

## Assertive Illocution of Vehicle Slogans in Pacitan

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### Abstract

Vehicle slogans in the Pacitan region not only function as visual decoration on vehicles but also as a communication medium that conveys the beliefs, life principles, and social values of the local community. This aim for analyze meaning and function illocution assertive content in vehicle slogans wheel four wheels six. Using approach pragmatics and theory Searle's illocutionary act, as well as method descriptive qualitative through observation, visual documentation, and recording field, found that illocution assertive in vehicle slogans play a role as statement representative that reflects attitude life, motivation work and spirituality driver. Research confirm that illocution assertive in vehicle slogans is form communication meaningful and capable public made into material study pragmatics contextual in education language and culture.

**Keywords:** Assertive, Vehicle Slogan, Pragmatic Contextual

### INTRODUCTION

Language is means main man in communicate, convey ideas, forming identity, as well as represent values social and cultural. Language is not only present in form formal speech, but also deep expression creative that appears in space public, such as vehicle slogans in life every day. Pacitan area, East Java, slogans written on vehicles wheel four wheels six has become interesting phenomenon for reviewed. The slogan not only functioning as visual decoration, but also as a communication medium that contains message social, spiritual, and motivational. The existence of vehicle slogans show that language own power strong expressiveness, even in unoccupied space common made into object study linguistics.

Urgency study this lies in the need greater understanding deep about function pragmatics from the vehicle slogan, in particular in matter action speech assertive. Action speech assertive is one of the category in theory action illocution according to (Searle, 1969), which includes speech that states, claims, or confirm something that is believed correct by the speaker. In vehicle slogan context, action speech assertive used for convey beliefs, hopes, and views life in a way explicit and implicit.

Rationalization from study this based on the importance understand language as practice social that is not let go from context culture and ideology. Vehicle slogans is form speech that is spontaneous, creative, and contextual, so that can reflect condition social public in a way more honest and direct. Analysis of vehicle slogans from corner view pragmatics namely illocution assertive, researcher can reveal how language used for state truth, building image self, as well as convey moral message to readers. Research this

is also relevant for development pragmatic teaching materials based on authentic and contextual data, so that learning language become more meaningful and applicable.

Objective from study this is for analyze meaning and function illocution assertive in the vehicle slogan in Pacitan. In general special, research this aim to: (1) identify forms language used in assertive slogans; (2) interpret meaning contained social and cultural aspects in the slogan; (3) evaluate function communicative slogan in framework theory action said. With Thus, research this expected can give contribution to development study pragmatics in Indonesia, as well as enrich understanding about practice Language in room public.

Relevant literature review show that study regarding vehicle slogans has done by several researchers, although not yet in a way specific highlight aspect action speech assertive. esearched form and function of slogans on vehicles transportation in Surabaya, with focus on aspects stylistics and moral messages ([Labib & Indrawati, 2021](#)). Reviewed element pragmatics and style Language in the writing of the truck, however Not yet classify speech based on theory action said ([Rinia et al., 2022](#)). Research This different from study previously Because use approach more pragmatic focused, namely with analyze slogans as illocution assertive that represents proposition the truth believed by the speaker.

Theory action speech act developed by Searle speech assertive is binding speech speaker to truth proposition expressed ([Searle, 1969](#)). Speech This covers statements, claims, affirmations, and reports. In vehicle slogans, the forms the appear in various style language, such as metaphors, hyperbole, and parallelism, which strengthen power expressive and powerful persuasive slogan. Slogan not only convey information, but also form perception and attitude reader to the values that are carried.

Field data show that the vehicle slogan in Pacitan own distinctive characteristics, good from aspect word choice, structure sentences, as well as context social. These slogans often written in Language Java or mixture Javanese -Indonesian, which shows the existence of a local process in practice speak. Besides that, use informal and expressive language reflect proximity between speakers and readers, as well as show that vehicle slogan functioning as a medium of interpersonal communication that is open and egalitarian. In matter this is the vehicle slogan can viewed as form discourse public containing values local, spiritual, and motivational life in public Pacitan.

With consider aspects said, research this not only contribute to development theory pragmatics, but also against understanding about dynamics social and cultural public through practice language. Vehicle slogans become proof that language own complex and multidimensional functions, which include aspect cognitive, affective, and social. Therefore that, analysis to illocution assertive in vehicle slogans can open room new for study more linguistics contextual and applicable.

## **LITERATURE REVIEW**

Language serves as a fundamental tool for communication, enabling individuals to convey ideas, express emotions, and form social identities, while also reflecting cultural values. It operates not only in formal contexts but also in creative expressions found in public spaces, such as vehicle slogans, which illustrate everyday interactions and cultural nuances ([Farhaeni & Martini, 2024](#); [Siregar et al., 2024](#)). The relationship between language and culture is intricate; language not only facilitates communication but also acts as a marker of cultural identity, shaping and being shaped by social practices ([Muñoz & García, 2009](#)). Furthermore, language influences thought processes and personality, reflecting individual beliefs and societal norms, thus playing a crucial role in identity formation ([Alejandro, 2024](#)). The preservation and promotion of local languages are

essential for maintaining cultural heritage, especially in the face of globalization. Overall, language is a dynamic medium that encapsulates the complexities of human interaction and cultural expression.

The urgency of studying the pragmatics of vehicle slogans, particularly through the lens of assertive speech acts, is underscored by their role in conveying beliefs and values within a commercial context. Assertive speech acts, as defined by Searle, involve statements that express the speaker's convictions, which are prevalent in automotive advertising slogans. For instance, slogans often utilize assertive language to encapsulate the hopes and aspirations of individuals, as seen in the example "My fortune originates from your smoke," which reflects a driver's reliance on their profession for sustenance (Batubara, 2021) (Widyaka, 2014). Research indicates that assertive acts dominate in various contexts, including film and political speeches, highlighting their effectiveness in reinforcing beliefs and influencing audiences (Wulan & Tustiawati, 2025) (Muhsen & Smeer, 2022). Furthermore, the indirect expressions of assertions in slogans can also carry significant pragmatic weight, emphasizing the importance of context in understanding their communicative intent (Simboteanu, 2025). Thus, a deeper exploration of these elements can enhance comprehension of how language functions in public domains, particularly in representing personal and societal values.

## **METHODS**

Study This use approach qualitative with method descriptive method This chosen because in accordance for reveal meaning and function illocution assertive in vehicle slogans in a way in-depth and contextual. According to (Moleong, 2017) approach qualitative aim for understand phenomenon in a way holistic in context natural, with researchers as instrument main. Research descriptive qualitative allows researchers for describe phenomenon language in a way naturalistic, without manipulation variables, as well as emphasize on interpretation meaning based on context social and cultural.

Research model used is studies case single, with focus on vehicle slogans wheel four wheels six operating in the Pacitan area, East Java. The study case this aim for understand in a way specific how illocution assertive appear and function in vehicle slogans as form communication public.

Design activity study covering three stages main: (1) data collection on vehicle slogans through observation direct and visual documentation in various point road highway and Pacitan station; (2) classification and analysis linguistics to the slogans found, especially in identify form and function illocution assertive; and (3) interpretation meaning contained social and cultural aspects in the slogan based on theory illocution assertive and context local.

Scope object study is a slogan written on the part vehicle commercial vehicles (trucks, pick-ups, and the like) operating in Pacitan. The slogans analyzed is the one that contains element speech assertive, good in both Indonesian and Language Javanese. Material main in study this is the vehicle slogan data obtained through observation field. The tools used covering cell phone for visual documentation, books notes field, as well as device soft text data processor for analysis linguistics. Research carried out in the Regency area Pacitan, with location observation covering road main, station, and parking area vehicle commerce. Election location based on intensity then cross vehicles that have distinctive slogans. Data collection techniques are carried out through non-participatory observation and visual documentation. Researchers note and photograph the visible vehicle slogans clear, then transcribe the slogan to in form text for analyzed more continue. Illocution assertive: stating, emphasizing, or claim something that is believed correct by the speaker, according to with Searle's classification (1969). Vehicle slogan:

Sentence or phrases written in the section outside vehicles, usually nature expressive, motivational, or reflective.

Data analysis techniques are carried out in a way qualitative with approach analysis content analysis. Each slogan *is* analyzed based on structure linguistics, meaning pragmatics and context social analysis done with referring to the theory illocution from Searle, as well as consider aspect locality and culture public Pacitan.

## RESULTS AND DISCUSSION

Study This find that the vehicle slogan in Pacitan contain various type illocutionary act, with type assertive as the most dominant. Describe the five most representative and meaningful slogans in a way social, spiritual, and cultural as following. (1) *Rejekiku soko kebulmu*; (2) *Ora ono mulyo tanpo rekoso*; (3) *Bismillah for everything*; (4) *Dicaci tidak tumbang, dipuji tidak terbang* (5) *Ettawa Mendunia*

These slogans analyzed use method distribution with BUL technique (for element direct), substitution, and expansion. In general structure, the five slogans are in the form of sentence declarative which states belief or view live. The language used reflect locality Pacitan, with mixture language straightforward and concise Javanese and Indonesian meaning.

Pragmatic analysis of the five slogans shows function illocution assertive, namely state something that is believed correct by the speaker. Slogans don't contain invitation directly, no express emotion in a way explicit, and not determine social status. On the contrary, slogans convey principle life, motivation work and pride to identity local. Placement of the slogan in the behind or side vehicle show intention communicative nature public. The slogan becomes means delivery mark to readers on the street raya, making vehicle as a medium of communication social movement and impact.

*Rejekiku soko kebulmu*

Rizki saya berasal dari asapmu

My sustenance comes from your smoke

This slogan literally means “My sustenance comes from your smoke”, with *your white* refers to vehicle exhaust fumes. Sentence This state belief that vehicle no just tool transportation, but rather source livelihood. In analysis pragmatic, this slogan is form speech assertive because convey believed claims true by the speaker: that qork hard through vehicle is road fortune.

According to (Artati et al., 2020), follow up speech assertive aim for *say, report, and mention something that is believed correct by the speaker*. This slogan state reality life that is believed by the owner vehicle, that work through vehicle is source livelihood. No There is invitation or expression emotion, but rather statement representative to fact social. Structure sentence consists of from subject *my fortune*, predicate *pillars* and objects *your bulge*. The BUL technique shows that the meaning of the slogan rests on relationships causal between effort and results. No there is invitation or expression emotions, but rather statement reality life that is believed and desired shared to readers.

This slogan state that sustenance originate from vehicle exhaust fumes, which are symbolic referring to work hard through activity transportation. In analysis pragmatic, this slogan including illocution assertive because convey believed claims correct by the speaker. This slogan reflect respect to work field and symbolism vehicle as partners live. In context public Pacitan is agrarian and workers hard, this slogan become representation mark work and gratitude.

*Ora ono mulyo without rekoso*

Tidak ada kemuliaan tanpa kerja keras

There is no glory without hard work

This slogan means “There is no glory without hard work” . Sentence This state principle life that is believed in a way widespread in society Java, namely that achievement only can achieved through struggle. Pragmatic analysis of this slogan including speech assertive Because

convey propositions that are considered true and valid general. Emphasized speech assertiveness also includes *statement belief or principles that are believed in correct by the speaker* (Artati et al., 2020).

Structure sentence consists of from clause negative “ora ono mulyo” and causal clause “without rekoso”. Substitution technique show that “rekoso” replaced in other words like convenience, meaning ethical slogan to be weak. This prove that the power of a slogan lies in its affirmation mark Work hard. This slogan No direct action, no express emotions, and not establish status. This slogan convey moral values that are believed in speaker and want shared to readers. In context vehicle commerce, this slogan become reminder that Work hard is road going to glory.

*Bismillah for everything*  
Bismillah untuk segala hal  
Bismillah for all matter

This slogan combine Arabic and English, stated that all something must started with mention Name of God. This slogan no invitation or expression emotions, but rather statement spiritual principles that are believed in speaker. In analysis pragmatic, this slogan including speech assertive because convey universal beliefs. According to (Ilham et al., 2024), function assertiveness also includes *complain and boast*, which shows attitude to condition social.

Structure sentence consists of from bismillah as opener and for everything for all thing as affirmation coverage. Expansion techniques show that the meaning of the slogan can expanded to various activity live, from work until worship. This slogan convey that intention Good must accompany every steps. This slogan become symbol unified spirituality with activity economy in context vehicle commerce, the slogan convey that work is part from worship and intention Good must become runway every action.

Dicaci tidak tumbang, dipuji tidak terbang  
Cursed No fallen, praised not flying

This slogan state stable mental attitude: no collapse because insults, not flying because praise. Sentence this convey principle life that is believed speaker as truth. In analysis pragmatic, this slogan including speech assertive because convey view the life you want shared to readers.

Structure sentence consists of from two clause coordination that shows response to two condition social. Substitution technique show that if cursed or praised replaced, meaning mental stability remains persist, show that the essence of the slogan is attitude firm. This slogan no invite, no promising, and not express emotion. The slogan convey mark life that is believed true and want implanted to readers. This slogan become symbol steadfastness and maturity attitude in context vehicle work.

Ettawa mendunia  
Etawa has known globally

This slogan state claim that goat etawa has known globally. Sentence this convey pride to product local and beliefs will power competition. This slogan including speech assertive because convey claim trusted representative somebody in pragmatic analysis. *Speech proud* including in category assertive because convey claim representative to believed reality (Artati et al., 2020).

Structure sentence consists of from subject *laughter* and predicate *worldwide*. The BUL technique shows that the meaning of the slogan rests on affirmation to quality product local. No there is invitation or expression emotions, but rather statement pride that wants shared to readers. This slogan reflect identity local and spirited promotion based on belief. This slogan become a promotional media at a time statement mark in context vehicle commerce.

## CONCLUSION

Study This reveal that the vehicle slogan in the Pacitan area own more functions from just visual decoration. The slogans play a role as a communication medium the public who convey beliefs, principles life and values social public local. Through approach pragmatics and methods descriptive qualitative, found that type the most dominant utterance in vehicle slogans is illocution assertive.

Illocution assertive in vehicle slogans functioning for state a proposition that is believed correct by the speaker. Slogans like *My fortune pillar kebulmu* and *Ora ono mulyo without rekoso* show that language used for convey reality social beliefs, such as Work hard as source fortune and glory. The slogan *Bismillah for everything* confirm unified spiritual values with activity economy, whereas *Cursed No fallen, praised not flying* reflect stable and mature mental attitude. *Ettawa slogan global* show pride to product local and spirited promotion based identity area.

Structural of the slogans shaped sentence dense declarative meaning and written in Language Java or mixture Javanese - Indonesian. The analysis technique used includes BUL, substitution, and expansion, which shows that the meaning of the slogan rests on relationships causal, affirmative value, and expansion meaning social. Placement of slogans on vehicles commerce make language as means communication that moves and has an impact. Slogans become a medium of delivery mark to public spacious, especially in space public like road highway and terminal. This is show that language in vehicle slogans own function representative, expressive, and socially powerful.

Research result this expected can become part from pragmatic teaching materials contextual in education language and culture. Vehicle slogan can used as example authentic in learning analysis discourse, illocution, and values local. Research this also opens opportunity for study advanced about function language in room public, as well as the implications to formation identity and communication social public.

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