Types of Speech Act in the *Galgil* T-Shirt Discourse: Pragmatic Study

Nur Rakhmi Noviana ✉, Haryadi Haryadi, Tommi Yuniawan

Pascasarjana, Universitas Negeri Semarang, Indonesia

Article Info

Abstract

The purpose of this research was to analyze the types of speech acts contained in the Galgil T-shirts discourse. The research used theoretical approach, specifically pragmatic and methodological approach which belong to descriptive qualitative. The data in this research were fragments of speech in the Galgil T-shirts discourse. The data were collected by listening technique then continued to simak bebas libat cakap technique and note taking techniques. The heuristic method was used to analyze data. The Data had been analyzed then being presented informally. The results of this research was speech acts in this discourse varies greatly. The types of speech acts contained in the Galgil T-shirt discourse were locutionary, illocutionary, perlocutionary, direct, indirect, literal, non- literal, and direct literal.

✉ Correspondence address:
  Pascasarjana Jl. Kelud Utara III, Semarang 50237
  E-mail: nurrakhminoviana@gmail.com

INTRODUCTION

Language is a communication tool used in everyday life (Wulandari, 2015). Language is the main key in communication. Without human language it will be difficult to understand and do with each other. In addition, language is also an important part in developing culture and science (Yuliarti, et al. 2015).

Language plays an important role in human communication and interaction in social life. Every human communication conveys information that can be thoughts, ideas, intentions, feelings and emotions directly (Cahyani & Rokhman, 2017). Language in life is very useful as a means of communication and interaction, the existence of language in life is very useful, almost in every aspect of language life is used as a basic means for expressing various opinions, ideas, suggestions and support. Activities that use language as a basic means for expressing opinions, ideas, suggestions, support for criticism or feelings expressed verbally or in writing are called speech activities or speech acts (Suyono, 1990).

Language is a sound system. That is, language is the sound of speech produced by speech devices containing meaning (Fawziyyah & Santoso, 2017). One form of language is speech. Speech is also called utterance, which is an action. This is supported by Austin (in Haryadi, 2003) who said that utterance or speech is an act of speech, in addition to saying something. Meanwhile Rustono (1999) concluded that the act of words was an act of uttering speech. So, the speech act is an utterance that has a function as a functional unit in communication.

Communication is the process of expressing one's feelings to others. In communicating with others, speech acts are the product of a sentence spoken under certain conditions and are the smallest unity of language communication that determines the meaning of the sentence. A speaker who wants to say something to the speech partner, then what he wants to say is the meaning or purpose of the sentence. How to convey meaning or intention, speakers must pour it in the form of speech acts (Safrihady & Mardikantoro, 2017). In the process of communicating or interacting, human's utter speech with one another. It has a function that allows humans to express something and influence the interlocutor. Sometimes the meanings and intentions spoken by humans have meaning directly or indirectly. A speech besides functions to say or inform something, can also be used to do something (Ruvianto, et al. 2017).

Broadly speaking, the means of communication are divided into two, namely verbal and nonverbal communication. Verbal communication is of two kinds, namely a means of communication in the form of spoken language and a means of communication in the form of written language, whereas nonverbal communication is usually shaped like sign language, facial expressions, passwords, symbols, colors, and voice intonation. Related to verbal communication, discourse is divided into two kinds, namely oral and written discourse (Sumarlam, 2003).

Research on speech acts in discourse has been conducted by Haekal, et al. (2019). The study was entitled Speech Behavior Expression on Truck in Sisemut Ungaran Terminal. The objectives in this research is to describe the from of speech acts and the effect of speech acts and the effect of speech acts on the tank truck in Terminal Sisemut Ungaran. Based on the results of the analysis, it is known that the discourse fragments on the truck at the terminal of ungaran sisemut consisted of the type of speech act konstatif, performative, locution, ilocution, perlocution, representative, directive, exsspressive, commissive, directly literal, directly not literally, not literally, not directly literal. Besides the effects of speech acts in discourse on the truck found positive effects include introspection, push, a relief, tolerance, sympathy, according. Negative effects in this study include offense, adult.

Discourse can be used as a medium for delivering messages. Messages can be disseminated through print and electronic media. Along with the times, the media for the

presentation of information has also developed, so that now information is not only conveyed through print media in the form of magazines or newspapers, but also delivered through other products such as t-shirts. T-shirts as a type of clothing and as a medium for delivering messages. T-shirts were chosen because they are believed to be sending messages with a wide, effective and free audience. *Galgil* T-shirts are t-shirts in which there are lively, naughty, eccentric texts, and often invite people to think more deeply about the intent they want to convey. Halliday and Hasan stating that a text should be dynamically interpreted. Text is a language performing a specific task in situational contexts (Yuniawan, et al. 2019).

Research on discourse on *Galgil* T-shirts from a pragmatic point of view is interesting to do because no one has discussed it specifically. In addition, from an utterance on the discourse on *Galgil* T-shirts, various meanings can be obtained according to the context of the utterance. According to Halliday and Hassan, unity in discourse is semantic. That is, unity that is not seen in terms of form, but in terms of meaning. Therefore, a discourse does not always have to be realized in the form of a complete set of sentences, but can also only be a phrase or word followed by context and situation (Yuniawan, 2007). This is because an utterance is not only used to convey information or ideas, but sometimes contains certain purposes that cannot be captured directly. The variety of intentions has become one of the main potentials of *Galgil* T-shirts to attract attention while toying with the opponents' responses. The meaning that is very much determined by the context of the speech situation is what is examined in pragmatics (Rahardi, 2005). Therefore, analysis from a pragmatic point of view is also needed to describe the relationship between the sign and its interpretation on the discourse on the *Galgil* T-shirt.

As a medium of communication, discourse on *Galgil* T-shirt is also used as a tool of criticism, satire and prohibition of social phenomena that occur in society. Despite their criticism or satire, discourse on *Galgil* T-shirts is acceptable in the community. Speeches on the discourse of the *Galgil* T-shirt that is packaged in an interesting language, tickling, but still communicative is a source of uniqueness for this discourse. Based on that background, research on discourse on this *Galgil* T-shirt was carried out. The purpose of this research was to analyze the types of speech acts contained in the Galgil T-shirts discourse.

METHODS

The approach used in this research is a theoretical and methodological approach. The theoretical approach used is the pragmatic approach, while the methodological approach used is a qualitative descriptive approach. The data in this research were fragments of speech in the *Galgil* T-shirt discourse. The data were collected by basic technique and advanced technique. Basic technique was listening technique and for advanced technique was *simak bebas libat cakap* technique and note taking technique. Data analysis in this research uses the heuristic method. The heuristic method is the type of problem-solving task faced by the speaker in interpreting a speech or utterance (Leech, 1993). Checking the validity of the data in this research uses triangulation of data sources and triangulation of methods. The data had been analyzed then being presented informally. Presentation of data informally can be done by using words.

RESULTS AND DISCUSSION

A pragmatic study is a study of language learning that influences factors in the selection of language forms and speech behavior. Therefore, in speech events will have the effects of language use. This can be news and action. According to Searle (1969) in the practice of language use in society, there are at least three types of behaviors that must be understood together. The three types of behavior in the actual language use of the community are locutionary acts, illocutionary acts, and perlocutionary acts.

Locutionary act is a proposition act that is in the category of saying something because this speech act is only related to meaning. Illocutionary act is an act of speech that serves to say or inform something and is used to do something. Perlocutionary act is a speech act whose expression is intended to influence the interlocutor. The perlocutionary act is called The Act of Affecting Someone (Wijana, 1996).

Based on the delivery method, speech acts are also divided into two namely direct speech acts and indirect speech acts. The use of conventional speech indicates the continuity of a direct speech act. Declarative utterances, interrogative utterances, and imperative utterances are conventionally spoken to state information, ask questions, and order speech partners to do something.

Conformity between the mode and its conventional function is what is a direct speech act. Conversely, if declarative speech is used to ask questions or order or speech with other modes that are used unconventionally, the speech is an indirect speech act. In connection with the continuity and continuity of speech, speech acts are also divided into literal speech acts (meaning the same meaning of the words that compose them) and not literal (meanings are not the same as the meanings of the words that compose it). If two types of speech acts, direct and indirect, are combined with two other types of speech acts, literal and non-literal, four kinds of intersection speech acts are obtained, namely (1) direct literal speech acts, (2) direct non-literal speech acts, (3) indirect literal speech acts, (4) indirect non-literal speech acts (Winarsih, 2011).

Based on pragmatic analysis that has been done, it can be obtained that the speech acts in this discourse vary greatly. The types of speech acts contained in the *Galgil* T-shirt discourse were locutionary, illocutionary, perlocutionary, direct, indirect, literal, non-literal, and direct literal. The following is a discussion about the types of speech acts contained in the *Galgil* T-shirt discourse.

Locutionary Act

Locutionary act are speech act that state something in the form of meaningful and understandable sentences. The locutionary act is only in the form of the act of stating something in the true sense without being accompanied by elements of value and effect on the speech partner. The following is stated about the utterance on the discourse on the *Galgil* T-shirt in which there are types of locutionary act.

Context: On the *Galgil* T-shirt is a picture of a monkey that covers his own face with his hands and there is a discourse with *NYONG ISINAN* and clearly can be read by anyone who sees it.

Figure 1. Nyong Isinan

In Figure (1) Nyong Isinan, when viewed in terms of locutionary it has a real meaning (I am shy), like the sentence components have. Thus, in terms of locutionary utterances say or inform a statement that he is a shy person (basic meaning). The utterances were created solely for information purposes only to contain utterances without specific intentions such as to influence, persuade or even provoke. The picture of a monkey covering his own face with his hands confirms the intention of the Galgil t-shirt maker who wants to state to the speech partner that he is shy. The discourse also includes NYONG ISINAN and clearly can be read by anyone who sees it.

Illocutionary Act

Illocutionary act are speech act that function to say or inform something and are used to do something. The following is stated about the utterances in the *Galgil* T-shirt

discourse in which there are types of illocutionary act.

Context: On the Galgil t-shirt is a picture of a packet of rice and there is an interesting discourse written on a proverb and clearly can be read by anyone who sees it.

Figure 2. Kalau ada sumur di hutan, bolehlah kita menumpang mandi. Kalau Anda kangen Ponggol Setan, bolehlah ke Tegal lagi

Figure (2) includes the type of illocutionary act. Explicitly the speech contains the purpose of recommending. The speech function is realized in directive illocutionary speech. The proverb was mocked by substituting Tegal's signature food. This is intended to disguise the form of direct persuasion and the form of suggesting a visit to Tegal and eating the food. The meaning of illocutionary can be identified by looking at the saying " Kalau Anda kangen Ponggol Setan, bolehlah ke Tegal lagi ", which requires the reader to visit Tegal again and eat Ponggol Setan.

Perlocutionary Act

Perlocutionary act is an act of growing influence (effect) on the speech partner. Speeches on the discourse on Galgil T-shirts which contain speech act of perlocutionary are in the following data.

Context: On the *Galgil* T-shirt is a picture of a teapot and there is a discourse with interesting writing and a play on a world brand product and can clearly be read by anyone who sees it.

Figure 3. Moci Is' Nikmat

Figure (3) contains of perlocutionary act. The influence created by the utterance on the Galgil t-shirt is found in its index information. This influence is promotive because it analogizes the advantages possessed by typical Tegal products with world brand products. The influence created by the play Moci Is' Nikmat, that is encourages the speech partner to arouse interest and wants to try something delicious like alternative drinks contained in its index information.

Direct Speech Act

Direct speech act namely conventional declarative, interrogative and imperative modes of speech are each said to state information, ask questions, and order speech partners to do something. The suitability of the conventional mode of speech and function is the direct speech act. The following are stated the types of direct speech act contained in the following data.

Context: On the Galgil T-shirt, there is the writing KIYE KAOS BADANAN Tukune Setaun Sepisan and clearly can be read by anyone who sees it.

Figure 4. KIYE KAOS BADANAN Tukune Setaun Sepisan

Figure (4) KIYE KAOS BADANAN Tukune Setaun Sepisan is a type of speech act that is direct speech, because there is a match between the conventional mode of speech and

its function. Speech (4) has a declarative mode direct speech type. Conventionally, declarative speech can be seen in the absence of question or punctuation marks. The speech is spoken with flat intonation and makes the speech partner notified by the speaker. The speaker informs that the shirt he is wearing is the Eid shirt which he buys once a year.

Indirect Speech Act

Indirect speech act occur if declarative speech is used to ask questions or order or other speech that is used unconventionally or indirectly. The following is stated the types of speech acts namely indirect speech act contained in the following data.

Context: On the *Galgil* t-shirt is a picture of a cigarette and there is a discourse with the words *UDUD ORA UDUD bakale MATI* and can clearly be read by anyone who sees it.

Figure 5. UDUD ORA UDUD bakale MATI

Figure (5) *UDUD ORA UDUD bakale MATI* is an indirect type of speech because the speech mode is not in accordance with the speech function. In the speech there is a type of speech act that is indirect speech because the speech has a declarative method but is intended to order someone to smoke. The marker that emphasizes that the *UDUD ORA UDUD bakale MATI* speech is a declarative indirect speech is that conventionally declarative speech can be seen with a flat intonation at the end of the speech and makes the speech partner do what the speaker wants. The picture of cigarettes in its index information confirms the intention of the *Galgil* T-shirt maker which indirectly instructs the reader to smoke and as a speaker he wants to

state to the speech partner that even if smoking or not is certain it will still die. This is consistent with the opinion of Ariyanti and Zulaeha (2017) in their research that speech does not occur immediately if imperative speech is expressed with declarative speech. In his speech, the speaker intends to give an order to his speech partner to do something but the speech is expressed in a declarative mode so that it does not appear to be commanding.

Literal Speech Act

Literal speech act is speech act that means the same as the meaning of the words that compose it. In the following research found utterances in which there are types of speech act namely literal speech act.

Context: On the *Galgil* T-shirt is a picture of an egg and there is a discourse with NDOG CEPLOX written and clearly can be read by anyone who sees it.

Figure 6. NDOG CEPLOX

In Figure (6) *NDOG CEPLOX* there is a type of speech act that is a literal speech act. The picture of the egg in its index information confirms the intention of the Galgil T-shirt maker as a speaker who wants to state to the speech partner that the word "*NDOG CEPLOX*" in this speech has the true meaning of a fried egg or sunny egg. Literally it can be seen that the speech means the same as the meaning of the words that make it up.

Non-Literal Speech Act

Non-literal speech acts are speech act whose meanings are not the same as the meanings of the words that compose them. The discussion of utterances in which there are types

of speech act namely non-literal speech act put forward as follows.

Context: On the *Galgil* t-shirt there is a picture of a duck and there is a discourse with the words *Bebek Nyilem Wong awake dewek ya dialem*! and clearly can be read by anyone who sees it.

Figure 7. Bebek Nyilem Wong awake dewek ya dialem

In Figure (7) *Bebek Nyilem Wong awake dewek ya dialem*! There are types of speech act that are non-literal speech act. The picture of duck and speech in its index information confirms the intention of the *Galgil* T-shirt maker who wants to state to the speech partner that the word "*Bebek Nyilem*" in this speech has the true meaning of someone who likes to praise himself. Speech is spoken by a speaker to someone who likes to praise himself, is an act of speech non-literal.

Direct Literal Speech Act

Direct literal speech act are speech act expressed by the same speech mode and meaning as the intended meaning. The following is an example of a direct literal speech act of the type of command.

Context: On the *Galgil* T-shirt is a picture of a bus and children holding paper and there is a discourse with Om Telolet Om and clearly can be read by anyone who sees it.

(8) "Om Telolet Om..."

Figure 8. Om Telolet Om

In Figure (8) there is a type of speech act Om Telolet Om namely direct literal speech act. The picture of the bus and children in its index information confirms the intention of the Galgil T-shirt maker who wants to convey to the speech partner that the word "Om Telolet Om ..." in this speech has the real meaning of telling the bus driver to sound his horn that sounds teloleett. Om Telolet Om speech is a direct literal speech act because it is intended to instruct the interlocutor to sound the bus horn that sounds teloleett.

CONCLUSION

The types of speech acts contained in the *Galgil* T-shirt discourse were locutionary, illocutionary, perlocutionary, direct, indirect, literal, non-literal, and direct literal. Thus it can be concluded that the speech acts in this discourse vary greatly.

REFERENCES

Ariyanti, L. D. dan Zulaeha, I. (2017). Tindak tutur Ekspresif Humanis dalam Interaksi Pembelajaran di SMA Negeri 1 Batang: Analisis Wacana Kelas. *SELOKA,* 6 (2) (2017) : 111-122.

Cahyani, D. N. dan Rokhman, F. (2017). Kesantunan Berbahasa Mahasiswa dalam Berinteraksi di Lingkungan Universitas Tidar: Kajian Sosiopragmatik. *SELOKA,* 6 (1) (2017): 44-52.

Fawziyyah, S. dan Santoso, B. W. J. (2017). Implikatur Percakapan pada Iklan Kosmetik di Televisi: Kajian Pragmatik. *SELOKA,* 6 (3) (2017).

Haekal, M., Mardikantoro, H. B., & Syaifudin, A. (2019). Speech Behavior Expression on Truck in Sisemut Ungaran Terminal. *Jurnal Sastra Indonesia,* 8 (1) (2019).

Haryadi. (2003). Jenis, Efek dan Fungsi Tuturan Perlokusi Mahasiswa Kuliah Kerja Nyata Unnes di Kabupaten Kendal. *Tesis*. Semarang: FBS Universitas Negeri Semarang.

Leech, Geoffrey. (1993). *Prinsip-prinsip Pragmatik (terjemahan, M.D.D. Oka).* Jakarta: Universitas Indonesia Press.

Rahardi, K. (2005). *Pragmatik Kesantunan Imperatif Bahasa Indonesia*. Jakarta: Erlangga.

Rustono. (1999). *Pokok-Pokok Pragmatik.* Semarang: IKIP Semarang Press.

Ruvianto, A. W., Rustono, & Sulistyaningrum, S. (2017). Tuturan Ilokusi pada Acara Mata Najwa di Metro Tv. *Jurnal Sastra Indonesia,* 6 (3) (2017).

Safrihady dan Mardikantoro, H. B. (2017). Jenis Dan Fungsi Pragmatis Tindak Tutur Masyarakat Melayu Dialek Sambas di Kota Singkawang. *SELOKA,* 6 (1) (2017).

Searle, J. R. (1969). *Speech Acts An Essay in The Philosophy of Language*. Oxford: Basil Blacwell.

Sumarlam. (2003). *Teori dan Praktek Analisis Wacana*. Surakarta: Pustaka Cakra.

Suyono. (1990). *Dasar-dasar Pragmatik dan Pengajarannya*. Malang: YEP.

Wulandari dan Baehaqie I. (2015). Tuturan Direktif dalam Wacana Motivasi Darwis Tere Liye di Media Sosial Facebook dan Kemungkinan Efek yang Ditimbulkannya. *Jurnal Sastra Indonesia,* 4 (1) (2015).

Wijana, I D. P. (1996). *Dasar-Dasar Pragmatik*. Yogyakarta: Andi Offset.

Winarsih, S. (2011). Kesantunan Tindak Tutur Lisan. *Lingua Scientia*, Volume 3, Nomor 1, Juni 2011.

Yuliarti, Rustono, & Nuryatin, A. (2015). Tindak Tutur Direktif dalam Wacana Novel Trilogi Karya Agustinus Wibowo. *SELOKA,* 4 (2) (2015).

Yuniawan, T. (2007). Fungsi Asosiasi Pornografi dalam Wacana Humor. *Jurnal Linguistika,* Vol. 14, No. 27, September 2007.

Yuniawan, T., Rokhman, F., Rustono, Mardikantoro, H. B., Zulaeha, I., Yuwono, U., Prayitno, H.J., & Rohmadi, M. (2019). The Function of Eco-Lexicons in Conservation News Texts Published in Mass Media. *International Journal of Innovation, Creativity and Change.* www.ijicc.net Volume 7, Issue 11, 2019.