

Psychopragmatics in Advertising Discourse: Review on Concerning the Effect of Psychological on the Speaking Actions of High School Students in Madiun City

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To cite this article:

Agustinus Djokowidodo, Robik Anwar Dani. Psychopragmatics in Advertising Discourse: Review on Concerning the Effect of Psychological on the Speaking Actions of High School Students in Madiun City. *International Journal of Literature and Arts*. Vol. 10, No. 2, 2022, pp. 68-73. doi: 10.11648/j.ijla.20221002.11

Received: February 2, 2022; **Accepted:** February 28, 2022; **Published:** March 9, 2022

Abstract: The sale of a product is expected to be as successful as possible so that it can provide a large profit. This can be done if the public knows the products offered by the companies that produce the products. To make the public know and understand, the company must communicate to inform the products offered. Speech in advertising discourse has a psychological impact on consumers and/ or potential consumers so that what is expected by producers is that the consumers or potential consumers are interested and they buy the product advertised. However, it does not only affect the interest of potential consumers or consumers but utterances in advertisements can also affect the form of speech acts of users of a product, especially high school students, who may be one of the potential consumers or only connoisseurs of advertising discourse. Theoretically, the objective that the researcher intends to achieve in this study is to obtain a deeper picture of psychopragmatics in discourse and utterance of advertisement that has a psychological impact on high school students in Madiun City. This study uses qualitative methods with interviews and open questionnaires as data collection tools. The analysis of data uses referential techniques with a distinction theory approach and is presented in descriptive techniques. From the data obtained, 52.8% indicated that the words in the advertisement were seen, mimicked, or muttered by students in the act of communication. If it is broken down in more detail, the words in the advertisement have more effect on female students (66.7%) than male students (33.3%). Based on the analysis, the results showed that the words in the advertising discourse had quite an effect on the psychological condition of the students in acting in the speech act. The advantage of this research is to add and enrich insight in the field of pragmatics, especially psychopragmatics; to add and enrich insight in the application of psychopragmatic language learning.

Keywords: Communication, Utterance, The Utterance of Advertisements, Psychological Impact, Psychopragmatics

1. Introduction

With advertising, manufacturers of goods and services try to introduce the products they produce. Producers try to make consumers or potential consumers know and know the products offered in the hope that these consumers or potential consumers will use their products. The introduction of products, both goods and services, is packaged in such a way that it is offered, both now and in the future [15].

Advertisements contained in various mass media, both printed and electronic are intended to introduce or remind the types of products that can be consumed. However,

advertising discourse is often seen not in accordance with the advertised product. Almost all product advertisements with their symbolic languages invite the audience to dream, float and imagine a pleasure or enjoyment that will eventually consume the products offered. All ad texts demonstrate creativity in the use of words, for example:

- a) Sampurna Hijau: "Gak ada Loe, gak rame"
Sampurna Hijau: "There's no you, it's not fun"
- b) Djarum Super: "My Life, My adventure"
- c) U-Mild: "Cowok tau peluk boleh lama jangan"
U-Mild: "Boys know it can take a long time to hug, long time no""

For the record, Sampurna Hijau, Djarum Super, and U-Mild are the names of cigarette products.

If you pay attention based on the sentence all of the texts in the advertisements seem to contain implicatures, for example, the text "There's no you, it's not fun" in the Sampurna cigarette advertisement. The text contains the implication that togetherness is more joyful than being alone. Likewise, the text "Boys know it can take a long time to hug, don't" in the U-Mild cigarette advertisement contains the implicature that hugging can cause negative things such as feelings of same-sex liking. There is still a lot of text from ads that display text implicatures. However, the language used as a means to express ideas is a construction that is not only understood simply based on the content of the text or utterances but must be understood in-depth to find out what the speaker or writer of the text wants to convey. Likewise, the implicatures contained in a text cannot be understood only based on the content of the text but must be related to the context that accompanies the text to know the meaning to be conveyed, for example, if we consider the speech examples presented by Wijana [16] the following:

- + Ani has children
- Ani is married

Wijana explained that the speech does not contain implicatures because the speech is an entailment that contains absolute consequences. In the example of speech, discourse (+) contains absolute consequences on discourse (-). That is, if you have children, then you can be sure that Ani is married. Therefore, Wijana argues that the discourse cannot be transformed into "Even though Ani has children, she is not yet married [16]". Presumably, what is exemplified if it is related to the context of the current situation, the discourse is less relevant. This means that Ani's sentence having children does not only have absolute consequences, but can contain implicatures, namely Ani may adopt a child, Ani has children without getting married, Ani is a single parent, and so on. Things like this are found in the discourse of various advertisements, both in the form of text and speech.

Analyzing a discourse is an analysis of the language used which cannot be limited to a description of the form of language that is not tied to its purpose and function in human affairs, and that language can be in the form of spoken language and written language. They also say that discourse is in the form of written texts and spoken texts [2]. Meanwhile, Darma argues that discourse is a series of utterances or a series of speech acts that express something that is presented regularly, systematically in a coherent unit formed by segmental elements in the largest discourse [4]. Likewise, Nunan argues that discourse is a stretch of language consisting of several sentences that are considered interrelated. Discourse is the most extensive and complete unit of language. Furthermore, Nunan says that the completeness of the discourse is indicated by the presence of segmental and suprasegmental elements [9]. The segmental elements are indicated by linguistic structures, such as phonemes, words, phrases, clauses, and sentences, while the suprasegmental elements are indicated by the situation, meaning, intonation,

and stress in the use of language as a medium.

2. Literature Review

Everyone who is in contact with other people will always communicate and communication can be done in writing and orally. This verbal communication is often known as speech acts. When a person performs a speech act, he does not only say or say something but also acts or does something [14]. Three things were discussed in this speech act, namely (1) the speech situation, which is a relational state that causes the speech act to occur. Quoting Leech's opinion, Rustono suggests that speech situations include: (a) the speaker and the speech partner, (b) the context of the speech, (c) the purpose of the speech, (d) the speech act as an activity, and (e) speech as a product of verbal acts [12]. Furthermore, Rustono explains that speakers and speech partners are people who are involved in utterances that are carried out one after another; the context of the speech is all aspects of the physical and social setting that are relevant to the speech, while the purpose of the speech is what the speaker wants to achieve when performing the speech act; (2) Types of speech acts, which are performed by each person, can be categorized into various types of speech acts, namely (a) Based on the effect or power generated, speech acts are divided into locutionary acts, illocutions, and perlocutions. Locutionary acts are speech acts that are only spoken so that the words spoken have meaning following the meaning of the word. An illocutionary act is an act of taking an action in saying something, or in other words, the sentence that is spoken contains a certain intention that must be done by the speech partner. Perlocutionary is speech that has the power of influence, either intentionally or unintentionally, for example, to persuade, deceive, frighten, and so on [7, 11, 12]; (b) Based on the mode of speech, speech acts are divided into direct speech acts, namely, speech acts that can be answered directly and indirect speech acts, namely speech acts that do not have to be answered directly but must be implemented [16]; (c) Based on the similarity of meaning with speech, speech acts are divided into literal speech acts, namely speech acts whose meaning is the same as what is said and non-literal speech act, namely speech acts whose meaning is not the same as or opposite to what is said [16].

Talking about speech, some aspects that participate in influencing the occurrence of speech between speakers and speech partners. Gee says that language has a magical property: when we speak or write, we arrange what we have to say according to the situation or context of communication, but at the same time how we speak or write creates that situations or contexts [5]. One of them namely the psychological aspects of the speakers. This psychological aspect of the speaker influences the occurrence of speech forms that occur which have the power of influence from the speaker to the speech partner.

As it is known that psychology is not only the study of a person's physical reactions, which can be easily observed by others but also thoughts, feelings, attitudes, values, and the like, which may not always be easily observed [1]. Rohmadi

also argues that psychological studies are studies that involve psychological aspects, desires, wills, and desires of a person to get something, either directly or indirectly [10]. Curiosity, cooperation, social relations, and privacy are real forms of expression of a person. Related to this, formally a person's expression can be expressed through language acts. This is because language is a means of communication between a person and others, both verbally and nonverbally. In addition, with language, everyone can convey their intentions, show their identity, and cooperate with other people, either directly or indirectly. Two elements that accompany the occurrence of speech acts or communication events, namely social elements, and psychological elements. These two elements play a very important role in the implementation of effective communication. This social element involves various things related to social situations and conditions which include cultural background, social status background, educational background, and so on.

3. Research Method

The research that was conducted in this research was a case study using a qualitative approach. A qualitative approach was used to obtain descriptive data in the form of spoken words from the subject being observed [8]. With this approach, the authors themselves are the main data collection tools.

The data needed in this study is the discourse in advertising, both in the form of written text and in the form of speech. The data is obtained from the discourse of advertisements of various advertising brands, both in print and electronic media. To collect qualitative research data using observation techniques, interviews, content analysis, and to present the responses and behavior of the subject. In this regard, in this study, the authors used several techniques, namely interviews, recording, and recording. The interview technique is used to observe the actions and social and material environment of the individual being studied.

The data obtained were processed using referential techniques. This technique is done by matching the data obtained in the form of words or groups of words with the reality indicated by the language [14]. The data analysis was combined with the Distinction Theory Approach method [5]. With this method, the writer analysis the explicit distinction and the implicit distinction of a manuscript by finding the concepts and giving them meaning. The data that has been analyzed is then presented using a descriptive presentation technique, which describes all the analysis and conclusions that been carried out.

4. Results and Discussion

As it is known that advertising is used by every company that produces goods and services, it will always try to sell its products to the public. The sales carried out are expected to be as large as possible, so that they can provide large profits. This can be done if the public knows the products offered by the company producing the product and this is done by

advertising their products.

Advertisements are made as attractive as possible in order to get the attention of potential consumers. There are many ways to advertise a product. Some advertisements take advantage of the involvement of actors or artists who introduce products, some use puns, some use a certain story or storyline, some use songs as a means, some only use product images, and so on. In all of these forms, the form of speech used mostly affects consumers, including high school students, which in this case is the high school in the city of Madiun.

Based on this, the advertisements that are seen by high school students in the city of Madiun are food, beverages, cosmetics, skincare, cellphones, cigarettes, and other events, such as advertisements for television programs, online stores promotions, cartoons, and so on.

Based on the data obtained from the analysis, the types of advertisements that are seen the most by high school students throughout the city of Madiun are food advertisements (31%), beverages (28%), cosmetics and skincare (15%), mobile phones (19.4%), cigarettes (25%), and other programs (TV shows, online store promotions, cartoons) with 2.8% each, as shown in the following diagram

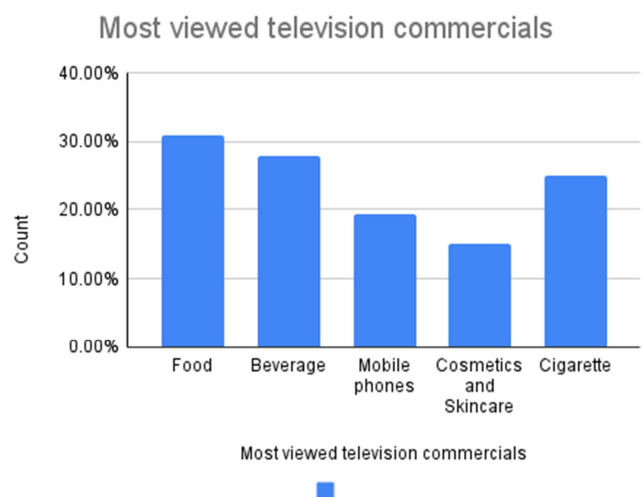


Figure 1. Diagram of the types of ads the subject saw.

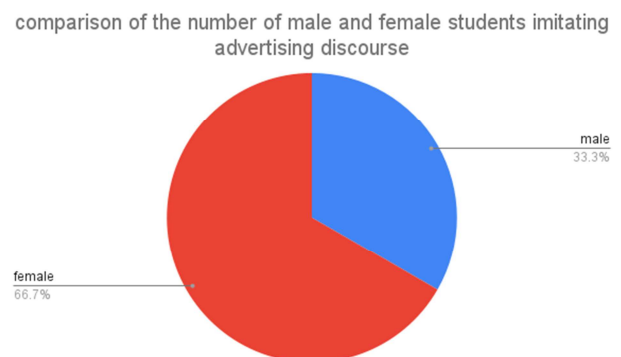


Figure 2. Diagram of comparison of the number of male and female students imitating advertising discourse.

The percentage of students who imitated advertising

discourse was more, which was 66.7% compared to the number of students who did not imitate advertising discourse, which was 33.3%, as shown in the following diagram.

4.1. Forms of Advertising on Television

Many advertisements that are shown on television with various kinds of things being offered, both goods and services. The various forms of advertisements displayed are grouped into two forms, namely commercial or commercial advertisements and non-commercial advertisements or public service advertisements. All commercial or non-commercial advertisements in this television show are advertisements that offer products and services. Advertisements that offer products such as shampoo advertisements, skin smoothing advertisements, food advertisements, beverage advertisements, cigarette advertisements, and so on. whose purpose is to introduce the product and influence the audience to become consumers of the products offered. The advertisements that offer services include advertisements about education, advertisements about online marketing, and so on.

Non-commercial advertisements or public service advertisements are forms of advertisements that do not offer products or services, but advertisements that contain information so that the public knows that they are aware of something advertised by the public service. For example, notifications about the reunion of an educational institution, advertisements about the general election mechanism, advertisements about how to find out the authenticity or counterfeit of currency, and so on.

Both commercial advertisements and public service advertisements can be classified into several types, but researchers do not classify the types of advertisements that are displayed based on the category of form.

The researcher only discusses the discourse contained in television advertisements seen by high school students in the city of Madiun.

4.2. Types of Speech in Advertising

Based on the recording of ad impressions on television, the form of speech used in the advertisement is divided into:

4.2.1. Speech Based on Speech Mode

It is known that the mode is a grammatical category in the form of a verb that expresses the psychological atmosphere of the action according to the speaker's interpretation or the speaker's attitude about what is said [6]. The type of speech in advertisements broadcast on television is an indirect type of speech act. This can be exemplified in the following speech:

- 1) "Gemes sama kulitku sendiri, udah lembut, halus lagi. Kulitmu juga bisa gemesin kalau pakai emeron lovely" ("I love my own skin, it's soft and smooth. Your skin can also be smooth if you use Emeron lovely") (ELN)
- 2) "Bear brand rasakan kemurniannya" ("Bear brand feel the purity") (SBB)
- 3) "Uuuh lapar, makanan habis, mie pun habis. Waaah...

untung ada Roma Malkist" ("Uuuh hungry, the food is gone, the noodles are gone. Wow... fortunately there is Roma Malkist") (RMC).

The three advertising utterances are forms of indirect speech. It is said to be indirect speech because it does not expect a direct answer from the audience who acts as the speech partner. The answer in question is the response given to the advertising discourse that is seen. The response given is done not immediately at the time of ad serving.

4.2.2. Speech Based on the Effect or Power Generated

Every utterance or utterance always causes an action effect or reaction, either directly or indirectly done. It is known that speech can take the form of locutions, illocutions, and perlocutions. Based on the speech data obtained, it can be seen that the types of speech used in advertisements witnessed by students are:

(i). Illocutionary Speech

It is known that illocutionary utterances are speeches that are uttered containing certain intentions that must be carried out by the speech partners. This locutionary utterance can be seen in the following speech examples:

- 4) "Taklukkan tantanganmu. Raih prestasimu" (LA) ("Conquer your challenges. Reach for your achievements")(LA)
- 5) "Bear brand rasakan kemurniannya" "Bear brand feel the purity" (SBB)
- 6) "Uuuh lapar, makanan habis, mie pun habis. Waaah... untung ada Roma Malkist" ("Uuuh hungry, the food is gone, the noodles are gone. Wow... fortunately there is Roma Malkist") (RMC)

The utterances (4), (5), and (6) are illocutionary speeches. The utterance contains the intention that the speech partner, in this case, the audience, does what is intended in the advertisement. the speech (4) is intended that everyone, in this case, the audience, is expected to conquer challenges to achieve achievements. The speech (5) the audience is expected to try the pure taste of Bear Brand milk, while speech (6) indirectly suggests the audience to always provide crackers as food to delay hunger.

(ii). Perlocutionary Speech

Perlocutionary acts are speeches that have the power of influence, either intentionally or unintentionally, for example persuading, deceiving, scaring, and so on. The intended influence will, in fact, be carried out by the speech partner. Types of perlocutionary utterances are more commonly found in utterances in cigarette advertisements. Perlocutionary utterances are used to influence television viewers to take an action. This can be exemplified in the following speech sentences:

- 7) "Jadi anak baru jangan ragu, bos juga pernah jadi anak baru. Jadikan momen ini untuk tunjukkan kita bisa" ("Be a new kid don't hesitate, the boss has also been a new kid. Make this moment to show we can" (GGSin)
- 8) "Taklukkan tantanganmu; Raih prestasimu." ("Conquer your challenges; Earn your achievements.") (LA1)

- 9) "Tantangan, kadang membuat kita ragu atau bahkan hentikan laju, tapi selama kita yakin, semua pasti bisa dijalani. Apapun yang menghalangi, hadapi, karena takut cuma ada dalam pikiran". ("Challenges, sometimes make us doubt or even stop the pace, but as long as we believe, everything can be done. Whatever gets in the way, face it, because fear only exists in the mind"). (M1)

In speech sentences (7), (8), and (9) have the power of influence on the speech partners who in this case are television viewers. In sentence (7), the influence conveyed is that as a young employee, never feel afraid and hesitate to convey an idea in front of the leadership because the leader has also been a new employee. They have also experienced the same thing, namely fear and nervousness. In sentence (8), the effect conveyed is that everything must have its challenges. For that, never be afraid to face all challenges if we want to achieve achievement. As for sentence (9), the influence conveyed is contained in the second sentence in the speech, namely "Whatever gets in the way, face it, because fear only exists in the mind". The influence conveyed is the unyielding attitude that everyone must have in facing all challenges.

4.3. Psychopragmatics in Advertising Discourse

It can be said that advertising discourse mostly contains psychological content. This is because there is an intention that producers want. Speech or discourse in the advertisement that is seen can affect the psychological aspects of the audience, either in the form of actions in the form of purchasing the advertised product or limited to imitating the words contained in the advertisement.

When viewing advertisements on television, most viewers respond to the advertisement they are viewing. The response given by the audience will have an impact. If the advertisement of a product is often seen or regularly broadcast on television, then the advertisement can have a psychological impact on the audience. However, the impact caused is influenced by two things, namely the discourse conveyed and the visual image displayed in the advertisement. The discourse presented is good but if the visual image is not attractive, then the advertisement will not affect the audience. Likewise, if the visual image is attractive but not supported by an interesting discourse, then the advertisement will also have no impact on the audience or potential consumers.

Psychological content in advertising speech is contained in a speech in the form of indirect speech, both illocutionary and perlocutionary. These two forms of speech are more psychologically charged. Therefore it can be said as psychopragmatics. The term psychopragmatics is used for a special mention of speech that has the power to influence the psychological condition of the speaker and speech partner. This psychopragmatics study is the beginning of other studies of broader speeches. There are still many utterances that can be studied specifically based on the power of psychological influence in various speech acts. This psychological influence can have an impact on other people.

4.4. The Psychological Impact of Advertising Discourse on the Speech of High School Students in Madiun City

As has been stated psychologically charged speech can have an impact on the speech partners in this study, namely high school students in Madiun City. The utterances in advertisements on television can be said to have quite a lot of impact on the psychological condition of high school students in Madiun City. The impact is caused by their response when they see advertisements on television. The impact that arises from the response to the advertisement can be in the form of attitudes, actions, or spontaneous comments. The visible impact on student's attitudes towards the advertising discourse they see on television, in the form of attitudes as follows:

- a. Ordinary
- b. Think positively
- c. Interested
- d. Not interested
- e. Funny
- f. Bored
- g. Amazed
- h. irritated
- i. Curious
- j. Strong desire
- k. care

The impact in the form of action can be in the form of imitating the audience of the artist or advertisement actor, it can be in the way of dressing, speaking, appearance, and so on. This imitation can also be in the form of imitation of speech in everyday speech acts. This imitation can also be in the form of imitation of speech in everyday speech acts. Imitation of speech can be in the form of imitation of words, for example, guys who are often spoken and written, 'gaes'; the word mantul (from really good); sentence: the important thing is happy, and so on.

5. Conclusion

Based on the discussion in this study, it can be concluded that the discourse in advertising has a psychological content that serves to influence the audience, which in this case is high school students in Madiun City. This psychological content is quite influential on the emergence of impacts on high school students in Madiun City in the form of spontaneous attitudes, actions, and comments. The discourse or utterance which containing a psychological content called the psychopragmatics and the form of utterance included illocutionary and perlocutionary speech.

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