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SPEECH ACTS AND
IMPLICATURE IN THE
POLITICAL ADVERTISING OF
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1 ANALYSIS OF SPEECH ACTS AND IMPLICATURE IN THE POLITICAL ADVERTISING OF CANDIDATES LEGISLATIVE MEMBERS BOJONEGORO DISTRICT 2019

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16 ABSTRACT

This study aims to describe and explain: 1) the forms of conversational implicated in Political Advertising of Candidates for Legislative Members 2019 and 2) the purpose of the conversational implicate of Political Advertising for Candidates for Legislative Members in 2019. The data collection used in this research is the listening and note technique. Data analysis uses content analysis techniques while the data validation technique uses data source triangulation and theory triangulation. The results of the discussion show that there are four forms of speech acts that are implicated in the Political Advertising Discourse of Candidates for the 2019 Legislative Members in the form of representative, directive, expressive, and commissure. Found as many as seven goals of the implicated in the Political Advertising Candidates for 2019 Legislative Members, namely, expressing hope, making proposals, giving advice, inviting to do something, showing feelings, and promising, so that the legislative candidates can attract the sympathy of their voters.

Keywords: implicate, speech act, pragmatics, Political Advertising for Candidates for Legislative Members in 2019.

INTRODUCTION

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Pragmatics is a branch of language that studies discourse. Pragmatics is a branch of language that studies about meaning. Pragmatics can be practically defined as the study of the meaning of utterance in certain situations (Leech, 1993). Thus, it can be said that pragmatics is the study of meaning related to context. Related to pragmatics, implicature is something that cannot be separated from that knowledge. Yule (2006: 69) in his book Pragmatics says that implicature is an additional meaning of the information conveyed. That is, the implicature is more information that is conveyed than something that can be conveyed. According to Rohmadi & Wijana (2009: 222) the implicature is an expression or statement that implies something different from what was actually said.

According to Moeschler (2004) in an international journal entitled Conversational And Conventional Implicatures. There is a surprising fact that in less than ten years the concept of implicature becomes a core concept from a new pragmatic perspective on meaning. Sharing things indeed is very varied implications of someone's speech depends on the similarity of knowledge between the speaker and the speech partner. According to Grice in Rohmadi (2009: 38) that a speech can imply a proposition that is not part of the speech in question. The implied proposition is called "Implicature". In speaking, the speech participants can communicate fluently if among them there has been an understanding of the background knowledge about a matter that is being contested. Between the narrator and the speech partner there is a kind of unwritten conversation contract that what is being said can be understood.

Advertising as a text is an organized sign system that reflects certain attitudes, beliefs and values. Each message in an advertisement has two levels of

meaning, namely the meaning expressed explicitly on the surface and the meaning stated implicitly behind the display of the advertisement (Noviani in Kusrianti, 2004; 1). Political Advertising for 2019 Legislative Members with high allure and influence can lead the wider community to make decisions or actions that are in accordance with the wishes of the candidates for the legislative members, namely to elect them. Political campaign ad packaging is always made to make the image of the figure offered as the most appropriate choice.

Political Advertising Candidates for the 2019 Legislative Members are interesting to be examined and studied in depth with the speech act analysis and implicative approach as befits a lecture, candidates need the right advertising strategies and methods to market themselves. The use of language by the 2019 candidates is not only a matter of linguistics, but the expression of ideology to form public opinion by justifying the opinion of one party and blaming the other party (Jufri, 2005; 1). The discourse on political advertising can be seen as an attempt by the political elite to form a general opinion about its self-image.

In this study the problem taken is, describing and explaining the form and purpose of the implicature contained in Political Advertising of Candidates for Legislative Members 2019. Based on the two issues raised, this study aims to uncover, and explain the forms of implicature that occur in Political Advertising Candidates for the 2019 Legislative Member.

The nature of the implicature is that in speaking, the speech participants can communicate smoothly if there has been an understanding of the background knowledge about the matter being contested. Between the narrator and the speech partner there is a kind of unwritten conversation contract that what is being said can be understood.

Mulyana (2005: 11) by referring to Grice concluded that the speech implicature implies something different from what was actually spoken. Something different is the intention of the speaker who is not stated explicitly. In other words, implicatures are the intentions, desires, or hidden expressions of the heart.

Speech act theory was first put forward by Austin (1956), a professor at Harvard University (Rohmadi, 2004: 29). After Austin's theory, speech act theories emerged from other linguists. Speech acts are individual psychological symptoms and their survival is determined by the speaker's ability to deal with certain situations (Chaer, 1995: 65).

Speech acts according to Searle (in Leech, 1993: 164) are classified into five types, namely assertive, directive, expressive, commissive, and declarative. Assertiveness is an illocutionary act of speech whose speakers are bound to the truth of the proposition spoken. The forms of assertive speech acts are very diverse, namely stating, proposing, boasting, complaining, expressing opinions, and reporting. The directive speech acts aim to produce an effect in the form of actions taken by the speaker (opposite the speaker). This form of directive illocution, for example, orders, orders, requests, demands, and gives advice.

A speech act spoken by a speaker will have implicature. To understand the implicature in a speech act, we must know the context of the speech in it. According to Leech (1993: 20) context is interpreted as a background knowledge that is shared by the speaker and speaker and which helps the speaker interpret the meaning of the speech. The context of speech in pragmatics is all background and knowledge that is understood together by the speaker and the interlocutor (Rohmadi, 2004: 24). Understanding the context will make the reader or speech partner can understand the purpose behind the speech spoken by the speaker.

METHOD

This research is a descriptive study that aims to describe facts objectively with regard to language behavior in the Campaign advertising discourse. Data was collected from Billboards located along the road in the Bojonegoro Regency area, which was divided into 5 electoral districts. In this research, it is explained the form and function of the speech act implied in the Political Advertising Discourse of Candidates for Legislative Members 2019. The data analysis technique in this study

uses content analysis while the data validity technique in this study uses triangulation techniques of data sources and theory triangulation. Theory triangulation is used to find out the truth of data based on the perspective of different theories. Data validity through source triangulation is done by using several informants, namely informants from linguists.

RESULTS AND DISCUSSION

The results of the 2019 candidates' political advertising discourse research in the form of speech acts that contain implicature in a conversation between the presenter, one resource person and another resource person at the event. The following will present some sample data from billboards or posters found along the road in Bojonegoro. Then it will be analyzed with the approach described above.

Representative Speech Act and Its Functions.

Representative is a type of speech act that states what the speaker believes is right or wrong. Searle in Leech (1993: 164) refers to representatives as assertive. According to Searle, in this assertive illocution the speaker is bound to the truth of the proposition expressed. Examples of speech in the data are as follows.

*It has been proven that it is not a promise
Work for the People*

In the speech above contains speech acts that have implicatures to provide an explanation stating what the speaker believes is true "It has been proven not a promise" and "Work for the people". The sentence above has the implicature that what the speaker says represents from himself that is to have proof is not just a promise. This makes the speaker imaged himself with a representative speech act that the speaker really has been proven to work for the people.

The purpose of the conversation implicator conducted by the resource person is the use of the representative speech act function between the speaker and the speaker in the conversation, while the representative speech act also has a function for the people passing by who read the billboard. Representative speech acts in the program's conversation function to provide an explanation and convince the public that the speaker is representative of working for the people.

Directive Speech Act and its Functions

A directive is a type of speech act that a speaker uses to make someone else do something'. According to Searle (in Leech, 1993: 164), this directive illocution aims to produce an effect in the form of actions taken by these speakers. The types of directive speech acts are very diverse, including orders, requests, orders, giving advice. etc.

The following are directive speech acts in the form of requests and requests contained in the research data.

*Please pray and support it for a better change!
"Ojo lali pilih nomer 2" (don't forget to vote number 2)"*

The form of speech acts that have implicated in the form of a petition against another person or audience can be found in the sentence "**Please pray for your blessing and support for better change!**". The sentence in the example above has implications for a request from the public or the public to choose themselves with the words of prayer and support. This is intended for voters or people who pass through the area. This strategy can be used in elections because it is to attract voters' sympathy.

While other candidates use the request sentence with an exclamation sentence which is the sentence "**Ojo lali pilih nomer 2 (don't forget to vote number 2)**".

The sentence has implicated requests to the audience to choose themselves with the Javanese language approach. The chosen one is not the word come on but don't forget. This implies that the speaker believes that he can influence and only reminds.

Expressive Speech Actions and its Functions

"Expressive is a type of speech act that states something the speaker feels." According to Searle in Leech (1993: 164), the purpose of this expressive illocution is to express or express the psychological attitude of the speaker towards the state implicit in the illocution. Expressive speech acts vary greatly, according to what is felt by the speaker. There are expressive speech acts that express pleasure, sadness, difficulties, disappointment, praise, condolences, and so on.

The first form of expressive speech acts is expressive speech acts expressing dislike, and disappointment, as shown in the following data excerpt.

Ora lali, Ora Ngapusi, Ora Korupsi. (not forgetting, not lying, and not corruption)

These data excerpts have expressive acts of dislike, expressing disappointment, and displeasure with the behavior of someone who has been chosen such as "lali or forget" Ngapusi or lie "and of course" Corruption ". The use of the diction has implicatures that show the speaker dislikes these behaviors which most people or the public dislike. So by using the diction the speaker has the goal to attract sympathy to the voters. If you want to get sympathy from the community you have to be part of the community itself.

Commissive Speech Acts and the Purpose

Commissive is the type of speech act that the speaker uses to bind himself to the actions that he will do in the future. According to Searle in Leech (1993: 164) on this commissive illocution the speaker is (in a sense) bound to an action in the future. These commissive speech acts, for example, are promising, offering, and professing. So the commissive speech act is spoken by the speaker as a binder of his actions in the future.

There are two commissive speech acts found in this study, namely commissive speech acts that aim to offer and promise. Commissive speech acts in the form of offers and promises can be seen in the following data.

*Striving for a better change
Build more advanced Bojonegoro and Tuban
Towards perfection*

Commissive speech acts offered in the sentence above "Fighting for a better change". The sentence has implicatures that legislative candidates invite to fight together to make changes for the better in the future. This is a concern and strategies can be used to attract sympathy as an offer of better conditions going forward. There are also candidates who use the word "Towards Perfection" to be interesting because this candidate offers something that according to researchers can not be measured clearly. The word perfection is so broad that what is offered by the speaker contains a very broad implicature, namely perfection in reaching the desires of everyone.

The speech act has a promising function contained in the words "Building Tuban and Bojonegoro is better". This utterance has implicatures for promises because speakers use the word build. This means a verb which implies that the speaker is ready to work and promises his voters to be better.

CONCLUSION

Speech acts that contain implicatures are contained in the Speeches of Advertisements conducted by legislative candidates in the 2019 Legislative Elections. It is found that several utterances that contain implicatures are then classified into four types of speech acts, namely representative, directive, expressive, and commissive speech acts. There are seven functions as the objectives of the speech act, namely giving emphasis and confidence to the

community. Attract sympathy, express dislike for something as part of the community, and promise or give hope to the community.

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