

## Statement Of Directive For Health Care Medicines Advertisement Through Indonesian Broadcast (Pragmatic Study)

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### Abstract

The background of this research is the occurrence of the advertisements for health care drugs on Indonesian televisions which contain many types of directive speech acts which have the intention to influence the community, in this case the speech partner by inviting, ordering, suggesting, and so on including the functions of inviting, ordering, asking, suggesting, challenging. This aims of this study are: (first) to find and describe the category of directive speech verbs in advertisements for health-care drugs on Indonesian television, (second) to find and describe the function of directive speech in advertisements of health-care drugs on Indonesian television, (third) to find and describe the possible effects of directive speech for healthcare drug advertisements on Indonesian television. The method used in this research is a descriptive method with qualitative research approach. The data of this research are the fragments of speech in advertisements for health-care drugs through Indonesian television which are supposed to be directive speech act. The data source of this research is the speech on advertisements for health care drugs on Indonesian televisions. The results of this research are: First, three forms of directive speech verb categories used by speakers and speech partners are found - "to recommend", "to give orders", and "to advise". Second, three functions of directive speech fragments on health-care drug advertisements are found on Indonesian television - suggesting, ordering and inviting. Third, two possible effects of directive speech are found, positive effect – to make people think and to make people do something, and negative effect – the effect of making people be afraid and the effect of deceiving.

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## INTRODUCTION

Communication in human life cannot be separated from its existence (Ramdani, and friends 2021). Language is a communication tool used by human (Nurhasanah, and friends, 2021). Agrees with Nurhasanah, Amaliah (2015) saying that in everyday life language is the main tool in communication. Agreeing with Amaliah, Haryanti (2019) said that language is an important part used in communication. Every human communication conveys information to each other in the form of thoughts, ideas, intentions, feelings and emotions directly (Rohman and Cahyani, 2017). Like wise, the use of Indonesian is very dependent on the context that underlies a language (Karim and friends, 2020). Language as a means of communication has a main function, namely as a communication tool for delivering messages or meanings by one person to another. Language has an important function for humans, especially the communicative function. Besides that, humans use language as a vital means of communication in this life (Hidayat, 2015). Language as a means of communication is used by humans for sending and receiving messages that have a specific purpose. The communicative function of language as a means of communication according to a pragmatic perspective can be influenced by speech acts. Sulistyanningrum and Nugraha (2015) explained that speech acts are a central unit in pragmatics because without a speech act, pragmatic studies do not work well. Zulaeha (2017) say the speech act occurs in an event. Speech acts in communication can be applied by speakers in delivering something that has a specific purpose. This can be applied by speakers in delivering information, suggestions, and invitations. Mardikantoro (2017) said that a speaker who wants to convey something to the speech partner, then what he wants to convey is the meaning or purpose of the sentence. Speech is very important in the communication process because every speech has functions and meanings that affect a person's communication process. In addition, in terms of communication,

everyone wants to be understood and does not want to be disturbed by others. Talking about everyone wants to be understood by someone in communication activities, there are several types of utterances, Mrs. One of them is speech made by the speaker with the intention that the interlocutor performs the actions mentioned in his speech. There are several types of interpersonal relationship speech by keeping face and regulating interpersonal relationships in speech acts. Ishlah 2018 said that the five forms of speech, namely, assertive speech, directive, expressive, commissive, and declaration. The five categories are in the event of an advertisement conversation on television. These speech events prove that humans cannot be separated from language activities. Alvia (2014) said that directive speech acts are speech acts that require someone to do an action. Agree with Alvia, Mujiyanto et al (2021) said that directive speech acts are utterances or utterances that are uttered by the speaker to the speech partner with a specific purpose, this intention can be in the form of a request or request from the speaker to the speech partner to do what was said previously. Yuliarti et al (2015) say that utterances that are included in the type of directive speech acts are: forcing, inviting, asking, ordering, demanding, urging, pleading, suggesting, ordering, giving cues, and challenging. Therefore, directive speech is interesting to study because directive speech is speech that is closely attached to various speech events in society which functions to command and suggest someone an action after the speech spoken. Directive speech has various functions in speech events in society. Nuryatin (2015) said that there are six functions of directive speech, namely the function of inviting, ordering, asking, forbidding, pleading, asking, suggesting, as is the case with one of the conversations between the speaker and the speech partner in advertisements for health care drugs. Various examples of advertisements can be found in various print and electronic media. After observing the utterances in the form of utterances conveyed by speakers to speech partners in advertisements in electronic media,

the researchers found that the utterances in advertisements in electronic media had a specific purpose or purpose that had the effect of taking action from the listener as a speech partner so that the researcher have the idea to study these utterances by using directive speech theory which emphasizes the utterances that have the effect of taking action for the interlocutor. Meanwhile, in order to make the analysis narrower, more specifically research was conducted on advertisements for health care drugs. As is known in the many ways manufacturers offer drugs, the use of speech (directive, expressive, declarative, etc.) varies. This is interesting to study, to find out the possible effects of directive speech on advertisements for health care drugs through Indonesian television shows.

## **METHOD**

This study uses two approaches, namely a theoretical approach and a methodological approach. The pragmatic theoretical approach means that the researcher is the analyzer of speech fragments of advertisements for health care drugs on Indonesian television shows.

The second approach in this research is a methodological approach which is divided into two, namely a qualitative approach and a descriptive approach. The qualitative approach is in the form of the quality of variable forms in the form of fragments of speech so that the data generated is written or oral data about speech fragments of advertisements for health care medicines on Indonesian television broadcasts that are heard and observed. The descriptive approach in this study is used to provide an orderly, sequential, coherent picture, one by one in a certain group, so that it can find the speaker's intentions, both expressly and implicitly behind his speech. The data and data sources were obtained in the form of speech fragments on advertisements for health-care drugs through Indonesian television shows which were suspected to be directive speech acts. The data collection method used in this research is the listening method, the basic technique of

tapping with the advanced technique of recording, taking notes. The data analysis in this study used the basic technical equivalent method sort out the determinants by using an advanced technique of differential comparison technique (HBB technique) and using heuristic analysis. The data presentation technique in this research is a formal technique and an informal technique

## **RESULTS AND DISCUSSION**

The results and discussion of this study are divided into three parts according to the objectives, namely the form of directive speech for advertising health care drugs through Indonesian television shows, the function of directive speech for advertising health care drugs through Indonesian television shows, and the possible effects of directive speech on advertisements for drugs. health care medicines through Indonesian television shows.

### **Forms of Directive Rules**

The form of directive speech is the result of the form of the category of directive speech verbs found in the event of advertisements for health care drugs on Indonesian television which includes (1) the form of the category of directive speech verbs "to suggest", (2) the form of the category of directive speech verbs "to give orders", (3) the form of the directive speech verb category "to beg".

### **Category Form The Directive Speech Verb "to suggest"**

The form of the directive speech verb category "advises" is the form of the verb category which is marked by the presence of speakers who give advice to the speech partner where the suggestion has the intention of offering solutions and providing input to the speech partner where solutions and providing input to the speech partner are good things for the speech partner. the speech partner because it is in accordance with the conditions experienced by the speech partner. The form of the directive speech verb category "to suggest" is shown in the following data.

(1) Context:

Prof. Rhenald Kasali, Walking While Carrying Around Drug While Explaining His Principles, Then A Women Professor Come And Presented The Evidence Of The Specialty Of The Wind Repellent.

Prof (P1): "The results of the efficacy prove that drinking sugar free sugar every day increases the number of T-Cells. Can increase endurance.

Professor (P2): "To maintain health and increase endurance, I choose those who have evidence. If you catch a cold, smart people drink repulsion!"

In data (1) there is a directive speech fragment in the form of a category of advocating verb which is marked by the presence of a speaker who gives advice to the speech partner. This can be seen in the use of the word "select". Meaning The fragment of the speech is that the speaker offers a solution to the speech partner so that the body does not catch a cold by taking anti-wind medicine. This fragment of speech is a good thing for the interests of the interlocutor because the speech partner is having a cold, so the speaker advises the speech partner to take Tolak Angin medicine.

#### **Category Forms of Directive Speech Verbs "give orders"**

The form of the directive speech verb category "give orders" is a form of speech that is characterized by the presence of a speaker who gives orders to the speech partner to do something useful for the speech partner in accordance with the condition of the speech partner where the command given by the speaker to the speech partner is accompanied by reasons- reasons in accordance with the contents of the order. The form of the directive speech verb category "to give orders" is shown in the following data.

(2) Context:

A Mother Is Arranging Her Children To Go To School, Suddenly The Children Coughs Then The Mother Offers To Drink The Medicine That He Brings.

P1: "Are you still coughing, son?"

P2: "Yes".

P1: "Drink herbal komix with Lagundi leaves and red ginger". Vick Komix helps reduce cough with phlegm"

In data (two), there is a directive speech fragment in the form of a verb category giving an order which is marked by the presence of a speaker who gives an order to the speech partner to take herbal komix drugs. The speech fragment hopes that the speech partner will respond to the speech given by the speaker. This can be seen in the use of the word "drink" spoken by the speaker. The speech fragment also contains the speaker's reasons so that the speech partner is interested in buying the drug spoken by the speaker.

#### **The form of the Directive Speech Verb Category "beg"**

The form of the directive speech verb category "beg" is a form of directive speech in which the speaker asks the speech partner to do something, which is indicated by the presence of the speaker giving advice to the speech partner accompanied by the speaker's intent to ask the speech partner who is sick to consume something that is being said. partner is needed. The form of the directive speech verb category "beg" is shown in the following data.

(3) Context:

Two Office Employees Collect In The Work Room Suddenly One Of The Employees Complained About Stomach Illness Then Friends Shows Medicine To Drink.

P1: "Ouch, my mag, relapsed"

P2: "To treat ulcers, I use Polysilane, Polysilane reacts directly to relax stomach acid so that it quickly relieves stomach pain"

In data (three), there is a directive speech fragment in the form of a pleading verb category which is marked by the presence of a speaker who gives advice to the speech partner. This can be seen in the use of verbal phrases that contain the reasons the speaker asks the speech partner to take the Polysilane drug that is expressed by the speaker. The verbal phrase is like "Polysilane reacts directly to relax stomach acid". The purpose of this fragment of speech is

that the speaker asks the speech partner who is sick with stomach pain to take the drug Polysilane. This fragment of speech is a good thing for the benefit of the speech partner because the speech partner is sick with stomach, so the speaker asks the speech partner to take Polysilane medicine.

### **Directive Speech Function**

The function of directive speech in advertisements for health-care drugs on Indonesian television shows has the function of suggesting, commanding and inviting.

### **Directive Speech Suggest Function**

This is because in the advertisement for health-care drugs on Indonesian television, what the speaker says is something good for the interlocutor that is being needed by the interlocutor due to his unfavorable health condition. This can be seen by the use of the speaker's verb which has the nature of suggesting in his speech and it can be seen by the use of adverbs used by the speaker in his speech, namely the word "if" and the word "should".

The function of suggesting directive utterances is shown in the following data.

(4) Context:

The Two Women Friends Are Sitting Together One Of The Friends Women Complains Sneezing Then Friends Beside Her Explain One Of The efficacy of the Herbal Medicine she is taking.

Q1: "Healthy joints go, ok?"?

P2: "Amennn"

P1: "Your joints are active"

P2: "Amen"

P1: "Exercise regularly, if necessary drink Welmove."

Speech fragments (four), Regular exercise, if necessary drinking Welmove is a directive speech function of suggesting because what is said by the speaker is something good for the speech partner. This can be seen from the suggestion of the speaker's fragment which is marked by the word "if" followed by a phrase that indicates the condition of the body of the speech partner, followed by a solution that the

speaker says to the speech partner. So that it becomes a strong reason for the speech partner to take action, as suggested by the speaker.

(5) Context:

Parents And Children Getting Together In The Kitchen Dad Complaining Cough And Wife Asking And Offering To Drink The Medicine That Had Brought.

Q1: "Dad, still coughing"?

P2: "Yes"

P1: "It is better to take OB Herbal only"

Speech fragment (five), it is better to drink OB Herbal alone is a directive function of speech suggesting because what the speaker says is something good for the hearer. This can be seen from the suggestion from the speaker five which is marked by the word "better" followed by a phrase that indicates a solution to taking medicine for the speech partner. So that it becomes a strong reason for the speech partner to take action as suggested by the speaker.

Speech Directive Command Function.

This is because the speech act used by the speaker to order the hearer to do something. This can be seen by the presence of command words that mark the speech partner to take an action or take the drug ordered by the speaker. The markers of the command word are the word "quick" and the word "immediately". The function of the directive speech command is shown in the following data.

(6) Context:

The Husband And Wife Were In The Bedroom Suddenly The Husband, Even Though, His Back Has Been Patched Still Complaints Of Muscle Pain, Then, The Wife, Offered And Recommended Medicine That Was Taken To Drink.

P1 Oops, it's been affixed, the back still hurts.

Q2: "Muscle pain and aches? "Quickly drink Oskadon SP!" "Ready for more activity"

Speech fragment (six) Quick to drink Oskadon SP is a directive speech function of command because it is a speech act used by the speaker to command the speech partner to do something. The function of the speech is to tell

the speech partner to take Oskadon SP migraine medication to cure muscle pain and stiff speech partners. The markers that confirm that the speech is a contextual directive command function can be seen in the fast speech of drinking Oskadon SP! which means an order addressed to his partner. The utterance was uttered by a speaker who has knowledge of medicine to state an order for his interlocutor to carry out what has been mentioned in his speech, namely ordering the interlocutor to immediately consume Oskadon SP medicine.

(7) Context:

The Both Boy Friends Were Highing To The Top. Suddenly, The Friends Above Complained Of Heads, Then The Friends Below Delivered Head Medicine.

P1: "Ouch, headache". Complained a man while holding his head.

P2: "Hurry up and drink Bodrex Bro!" "This is okay... Bodrex quickly relieves headaches, can be taken before eating without falling asleep." "Bodrex has been proven in this Land, overcome the challenge, win your day!"

Speech fragment (seven) immediately drink Bodrex Bro is a directive speech function of command because it is a speech act used by the speaker to command the speech partner to do something. The function of the speech is to instruct the speech partner to take bodrex medicine to relieve the speech partner's headache. The marker that confirms that the speech is a directive speech function contextually appears in the speech immediately drink bodrex bro! which means an order addressed to his partner. The utterance is uttered by the speaker who has knowledge of medicine to state an order for the interlocutor to carry out what has been mentioned in his speech, namely ordering the interlocutor to quickly consume bodrex medicine.

#### **Inviting Function Directive Speech.**

This is because the speaker wants to persuade the interlocutor to do something as the speaker says. This is because the speaker wants the speech partner to be healthy again so that he persuades the speech partner to take medicine or

take action according to what the speech partner needs. This can be seen by the presence of phrases that mark the speaker's invitation to the speech partner to take the drug that was informed by the speaker. The function of inviting directive speech is shown in the following data.

(8) Context:

Parents And Children Getting Together In The Kitchen Dad Complaining Cough And Wife Asking And Offering To Drink The Medicine That Had Brought.

P1: "Cough continuously" (complaining of pain)

P2: "Oh cough, this is cough medicine, OB Herbal, herbal way, relieve cough"

The speech fragment (eight) "this is cough medicine, OB Herbal, herbal method, relieve cough" is a directive utterance of inviting function which persuades the speech partner to do something as said by the speaker. The marker that confirms that the utterance is an inviting directive utterance that is persuasive is the presence of the utterance "this is" cough medicine, OB Herbal, herbal method, relieve cough". This can be seen from the speaker's invitation (8) which is marked by the speaker's utterance followed by a phrase that shows the reasons for choosing OB Herbal cough medicine that the speaker says to the speech partner. So that it becomes a strong reason for the speech partner to follow the invitation uttered by the speaker.

(9) Context:

A Father Measures The Body Temperature Of His Children And Tells His Wife The Body Temperature Of The Children And Provides Medicine Solution.

P1: "Poor fever pain bases"

P2: "For fever that comes anytime there is Bodrexin Fever Syrup"

Speech fragment (nine) "For fever that comes whenever there is Bodrexin Syrup fever" is a directive speech function of inviting which is to persuade the speech partner to do something as the speaker says. The marker that confirms that the speech is an inviting directive utterance that is persuasive is the utterance "For fever that

comes anytime there is Bodrexin Syrup fever". This can be seen from the speaker's invitation (9) which is marked by the speaker's utterance followed by a phrase that shows a solution if the speech partner has a fever suddenly to choose the medicine that the speaker said to the speech partner. So that is a strong reason for the speech partner to follow the invitation uttered by the speaker.

Possible Effects of Directive Speech on the Events of Advertising for Health Care Medicines on Television Shows in Indonesia.

The possible effects of directive speech found in this study include two possible effects, namely, positive and negative effects. Positive effects include: make you think, do something negative effects include: cause fear, lead to being deceived.

Possible positive effects that arise in the directive speech on the event of advertisements for health care drugs on Indonesian television shows.

#### **The positive effect "makes me think"**

The following is an example of a description of the results of data analysis of the positive effect of "making you think"

(10) Context:

Three Friends Are Getting Together And Want To See One Of Their Friends In The Hospital And Give Something To The Friend.

(P1): "Make you look at Kaila?"

(P2): "Which dear one can be sick? Let's get well soon, drink Stimuno"

In the speech fragment (ten) the function directive utterance suggests "Let's get well soon, drink Stimuno". What is said by the speaker contextually is likely to have a positive effect on making the hearer think. In the speech, the speaker seems to suggest the speech partner to take stimuno medicine so that the speech partner's body system recovers, thus making the speech partner feel to immediately think about the directive utterance suggested by the speaker. The positive effect of making thinking referred to in the results of the data analysis here is that in the speech it appears that the speaker advises the speech partner to take stimuno medicine so that

the speech partner's body system recovers, thus making the speech partner feel to immediately think about the directive speech suggested by the speaker.

#### **Positive Effects of "doing something"**

The following is an example of a description of the results of data analysis of the positive effects of "doing something"

(11) Context:

A Mother Is Arranging Her Children To Go To School, Suddenly The Children Coughs Then The Mother Offers To Drink The Medicine That He Brings.

Q1: "Are You Still Coughing, Son?"

P2: "Yes"

P1: "Drink Herbal Komix With Lagundi Leaves And Red Ginger". Vick Komix Helps Reduce Cough With Phlegm"

In the speech fragment (eleven) the directive speech function directs "Drinking herbal comics". What is said by the speaker contextually may have a positive effect on making the speech partner do something. In the speech, it appears that the speaker directs the speech partner to take herbal medicine if the speech partner is sick with coughing up phlegm so that it makes the hearer feel to immediately do something according to the directive uttered by the speaker. In the speech, the speaker appears to give direction and give instructions to the speech partner to take a positive, useful action that is needed by the speech partner in accordance with the condition of the said partner.

Possible negative effects that arise in the directive speech in the event of advertisements for health care drugs on Indonesian television shows.

#### **Negative Effects "scaring"**

The following is an example of a description of the results of data analysis of the negative effect of "scaring"

(12) Context:

A Man Is Complaining About His Stomach A Woman Come Around Him Showing Him Something

P1: "Ouch, Watch Out! It's Hemorrhoids"  
P2: "That Hemorrhoid With Ambient  
Treat With Synergistic Herbal Oil"

In the speech fragment (twelve) the directive function of the command function Beware! What is said by the speaker contextually may have a negative effect on frightening the hearer of something that is said by the speaker. In the speech, it appears that the speaker threatens the speech partner about the dangers of hemorrhoids with ambient, thus making the speech partner feel threatened from the speaker's directive speech.

### The negative effect of "making cheated"

The following is an example of a description of the results of data analysis of the negative effect of "making cheated"

(13) Context:

Both Employees Meet In The Work Room Suddenly One Of The Employees Complained Stomach Pain Then Friends Showed Medicine To Drink.

P1: "Oops, My Ulcer Relapse"

P2: "To Treat Ulcers, I Use Polysilane, Polysilane Reacts Directly To Relax Stomach Acid So That It Quickly Relieves Stomach Pain".

In the speech fragment (thirteen) the directive utterance of the advising function "Polysilane reacts directly, relaxes gastric acid" which is spoken by the speaker contextually may have a negative effect on deceiving the hearer of something that is said by the speaker. In the speech, it appears that the speaker expresses the efficacy of the drug without providing evidence so that the interlocutor feels cheated from the speaker's directive utterance

### CONCLUSION

The results of data analysis on advertisements for health-care drugs on Indonesian television shows, it can be concluded "as follows".

1. The form of the category of directive speech verbs used by speakers and speech partners is the form of the category of directive

speech verbs "to advise", the form of the category of directive speech verbs "to give orders", the form of the category of directive speech verbs "to advise".

2. The function of directive speech fragments in the event of advertisements for health-care drugs on Indonesian television shows includes directive speech of suggesting function, command function, and inviting function.

3. Possible effects of directive speech in the event of advertisements for health-care drugs on Indonesian television shows include positive effects which include the effect of making people think and the effect of making them do something, and negative effects. which includes a frightening effect and a deceptive effect.

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