



Pattern of indirect directive speech acts on online advertisements

Pola tindak tutur direktif tidak langsung dalam iklan *online*

Bambang Prastio ^{a *}, Abdul Syukur Ibrahim ^{b }, Gatut Susanto ^{c },
Istiqomah Nurzafira ^d

^{a b c d} Universitas Negeri Malang, Indonesia

Submitted: May 11, 2020; Accepted: August 26, 2021; Published: August 28, 2021

KEYWORDS

pattern,
speech act,
directive,
advertisements,
e-commerce

ABSTRACT

The technological advancement and emergence of online advertisement become the underlying reason of the implementation of this current research. This paper discusses the pattern obtained in directive speech act delivered indirectly. Data of this qualitative research were utterances expressing directive speech act that had been transcribed by inclosing the conversation contexts. The data were collected from 30 online advertisements in online shopping application. The research results show there are various ways in delivering directive speech act indirectly such as (1) giving narration; (2) using opposite coordinative conjunction; (3) applying alternative questions; (4) using yes/no question; (5) wh-questions; and (6) utilizing rhetorical question. Based on the research findings, it can be concluded that online advertising product makers tend to use indirect directive speech act communication patterns. The use of indirect speech patterns is intended to persuade online advertisement readers to use the goods and or services offered. Therefore, the persuasive language of online advertising aims to instruct, command, suggest, and guide readers to order goods and or services offered by online advertising product makers. The findings of this research provide online advertisement readers ways to understand the indirect directive speech acts made by the online advertisement producers.

KATA KUNCI

pola,
tindak tutur,
direktif,
iklan,
e-commerce

ABSTRAK

Kemajuan teknologi dan munculnya iklan online menjadi penyebab penelitian ini dilakukan. Artikel ini bertujuan mendiskusikan mengenai pola-pola yang terdapat dalam tuturan direktif yang disampaikan secara tidak langsung. Dalam penelitian kualitatif ini datanya berupa tuturan yang mengandung tindak tutur direktif tidak langsung yang telah ditranskrip dengan menyertakan konteks percakapan. Sumber data penelitian ini adalah 30 iklan *online* dengan jenis aplikasi belanja online. Hasil penelitian menunjukkan terdapat berbagai cara dalam menyampaikan tindak tutur direktif yang disampaikan secara tidak langsung. Cara-cara tersebut yaitu (1) memberikan narasi; (2) memakai konjungsi kordinatif perlawanan; (3) menggunakan pertanyaan alternatif pilihan; (4) memakai pertanyaan dengan jawaban ya dan tidak; (5) bertanya dengan menggunakan dengan kata tanya; dan (6) menggunakan pertanyaan retorik. Berdasarkan temuan penelitian dapat disimpulkan bahwa pembuat produk iklan *online* berkecenderungan menggunakan pola komunikasi tindak tutur direktif tidak langsung. Pemakaian pola tidak tutur tidak langsung tersebut dimaksudkan untuk memberikan persuasi kepada pembaca iklan online untuk menggunakan produk barang dan atau jasa yang ditawarkan pembuat produk iklan *online*. Oleh karena itu, bahasa

* Corresponding author: bambangb409@gmail.com

persuasif dalam tindak tutur iklan online bertujuan untuk memerintah, menyarankan, dan mengarahkan pembaca supaya mereka memesan barang dan atau jasa yang ditawarkan oleh pembuat produk iklan *online*. Temuan dalam penelitian ini dapat membantu pembaca iklan online memahami tuturan direktif tidak langsung yang diproduksi oleh pembuat iklan *online*.

How to cite this article:

Prastio, B., Ibrahim, A. S., Susanto, G., & Nurzafira, I., (2021). Pola tindak tutur direktif tidak langsung dalam iklan online. *Bahasa dan Seni: Jurnal Bahasa, Sastra, Seni, dan Pengajarannya*, 49(2), 152–166.
<https://dx.doi.org/10.17977/um015v49i22021p152>

Introduction

In any kinds of speech events, speakers tend to use various strategies in natural and spontaneous ways. Hutchby (2019) maintains that the various ways taken by speakers in verbal interaction are often intended to achieve something they want. These various ways have apparently led to the construction of conversation patterns that can serve as markers or giving the characteristics of a conversation. According to Hamdani and Barnes (2018) and Rustinar et al. (2020), conversation patterns that function as markers are present in every speech community. This includes the use of indirect strategy patterns in directive speech acts in which the pattern serves as a tool in recognizing the underlying purpose of a given expressions. According to Prastio et al. (2020), knowing the conversational patterns can help speakers and interlocutors understand the implicit intention of the speech. Thus, understanding the conversation patterns in the delivery of indirect directive speech acts is critically important. In addition, it can help reduce misunderstandings in communication (Prastio et al., 2020).

Indirect speech is not only found in real-world conversations, but also in the world that reflects real life, for example in an advertisement. One of the places where language events and language phenomena occur is advertisements (Liu, 2012; Zhiganova 2016). Here, language holds an important role in advertising practices, especially on matters pertaining to products or services offered. The choice of the right language and the persuasive distribution of information will influence the decisions of potential customers in buying goods or using certain advertised services. In this respect, the rise of technological advancement have resulted various ways of doing advertising. Leung et al. (2018) argue that many new things have happened in the current digital era, in which the rapid development of online advertising becomes one of the key evidence. In this case, online advertising has an important economic role where its existence is world widely recognized in the current era (Pärssinen et al., 2018). Thus, the growing adverts will provide useful and interesting linguistic data to examine, which can be further explored from the academic perspective of speech acts. In line with these reasons, the present research aims to look at communication patterns created by ad producers. Specifically, this research is set out to describe verbal forms and patterns contained in directive speech acts that are conveyed indirectly.

Research in directive speech act in the world of advertising is not new. Kusumaningsih (2018), for example, investigates directive speech acts in beauty product advertisements on television. In addition, Haddad (2019) explores directive speech acts in advertisements on websites regarding property bids in Jordan. His research focuses on the realization of linguistics in bidding property with the findings showing that the use of superlatives, the use of English in advertising, elliptical

utterance, and gerund preceded by a preposition are the most widely used ones. Albab (2019) studies advertisement aired on Instagram. Meanwhile, Prastio et al. (2020) analyze speech patterns in e-commerce advertisements using conversational implicatures, yet they merely focus on question speech. Our present research is, however, different from these previous works in which we look at the verbal forms and signs used in e-commerce advertisements in order to bring a new perspective to speech act research.

By describing the indirect speech patterns embedded within the online ads, it is expected that the results can help viewers, readers, and potential customers gain more understanding about indirectness in advertisements. Furthermore, through this understanding, they can build better understanding toward indirect speech in broader and actual communication practices.

Speech Act

The directive speech act is a speech that requires the interlocutor to take certain actions. Austin (1962), Searle (1979), Cruse (2000), Vanderveken and Kubo (2001), and Yule (2006) maintain that directive speech acts are used by speakers when they are trying to get their interlocutors to do things as they wish. Speakers deliver directive speech acts with various types of verbal forms. Submitting speech acts can be in the form of declarative, interrogative, and imperative verbal (Leech, 1983; Geis, 2006; Bongelli et al., 2018). The directive speech acts are conveyed through various strategies with indirect speech acts being one of them. Here, various attempts can be made in understanding indirect speech, such as by paying attention to word order, intonation, punctuation, verbs, adverbs, and how speakers use language (Simon & Dejica-cartis, 2015b).

The notion of an indirect strategy is a way of delivering speech by not conveying its true meaning. According to Thomas (1995), indirect strategies are used by speakers because of the inability to express something explicitly. However, this indirect strategy can be useful to achieve certain communicative effects. In line with this opinion, Norrick (2015) states that the indirect strategy actually represents the will and desire expressed implicitly by the speaker. In delivering speech, speakers often use non-verbal language in the form of facial expressions or gestures. The purpose of this nonverbal language is to reinforce desires conveyed indirectly. In addition, the use of indirect strategies in communication can run smoothly if interlocutors or speakers understand knowledge outside the language (context and situation of the speech). Dillely (2002), Martin and McDonald (2003), and Yule (2006) continue to view that to understand speech delivered directly requires world knowledge, cognitive power, experience, and mastery of a strong context.

Persuasive Advertising Language and E-commerce Advertising

Advertising is a communication medium carefully designed by the producers for the potential customers. The ad producers will use creative language and attract the attention of potential consumers. The language of advertising has a strong power to attract the attention of potential consumers such as using slogans, emotive words, metaphors, and informal words. In addition, advertising also uses persuasive language in achieving their desires. Simon and Dejica-cartis (2015a), Labrador et al. (2014), and

Deghani et al. (2017) argue that in order to achieve the goals desired by advertisers, advertisements need to use persuasive or persuasive languages.

The function of persuasive advertising language is to ask and order potential customers to buy and use their goods or services. The era of the industrial revolution 4.0 led to online advertising with this type of ads being similar to the offline version. The significant difference is on the use of internet and online media by adopting more interactive languages. Labrador et al. (2014) view that the difference between online advertising and other types of advertising is seen from the media and contexts of use. Online advertising can be in the form of marketing content, goods, applications, institutions, and social media (Hudák et al., 2017). One type of online advertising is e-commerce advertising in which it becomes a marketing medium to introduce and promote an item or service. In practice, e-commerce utilizes internet networks with which an application is used as a marketing tool. According to Li and Ku (2017), e-commerce provides many features and convenience in use as well as satisfaction. This has resulted in more and more users moving from conventional to online shopping practices through e-commerce. Fan et al. (2018) argue that e-commerce can increase inter-city shopping, save time, and save costs. The growing popularity of e-commerce applications is also due to the wide participation of greater number of suppliers so that prospective buyers can have more options to shop.

Method

This current study used a qualitative approach where it described the collected data within the framework of indirect directive speech acts. The analytical tool chosen was conversation analysis with this tool being used as a theoretical basis for interpreting the patterns. The data collected was in the form of conversations in which the meaning is conveyed indirectly. Within the process of data transcription, the researchers also include the contexts of the conversation. The data source – collected in April 2020 – was 30 e-commerce business advertisements in the limited context of online shopping that were taken only from YouTube. The conversations elicited lasted in 30 seconds to 5 minutes. Prior to the data transcription, the researchers downloaded the ads videos from the ad channel. Table 1 below listed all the data source.

Table 1. Data sources

No	Advertisements	Total subscribers	Types of advertisement
1	Berniaga.com	60.000	Online shop
2	Traveloka	603.000	Online shop
3	Shopee	725.098	Online shop
4	Bli-bli.com	264.066	Online shop
5	Bukalapak	686.722	Online shop
6	Tokopedia	541.890	Online shop
7.	Pegi-peg	64.980	Online shop
8	Gojek	124.789	Online shop

The data collection procedure and analysis consists of five stages. *First*, the researchers watched advertisements carefully. *Second*, the advertisements that contained directive speech acts are then downloaded from the available channels. *Third*, the conversations contained in the advertisement are transcribed. *Fourth*, the researchers thoroughly identify specific expressions containing each types of directive

speech act from the transcribed data. Fifth, the researchers carefully codify the indirect expression from the data and interpret the findings.

Results and Discussion

This section presents the results of analysis and discuss them in light to the relevant theoretical framework. The speech patterns conveyed indirectly in directive speech acts is presented in Table 2 with the patterns showing declarative, imperative, and interrogative verbal forms. More specifically, there were 86 data of directive speech acts delivered indirectly in online advertisements found. The declarative verbal form was found in 35 expressions, consisting of two patterns: the coordinating conjunction pattern of contradiction (16 data), and the narrative pattern (19 data). The interrogative verbal form was found as many as 51 data consisting of three patterns: Alternative Question (AQ) (20 data), Yes/No Question (YQS) (15 data), Wh-Question (WHQ) (11 data), and Rhetorical Question (RQ) (5 data). These findings are then discussed based on the types of verbal form and the patterns of delivery with only representative data is conveyed. Speakers in the advertisements investigated are coded as Speaker 1 [S1], Speaker 2 [S2], Speaker 3 [S3], and so on.

Table 2. Patterns of Directive Speech

No	Verbal Form	Patterns	Total patterns
1.	Declarative	Narrative	19
		Conjunction: coordinative of contradictions	16
2.	Interrogative	Alternative Question (AQ)	20
		Yes/no Question (YQS)	15
		Wh-Question (WHQ)	11
		Rhetorical Question (RQ)	5
Total	2 verbal forms	6 Patterns	86 Data

Declarative

Data 1, 2, and 3, below are utterances that provide some information to the interlocutor when a communication event occurs. Speeches that convey information are called declarative speech (Konig & Siemund, 2007; Chaer, 2010; Septiana et al., 2017; Prastio, et al., 2019b). Declarative speech is used by speakers when responding to the speech of his or her interlocutor. This section describes the declarative speech of the coordinating conjunction pattern with “but” marker and the narrative pattern with “delivering excellence” marker. Further description is as follows.

Narrative Pattern

Narrative speech patterns are speech that provides an explanation of things such as data, examples, and facts along with the utterances produced. The delivery of a narrative speech is generally based on the speakers’ personal experience. Data 1 below indicates such pattern.

Data 1, Traveloka advertisement with the title “Many Ways to Go Home” at minute 01:03-01:30.

- Raka : Jo, gimana udah dapat tiket keretanya belum? [1]
 Tedjo : *Wes ntek* tiket. Enggak bisa pulang aku. [2]
 Raka : **Traveloka bisa pesan tiket kereta *passenger quick pick*.
*Enggak repot isi data penumpang, bayar pakai uangku, cepat,
 serta enggak ribet.*** [3]

Tedjo : Dapat tiket kereta aku, asyik. [4]

Translation

Raka : Jo, have you gotten the train ticket yet? [1].

Tedjo : All sold out. I can't go home. [2].

Raka : ***Through the application of Traveloka, you can order passenger pick train tickets. You do not need to bother to fill in passenger data, pay using my money, fast, and not complicated.*** [3]

Tedjo : Cool, now I have my train ticket. [4]

Line 1, Raka [S1] opens a conversation by asking for information on whether Tedjo [S2] has already had a ticket to go home. His question is related to the previous context on the difficulty of finding tickets before Eid celebration. *Line 2*, S2 responds to the question by providing information that he cannot go home because the tickets have been sold out. *Line 3*, S1 immediately provides some information and explanations as an attempt to solve the problem mentioned by S2. Speeches that provide long explanations are called narrative speech (Wright, 2005). In this context, the narrative speech is provided because the speaker has received a ticket some times ago by buying tickets from Traveloka.

Furthermore, S1 provides a narration to explain his experience in buying home coming tickets from the Traveloka application. Joyce (2002) states that narrating personal experiences is the basis of the concept of narration. Narrative expressions in line 3 indirectly has the purpose of suggesting and ordering S2 to try to find tickets in the application. Here, we see that the narrative speech in line 3 is very effective as also argued by Clementson (2020). This was also proven effective in *line 4* in which after getting information on how to purchase tickets to go home, S2 immediately proceeded to buying the ticket. In addition, S2 managed to get the ticket and expressed his happiness.

Conjunction Pattern: Coordinative of Contradictions

Data 2 and 3 contain a coordinating conjunction pattern of contradiction. Data 2 and 3 are found in the declarative verbal form. Further data description is as follows.

Data 2, Pegi-Pegi ads with the title of “For Sharing” at minute 01:27-01:38.

Rama : Andi... ayo buka puasa di luar![1]

Andi : Terima kasih **tapi** hari ini aku ada lembur [2]

Rama : Ya sudah, Saya duluan na.[3]

Translation

Rama : Andi ... let's break the fast by having dinner somewhere outside! [1].

Andi : Thank you. **But** today I have overtime [2].

Rama : Too bad, okay I leave then. [3]

This conversation takes place between two friends who are roommates as well as officemates. This conversation occurs when it was almost time to break the fasting and approaching hours after work. *In line 1*, Rama [S1] starts a conversation when he passes Andi [S2] 's room. S1 uses imperative speech to indirectly ask whether S2 is interested in breaking the fasting with him.

S1's speech seems to contain two intentions: to invite and to offer S2 to participate with other friends to break the fasting together in a restaurant. In line 2, S2 responds and expresses thanks for being invited. In addition, in line 2 there is also an information

that S2 cannot accept the invitation due to the work he has to attend; here, S2 rejects the offer. In this refusal, the word ‘tapi’ (but) is used to link clause 1 (thank you) and clause 2 (today there is overtime). In line 3, S1 responds to the offer and also informs that S1 understands the purpose of S2's answer, which is in the form of rejection. This indicates that S1 and S2 are in the same speech context. In addition, we also found other data on the use of coordinating conjunction of contradiction where a particle is added and located at the beginning of the speech. The data description is as follows.

The use of conjunction ‘but’ (S2) implicitly inform the rejection toward the invitation. The conjunction of contradiction is a conjunction that connects opposition (Chaer, 2009). This conjunction is generally indicated by the word *but, however, while*. S2 statements also include challenging statements. Channon et al., (2018) stated that the speaker's strategy by using the conjunction 'tapi' (but) can be used as a challenging statement from the speaker who departs from an attitude or situation that does not favor the speech partner (confrontational). Besides, the coordinating conjunctions of contradiction found in the beginning of the speech. According to Finoza (2002), coordinative conjunctions can appear at the beginning of speech.

Data 3, Berniaga.com advertisement with the title “Pregnant Wife” at minute 00:05-00:15

- Istri : Jual ya pa? (sambil memegang tablet dan membuka aplikasi Berniaga.com). [1]
 Suami : **Tapikan** ini masih mulus (membuka bungkus sepeda). Emang ada yang mau beli? (sambil menutupi sepeda dengan tubuhnya karena istri mengambil foto sepeda). [2]
 Istri : Banyak, di Berniaga.com barangnya mulus harganya oke (duduk setelah memasukkan gambar sepeda ke dalam aplikasi berniaga.com). [3]
 Suami : **Tapi** ini **kan** juga masih mulus (sambil memegang baju menyelam). [4]

Translation

- Wife : May I sell this stuff? (while holding the tablet and opening the Berniaga.com application). [1]
 Husband: **But** it's still good (unwrapping the bicycle). Did anyone want to buy? (while covering the bicycle with his body because the wife took a picture of the bicycle). [2]
 Wife : Of course there will be many people want to buy it, at Berniaga.com, the condition of this bicycle is still good, so the price must be good too (sit down after uploading a bicycle image into the berniaga.com application). [3]
 Husband: **But**, I think that this is also still good, **right**? (while holding a diving suit). [4]

The conversation occurs between wife [S1] and husband [S2]. In line 1, S1 starts the conversation using YQS. Her speech aims to inform the plan and asks for her husband's response and approval. Line 2, the husband shakes his head and holds the bicycle and responds by arguing that the bicycle is still in a good condition. Here, S2 uses the coordinating conjunction ‘tapi’ (but) at the beginning of his utterances and adds the particle ‘kan’(right). S2 then asks back using YQS (see line 2). Line 3, S1 responds to her husband’s question by enlisting several advantages of trading at online shopping applications (Berniaga.com). The speech is in the form of seduction so that the husband allows her to sell the bicycle. In line 4, S2 again uses the coordinating conjunction ‘tapi’

(but) by adding particle *don't you*, followed by giving more information about the condition of the bicycle.

S2 rejects using a declarative sentence with the conjunction 'tapi' (but). The conjunction refers to the question the wife asks her husband to sell the tablet. Gan et al., (2008) stated that the conjunction 'but' can serve as a contrasting content and analyzed the indications that there will be no agreement. It should be noted that the frequency of using conjunctions with the intention of refusal can have a negative impact on speakers and speech partners. Channon et al. (2018) the frequent use of the conjunction 'but' can indicate the ongoing inconsistency between the speaker and the hearer, and is a competitive conversation. In addition, the use of the particle 'kan' can indicate that the speaker and the speech partner have social closeness.

Wouk (1998) and Oktarini (2017) mention that the particle 'kan' (right) in speech are used to build solidarity between speaker and his/her interlocutor so that there is no misunderstanding of communication when she/he refutes the interlocutor's wishes. From the context of the conversation, the use of the coordinating conjunction 'but' aims to prohibit S1 from selling the bicycle.

Interrogative

Data 4, 5, 6, and 7 are utterances that ask for information from the interlocutor, that is basically categorized as interrogative speech (see Chaer, 2010; Siemund, 2017; Prastio et al., 2019a for further details). In this study, we found several directive speech act patterns delivered indirectly, such as alternative questions, yes/no questions, wh-questions, and rhetoric questions. Interrogative speech can indeed be delivered in various ways (Prastio et al., 2020). Further explanation regarding the interrogative speech patterns conveyed indirectly is as follows.

Alternative Question Pattern

Alternative Question (AQ) is used by speakers when asking some information for which the answers have been made by speakers. AQ requires responses from interlocutors. The task of the interlocutor when given the AQ is only choosing the available answers (Rossano, 2010; Bongelli et al., 2018). The data description is as follows.

Data 4, Blibli.com advertisement with the title “Ringgo Family” at minute of 02:32-02:48.

- Ringgo : (berjalan melambai tangan ke istri) Daa Bojo, aku teraweh. [1]
 Istri : Tagihan air **udah bayar atau belum?** [2]
 Ringgo : (melihat ke belakang sekilas lalu pergi) Udah, tenang aja. [3]
 Istri : Listrik? [4]
 Ringgo : Oh iye, itu belum tuh. Aku bayar sekarang (mengeluarkan *handphone dan membuka aplikasi Blibli.com*) [5]
 Istri : Kereeen [6]
 Ringgo : Super baba [7]
 Istri : Blibli.com [8]

Translation

- Ringgo : (walking waving to his wife) Bye Bojo (Means wife in Javanese), I am going to mosque. [1]
 Wife : **Have you already paid** for water or **not?** [2]
 Ringgo : (glance back then leave) I have, don't worry. [3]

- Wife : What about the electricity bill? [4]
 Ringo : Oh yeah, that's not yet. I will pay for it now (take out his handphone and open the Blibli application, com) [5]
 Wife : Cool [6]
 Ringgo : Super baba (The way he called himself as husband) [7]
 Wife : Blibli.com [8]

This conversation occurs between husband and wife, Ringgo [S1] and wife [S2]. In line 1, S1 opens the conversation by informing that he wants to go to the mosque. In line 2, S2 immediately questions S1 whether the electricity bill has been paid. Giving AQ in line 2 is conveyed by giving S1 two alternative answers with the question pattern “already or not”.

Kimps et al. (2014) argues that AQ is generally used by speakers through two alternative answers marked with the word ‘or’ in the middle of the choice. According to Stivers and Enfield (2010), the use of AQ is done by proposing limited choices in order to get clear answers. The purpose of the alternative answer pattern in line 2 is that S1 can only answer the question by choosing ‘already’ or ‘not yet’. In line 3, S1 responds, confirms, and selects one of the answers submitted by S2. The answer chosen by S1 is ‘already’, so that in this conversation, S2 gets information as expected. In line 4, after listening to the answer, S2 asks another question by mentioning ‘electricity’, without giving further explanation. In line 5, S1 opens the Bli-bli.com application to perform the tasks instructed by S2. In line 6, S2 appreciates the S1’s efforts. In line 7, S1 praises himself with the intention that he is a reliable man. Finally, in line 8, S2 mentions the application that has been used by them in helping everyday life.

Yes / No Question Pattern

Yes / No Question (YQS) is used by speakers when asking for the purpose of getting information and confirming the questions given. YQS is a question that aims to get confirmation, affirmation and justification where speakers must choose ‘yes’ or ‘no’ for the answer (Bianchi & Cruschina, 2015; Bongelli et al., 2018). There are two types of YQS found in this present study elaborated as follows.

Data 5, Traveloka advertisement with the title “3P” at 00:01-00:26.

- Perempuan 1 : Duh... ah (mengeluh dan membentangkan payung akibat kepanasan) [1]
 Perempuan 2 : Emang situ mau kemana? (santai dan bermain *handphone*) [2]
 Perempuan 1 : Mau ke terminal beli tiket bus. [3]
 Perempuan 2 : **Emang situ enggak tau 3P ya?** [4]
 Perempuan 1 : Hah... [5]
 Perempuan 3 : Hah... (muncul dari belakang) [6]
 Perempuan 2 : 3P, pilih busnya, pilih kursi, dan pesan di mana aja. [7]

Translation

- Woman 1 : Duh ... ah (complaining and stretching the umbrella due to the heat) [1]
 Woman 2 : Where do you want to go? (while relaxing and playing with a cellphone) [2]
 Woman 1 : Want to go to the terminal to buy a bus ticket. [3]
 Woman 2 : **Do you not know 3P, huh?** (show Traveloka application) [4]
 Woman 1 : Hah ... [5]
 Woman 3 : Hah ... (appears from behind) [6]
 Woman 2 : 3P, choose the bus, choose a seat, and order anywhere. [7]

The conversation occurs when one speaker wants to buy a bus ticket. In line 1, woman 1 [S1] complained in front of her neighbors about the hot weather. The complaining speech serves to open a conversation that leads to the follow-up information on buying a ticket (seen in the context of the conversation). In line 2, Woman 2 [S2] responds S1 with the aim of getting to know S1's objective. In line 3, S1 responds directly by providing her intention to buy bus tickets manually. In line 4, S2 again provides a follow-up question with another function. The question was submitted using the YQS pattern, in which the interlocutor can only choose 'yes' or 'no'. Here, S2's speech appears as she doubted that S1 did not know the acronym of 3P used by Traveloka.

In line with our findings, Hedberg et al. (2017) mention that speakers tend to ask for confirmation when in doubt. In addition, S2 also added particles *huh* at the end of the speech (Prastio et al., 2020). The addition of the word *huh* has various functions and objectives. Wouk (2001) argues that the addition of particles is to create high solidarity between speech actors. In this data, S2 uses particles to establish good communication with S1. In addition, the act of adding particles *huh* aims at getting a recognition from S1 or affirmation about the presumption she shares. In line with the data found, Hamdani and Barnes (2018) state that particles can be used when they request for a recognition from the interlocutor. By looking at the context, S2's questions seem to also suggest S1 to try using Traveloka application. In lines 5 and 6, S1 and S3 are fascinated by the Traveloka application features described by S2. In line 7, S2 explains the meaning of the acronym '3P' and the advantages of using the Traveloka application.

Wh-Question Pattern

Wh-Question (WHQ) is a question used by a speaker when asking information to the interlocutor. The information can be about time, place, reason, method, and person. This particular pattern is expressed in the following data.

Data 6, Shopee advertisement with the title "Parody of Jokowi Bike Prize, Where's the Bicycle?" at 00:03-00:50.

Jokowi	: Sebutkan ibu Kota Sumatera Utara? [1]
Anak kecil	: Medan... [2]
Jokowi	: Betul... ambil sepedanya (berbicara kepada anak kecil). Sepedanya mana? (melihat ke ajudan) [3]
Peserta	: Sepedanya gak ada (berbicara kepada yang lain). [4]
Reporter	: Suasana di sini terasa begitu menegangkan, dan saat ini kami masih menunggu apa yang akan terjadi selanjutnya. Di Istana Negara Pak Jokowi membuka aplikasi Shopee, lalu timbul sepeda dengan tiba-tiba.[4]
Narator	: Hanya di shopee ada garansi harga termurah. [5]

Translation

Jokowi	: Mention the capital of North Sumatra? [1]
Kid	: Medan ... [2]
Jokowi	: That's right ... take the bicycle (talk to the kid). Where is the bicycle? (Looking at the aide) [3]
Participant	: The bicycle is not there (talking to others). [4]
Reporter	: The atmosphere here is so tense and right now we are still waiting for what will happen next. At the State Palace, Mr. Jokowi opened the Shopee application, then a bicycle suddenly appeared. [4]
Narrator	: Only in shopee is the lowest price guarantee. [5]

This conversation occurs in a meeting room. This advertisement is a parody of the President of Indonesia, Jokowi [S1] who often gives gifts to children. In line 1, S1 starts a conversation and gives a question to a child [S2] about Indonesia. In line 2, the S2 provides a correct answer, so the S2 is deserved to get a prize. In line 3, S1 appreciates the child's answer and orders the S2 to take the bicycle as a present. And then, S1 asks his personal assistant [S3] about the bicycle using a non-standard interrogative expression 'mana'. In line 4, participants present in the room whisper and pay attention to the tense situations because the prizes are actually not in the room. In line 5, one of the reporters [S4] who was in the room reported that his bicycle was not there. After that, S1 immediately opens the Shopee application to purchase prizes. Not long after the purchase, the prize arrived quickly. Finally in line 5, the advertisement conveys the benefits of the Shopee application.

In line 3, the speaker (President of Indonesia) asked the staff "Where is the bicycle?". This question is an example of a WHQ question that require responses from interlocutors and specific new information. Some of these questions can be marked by asking *how, what, who, where, when, and why* (Kimps, 2007; Stivers, 2010; Bongelli et al., 2018). Data 7 (see, speech 3) aims to obtain information. In this data, expressions containing WHQ is used by speakers to obtain the desired information. Such speech is a hallmark of WHQ. According to Bianchi and Cruschina (2015), WHQ is used by speakers when wanting a needed new information or wanting answers that narrow down one a constituency. Besides, his question (line 3) implicitly asks his interlocutor to provide the prize, and not simply ensures that the prize is there. Ozerov (2019) mentions that interrogative speech has another function, such as exclamations or statements that can make someone take an action.

Rhetorical Question Pattern

Rhetorical Question (RQ) leads to giving encouragement, criticism, or certain ideas. The data description is as follows.

Data 7, Blibli.com advertisement with the title "Goodness of the Blibli.com Series of Ramadhan" at 02:09 - 02:28.

Istri : (Memasak di dapur)
 Ringgo : Bojooo... Kamu mau kemana? [1]
 Istri : Ngasih opor ke tetangga. [2]
 Ringgo : Yakin kamu? [A] ***Kalau ntar rasanya aneh, gimana? [B]*** [3]
 Istri : Kemaren salah bumbu aja kamu bilang enakkan? [a]. Udah tenang aja sudah pasti enak kok, kali ini aku liat resep di Blibli.com [b]. [4]

Translation

Wife : (Cooking in the kitchen)
 Ringo : My wife .. Where are you going? [1]
 Wife : Give this opor to neighbors. [2]
 Ringo : Are you sure? [A] ***What if it tastes weird?*** [B] [3]
 Wife : Yesterday the seasoning I used was wrong but you said it was delicious, right? [a]. Relax, this food must have good taste, this time I used the recipe at Blibli.com [b]. [4]

This conversation occurs between husband and wife. In line 1, Ringo [S1] starts a conversation by using WHQ aiming at asking what his wife [S2] is doing. Then, in line 2, S2 responds the question by informing what she exactly is doing for, that is cooking for their neighbors. The food is self-cooked by S2. In line 3, as a further response, S1

provides two questions at once: Question 3A asks whether his wife has enough confidence toward the action she is undertaking, whereas Question 3B provides a possible effect of such action – disappointing their neighbour. These two questions are categorized as RQ when viewed from the context of the conversation because they do not need feedback from the speech partner. In addition, questions 3A and 3B are persuasive RQ utterances to influence S2 to follow the S1's suggestion.

The speaker's question (Line 3B) is a rhetorical question with this type of question does not require answer from the interlocutor. RQ leads to giving encouragement, criticism or certain ideas. According to Heinemann (2008) and Heinemann (2010), RQ is a question that aims to forbid a certain act by influencing the interlocutor using persuasive speech so that they think twice. The use of RQ requires persuasive language so that the interlocutor does something that is expected by the speaker (Frank, 1990). In addition, the purpose of S1 in delivering these questions is because he does not want to embarrass S2 herself. The question indirectly aims to forbid and ask S2 to consider what she wants to do (Ranganath et al., 2018). Here, the RQ questions can be recognized through the context of the conversation that usually have an explicit meaning. In the context of this ads, the RQs were based on the past experiences a few days ago, when S2 was dissatisfied of S1's cooking. In line 4a, as a response, S2 delivers questions implicitly showing that S1 is in the same conversation context so that she understands the intent of S1. In line 4b, S2 convinces S1 not to worry about the action because she has referred to Bilibli.com.

Conclusions

The technological advancement especially in the advertising world has contributed in providing a rich linguistic data. The use of language in online advertising is more interactive and has a longer duration compared to other types of advertising. This study concludes that various ways can be done in the act of delivering indirect directive speech in online advertising. This includes providing information about the application (narrative pattern), the benefits that can be obtained, and the advantages offered. Regarding the use of indirect directive speech acts, the data found in this study is in line with the purpose of advertising itself which is persuasive that generally aims at instructing, suggesting, and ordering someone to purchase the product and use the services they offer. This research contributes to enrich previous research on the use of speech acts in advertisements.

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