

THE DIRECTIVE ILLOCUTIONARY ACTS IN IMPERATIVE SENTENCES ON THE TOURISM ATTRACTION BROCHURES

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ABSTRACT

This study is focused on the directive illocutionary acts in imperative sentences. The study took 15 tourism attraction brochures (parks brochures) in Bali. The aims of this study are to find out kinds of imperative sentences on the tourism attraction brochures, and kinds of the directives in imperative sentences on the tourism attraction brochures by using Searle's theory (1969). In collecting data, the writer used documentation method. The discussion shows that (1) analysis of imperative sentences on tourism brochures are found imperative sentence as command, request, and direction (positive imperative), and prohibition (negative imperative) (2) the writer found three kinds of directives, there are directive illocutionary acts of commanding, requesting, and prohibiting.

Keywords: imperative sentences, directive illocutionary acts, tourism brochures

ABSTRAK

Penelitian ini difokuskan pada tindak tutur direktif ilokusi pada kalimat – kalimat perintah. Penelitian mengambil 15 brosur obyek wisata (brosur-brosur yang berkaitan dengan taman) di Bali. Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis kalimat perintah pada brosur obyek wisata, dan jenis-jenis tindak ujar direktif dalam kalimat perintah pada brosur obyek wisata dengan menggunakan teori yang diusulkan oleh Searle (1969). Pada pengumpulan data, penulis menggunakan metode dokumentasi. Analisis menunjukkan bahwa ada (1) analisis mengenai kalimat perintah pada brosur obyek wisata yang menemukan kalimat perintah sebagai perintah, permintaan, petunjuk (perintah positif), dan larangan (perintah negative) (2) penulis menemukan tiga jenis – jenis direktif, yaitu tindak tutur direktif ilokusi memerintah, meminta, dan melarang.

Kata kunci: kalimat perintah, directive illocutionary acts, brosur pariwisata

I. INTRODUCTION

In daily life, language is an important aspect in communication (Aqmarina, 2013). Language has two forms, namely spoken and written language. According to Halliday (1985b:9) in Nunan (1992) suggests that written language is used for action, information, and entertainment.

One of the language applications in media to provide information is a brochure.

According to Oxford Advanced Learning Dictionary (1989) "brochure is booklet or pamphlet containing information about something or advertising." The brochure plays a crucial role in attracting new customers, maintaining current ones and helping a business grow. One of the field that uses brochure as a means of information is tourism.

The writer took 15 tourism attraction brochures that especially parks in Bali as the

source of data, because there are a lot of imperative sentences on the brochures. They are *Bali Treetop and Adventure Park, Bali Safari and Marine Park, Elephant Park Mason Adventures Bali, Bali Bird Park, Bali Zoo Park, Kemenuh Butterfly Park, Splash Waterpark, Circus Water Park Bali, Citraland Waterpark, Keramas Park, Bali Bike Park, Bali Wake Park, Aqua Park, Taman Nusa Indonesian Cultural Park Bali, Garuda Wisnu Kencana Cultural Park* which are very interesting to be analyzed because firstly, there is much study on illocutionary acts especially directives. Secondly, the brochures complete with information about the product and service and the thirdly, in imperative sentences are found the brochures as the data to be analyzed by the writer.

In this study, the writer analyzes two points: the first, kinds of imperative sentences on the tourism attraction brochures, and the second, kinds of the directive in imperative sentences on the tourism attraction brochures. According to Searle (1969) classifies illocutionary act into five: representative or assertive, directives, commissive, expressive, and declaratives. Directive attempts by the speaker (writer) to get the addressee (reader) to do something. In other word, directives use language to get someone to do something as in commanding, requesting, and prohibiting (Searle, 1969).

Based on the explanation above, there are two problems that are analyzed, namely:

- 1) What kinds of imperative sentences are found on the tourism attraction brochures?
- 2) What kinds of directives are implemented in imperative sentences on the tourism attraction brochures?

On the problems above, the aims of this study are as follows:

- 1) To find out kinds of imperative sentences on the tourism attraction brochures.

- 2) To find out kinds of the directives in imperative sentences on tourism attraction brochures

1.1 The Imperative Sentence

There are two classifications of imperative sentences occur in this study. They are positive imperative sentence and negative imperative sentence. Hall (1992) states, there are two types of imperative sentences, they are positive imperative sentence and negative imperative sentence.

a) Positive imperative sentence

Positive imperative sentence is the command sentence that contains the positive command or request.

b) Negative imperative sentence

Negative imperative sentence is the command sentence which is prohibited. The sentence adding with *don't* in the beginning of the sentence.

In accordance with Swan (1982:77), there are four kinds of imperative sentences, they are:

a) The imperative sentence as command

The command is given when there is a power different between speaker and listener, the speaker has an authority to command the listener to do something.

b) The imperative sentence as request

Actually imperative sentence as request is quite same with the command, but the form is more polite than a command. A request in an intention of the speaker, then the listener does something.

c) The imperative sentence as direction

Direction means also the direction, guidance, or guidelines. So, the instructions to do something meaningful direction, guidance, or guidelines that must be made to do something.

d) The imperative sentence as prohibition

In prohibition, the speaker forbids the listener to do something. It is concerned with the negative imperative. The prohibition always uses marker “don’t” before the sentences.

1.2 The Directive Illocutionary Acts

Directive illocutionary act is attempted by the speakers to get the hearers to do something, for example: commanding, requesting, prohibiting.

- a) Commanding requires authority or at least pretended institutionalized power. Some auxiliary verbs have high levels of commands, such as “must” and “have to”.
- b) Requesting is the act of asking for something (came at his request. It is not assertion). It differs from “direct” only in the reader polite mode of achievement by the modifier “please.” Besides, the use of modal auxiliary verb whether present or past like “can” and “could”.
- c) Prohibiting is to tell someone not to do something. Prohibition in English is usually expressed with a negative marker “not” that is attached to the auxiliary verb.

II. RESEARCH METHOD

The type of this study is descriptive qualitative method which is to analyze directive illocutionary acts in imperative sentences which are taken from tourism attraction brochures. This study used qualitative method in which the method of collecting data is documentation took from brochures.

The writer is collecting the data by doing some steps: the first, visiting the place, then searching the brochures, and last choosing the brochures.

Based on problems, in analyzing data, there are six the following steps: the first, read 15 brochures to know the content of each brochures. The second identified the data. The third, the writer gave code. The example: C7 represents sentence number 7 from imperative sentence as command (C). Next step, calculated the frequency by using percentage. Then, classified based on theory. Lastly, draw the conclusion.

III. FINDING & DISCUSSION**3.1 Description of Study Object and Result of Data Analysis**

On 15 tourism attraction brochures, the writer got 90 data of the directive illocutionary acts in imperative sentences. The data of the directive illocutionary acts in imperative sentences on tourism attractions is as follows on table 3.1 below.

Table 3.1 Data of the Directive Illocutionary Acts in Imperative Sentences

The Directive Illocutionary Acts in Imperative Sentences	F (frequency)	% (percentage)
Commanding	55	61,1%
Requesting	23	25,6%
Prohibiting	12	13,3%
Total	90	100%

Based on the table 3.1, it can be seen that there are 90 data of the directive illocutionary acts in imperative sentences on tourism attraction brochures. It can be found 55 data or 61,1% directive illocutionary acts of commanding, 23 data or 25,6% directive illocutionary acts of requesting, and 12 data or 13,3% directive illocutionary acts of prohibiting.

3.2 Analysis of Imperative Sentences on the Tourism Attraction Brochures

Frank (1972:221) explains imperative sentence is kind of sentence which subject does not exist only the verb is stated. It gives command to the hearer to do what speaker says. Imperative sentence also is a sentence that is used in issuing orders or directives. Sometimes, in imperative a sentence ends with exclamation mark (!).

In imperative sentence there are two types of imperative sentences, they are positive imperative sentence and negative imperative sentence (Hall, 1992). Imperative sentence gives various meanings to the addressee. There are four kinds of imperative sentence (Swan, 1982) and its function can be used to express command, request, direction, and prohibition.

3.2.1 The Imperative Sentence as Command

The imperative sentence as command is given when there is a different power different between speaker (writer) and listener (reader), the speaker (writer) has an authority to command the listener (reader) to do something (Swan: 1982).

Table 3.2 Data 1 the Imperative Sentence as Command

Category	Sentence	Source
C10	Book now! +62 361 751 300 reservation @balisafarimarinepark.com	Bali Safari and Marine Park

The example above is imperative sentence because imperative sentence gives a command to the hearer (reader). The subject of imperative sentence on this example is not stated. It can be seen from the subject does not exist in C10, only the predicate is stated. It ends with an exclamation mark “book now!”, This sentence can be categorized in imperative sentence.

The imperative sentence as command C10, *book now! +62 361 751 300 reservation @balisafarimarinepark.com* has meaning on readers to make a reservation directly on that

day by calling Bali Safari & Marine Park’s telephone number +62 361 751 300 or sent email to @balisafarimarinepark.com

3.2.2 The Imperative Sentence as Request

Actually imperative sentence as request is quite same with the command, but the form is more polite than a command. A request in an intention of the speaker or writer, then the listener or reader does something.

Table 3.3 Data 2 the Imperative Sentence as Request

Category	Sentence	Source
R13	Please check our website www.balisafarimarinepark.com for updated information	Bali Safari and Marine Park

The example of imperative sentence R13 as a request will be shown and analyzed below. On that case of example, the sentence means to request the reader for more information about Bali Safari and

Marine Park. The readers can check Bali Safari and Marine Park website www.balisafarimarinepark.com. In the website the readers can find update information faster.

3.2.3 The Imperative Sentence as Direction

Imperative sentence as direction is used to give some guidance to someone else to do or to follow the direction in right way.

Table 3.4 Data 3 the Imperative Sentence as Direction

Category	Sentence	Source
D2	Bali Zoo is easily reached as it is a close drive from Ubud, Sanur, Kuta and Nusa Dua	Bali Zoo Park

This sentence above is the example in imperative sentence as direction. The guidance guides the reader easier to reach Bali Zoo Park, the reader can drive from Ubud about 15 minutes, Sanur 25 minutes, Kuta 45 minutes, and Nusa Dua 60 minutes. It is the closest road to Bali Zoo Park that writer suggests to the reader. The reader can follow those directions as the best guidance.

There is direction on the brochure can make it easier for the readers who want to come to Bali Zoo Park.

3.2.4 The Imperative Sentence as Prohibition

Imperative sentence as prohibition is used to give us prohibit doing something.

Table 3.5 Data 4 the Imperative Sentence as Prohibition

Category	Sentence	Source
P3	Don't litter in the park	Bali Safari and Marine Park

In the sentence above, it can be seen the sentence P3 is the imperative sentence as prohibition. It is so because the use of word

interdiction. The P3 sentence is used *don't* as the word interdiction. The word *don't* in the sentence above is the writer interdiction to interdict the other to do something.

This sentence has intended meaning to keep the park clean by encouraging the

visitors to throw their litter in the trash bin that have been provided.

3.3 Analysis of Directive in Imperative Sentences on the Tourism Attraction Brochures

According to Searle (1969) directive illocutionary act is attempts from the speaker (writer) to make the listener (reader) to perform an act represented by the propositional content. In this study, speech

acts are also related to strategy of the speech acts and presupposition.

3.3.1 The Directive Illocutionary Act of Commanding

Table 3.6 Data 5 Directive Illocutionary Act of Commanding

Category	Sentence	Source
C7	Keep the park clean	Bali Safari and Marine Park

This sentence is included in positive imperative sentence as command. In the directive illocutionary act the writer wants the reader to do something (to keep the park clean). This sentence is impersonalized by ellipsis, although subject is not list of a sentence but the sentence can still be understood for whom this sentence is intended. The sentence C7 above has meaning; the visitors who come to the Bali Safari and Marine Park to participate in keep the clean in the park area.

The directive illocutionary act of commanding requires authority or at least pretended institutionalized power.

The sentence above includes in strategy of illocution act that have direct speech act. Direct speech as is had relationship between a structure and the function (Yule, 1996: 55).

The word "*the park*" is classified in the existential presupposition because the writer's sentence is written about existence of the park in the sentence.

3.3.2 The Directive Illocutionary Act of Requesting

Directive illocutionary act of requesting is the act of asking for something.

Table 3.7 Data 6 the Directive Illocutionary Act of Requesting

Category	Sentence	Source
R4	Mountain-Athletic sandals: acceptable	Bali Treetop Adventure Park

From the data above, it can be seen in R4 the sentence is included in the directive illocutionary act and has meaning as request. R4 means, the writer suggested and also requested the readers (visitors) that are better using comfortable footwear, like use mountain-athletic sandals (acceptable) or sport shoes. The visitors will feel comfortable while moving when they are in the circuit area. In the sentence above does not list predicate or verb (nominal sentence) and the sentence can be categorized as the directive illocutionary act as request, because sentence

R4 the writer act of politely (through the sentence) asking the reader to do something (mountain-Athletic sandals: acceptable).

The strategy uses in this sentence in R4 is a direct speech act. Direct speech act is the sentence that is appropriated with the function of the sentence (Yule, 1996).

Mountain-Athletic sandals: acceptable, this italic on the sentence is classified in the existential presupposition because it is shown existence of thing (mountain-athletic sandal).

3.3.3 The Directive Illocutionary Act of Prohibiting

The directive illocutionary act as prohibiting which is to tell (someone) not to do something.

Table 3.8 Data 7 the Directive Illocutionary Act of Prohibiting

Category	Sentence	Source
P1	No outside food and beverages, except for babies or special cases	Bali Safari and Marine Park

The data P1 above is a directive illocutionary act that has a negative imperative sentence form because it is marked by “*not*”. The sentence delivers to the addressees in order to not do anything like the writer wants. In other hand, the sentence has a prohibition act. On that case of the example, the P1 means to prohibit us to do not bring the food or beverages from the outside of the Bali Safari. However, there are exceptions for the visitors who carry babies or the visitors who have special cases like have diseases that require bringing medicine.

This sentence includes in direct speech act because the meaning in this sentence reflects direct speech act and it is used directive sentence to prohibit that the writer’s sentence prohibited the readers (visitors) to bring something that not allowed.

This sentence can be classified into existential presupposition because the writer’s sentence writes the sentence that an assumption that someone or something is existing. It is shown that the existence of something (food and beverage) and someone (babies).

3.4 Findings of Analysis

Based on the analysis of the data, findings of the result of the data analysis can be presented as follows: the first, there are four kinds of the imperative sentence (Swan: 1982) on tourism attraction brochures. They are the imperative sentence as command, the

imperative sentence as request, the imperative sentence as direction, and the imperative sentence as the prohibition. Besides, four kinds of imperative sentence by Swan (1982) found in analyzes. There are two classifications of imperative sentences occur in this study. According to Hall (1992) imperative sentence has two types of imperative sentences, they are positive imperative sentence and negative imperative sentence. The imperative sentences as command, request, and direction are included in positive imperative sentence

The second, the writer analyzed kinds of the directive in imperative sentences on tourism attraction brochures, the writer analyzed three kinds of directive, there are the directive illocutionary act of commanding, the directive illocutionary act of requesting, and the directive illocutionary act of prohibiting.

In illocutionary act, the hearer (the reader) can recognize the intended illocutionary force. The writer could use Illocutionary Force Indicating Devices and felicity conditions to recognize the intended illocutionary force. Yule (1996: 49) says IFID (Illocutionary Force Indicating Device) is indication in the speaker’s utterance of the communicative force of that utterance. In the directive illocutionary acts in imperative sentences on tourism brochures can be concluded that there are some verbs imperative that indicated IFID on the table 3.8 below.

Table 3.8 Verb Imperative that Indicated IFID

No	Sentence	Verb Imperative Indicated IFID
1.	<i>Book now!</i> +62 361 751 300 reservation @balisafarimarinepark.com	Book
2.	<i>Don't litter</i> in the park	Don't litter
3.	<i>Keep</i> the park clean	Keep

Based on the table 4.35, it can be seen that there are 10 data of verb imperative that indicated IFID. The first data

The word *book* is verb that means order tickets, etc. in advance; reserve something (Oxford Learner's Pocket Dictionary, 2008). The word *book* in the sentence "Book *now!* +62 361 751 300 reservation @balisafarimarinepark.com" means on readers to make a reservation directly on that day by calling Bali Safari's telephone number +62 361 751 300 or sent email to @balisafarimarinepark.com

Do not (Don't) used before a full verb to form negative sentences (Oxford Learner's Pocket Dictionary, 2008). Marker *don't* in the data five indicated to interdict the visitors to do something (to throw their litter in the trash bin). Verb *litter* means make a place untidy with litter (Oxford Learner's Pocket Dictionary, 2008).

The sentence *keep* in "*Keep* the park clean" means continue doing something; doing something repeatedly (Oxford Learner's Pocket Dictionary, 2008). The

writer in order to deliver their intention to the readers (visitors) to participate in keeping the clean in the park area.

IV. CONCLUSION

Based on the analysis of the data, the writer may draw the following conclusions:

- 1) The writer found there are four kinds of imperative sentences on tourism attraction brochures: the imperative sentence as command, the imperative sentence as request, the imperative sentence as direction, and the imperative sentence as prohibition.
- 2) The second, the writer found there are three kinds of the directives in imperative sentences on tourism attraction brochures: the directive illocutionary act of commanding, the directive illocutionary act of requesting, and the directive illocutionary act of prohibiting.

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