

ABSTRACT

Mohammad Irfan Maulana. *Persuasive Strategies of Illocutionary Acts in the Advertisements of Global Brands.* Undergraduate Thesis, English Department, Faculty of Adab and Humanities, State Islamic University Sunan Gunung Djati. Advisors: 1. Dr. H. Mahi Mamat Hikmat, M.Si.; 2. Deuis Sugaryamah, M. Pd.

Keywords: Speech act, illocutionary act, persuasive strategies, advertisements

This study analyzes persuasive strategies seen in global brand ads that are gathered from a variety of sources. The advertisement from McDonald's, Lifebuoy, Nescafe, Google, Pepsi, Clear, Nike, and Rexona are employed as research subjects. The data collected from global brand advertisements is expressed verbally. The method that was used in the research was qualitative descriptive. This technique generates descriptive data in the shape of spoken words from the advertisement's speaker. The brand's advertisements use persuasive strategies and illocutionary acts, which the researcher uses to analyzes 64 pieces of data. The first research issue is addressed in this study using Searle's (1979) theory, and the second question is addressed in this study using Beebe's (2018) method of analysis. According to the study's findings, there are 64 pieces of data that may be divided into 20 representational acts, 28 directive acts, 8 commissive acts, 8 expressive acts, and no declarative acts. Thirty-one emotional appeals are employed as part of the persuasive methods, whereas fourteen are used to increase credibility. Therefore, it can be inferred that the most frequently utilized types of persuasive strategies are Use Emotional Appeal with 31 data and Directive Act, which had 28 data. Because they are more successful at getting the audience to purchase the advertised product, illocutionary actions and persuasive techniques are frequently used.

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Studi ini menganalisis strategi persuasif yang terlihat dalam iklan merek global yang dikumpulkan dari berbagai sumber. Iklan dari McDonald's, Lifebuoy, Nescafe, Google, Pepsi, Clear, Nike, dan Rexona digunakan sebagai subjek penelitian. Data yang dikumpulkan dari iklan merek global diungkapkan secara verbal. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Teknik ini menghasilkan data deskriptif berupa kata-kata lisan dari pembicara iklan. Iklan merek tersebut menggunakan strategi persuasif dan tindakan ilokusi, yang peneliti gunakan untuk menganalisis 64 data. Masalah penelitian pertama dibahas dalam penelitian ini menggunakan teori Searle (1979), dan pertanyaan kedua dibahas dalam penelitian ini menggunakan metode analisis Beebe (2018). Berdasarkan temuan penelitian, terdapat 64 buah data yang dapat dibagi menjadi 20 tindakan representasional, 28 tindakan direktif, 8 tindakan komisif, 8 tindakan ekspresif, dan tidak ada tindakan deklaratif. Tiga puluh satu daya tarik emosional digunakan sebagai bagian dari metode persuasif, sedangkan empat belas digunakan untuk meningkatkan kredibilitas. Sehingga dapat disimpulkan bahwa jenis strategi persuasif yang paling sering digunakan adalah *Use Emotional Appeal* dengan 31 data dan *Directive Act* sebanyak 28 data. Karena mereka lebih berhasil membuat audiens membeli produk yang diiklankan, tindakan ilokusi dan teknik persuasif sering digunakan.