



Section 1. Linguistics

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SPEECH ACT DEVICES IN NIVEA COSMETICS ADVERTISEMENTS ON JAPANESE TELEVISION

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Abstract

This research explores speech act devices in cosmetic advertisements of Nivea UV- プロテクト&ケア (Deep Protect&Care) and Nivea エイトフォーメン薬用ボディウォッシュ (8X4 Men Body Wash) on Japanese television. It is qualitative descriptive research in which data were collected by listening and note-taking techniques. The results show locutionary speech acts of declarative sentences are found in the two ads. The interrogative sentence forms appear in the first ad, meanwhile, the imperative sentences are available in the two ads. Concerning the illocutionary function, the forms of assertive function 'stating, telling, and complaining', and of directive function of 'request' and expressive function of 'praising' exist. About perlocutionary speech acts, the representative, directive, and expressive as well as persuasion on the audience or consumers influence successfully and, in this context the ads are aired on television to give perlocutionary effects to the audience/consumers to buy the two cosmetic products.

Keywords: *advertisement, illocutionary function, perlocution, speech act*

Introduction

Communication is intricately tied to human existence, and language serves as an indispensable medium through which this essential connection is facilitated. Language is social activities, and new language activities are realized when humans are involved in it. When someone speaks, he or she simultaneously performs speech acts, namely doing something using language. A speaker must use the right sentence in conveying the intent and purpose to the speaker. In communication should be

able to express the meaning contained in the communication message. One form of the importance of language in communication is found in public service advertisements.

Advertising has become ubiquitous in every facet of our existence. Whether engaging in television viewership or traveling outdoors, we invariably encounter advertisements (or ads for short. In Sobur's findings, ads are distributed in print media (encompassing newspapers, magazines, brochures, and billboards), and electronic one (radio, televi-

sion, and film) (Sobur, 2017). Symbols exist in ads encompassing verbal and non-verbal elements. Verbal symbols are language and non-verbal symbols in the form of images and colors presented (Tama, 2011).

As a complete language unit, discourse contains thoughts, ideas or ideas that are intact, so that they can be understood by the recipient of the message. Discourse in a product advertisement is persuasive, aiming to change people's minds to do or accept something based on the discourse described (Keraf, 1985).

To know and understand the meaning of a language in advertisement, pragmatic analysis is helpful. Pragmatics encompasses three fundamental concepts: meaning, context, and communication, as elucidated by Schiffrin (Gas, 1996. Speech acts as an embodiment of one's communication competence. The study of speech acts is important (Cohen, 1996), (Gas, 1996). Pragmatically, there are types of speech acts proposed by Austin (Chaer and Leonie, 1995).

The objective of this speech act research is to scrutinize the language employed in Nivea cosmetic advertisements broadcasted on Japanese television. The advertisement of Nivea cosmetics is chosen in this study, because this cosmetic product is widely found and has long been known to the public in Indonesia, and the use of language and forms of speech in this advertisement is very varied so that it becomes an interesting thing to study. The problem formulated in this study is How are the speech forms, illocutionary functions, locutionary speech acts and perlocutionary speech acts in Nivea cosmetic product advertisements on Japanese television, so that they affect the delivery of information about Nivea cosmetic products and people are interested in using the Nivea products offered.

Previous researches on Japanese speech acts have been carried out (Covid-19 Countermeasure Animation by Kyoto Prefecture conducted by Made (Sudipa, 2021), (Hasibuan, 2009).

This study adopts a qualitative research approach, employing analytical descriptive reasoning methodology as adapted from Bogdan & Taylor (Moleong, 2005) and Sugiyono (Sugiyono, 2003). The research procedure is designed to generate descriptive data in the form of written or spoken words derived

from observable behaviors of individuals. The data analysis employs the technique of data reduction, involving the stages of summarization, presentation of data, and drawing conclusions. The processed data is conveyed using descriptive language without involving numerical computations, as outlined by Moleong (Moleong, 1991).

Pragmatics

Pragmatics is intricately connected to speech acts as it investigates meaning in the context of the speech situation (Leech, 1993) and involves the examination of language users' capacity to associate sentences with their respective contextual settings (Syahri, 2011), (Yule, 2006) and Levinson (Levinson, 1983), and examines meaning bound by context (Wijana, 1996).

Speech Acts

Speech acts are actions that are displayed through speech (Yule, 2014) and Austin and Searle divide speech acts into 3 types (Cohen, 1996). Austin divides sentences in speech acts into declarative, interrogative and imperative sentences (Chaer and Agustina, 1995), (Yule, 2014), (Kunjana, 2002), (Searle, 1979), Furthermore, Yule classifies speech acts into 5 types (Yule, 2006).

Advertising

Advertising involves the non-personal presentation of messages through payment across two primary mass media channels: print media and electronic media. Kotler explains that advertising serves as a impactful means to disseminate messages, whether for the purpose of cultivating brand preferences or imparting knowledge to the audience (Kotler and Keller, 2007). According to Bittner there exist two categories of advertisements: standard advertisements and public service advertisements (Tama, 2007). The analysis stage of this study present the result using an informal method, namely a method that describes the results of the analysis in ordinary words (Sudaryanto, 2015).

Results and Discussion

Forms of locutionary speech acts

The form of locutionary speech acts in Nivea-UV product advertisements is conveyed

in three sentence forms, namely declarative, interrogative, and imperative sentences.

The declarative sentence

The declarative sentence in the ads for Nivea cosmetics UV- デイーププロテクト&ケア is “deep protect&care” and for Nivea cosmetics エイトフォーメン薬用ボディウォッシュ is “eight four man body wash”. Specifically in the first ad, the sentences are: 日焼けによるシミ予防 UV (*hiyake ni yoru shimi yoboo UV*) ‘dark spots caused by sunburn. 日焼けによるシミ。そばかすを防 and ぐ (*hiyake ni yoru shimi. sobakasu wo fusegu*) ‘prevents dark spots caused by sunburn’. The narrative is 「【ニベア】最強予防美容処方」{Nivea}saikyō youbo biyōshōhou, ‘Nivea beauty formula with the strongest prevention’ The locution form of the declarative sentence is related to ‘prevent dark spots caused by sun exposure with Nivea-UV!’ and to ‘Nivea is the beauty formula with the strongest prevention’. The intention is to inform speech partners that Nivea-UV cosmetics prevent dark spots due to sun exposure. In the second ad, we find a sentence 「今日足臭い絶好調」*Kyō ashikusai zekkōchō* ‘today father’s feet don’t smell anymore’.

The context of the Nivea cosmetic ad エイトフォーメン薬用ボディウォッシュ begins with a scene when a man coming home from work opens his shoes and socks and Shinchan says today his feet do not smell bad. The locution form of the declarative sentence *kyō ashikusai zekkōchō and eitōfoomen yakuyōu bodiwhosshu* is intended to inform speech partners that the nivea product *eitōfoomen yakuyōu* body wash has 84 times to eliminate feet odors.

The interrogative sentence

In the ad of Nivea UV cosmetic product advertisement – デイーププロテクト&ケア deep protect&care, there is a conversation between two women as indicated in the following.

A: まだ始めてないの? (*Mada hajimete nai no?*)

‘haven’t you started yet?’

B: えっ Eeh ‘yes’.

The context of the conversation is that the woman (A) in the blue *yukata* asks another woman (B) in the white *yukata* why she has not used Nivea-UV Deep Protect&Care cosmetics. The second woman is surprised and gives no answer.

In the conversation above, the interrogative sentence ‘haven’t you started yet?’ since B has not used the products, even though it is summer, and her face is not as bright as A. This is intended to ensure that A knows that the products are very good for protecting facial skin from sun exposure.

C. The imperative sentence

Nivea UV cosmetic product advertisement – デイーププロテクト&ケア deep protect&care. The ad of 日焼けによるシミ予防-UV。そばかすを防ぐ!このような方に、ぜひお使いいただきたい日焼け止めです。(*Hi yake ni yoru shimi. Sobakasu wo fusegu! Kono you na hou ni, zehi otukai itadakitai hi yake tome desu*) ‘to prevent blemishes and dark spots caused by sunburn’ is directed to people who want to prevent blemishes and dark spots on their face and to make sure they use this sunscreen. The ads of 日焼け止めには、うるおいなどなど美容効果も期待したい。(*Hi yake tomeniwa, uruoinado biyookokamo kitaishitai.*) ‘for sunburn protection, I expect beauty effects, such as moisture’ and of SPF50+で使用感が良く毎日心地よい日焼け止めを選びたい。(*SPF50+de shiyookan ga yoku mainichi shinchi yoi hiyake tomewo erabitai*) ‘I want to choose a sunscreen that has SPF50+ and is convenient to use every day’ promote good products.

The ads were pronounced by a woman telling about features of Nivea-UV cosmetics. The ads contain imperative sentences of request and invitation with verbs *o tsukai itadakitai, kitai shitai* and *erabitai*. The speech is intended to invite the audience to use the cosmetic products, because the speaker has already used and really knows the quality of the products. The speaker tries to make the audience feel interested in using and buying the cosmetics.

Illocutionary functions

Assertive function

The assertive function pertains to an expression in which the speaker aligns themselves with the truth of the proposition, with the intention that the listener believes the speaker’s statement. This category of speech act is employed to convey information or present facts objectively. Assertive speech acts encompass functions such as stating, informing, suggesting, boasting, and reporting.

In the ads of Nivea UV- デイーププロテクト&ケア deep protect&care products and

Nivea エイトフォーメン薬用ボディウォッシュ eight four man body wash products, there are data containing assertive speech. The complete form of the first ad is 日焼けによるシミ予防-UV. 日焼けによるシミ. そばかすを防ぐ。強力紫外線をしっかりブロック。(Hiyakeni yoru shimi yoboo-UV. Hiyakeni yoru shimi. sobakasuwo fusegu. Kyooryoku shigaisenwo shikkari burokku) ‘UV-for the prevention of dark spots caused by sunburn. Prevents dark spots caused by sunburn. Strongly resists sunburn.’ In the television it is shown to depict a Japanese woman wearing a kimono while holding two fans, one with the words 日焼け(hiyake) and the other with the words シミ予防-UV (shimi yoo-bo UV). In front of the fan is a Nivea UV cream holder, and it is emphasized by the picture of the Nivea UV cream holder. The words are classified as declarative sentence forms.

The full form of the second ad is 予防美容ケア:日焼けによるシミ予防ができるUV. 日焼けによるシミ. そばかすをふせぎながら、肌にうるおいを与えます。(Yoboo biyoo: hiyakeni yoru shimi yoboo dekiru UV. Hiyakeni yoru shimi. sobakasuwo fuseginagara, hadani uruoiwo ataemasu) ‘preventive beauty treatment, while preventing dark spots caused by sunburn, UV can provide moisture to the skin.’ In the second ad, it is shown a Japanese girl wearing a kimono and holding two fans; one fan has the words 日焼け(hiyake) and the other with the words シミ予防-UV (shimi yoo-bo UV). However, the girl is different from the one in the first ad. The context of the second ad is to sell Nivea UV for preventing dark spots on facial skin.

Assertive function in the first and second ads can be implicit and explicit pictures. The implicit picture is shown by Japanese girl who has smooth, clean, and beautiful skin by using Nivea-UV cosmetics even though it is summer. The explicit statement by the advertising star is a declarative sentence form in first and second ads showing information about the cosmetic advantages to ward off sunburn, and prevent black spots on facial skin. So, the illocutionary function is the assertive ‘telling’, in the form of conveying knowledge or information to speech partners or ad viewers and suggesting to use the cosmetics.



Figure 1. Shinchan and Himawari are playing



Figure 2. Bad smell from feet

Consider the conversation in Fig. 2 below.

Father: ただいま。(Tadaima)

‘Dad is home.’

Shinchan:「おお。。臭い,これは事件だぞ。」

(OO, nioi, kore wa jiken dazo).

‘OO, bad smell, this is an incident.’

Fig. 1 shows a scene when Shinchan is playing with his sister Himawari. Suddenly, their father comes home from work and opens his shoes; Shinchan smells the pungent odor of his father’s feet and it can be an incident (see Fig. 2). The utterance in Fig. 2 is an assertive illocutionary speech act of ‘complaining’.



Figure 3. Conversation between Misae and her daughter Shinchan

Misae: Oshigoto gambatta kara yo ne...
(Hai, kore. Eito foo men. Yakuyoo bodiwhoss-

hu) 'It is natural that you have worked hard, so here is some body cleansing medicine.'

Misae (Shinchan's mother) gave Nivea Body Wash to her which has 84 times to clean the body and make the smell good. The context of this ad is that the use of the cosmetics can eliminate father's foot odor and make the skin of the feet fragrant because every afternoon when he comes home from work, he opens his socks and releases a pungent odor. So, the illocutionary function of the speech is assertive when Misae tells Shinchan to eliminate bad smell of her father's feet.

Directive function

In cosmetic ad, there exists directive speech acts like Japanese utterances *Hi yake ni yorushimi wo fusegu!* [Nivea] *no UV dene* 'to prevent dark spots caused by sun exposure with NIVEA-UV' and NIVEA *saikyou yoboo biyoo* 'NIVEA strongest preventive beauty formula.' The two illocutionary acts are called directive speech acts of 'asking' whether the speaker A (a woman) asks B (also a woman) to start using Nivea-UV cosmetic products to prevent black spots due to sun exposure. The directive speech act of 'asking/begging' is also found in (1) to (4) below.

1. 日焼けによるシミ予防-UV。そばかすを防ぐ!このような方に、ぜひお使いいただきたい日焼け止めです。

(*Hi yake ni yoru shimi. Sobakasu wo fusegu! Kono you na hou ni, zehi otakai itadakitai hi yake tome desu*)

'to prevent blemishes and dark spots caused by sunburn.' For you who want to prevent blemishes and dark spots on your faces, make sure you use this sunscreen.

2. 日焼け止めには、うるおいなど美容効果も期待したい。

Hi yake tomeniwa, uruoinado biyookookamo kitaishitai.

'I want a sunscreen that has beauty effects, such as moisture.'

3. SPF50+で使用感が良く毎日心地よい日焼け止めを選びたい。

SPF50+de shiyookan ga yoku mainichi shinchi yoi hiyake tomewo erabitai.

'I want to choose a sunscreen that has SPF50+ and is comfortable to use every day.'

4. お近くのドラッグストアやホームセンターなどでお買い求めいただけます。

O chikakuno doraggu sutoaya hoomu sentaa nadode okaimotome itadakemasu.

'hope you can buy it at your nearest drugstore or Nivea cosmetics counter.'

The bold utterances are classified as directive illocutionary speech act of 'asking / pleading.' The directive function is used when the speaker willingness should be fulfilled, because the acts function to cause the effect of action from speech partners.

C. Expressive function

Expressive function expresses the speaker's psychological attitude towards a situation, for example *praise*, as indicated in the conversation between a father and his daughter Shinchan. When her father comes home from work, he opens his socks and Shinchan tells his father that his feet smell very good, not bad smell anymore. The statement highlighted in the ad is an expressive speech act of praise.

Ayah: *tadaima* 'Dad is home.'

Shinchan: *haa, oreno ashikusai wa tewai zo.*

kyou mo ashikusai zekkouchou. nioi kyouretsu

'haa, daddy's feet smell nice. Nice fragrant.'

Perlocutionary acts

The perlocutionary speech act in the cosmetic ad, as the result of illocutionary speech act, aims to influence the feelings, thoughts, and actions of speech partners. Perlocutionary speech acts that are intended to influence potential consumers consist of representative, directive, and expressive functions.

Representative function

The representative function of 'showing' in the cosmetic ad is to show something, for instance, NIVEA *saikyou yoboo biyoo* 'NIVEA the strongest preventive beauty formula.' It is shown when a woman A uses Nivea UV Deep Protect&Care and afterwards, she shows her face remaining bright and protected despite facing the sun directly. The Japanese sentence *Oshigoto gambatta kara yo ne. Hai, kore. Eito foo men. Yakuyoo bodiwhosshu* 'natural that you've worked hard, this is a body cleanser' is spoken by Misae (Shinchan's mother) who gave Nivea Body Wash having 84 times the power to clean the body and making the body smell good.

Directive function

The directive function of 'inviting' in the Nivea UV is shown in the Japanese utterance *hi yake ni yoru shimi wo fusegu hajime yo*

'let's start preventing black spots due to sun exposure.' The utterance made by the speaker to the speech partner is an invitation to get a beautiful and clean face by using cosmetics.

Expressive function

The form of expressive function of indicating feelings by a praise to the Nivea cosmetic ad is shown in the utterance *kyou mo ashikusai zekkouchou* 'father's feet smell very good today' in which the *nioi kyouretsu* means very good smell.

Conclusions

The speech acts in the ads of Nivea UV-
デーププロテクト&ケア (Nivea-UV Deep
Protect&Care) and Nivea エイトフォーメン薬
用ボディウォッシュ (8X4 Men Yakuyoo Body

Wash) consist of locutionary, perlocutionary, and illocutionary speech acts. The locutionary speech act is conveyed through three forms of sentences, namely declarative, interrogative, and imperative sentences. The illocutionary-function is in the form of assertive function of 'stating/telling, and complaining', in the directive function of 'request', and in the expressive function of 'praise'. Representative, directive and expressive perlocutionary speech acts are expected to influence and convince the audience or consumers through the ads aired on television which can give perlocutionary effects to the audience/consumers to buy cosmetic products of Nivea- UV Deep Protect&Care and Nivea 8X4 Men Yakuyoo Body Wash.

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