

ABSTRACT

The main purpose of this thesis is to find out how far consumers are influenced by the advertisements using speech acts. The advertisements are analyzed using illocutionary acts and types of good headline and then the perlocutionary acts of the advertisements are analyzed as well. In this research, the writer chooses 20 samples of commercial advertisements from various magazines and newspaper and distributes the questionnaire to 20 respondents in order to find out their responses towards the advertisements. The result reveals that most advertisements use the speech acts illocutionary commissive *offer*, and then the most structural forms used are the declarative forms. The types of good headline occurred in these advertisements are *news or information*. The result also indicates that most consumers are influenced by advertisements using illocutionary commissive *offer* and types of good headline *news or information*.

Key word : speech acts, illocutionary acts commissive *offer*, perlocutionary acts, structural forms, declarative form, types of good headline *news or information*.