



## ANALYSIS OF ADVERTISING LANGUAGE USE AND MEDIA UTILIZATION ON YOUTUBE IN PROMOTING UNIVERSITAS NURTANIO BANDUNG

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### Abstract

This research aims to determine the use of language and language functions in Universitas Nurtanio Bandung promotional content on YouTube. In addition, this research also aims to determine the use of YouTube media in promoting Universitas Nurtanio Bandung. Researchers took data from several videos on the YouTube channel of Universitas Nurtanio Bandung. This research is a qualitative research. To analyze language use and language functions, researchers used the theory of Searle (1969). The results of the research show that the promotional advertising content of Universitas Nurtanio Bandung on YouTube uses illocutionary acts in the form of assertive and directive speech acts. The function of this speech is convivial and collaborative. Universitas Nurtanio Bandung actively uses YouTube to promote the university. It is hoped that this research can provide input for UNNUR to use advertising language more in the form of offers and recommendations. Content promotion on other social media such as Tiktok or Instagram can be used for further research.

**Keywords:** Language, Speech Act, YouTube

### Abstrak

Penelitian ini bertujuan mengetahui penggunaan bahasa dan fungsi bahasa pada konten promosi Universitas Nurtanio Bandung di media sosial Youtube. Selain itu, penelitian ini juga bertujuan untuk mengetahui pemanfaatan media Youtube dalam mempromosikan Universitas Nurtanio Bandung. Peneliti mengambil data beberapa video di chanel Youtube Universitas Nurtanio Bandung. Penelitian ini merupakan penelitian kualitatif. Untuk menganalisis penggunaan bahasa dan fungsi bahasa, peneliti menggunakan teori dari Searle (1969). Hasil penelitian menunjukkan bahwa konten iklan promosi Universitas Nurtanio Bandung di media sosial Instagram, menggunakan tindak ilokusi dengan bentuk tindak tutur asertif dan direktif. Fungsi dari tuturan tersebut yaitu fungsi menyenangkan dan bekerjasama. Universitas Nurtanio secara aktif menggunakan Youtube dalam mempromosikan kampusnya. Penelitian ini diharapkan dapat memberikan masukan untuk Universitas Nurtanio Bandung agar dapat menggunakan bahasa iklan dengan menggunakan lebih banyak dalam bentuk penawaran dan rekomendasi. Untuk penelitian selanjutnya dapat menggunakan menggunakan konten iklan promosi di media sosial yang lain seperti Tiktok atau Instagram.

**Kata kunci:** Bahasa, Tindak Tutur, YouTube

## INTRODUCTION

Language is something important and cannot be separated from our daily lives. Language is also a way that humans can communicate, so it can be said that language is an important aspect in carrying out socialization or social interaction. According to Kurniawan in Darma (2009:1) with language, humans can convey various news, thoughts, experiences, ideas, opinions, feelings, desires, etc. to other people. In other words, in conveying ideas, intentions and desires, we need to use language so that other people can understand it. In conveying ideas, intentions, desires, etc., we can express them directly to the person we are talking to or listener. To convey a message directly not only by talking directly to the person you are talking to, but we can also convey it through several media. The media that is often used to convey this message is YouTube. Currently, YouTube is often used for various purposes and objectives. One of them is to promote a product. Promoting a product in the form of goods or services via YouTube is considered quite effective. As we know, the number of YouTube users in Indonesia is currently quite large. Therefore, YouTube media is widely used as a promotional event.

Universitas Nurtanio Bandung has a YouTube account, namely @UniversitasNurtanioBandung and this account is often used to promote UNNUR. This aims to attract people or prospective students to register as students at Nurtanio University. The YouTube account @UniversitasNurtanioBandung has more than 700 subscribers and its content reaches more than 11,000 viewers. So, it can be said that YouTube media can be an effective medium in promoting UNNUR. To create UNNUR promotional advertisements, interesting content is needed so that other people are interested and want to get to know UNNUR. In this content there is language with several word choices. Language with inappropriate word choices can impact the meaning conveyed and can also make the advertisement less attractive. Therefore, it is necessary to choose the right words so that the advertisement becomes interesting and the message conveyed through the advertisement is conveyed well. Apart from that, media is needed that is easy to access so that promotions carried out through this media become more effective.

Language is a communication tool that is organized in the form of units, such as words, groups of words, clauses and sentences that are expressed either orally or in writing. There are many definitions of language, and this definition is only one of them. You can compare this definition with the following definition: language is a human communication system expressed through a structured arrangement of sounds or written expressions to form larger units, such as morphemes, words and sentences. The system of human communication by means of a structured arrangement of sounds (or written representation) to form larger units, eg. morphemes, words, sentences (Richards, Platt & Weber dalam Wardhana, 2019: 15).

Pragmatics is a branch of linguistics. According to Leech in Safnah (2021: 765), pragmatics is the study of meaning in relation to speech situations. This is in line with Yule (2006:3) who states that pragmatics is the study of the meaning conveyed by speakers (or writers) and interpreted by listeners (or readers). Based on several of these theories, it can be said that pragmatics is a study that discusses the meaning conveyed or written by speakers and interpreted by readers or listeners based on the situation of the utterance.

Speech is the main means of communication and has real meaning in communication, with a form of speech that involves two parties in certain conditions (Chaer in Merisa et al, 2017: 2). Speech that has psychological characteristics and its continuity is determined by the speaker's language skills in dealing with certain situations is said to be a speech act (Chaer and Agustina, 2010: 50). Speech acts have their own aims and objectives, which refer to influences or activities on oneself or others. According to Searle (Rusminto 2009: 74-75), speech acts are a theory that examines the meaning of language based on the relationship between the speaker's actions and speech. From this explanation it can be concluded that speech acts are language that can be understood well if they are in line with the situation and context of the language. Speech

can also be said to be meaningful, if it is carried out or realized in communication. Based on a certain condition and on the relationship between the action and the activity of the activity. According to Chaer (2010: 27), there are three types of speech acts.

1. Locution Act

Locutionary acts are actions used to express something (Tarigan, 2009: 35). According to Rahardi (2009: 17), a locutionary speech act is the act of saying something which prioritizes the content of the speech conveyed by the speaker. So, locutionary action is the delivery of information conveyed by the speaker. Locutionary acts can be said to be the easiest speech acts to identify, because they can be performed without involving the context of the speech in the speech situation (Wijana and Rohmasi, 2011: 22). The concept of locutionary speech acts looks at the form of an utterance or sentence.

2. Illocutionary Act

Illocutionary speech acts are speech acts that contain the power to carry out an action by saying something (Tarigan, 2009: 35). These actions can be in the form of promises, offers or questions in speech. Therefore, this illocutionary speech act is also called the act of doing something. According to Leech (in Sinaga et al, 2013: 16), illocutionary speech acts are a form of speech that has the function of expressing and providing information in an action. Illocutionary speech acts are real speech acts carried out by utterances such as promises, greetings and warnings (Moore in Rusminto, 2009: 75-76). In understanding speech acts, illocutionary is a very important part. According to Chaer (2010: 53), illocutionary acts are speech acts identified with performative sentences.

Illocutionary acts are classified in speaking activities into five forms of speech (Searle in Rahardi, 2009: 17), namely:

- a. Assertive

Assertiveness is an illocutionary speech act in which the speaker expresses the truth. This form of illocutionary speech act binds the speaker to the truth of the proposition expressed in the speech, namely by stating, suggesting, boasting, complaining, expressing an opinion, reporting and admitting.

- b. Directive

A directive is an illocutionary utterance which aims to produce a result in the form of an action carried out by the interlocutor, such as ordering, ordering, requesting, advising, recommending and recommending. Politeness needs to be paid attention to in this illocutionary function.

- c. Commissive

Komisif merupakan tindak ilokusi yang mengikat penutur dengan suatu tindakan yang akan dilakukan di masa depan. Fungsi tuturan ini yaitu untuk menyatakan janji, bersumpah dan menawarkan sesuatu. Tindak tutur ini membuat penuturnya terikat untuk melakukan atau melaksanakan segala hal yang disampaikan penutur dengan melibatkannya dalam suatu tindakan.

- d. Expressive

The function of expressive illocutionary acts is to express the speaker's attitude towards a situation. These include, saying thank you, congratulating, apologizing, criticizing, praising and condolences. This speech act can be interpreted as an evaluation of the things mentioned in the speech.

- e. Declarative

The function of declarative speech acts is to ensure the conformity of content and reality propositions. These include naming, firing, punishing, appointing, forgiving, allowing, canceling and excommunicating. The success of declarative speech is that it is able to create conformity between the content, in this case in the form of speech and reality, namely the results or outcomes of the speech.

## Tindak Tutur Fungsi Ilokusi

Searle (Leech, 1993: 162) mengklasifikasikan fungsi ilokusi menjadi empat, yaitu:

(a) Competitive

The competitive function has illocutionary goals that compete with social and ethical goals. Politeness in this function has a negative value which is found in the conflict between what the speaker wants to achieve and politeness in everyday life. Something that is in the nature of a dispute is basically impolite, so the principle of politeness is needed to reduce it. Manners are based on goals, while good manners are based on language behavior to soften manners. These functions are grouped based on what can be seen from the speaker's attitude when uttering an utterance such as commanding, requesting, demanding, pleading etc.

(b) Convivial

This function (convivial) has goals that are in accordance with social goals. Politeness in this function is positive. This can be seen by showing a friendly attitude in everyday life. This positive politeness has the meaning of respecting or implementing the principles of politeness itself. These include inviting, offering, greeting, congratulating, saying thank you etc.

(c) Collaborative

This function (collaborative) does not involve social goals in it. Politeness in this function is not involved in speech, because politeness in this function is not appropriate and only takes the form of oral discourse. These things include stating, reporting, announcing, teaching etc.

(d) Conflictive

This function (conflictive) has an illocutionary goal that is contrary to the social goal. In this function there is no element of politeness. This is because the objectives of these functions conflict with each other. Apart from that, the goals tend to be more negative. This function is created to cause problems or create problems. These include threatening, accusing, cursing, scolding, cursing, and so on.

### 3. Perlocutionary Act

Perlocution is carrying out an action by stating something (Tarigan, 2009: 35). This perlocutionary act has an influence on the speech partner who listens to the speech (Chaer, 2010: 28). As a result of this influence, the response from the speech partner is not only in the form of words, but also in the form of actions or deeds. The perlocutionary act is called the act of affecting someone. Perlocutionary speech acts have an effect on those who listen (Wijana, 1996: 19). According to Nadar (2013: 15), perlocutionary acts are actions used to influence the speech partner, such as embarrassing, intimidating, persuading and so on. Perlocutionary acts are utterances that have an effect or influence on the speaker with the form of the utterance (Sherry et al, 2012: 62). From this explanation, it can be concluded that a perlocutionary speech act is an utterance that gives influence to the interlocutor regarding the utterance being expressed. The effect that arises is the influence of the expressions heard by the interlocutor according to the situation and conditions.

In addition to choosing the appropriate diction, there are other factors to take into account while conducting promotions, such as the medium that will be utilized to disseminate the information. Nowadays, a variety of new media are employed to advertise commodities and products. According to Lister et al. in Stellarossa et al. (2018:61), new media has six distinct qualities, which are as follows:

1. Digital, all data is converted into numbers in the digital media process. In this case, communication and representation media usually take the form of graphics, recorded moving images and photographs. Data that has been processed into numbers is then processed and stored in the form of an online source, digital disk or memory drive which will be translated and received as a screen display, sent again via telecommunications, network or output such as a hard copy.
2. Interactivity, is one of the main characteristics or values of new media. Where conventional media offers passive consumption, new media offers more active consumption. New media can be owned by everyone easily and only requires an internet network.
3. Hypertextual, namely by reinserting any information contained in the old media into the new media with a display that is adapted to the display of the new media. This is used as a database of information contained in new media that remains in old media.
4. Network; It can be interpreted that in new media there are several networks that aim to make it easier for consumers to expand their participation. These networks include the World Wide Web (www), social media sites, blog websites, online forums, educational websites and so on.
5. Virtual, virtual nature and embodying virtual worlds created by the involvement of computer graphics and digital video. Virtual also functions as a postmodern identity, art, entertainment, consumer, and visual culture.
6. Simulation means imitating some of the old media that can still be used in new media. New media users can also imitate the information they get in new media to the real world where it can influence their lives.

## **METHOD**

The research method used by researchers in this research is qualitative research methods. According to Sugiyono (2018:9) qualitative research methods are research methods that are based on the philosophy of postpositivism, used to research the conditions of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combination), data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalizations. In other words, in conducting qualitative research, the object under study is a natural object and the results obtained emphasize the meaning of generalization.

According to Sugiono (2020:114), interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, but also if the researcher wants to know things from the respondents in more depth. In other words, if researchers want to get more in-depth information, then data collection techniques using interviews are needed. In this research, researchers interviewed the promotion department of Nurtanio University Bandung to find out the use of YouTube in promoting their campus.

## **FINDING**

Assertive Speech Acts

Data 1

*“Universitas Nurtanio Bandung adalah salah satu universitas swasta terbaik yang berada di pusat kota Parahyangan”*

The meaning of the sentence above is “Universitas Nurtanio Bandung is one of the best private universities located in the center of Parahyangan”. This statement can be found in the Universitas Nurtanio Bandung 2024 profile video on Universitas Nurtanio Bandung Youtube channel. This utterance is an assertive speech act. This can be seen from the statement which

states that Universitas Nurtanio Bandung is one of the best private universities. The function of this illocutionary speech act is collaborative in a way of stating.

Data 2

*“Universitas Nurtanio Bandung, discipline, tough, and competitive”*

This statement can be found in the Universitas Nurtanio Bandung 2024 profile video on Universitas Nurtanio Bandung Youtube channel. This utterance is an assertive speech act. This can be seen from the statement which states that the university is discipline, tough, and competitive. The function of this illocutionary speech act is collaborative in a way of stating.

Data 3

*“Universitas yang bercirikan kedirgantaraan ini, konsisten dalam menegmbangkan SDM yang kompeten melalui Pendidikan tinggi”*

The meaning of the sentence above is “This university, which is characterized by aerospace, is consistent in developing competent human resources through higher education”. This statement can be found in the Universitas Nurtanio Bandung 2024 profile video on Universitas Nurtanio Bandung Youtube channel. This utterance is an assertive speech act. This can be seen from the statement which states that the university is consistent in developing competent human resources. The function of this illocutionary speech act is collaborative in a way of stating.

Data 4

*“Universitas Nurtanio Bandung memiliki empat fakultas dan satu sekolah Pascasarjana”*

The meaning of the sentence above is “Universitas Nurtanio Bandung has four faculties and one postgraduate school”. This statement can be found in the Universitas Nurtanio Bandung 2024 profile video on Universitas Nurtanio Bandung Youtube channel. This utterance is an assertive speech act. This can be seen from the statement which states that the university has four faculties and one postgraduate school. The function of this illocutionary speech act is collaborative in a way of stating.

## Directive Speech Acts

Data 1

*“Mari bergabung bersama Universitas Nurtanio Bandung, kampus kedirgantaraan terbaik di Indonesia”*

The meaning of the sentence above is “Let’s join Universitas Nurtanio Bandung, the best aerospace campus in Indonesia”. This statement can be found in the Universitas Nurtanio Bandung 2024 profile video on Universitas Nurtanio Bandung Youtube channel. This utterance is a directive speech act by explaining the utterance to invite directly by using the phrase “*Mari bergabung*” which means “Let’s join”. The function of this form of illocutionary speech act is convivial in an inviting way. Politeness in the function of the rules above is positive.

Data 2

*“Bergabunglah bersama kami di Fakultas Teknik Universitas Nurtanio Bandung”*

The meaning of the sentence above is “Join us at the Faculty of Engineering, Universitas Nurtanio Bandung”. This statement can be found in the Universitas Nurtanio Bandung 2021 profile video on Universitas Nurtanio Bandung Youtube channel. This utterance is a directive speech act by explaining the utterance to invite directly by using the word “*bergabunglah*” which means “join”. The function of this form of illocutionary speech act is convivial in an inviting way. Politeness in the function of the rules above is positive.

Data 3

*“Mari bergabung bersama Universitas Nurtanio Bandung untuk mencerdaskan bangsa Indonesia”*

The meaning of the sentence above is “Let's join Universitas Nurtanio Bandung to make the Indonesian nation smarter. This statement can be found in the Universitas Nurtanio Bandung 2019 profile video on Universitas Nurtanio Bandung Youtube channel. This utterance is a directive speech act by explaining the utterance to invite directly by using the phrase "*Mari bergabung*" which means "let's join". The function of this form of illocutionary speech act is convivial in an inviting way. Politeness in the function of the rules above is positive.

### Interview Results Analysis

According to the results of an interview with the promotion department of Universitas Nurtanio Bandung, YouTube was a media that used to introduce the university. Based on the results of interviews, the media most often used to promote the university are Instagram and TikTok. Meanwhile, for YouTube, the promotion department often provides direct messages to prospective students or parents of prospective students by sharing the link to the video profile of Nurtanio University Bandung, so that they can get to know the university better. The N University Youtube channel not only contains the profile of the university, but also the activities carried out at Universitas Nurtanio Bandung. It can be said that the University has actively utilized YouTube as a social media for promotional events.

### CONCLUSION

From the results of this research, it can be concluded that the promotional advertising content of Universitas Nurtanio Bandung promotional advertising content on YouTube social media uses illocutionary acts in the form of assertive speech acts and directive speech acts. Assertive speech acts in several utterances have a collaborative function while directive speech acts in some utterances, have a convivial function in inviting.

Universitas Nurtanio Bandung has used YouTube as a medium to promote the campus. Therefore, prospective students can get to know this university by providing profile videos and videos containing activities at the University.

### SUGGESTIONS

Penelitian ini diharapkan dapat memberikan masukan untuk UNNUR agar dapat menggunakan bahasa iklan dengan bentuk tindak tutur lain. Tidak hanya bentuk tindak direktif berupa meminta atau mengajak, tetapi juga bisa menggunakan lebih banyak dalam bentuk penawaran, atau rekomendasi. Hal tersebut dikarenakan tindak tutur direktif dalam bentuk rekomendasi atau penawaran memiliki fungsi menyenangkan (Convival), dan kesopansantunan dalam fungsi ini bernilai positif,

Other researchers who want to conduct research on the use of advertising language can use promotional advertising content on other social media such as Tiktok or Instagram. Furthermore, other research objects that can be used such as tourist attractions, the latest products and also restaurants.

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