provided in this part.

The most frequently used speech acts in motorcycle advertisements in Indonesia are commissive speech acts. Commissive speech acts in motorcycle advertisements are usually used to motivate prospective buyers to immediately purchase the product. One example of a commissive speech act that is often used is a promise of benefits or additional advantages if the consumer purchases the products. For example, *Get a free helmet if you buy this motorcycle now.*

The reason for using commissive speech acts is to encourage prospective buyers to immediately purchase the product. In television motorcycle advertisements, the use of commissive speech acts is very important because a motorcycle is a daily necessity and there are many competitors in the market. Therefore, by using commissive speech acts, companies can influence prospective buyers to choose their product over products offered by competitors. Additionally, by offering promises of benefits or additional advantages, companies can attract the attention of prospective buyers and make them feel more advantaged if they purchase the product.

The assertive speech act is one of the least commonly used speech acts in motorcycle advertisements on television in Indonesia. Assertive speech acts are more focused on conveying information or facts so it is less on persuading or influencing the behavior of the audience. In the context of motorcycle advertisements, assertive speech acts may be used to provide factual information about the product, such as features, specifications, and performance. However, these types of information can also be conveyed through visual elements in the advertisements, such as product shots and graphics.

Furthermore, assertive speech acts may not be as effective in persuading or influencing the behavior of the audience as other types of speech acts like commissive or directive speech acts. Assertive speech acts do not appeal to the emotions or desires of the audience, which are important factors in motivating them to take action, such as making purchases. Assertive speech acts may have a role in conveying factual information about the product in motorcycle advertisements but



they are not as commonly used as other speech acts that are more effective in persuading or influencing the behavior of the audience.

Previous studies on speech acts have concentrated on the type of speech acts, such as those performed in public. Nurrudin (2018) found that speech acts in Indomie food advertisements consist of assertive, directive, commissive, and expressive speech acts. The most commonly used speech acts in Indomie food advertisements are assertive. Although expressive speech acts were discovered, they were rarely used in advertisements. The findings of this study show that assertive speech acts were used to provide information about the product or brand, and expressive speech acts were used to express positive feelings and emotions toward the product. In Indonesian Automotive Advertisements, commissive speech acts are most frequently used. The purpose of using assertive speech acts in food advertisements is to provide clear information to consumers to build the trust on the quality of the food so that they can make decisions to purchase the products. However, in automotive advertisements, commissive speech acts are used to offer special deals, incentives, or promotions to consumers with the goal of encouraging them to purchase the motor products. Thus, these differences indicate that the choice of speech acts in advertisements depends on the specific context and objectives of the industry or product being promoted.

The other related research conducted by Faizhan (2020), analyzes the various speech acts in soft drink advertisements such as assertive, directive, commissive, and expressive speech. Assertive speech acts are the most frequently used in soft drink advertisements because consumers need to know the quality of beverages before they purchase and consume them. However, in automotive advertisements consumers prioritize the benefits of obtaining satisfactory outcomes. So, the most frequently speech act in automotive advertisements is the commissive speech act.

Research on speech acts in automotive advertisements focuses on the automotive sector. The result shows that the most typical speech acts employed in automotive industry is commissive. Due to the fact that each speech act has its distinctive qualities causes the differences of the dominant types used in different type of industry. The research on speech acts may contribute in gaining deeper understanding of the industry's most successful marketing tactics. This demonstrates that distinct industries use different preferences and communication methods in utilizing speech acts. In terms of communication: automotive advertising frequently focuses on the negotiation and persuasion phases of the sales process. Thus, in this setting, the use of persuasive speech acts that persuade and encourage people to purchase the automotive product becomes increasingly prevalent. Overall, the most prevalent speech act categories, and communication settings help us better understand how speech acts are used in automotive commercials. The studies on speech acts in advertisement show that the employment of relevant and persuasive speech acts in advertisements is essential to swaying consumers and achieving persuasive objectives, despite differences in speech act preferences.

#### **4. CONCLUSION**

In conclusion, the research findings indicate that commissive speech acts are the most commonly used in Indonesian television advertisements for motorcycles. These speech acts are employed to offer special deals, incentives, or promotions to consumers, aiming to encourage them to purchase the motorcycle product. The use of commissive speech acts in motorcycle advertisements reflects a persuasive strategy to achieve sales goals and influence consumer behavior. This study highlights the role of commissive speech acts in influencing consumer behavior in television advertisements

for motorcycles and emphasizes the importance of leveraging persuasive techniques to create the impetus for immediate purchasing action.

Based on these findings, marketers and advertisers can utilize the effectiveness of commissive speech acts to develop more impactful marketing strategies. By emphasizing the unique advantages and features of the motorcycles, offering discounts and promotional deals, and creating a desire to own the product, advertisers can persuade potential consumers to make a valuable and beneficial choice.

For further research in this field, it would be beneficial to explore the impact of different types of speech acts and their effectiveness in other advertising contexts. Additionally, investigating the influence of demographic factors on consumer response to commissive speech acts in motorcycle advertisements could provide valuable insights for targeted marketing campaigns. Furthermore, conducting longitudinal studies to analyze the long-term effects of commissive speech acts on brand loyalty and repeat purchases would contribute to a deeper understanding of consumer behavior in response to persuasive advertising strategies.

## 5. REFERENCE

Anggraini, A. P., & Arsyad, A. S. (2018). *Persuasive speech acts in Indonesian automotive advertisements: A pragmatic analysis*. Jurnal Ilmu Budaya, 6(1), 69-80.

Arikunto, S. (2010). *Metode penelitian*. Jakarta: Rineka Cipta, 173.

Clark, H. H., & Carlson, T. B. (1982). *Speech acts and hearers' beliefs*. In *Speech act theory and pragmatics* (pp. 47-66). Springer.

Cook, G. (2001). *The discourse of advertising*. Psychology Press.

Fitriliana, L., & Rachmadtullah, R. (2021). *Speech acts analysis in Indonesian automotive advertisements*. Journal of English Language and Pedagogy, 5(1), 1-12.

Gunarwan, A. (2007). *Pragmatik: Teori dan kajian nusantara*. Penerbit Universitas Atma Jaya.

Indrawati, L., & Safitri, A. D. (2021). *The use of speech acts in Indonesian automotive commercials: A pragmatic analysis*. Journal of Applied Linguistics and Language Research, 8(2), 41-55.

Jefkins, F. (2009). *Advertising* (7th ed.). Pearson Education Limited.

Leech, G. N. (1983). *Principles of pragmatics*. Longman.

Mey, J. L. (2001). *Pragmatics: An Introduction*. Blackwell Publishing.

Moleong (2004). *Metodelogi penelitian*. Bandung: Penerbit Remaja Rosdakarya.

Myers, G. (2009). *Matters of opinion: Talking about public issues*. Cambridge University Press.

Nadar, F. X. (2006). *Penolakan dalam Bahasa Inggris dan Bahasa Indonesia: Kajian pragmatik tentang realisasi strategi kesopanan berbahasa* (Doctoral dissertation, Universitas Gadjah Mada).

Nurhayati, S., & Usman, U. (2020). *Speech acts and persuasive strategies in Indonesian automotive print advertisements*. Journal of Language and Literature, 20(2), 96-111.

- Prihantoro, E. (2017). The use of speech acts in Indonesian automotive advertisements. *Lingua Cultura*, 11(3), 191-197.
- Rahardi, R. K. (2005). *Pragmatik: kesantunan imperatif bahasa Indonesia*. Erlangga.
- Riyanti, E., & Wahyudi, R. (2022). *Persuasive speech acts in Indonesian automotive commercials: A pragmatic analysis*. *Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 3(1), 1-10.
- Safira, L. A., Adisti, S. E., & Cahyono, S. P. (2022, April). ILLOCUTIONARY SPEECH ACT ANALYSIS OF THE CHARACTERS IN PURL SHORT-FILM. In *Linguistics, Literature, Culture and Arts International Seminar 2022* (pp. 29-38).
- Searle, J. R. (1969). *Speech Acts: An Essay in the Philosophy of Language*. Cambridge University Press.
- Sihombing, B. (2015). *Persuasive strategies in Indonesian automotive advertisements*. *Journal of Language and Communication*, 2(1), 65-82.
- Sikana, A. M., & Fadillah, R. L. (2020). Tindak tutur ilokusi pada iklan Fair and Lovely di televisi. *Imajeri: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 3(1), 93-104.
- Syaefudin, M., Wahid, U., Suryawati, I., & Napitupulu, D. (2020). *Building Television Brand Image through Public Relations Regarding Technology Innovation*.
- Vandenberghe, W. (2011). *Advertising discourse: Linguistic approaches and multimodal perspectives*. John Benjamins Publishing.
- Vanderveken, D. (1990). *Meaning and Speech Acts*. Cambridge University Press.
- Wardhana, M. R., & Yuliana, Y. (2022). The use of speech acts in Indonesian automotive advertisements: *A sociopragmatic analysis*. *Register Journal*, 15(1), 85-105.
- Wardhaugh, R. (2006). *An Introduction to Sociolinguistics*. Blackwell Publishing.
- Williamson, J. (1978). *Decoding advertisements: Ideology and meaning in advertising*. Marion Boyars Publishers.
- Yule, G. (1996). *Pragmatics*. Oxford University Press.