ON SPEECH ACT PRAGMATIC:
POLITICAL LANGUAGES IN 2018 ELECTIONS IN ACEH

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DOI: https://doi.org/10.24071/ijhs.2020.030210
received 24 October 2019; accepted 5 March 2020

Abstract
This study aims to describe the speech act pragmatic analysis of political languages in outdoor advertising text of the 2018 simultaneously election in Aceh. This research used descriptive qualitative method, sources of data in the form of candidate's utterances in outdoor advertising campaign in Aceh. Language research in the pragmatic is basically divided into three stages, namely (1) the stage of providing data, (2) the stage of data analysis, and (3) the stage of presenting the results of data analysis. Based on the results of the analysis and discussion of speech act, the findings of this study showed in Pidie Jaya area are dominated by assertive/collaborative illocutionary utterances. In the South Aceh area 9 assertive illocutionary utterances, and direct illocutionary speech acts were used for 5 utterances. Whereas in the Subulussalam area there are 5 utterances in assertive/collaborative illocutionary and directive utterances. The presentation of this study, hopefully it will enrich in understanding for us in capturing the meaning of speech messages or speech acts of candidates for elections. In the end we are not trapped like the statement delivered by Charles de Gaulle, President of the French Republic "Politicians never believe in their own words, they are actually surprised when people believe it".

Keywords: Language, Political Communication, Pragmatics, Speech Act

Introduction
In discussions about the nature and function of language, people are often confused and mistaken in explaining these two things, because it is like two sides of an inseparable coin. Not yet finished answering the differences in the nature and functions of language, we are often challenged with the question of when the language first existed. Although this question can be answered from the views and understanding of theological groups, which says, language first existed when the first human ancestor "Adam" was created by God. On the other hand, this group's views are at odds with theories such as organic phase theory, evolution theory, dingdong theory (nativistic theory), conventionalist theory (yo-he-ho theory), bow-wow theory (onomatopoetic/echoic theory), and gesture theory (Sobur, 2013), but these theories and theological groups have common ground and

similarities in terms of explaining the meaning of the nature and function of language.

Back to the first question above, (Edwards, 2009) provides an explanation that the position of language is undoubtedly an important and commonly used real instrument, become the strongest symbol of the group, emotionally charged symbols, the main pillar of individual, social, and crucial points that are important for ethnonational movements. Even farther (Cristal, 2006) mentions that language is (1) A system, the use of sounds, signs, or symbols written in human life to communicate and express themselves, (2) A system specifically designed to program and interact with computers, (3) The means by which animals use communicating, and (4) The symbolic aspects of language (not including phonetics and phonology).

In addition to previous explanations, some experts also interpret language as a vehicle for the expression or exchange of thoughts, concepts, knowledge, and information as well as the regulation and transmission of experiences and knowledge, this understanding sees and are based on language only as a cognitive process, subject to social factors and subject to change, and historical development. The language in this definition refers only to specific forms of expression that are limited to humans, and differ from all languages as animals may use in communication, as well as artificial languages through creativity, the ability to make conceptual abstractions, and the possibility of metalinguistic reflection (linguistic theory, origin language ideas, language philosophy) (Bussmann, 2006). In addition, every meaning that is contained in the use of language, in linguistics is part of pragmatic study. According to Rowe and Diane provides pragmatics is the study of the effect of context on meaning, and it is about the practical use of language. He noted it includes the study of how people use language to establish their identities through social meaning, to express their emotions through affective meaning, to perform speech acts with performative sentences, and to carry on conversations with others (Rowe and Diane 2016).

Furthermore, (Finch, 1998) in his book found that language viewed from its function, in general can be divided into 2 functions, (1) micro functions: for the realist nerve/physical energy (pycologycal function), for socialization purposes (phatic function), to provide notes (recording function), to identify and classify things (identification function), as an instrument of thought (function of reasoning), as a means of communication of ideas and feelings (communication function), giving joy (function of pleasure), and (2) macro functions: ideational functions, interpersonal functions, poetic function, textual function.

The explanation of the language above shows the importance of understanding the nature and function of language in broader community life. The importance of this is captured by the majority of the community of political actors in carrying out propaganda, rhetoric and interpretation in the process of introducing themselves to society. The use of language functions in the political arena lately is very interesting knowledge to understand. The use of good language plays a big role in building a person's image. In the political community circle, language is very important to learn and understand so that it can build good political communication with voters and sympathizers. In delivering campaign promises, political actors must be smart and observant in compiling diction that is used so that they are easily trusted by the public. Even though in politics there is

an adage that states 'politicians may not keep their promises at the time when elected', therein the power of language that can propagate and hypnotize voters to believe something that is absurd/impossible to achieve from the promises made. Language in politics is very important to be master, especially the situation in the post-reform euphoria atmosphere, one of which gave birth to direct elections: presidential elections, regional heads, DPD/ DPR/ DPRD.

This democratic system provides a space for anyone to participate in the national political arena. This has an impact on how individuals or pairs of candidates are able to branding themselves in order to get positive sentiment in the midst of society. Immediate political figures mushroomed from imaging methods, such as building a populist attitude, working hard, anti-corruption, modest, charismatic, and other opinions from such angles that are popular in society these days. In building self-image, a politician can not be separated from the influence and development of ICT (Information and Communication Technology), such as television, radio, internet, social media, online media, print media and other advertising media. To use these media must be supported by the mastery and use of appropriate and qualified language (written language, oral language, and body language). Language plays an important role in sending propaganda messages so that the listener receives well, which in turn can become a candidate sympathizer. Imaging operations with the help of media and language have a significant influence in building the atomic electability of candidates in attracting voter support.

One of the political communication media that is currently effective in taking the attention of the public in sending messages and the intended purpose is outdoor advertising media (billboards), because outdoor advertising is always seen in people's daily activities throughout the day. This fact cannot be avoided from the way of life of today's consumer society. The use of outdoor advertising media was initially widely used by companies to introduce the products they made. They realized that advertising media such as billboards, banners, and posters were one of the most effective outdoor advertising media to introduce (branding) products, because this media directly touches the customer. In addition, companies understand that billboards are a form of communication and promotional propaganda that offers great promises to consumers through informative and persuasive messages that offer products that are said to be exceptional to consumers, with relatively low promotional costs from the other media.

The reasons about language plays in sending propaganda messages with the help of media, like as outdoor advertising media (billboards) become a phenomenon that is captured and used by political consultants and political actors in 2018 elections in Aceh, from 16 candidates' pair in Aceh (Pidie Jaya, South Aceh, and Subulussalam) used language in the realm of pragmatic studies. To conduct political communication, politicians generally use advertising media, especially outdoor promotional media to propagate Aceh voters/people. Speech text in outdoor advertising media tends to use the meaning of speech act implications to promote them and convey their views, vision and mission to participate in the political arena. The way of self-recognition through advertising media is expected to be able to hypnotize the audience and readers to capture the message and the intended intention can be achieved. Correspondingly, Aceh

politicians believe in the language used in promotional media must be selective and contain hidden, implied, or folded meanings, but the people who read it are able to recognize the goals and objectives spoken by the candidate in the outdoor advertising media. Examples of the selection of speech act used on the 2018 Aceh election billboards are found to have implicative meanings behind them, as shown in figures (1) and (2) below.

In line with the explanation above, this study addressed research questions are (1) analysis of implied speech acts, (2) what functions of speech acts used, and (3) the trend of selected of implied speech acts concept used on political languages in outdoor advertising text of the 2018 simultaneously election in Aceh (Pidie Jaya, Subulussalam and South Aceh)?. The benefits of this research are expected to contribute to the analysis of the development of pragmatic studies. It is also intended to provide knowledge and perception, most important for people who making smart political choices from the discourse of politicians that we consider relevant to the situation.

Language and Language Function in Politics

Politics in the simplest meaning can be interpreted as an art in managing public and economic resources, then utilized in achieving a position of power or the position of public policy makers both in the legislative and executive domains. In line with the political understanding above, the functions and processes of communication in the political arena are important to be controlled by politicians in their daily activities to maintain electability in the eyes of the public or their constituents. In the political world of shrewdness to play the situation or condition, demanding a politician must be able to compose winged words or sentences according to the context where and when he is, so that the message delivered can be received by the public even though sometimes behind that message there are other goals and intentions.

So it is true the expression of previous world figures about political/ politician relations with language skills, such as the words of Oscar Ameringer, writer and socialist activist of German heritage in the US "politics is the fine art of getting votes from the poor and campaign funds from the rich, by promising to protect one of the others ", besides Ernest Benn, the British political writer said" politics is the art of seeing problems, finding them whether they exist or not, diagnosing them incorrectly, and applying the wrong recipes "," the heaviest thing in political campaigns anything is how to win without proving that you are not worthy of winning "stated Adlai Stevenson, US Vice President.

Specifically (Joseph, 2006) in his book explains that language and politics are very closely related. He states there are three functions of language in politics: (1) rhetoric, (2) propaganda, and (3) interpretation. Rhetoric is a system and investigation of stylitis tools of various official languages. This function is commonly used by the government or politicians in speeches whose aim is to convince and eliminate people's anxiety in a mild form. Propaganda itself is an activity carried out by government or politicians in the form of agitation, invitation, campaign, persuasion, promotion, publicity, proclaiming, humming, shouting, heralding, promoting, bruit a bout, advertising, roaring an issue. While interpretation is a theoretical view of something, giving an impression, opinion, or view based on a theory of something, interpretation, interpreting.

Additional view, the function of language in politics according to (Blumler, 2019 ; Gould, 1998) Campaigning is holistic, it is a complete activity involving every element of the political experience, to successful campaigns must get not just a single element right, they have to get everything right. Gould also said, campaigning is about message, people think that message means just a few words, often repeated, but message is much more: it is the rationale that underlies your campaign (Gould, 1998). Also in the Indonesian Thesaurus dictionary interpretation is the definition, explanation, exposition, clarification, paraphrase, understanding, reading, arrest, explanation, version, translation, interpreting, associating, paraphrasing, clarifying, clarifying, defining, and formulating (Pusat Bahasa Departemen Pendidikan Nasional, 2008).

Furthermore, (Arifin, 2003) adds that, there are several forms of political communication carried out by political communicators to achieve their political goals, such as: (a) political agitation, (b) public relations (PR), (c) political campaigns, (d) political lobbying. The language functions conveyed by Arifin and Josep are in line with words of wisdom once conveyed by such as, George Eliot, English novelist "Elections are coming again, universal peace is echoed, and the fox (coyote) shows a sincere interest in extending the life of birds that are became his meal, "even Saul Bellow, US men of letters, Nobel laureate, revealed" look at our politicians: they are a group of yo-yo, seizing the current presidential position like a cross between popularity contests and high school children's debates, with encyclopedias containing cliches ", not much different Nikita Khrushchev, the Prime Minister of the Soviet, even more scattered sentences responding to politicians "politicians are the same everywhere, they promised to build bridges even in places where there are no rivers".

With the explanation above and the description of such conditions, language and politics are very closely related to perpetuating power. Incorrect language use will be fatal for the seat of power and electability of a politician in the eyes of the people who will ultimately be left behind by the voters in the next contestations of political struggle.

The Purpose of Political Communication

The ultimate goal of the form of political communication above will be conical to the function of the achievement of communication by political communicators to political communicants, in the hope of having a significant effect and getting positive specimens. However, scientists specifically set explicit limits on the objectives of political communication as: (a) political imagery, (b) general opinion, (c) political participation, (d) political socialization, (e) political

education, (f) political recruitment, (Arifin, 2003). Political talk is an informal mode of political engagement that ultimately promotes participatory democracy. Political talk may not only induce subsequent campaign participation but also may involve a level of psychological engagement such as political self-efficacy, which in turn results in a greater activity in campaign (Kim & Baek, 2018).

To achieve all forms of political communication or political goals mentioned earlier, candidates or politicians must see, understand and consider things that are developing at the grassroots, such as, (1) understanding what voters are looking for, (2) building and marketing relationships emotional with the community, (3) producing images of candidates, (4) using one main vision to connect with candidates 'problems and personalities, (5) talking about voters' problems, not your own, (6) voters constantly want change, (7)) getting support from party elites, (8) marketing yourself to the media (Kaid, 2004).

Political Communication Media

Current developments such as the Information Era are encouraging the use of television, radio, internet, social media, online media, print media and advertisement media in conducting political communication. One of the political communication media that is currently effective and with relatively inexpensive promotion costs from other media in taking the public's attention to send messages and political objectives is to use outdoor advertising media (billboards). Indeed, advertising billboards are highly conspicuous due to their size, colouration, and location usually near major roads. The outdoor advertising industry promotes billboards as attention-grabbing, for example: out-of-home advertising provides visual impact that commands complete attention, and offers total cut-through, it might therefore be expected that they would distract attention from the driving task (Edquist, Horberry, Hosking, & Johnston, 2011; Eyecorp, 2004).

Billboards are outdoor signs or posters that are usually seen on highways, busy streets. Billboards lately are widely used in sending advertising messages related to political campaigns, product marketing, and for non-profit purposes. In use there are four types of billboards, namely traditional billboards, mechanical billboards and newer types including digital and mobile billboards (Filiquarian, 2008). How to self-introduction through this advertising medium is relatively able to hypnotize the audience and readers to capture the message and the intent to be conveyed properly. Other advantages in using billboards according to textbook authors and academic researchers have identified (e.g,. Charles, George and Hae-Kyong, 2013; Kelley and Jugenheimer 2004; Sissors and Baron, 2002; Taylor, 1997; Vanden Bergh and Katz, 1999; Woodside, 1990). The advantages of using billboards include, among other things: (1) potential placement of the advertisement close to the point of sale, (2) high frequency of exposure to regular commuters, (3) high reach, (4) 24-hour presence, (5) geographic flexibility for local advertisers, (6) economic efficiency in terms of low production costs and low cost per thousand exposures, (7) visual impact from advertisement size and message creativity, and (8) brand awareness.

Pragmatics

Pragmatics is a branch of linguistics studies, according to (Thomas, 1995:2) suggested that some pragmaticians take "a broadly cognitive approach" studying constraints on the interpretation of relevant meaning by the receiver of the message, while others take "a broadly social view of the discipline" focusing on

social constraints on speaker meaning. Her own definition highlights the dynamic nature of the process of meaning-making in context: she defines pragmatics as the study of "meaning in interaction" (1995: 22). In any even, point out pragmatics explains how individuals use linguistic resources to produce and interpret meaning in interaction, and sometimes to change relationships (Holmes, 2018). Indeed, pragmatics is a branch of semiotics that studies the origin, usage, impact of symbols and signs. According to Leech and Thomas (in Kasper, 2001) pragmatics classified into two elements, they are: (1) pragmalinguistics refers to the resources or pragmatic strategies such as "directness and indirectness, routines, and other range of linguistic forms which can soften or intensify communicative acts" for conveying communicative acts and relational on interpersonal meanings. (2) Sociopragmatics described by (Leech, 1991: 10) as the sociological interface of pragmatics, referring to the social perceptions underlying participant's interpretation and performance of communicative action.

The previous explanation is in line with Yule, he gives a view in many ways, one of which is pragmatics is the study of the meaning of "invisible", or how we recognize what intentions and goals are in communication interactions even when they are not explicitly said or written by speakers (Yule, 1996). Yule's explanation is actually something that is commonly experienced in daily life, because in communication itself many things that actually do not need to be said or written clearly, but can provide a sign that provides the same interpretation and understanding by the listener with the context of communication delivered speaker in social interaction, and the goals in the act of communication is mutual understanding of the meaning discussed.

Speech Acts

Actions taken or actions delivered through speech, speech action comes from interpreting an utterance in speech act activities. According to (Huang, 2007: 93), the principle of speech act theory is when a sentence is spoken then it is part of the action within the framework of agreement in society, or it can be said that saying is (part of) doing, or words are (part of) deeds. In 1962 Austin introduced the modern study of speech acts with the thesis *How to Do Things with Words*, published at Harvard in 1955 by William James Lectures version. In the study of theory (Austin, 1962: 101; 1975: 94) speech act consists of (1) locutionary (locution), (2) illocution/force (3) perlocutionary. Locutionary (locution): the meaning contained in the utterance according to syntax. Illocution/force: speech act that contains the intent by the speaker to whom, where, and when the speech acts were carried out, and perlocutionary: means speech acts whose speech is intended to influence the speech partners. He illustrates the distinction between these kinds of acts with the (now politically incorrect) example of saying "Shoot her!," which he trisects as follows:

Speech Act (1) or Locution

He said to me "Shoot her!" meaning by *shoot* "shoot" and referring by *her* to "her."

Speech Act (2) or Illocution

He urged (or advised, ordered, etc.) me to shoot her.

Speech Act (3) or Perlocutionary

He persuaded me to shoot her.

To enrich our understanding the different types of classifications of speech acts by expert opinions from time to time, such as Austin (1962) mention classifications of speech acts are (expositives, commissives, exercitives, verdictives, behabitives), Vendler (1972) (expositives, commissives, interrogatives, exercitives, operatives, verdictives, behabitives), Searle (1975) (representatives, commissives, directives, declarations, expressives), Bach & Harnish (1979) (constatives, commissives, directives, effectives, verdictives, acknowledgements), Allan (1994) classify the speech act into (statements, invitationals, authoritatives, expressives) (Allan, 1998: 11). Whereas (May, 2001: 117) explain speech acts classification.

a) Directives are attempts by the speaker to get the hearer to do something. They express what the speaker wants; typical representatives are commands, orders, requests, suggestions, etc., such as I warn you to stay away from my house!; Mum, can I have a cookie, two please?

b) Representatives commit the speaker to something's being the case, to the truth of the expressed proposition, typically statements, assertions, conclusions, descriptions, etc., such as The earth is flat; It's cold here; Chomsky didn't like butterflies.

c) Expressives are used to express the psychological state of the speaker. They state what the speaker feels and can be statements of joy, pain, sorrow etc., but also expressions of thanking, apologizing, welcoming, congratulating, etc., such as I congratulate you on winning the race; I'm really sorry; YESSS!

d) Declarations effect immediate changes in the institutional state of affairs, i.e., they change the world via the utterance. The speaker has to have a special institutional role, in a specific context, in order to be able to perform a declaration appropriately; typical examples include excommunicating, declaring war, marrying, firing from employment, nominating, etc.

e) Commissives commit the speaker to some future course of action. They express what the speaker intends: typically, promises, threats, refusals, offerings, etc., such as I promise that I'll be home at six; I'll be back; I will not marry you.

Method

This research uses descriptive qualitative method. The approach taken to the subject is a pragmatic approach. In the pragmatic approach, what is examined is the form of speech acts in the context of speaker's utterances in self-introduction (branding) in the 2018 simultaneous local election campaign in Aceh. Language research in the pragmatic implicature is basically divided into three stages, namely: (1) the stage of providing data, (2) the stage of data analysis, and (3) the stage of presenting the results of data analysis. The study was conducted in the Aceh Pidie area, South Aceh and the City of Subulussalam. Research time is not limited, but the time of data collection is done for 30 days because of the limitations of manpower and available material. The data source is utterances of the election participants in outdoor aids (billboards).

Findings and Discussion

Regarding the total data of 32 billboards, political ads are taken respectively 2 from 16 candidate pairs of regional head candidates who competed in the 2018 simultaneous local elections in Aceh.

Language Approach in Political Branding in the 2018 elections in Aceh

A. Language Implications Candidates in Pidie Jaya

1. Yusri Yusuf-Saifullah

- *Adil, Sejahtera, Bermartabat Mewujudkan Kejayaan Pidie Jaya*

 In the above discourse the speaker wants to convey a message about himself, such as having a person who will be fair from various things. This candidate also tells that to achieve regional welfare must be fair and in dignified ways. In the implicature speech act study, the text above is called assertive/collaborative illocutionary speech acts, where the speaker expresses a message, for example; states, informs, suggests, boasts, complains, demands, reports.

- *Bersatu Berjuang Insyaallah Menang*

 The above discourse is a form of utterance that implies asking the community to be with the speaker and notifying the public to participate in supporting and assisting speakers in winning the elections. The conversational implicature above is an assertive/collaborative illocution.

2. Aiyub Abbas-Said Mulyadi (Asli)

- *Pilih No 2, Asli Lanjutkan*

 The words in the text above are directive illocutionary acts, the hidden meaning behind the text is ordering, asking, suggesting, encouraging, advising the person reading to have some effect through the actual actions of the person reading, thus dropping political choices on the speaker. The text above also has a saved meaning, that is, the speaker is the regional leader at this time and there is a desire of this candidate to continue his leadership for the next period. This action is called assertive illocutionary expression of desire to state, inform, suggest, boast, complain, demand, report.

- *Bersama Kita Bisa Membangun Pidie Jaya*

 The above discourse is a form of utterance that contains the intention of informing the public to work together with speakers to build Pidie Jaya, and to demand the community to participate in supporting and assisting speakers in the election. The conversational implicature above is an assertive/collaborative illocution.

3. Muhibbudin M Husen - M Yusuf Ibrahim

- *Pilih No 3*

 Utterance in the text above is a directive illocution, the folded meaning behind the text is ordering, ordering, asking, asking, suggesting, encouraging, advising the person reading to have an effect through the real actions of the person reading, thus dropping political choices on the speaker.

- *Coblos No 3*

   The speech in this text is a directive illocution.

4. Muhammad Yusuf-Anwar Ishak
- *YUSAR Selera Rakyat*

   The hidden meaning in the discourse above contains the message that the speaker is building himself up in a society that does not know this couple. The speaker conveys that he is the person expected and in accordance with the expectations of the Pidie Jaya community at this time. This expression is an assertive illocution which involves the speaker in the truth of the proposition expressed, for example stating, telling, suggesting, boasting, complaining, demanding, reporting.

- *Menuju Pidie Jaya yang Islami Adil, Bersih dan Merata*

   From this text, the speech act used by the speaker to the speech partner is assertive illocution. Its function is to convey information and expect the speech partner to take concrete actions to make choices to the speaker. The message sent by the speaker is that the speaker supports Pidie Jaya which is more Islamic, personal and government that will be clean or free of corruption, and that all people will get equitable development and services.

   Judging from the form of speech acts in outdoor advertising in the Pidie Jaya area is dominated by assertive/collaborative illocutionary utterances. Found assertion illocution utterances as many as 5 utterances, then acts of directive illocutionary acts is 3 actions, and there is 1 outdoor advertisement whose contents are a mixture of assertive illocution and directive illocution.

B. Language Implications of Candidates in South Aceh
1. Tgk Husen Yusuf SPd I – DR Mustafril Msi
- *Humus Harapan Kita Semua*

   The speech acts in this text are called assertive illocutionary speech acts, where a message informs and states that the candidate is an option for the people of South Aceh for the next five years.

- *Humus Numor 1*

   This text is an assertive illocutionary utterance, with a message stating, informing, and reporting that the couple got number 1 in the South Aceh elections.

2. H, Azwir S.sos – Tgk Amran
- *AZAM Aceh Selatan Hebat!*

   This text gives a message in the form of a statement, if South Aceh wants better and leads to a greater direction, it must join and make a choice on the candidate in the South Aceh elections. This action is called assertive illocutionary action.

- *Mohon doa dan Dukungan Pilkada Aceh Selatan 2018*
  The words in the text above are directive illocutionary, the hidden meaning behind the text is ordering, pleading, asking, suggesting, encouraging, and advising the community who read the aid to impose political choices on the speaker.

3. Drs. Zulkarnaini M.Si - M Jasa
- *Coblos No 3*
  The statement in the text above is a directive illocution.

- *Pilih No 3*
  The speech act above is a directive illocution.

4. Darman SP MM – Baital Makmur SE
- *Aceh Selatan Mandiri*
  This text gives a message in the form of a speaker's statement to bring South Aceh into a stronger situation and have regional independence that has not yet been reached. Speakers demand to join and make choices on this candidate. This action is called assertive illocutionary action.

- *Sahabat Samba No 4*
  This statement is called assertive illocution, seen from the act of notifying.

5. HT Sama Indra SH – Drs H Harmaini Msi
- *Mohon Doa Dan Dukungan Coplos No 5*
  The text above is a directive illocution, behind the text is ordering, asking, asking, suggesting, encouraging, advising people who read.

- *Pasangan Putih (Pilihan Utama Teuku Sama Indra – Harmaini)*
  This statement is called assertive illocution.

6. H Mirwan MS SE – Zirhan SP
- *Salam Perubahan Aceh Selatan Periode 2018-2023*
  This text is an assertive illocution.

- *Menuju Aceh Selatan Sejahtera*
  The speech act in outdoor advertising is assertive illocution.

7. H Karman BA SE – Afdhal Yasin
- *Maju Bersama Rakyat*
  This text is an assertive or collaborative illocutionary speech act "stating, informing, suggesting, boasting, complaining, demanding, reporting", the folded message of this speech is that the speaker reminds the speech partner as a family, so it is obliged to unite, help each other, care for each other in this political celebration to achieve the goal of winning the election together with speakers.

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- *Coblos Pilihan Rakyat 7*

  The words in the text above are directive illocution, ordering, asking, suggesting, encouraging, and advising people who read to make political choices on the speaker.

The pattern of speech acts in outdoor advertising political campaigns in the South Aceh region is almost the same as in the Pidie Jaya area. The assertive illocutionary/collaborative form of speech dominates, it is found that the assertion of illocutionary speech is 9 utterances, and the directive illocutionary acts is 5 utterances.

C. Language Implications of Candidates in Subulussalam City

1. drh. Jalaluddin - Wagiman (JAWARA)
- *Pilih No 1*

  The statement in the text above is a directive illocution.

- *Coblos No 1*

  The statement in the text above is a directive illocution.

2. Hj. Sartina NA, SE MSi - Dedi Anwar Bancin SE (MeSADA)
- *Kita MeSADA Membangun Kota Subulussalam*

  This speech act is assertive illocutionary utterance.

- *Munuju Subulussalam Hebat!!*

  From this text, the speaker's message to the speech partner is Subulussalam will be great if led by the speaker, this speech act is called a collaborative or assertive illocution, the purpose of this illocution for propositions submitted, such as: stating, informing, suggesting, complaining, demanding, reporting, and reporting.

3. H. Asmauddin SE - Hj. Asmidar S Pd (Hamas)
- *HAMAS Salam Perjuangan*

  This statement contains assertive illocution.
- *Pilih No 3*

  The statement in the text above is a directive illocution.

4. H. Anasri ST MT - Ustaz Sabaruddin S Pd I
- *Coblos No 4*

  The statement in the text above is a directive illocution.
- *Adil & Amanah*

  The text of speech acts above uses collaborative or assertive illocutionary acts, evidenced by speech characteristics such as, stating, informing, suggesting, boasting, complaining, demanding, and reporting. So the message sent by the speaker is to state that the speaker is an individual who is fair in life, and is a trustworthy person. The characteristics conveyed are the candidates for leaders needed.

5. H. Affan Alfian Bintang SE - Drs Salmaza MAP
- *Pilih No 5*
    The statement in the text above is a directive illocution.
- *Bisa Bintang Salmaza*
    This speech act is assertive illocutionary utterance.

Political campaign speech acts found in outdoor advertising in the Subulussalam area, there are an equal number of assertive/collaborative illocutionary utterances and directive utterances. Present 5 assertion illocution utterances, and exist directive illocutionary acts used as many as 5 utterances.

The message of speech act in the billboards text used has an implicit meaning behind it. In summary we can see the existence of the illocution act in the table below.

Table 1. Types of Speech Acts in outdoor advertising in Aceh

Area	Illocutionary Acts		
	Assertive	Directive	Mix Assertive and Directive
Pidie Jaya	5	3	1
South Aceh	9	5	-
Subulussalam	5	5	-

Judging from the form of speech acts in outdoor advertising in the Pidie Jaya area is dominated by assertive/collaborative illocutionary utterances. Found 5 assertive illocution utterances, then acts of directive illocutionary is 3 actions, and there is 1 outdoor advertisement whose contents are a mixture of assertive and directive illocution. In the South Aceh area, it is almost the same as in the Pidie Jaya area, the assertive illocutionary/collaborative form of utterances dominates, it is found 9 utterances, and 5 utterances in the form of directive illocution. Furthermore, in the Subulussalam area there are an equal number of assertive/collaborative illocutionary utterances and directive utterances, each of which uses 5 speech acts.

Conclusion
Political languages of the 2018 simultaneously election in Aceh clearly uses pragmatic study. The speech act in the billboards text used has an implicit meaning, advertising text on political branding puts the power of language as a tool of rhetoric, propaganda, and interpretation to build a self-image that aims to attract voters/public. Public understanding of the implicative speech act meaning in political campaign advertising is very supportive in making smart political choices from the discourse of politicians that we consider relevant to the situation. Of course, with other information and the support of the candidate's track record so far is a shared responsibility in making choices. The people are expected not to be trapped as insinuation by Charles de Gaulle, President of the Republic of France "Politicians never believe in their own words, they are actually surprised if people believe it". ". And the chosen one "Truly the best of men for thee to employ is the (man) who is strong and trustworthy." (QS. Al-Qashas: 26).

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