

ABSTRACT

Hayati, Nisa. *The Speech Acts Analysis of Public Service Advertisement in Surabaya city.* A thesis submitted as partial fulfillment of the requirement for the sarjana degree of English Department, Faculty of Humanities, Airlangga University.

As a kind of communication, the public service advertisement has a goal to make the communication done well and avoid the misunderstanding. The way the government and non profit organization successfully delivers this kind of communication is what this study pay attention. This study intends to examine the kinds of speech acts and how the speech acts used in public service advertisement in Surabaya city to capture the speaker's intention within their message. The writer uses the speech acts theory proposed by Searle. In data gathering phase, the data is collected by means of photographing and taking notes. It is collected from banners and billboards in Surabaya City throughout March until April 2009. Analysis of this study finds that many kinds of speech acts functions used in the public service advertisement in Surabaya city. The writer finds the directive function is the most frequently used. It has the function to get someone else to do something. The writer also finds some overlapping function (an utterance falls into more than one of macro functions) occur in some messages of the public service advertisement which shows the indirectness. Indirect speech acts is used because it is associated with the politeness.

Keywords: speech acts, public service advertisement, Surabaya city