

**COMMISSIVE SPEECH ACTS USED IN *APPLE VISION PRO*  
ADVERTISEMENT**

**THESIS**



UIN SUNAN AMPEL  
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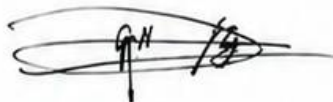
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## ABSTRACT

Daffa, R.M. (2025). *Commissive Speech Acts Used in Apple Vision Pro Advertisement*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Murni Fidiyanti, M.A., (II) Tristy Kartika Fi'aunillah, M.A.

Advertising language plays a key role in making messages persuasive and capturing the audience's attention. One approach in advertising is commissive speech acts. These acts show a promise of future actions, benefits, or experiences. This study aims to identify the types of commissive speech acts in the Apple Vision Pro advertisement on YouTube and to look at how they create persuasive meaning.

This study used a qualitative descriptive method. The data came from the transcript of the Apple Vision Pro advertisement and analyzed through Searle's (1979) theory of commissive speech acts, along with Yule's (1996) pragmatic viewpoint and Leech's (1983) concept of advertising discourse.

The forms of commissive speech acts that are found are promises, offers, and guarantees. Eleven statements were identified, consisting of four promises, four offers, and three guarantees. The promises indicated that the advertisements primarily focused on the future user experience. Offers highlighted user flexibility and choice. Guarantees focused on reliability and trust in the technology. The study also showed that commissive speech acts often appeared indirectly through declarative statements to construct persuasive meaning. Apple used a personal-dexis approach in its advertisements to save face and avoid offending the audience, while also maintaining the brand trust. In conclusion, commissive speech acts serve as persuasive tools that promote audience engagement, create positive expectations, and build trust in the advertised product.

**Keywords:** commissive speech acts, Apple Vision Pro, advertising discourse.

## ABSTRAK

Daffa, R.M. 2025. *Tindak Tutur Komisif yang Digunakan Dalam Iklan Apple Vision Pro*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Dr. Murni Fidiyanti, M.A., (II) Tristy Kartika Fi'aunillah, M.A.

Bahasa iklan memainkan peran kunci dalam membuat pesan persuasif dan menarik perhatian audiens. Salah satu pendekatan dalam periklanan adalah tindak tutur komisif. Tindak tutur ini menunjukkan janji akan tindakan, manfaat, atau pengalaman di masa depan. Studi ini bertujuan untuk mengidentifikasi jenis-jenis tindak tutur komisif dalam iklan Apple Vision Pro di YouTube dan untuk melihat bagaimana tindak tutur tersebut menciptakan makna persuasif.

Studi ini menggunakan metode deskriptif kualitatif. Data berasal dari transkrip iklan Apple Vision Pro dan dianalisis melalui teori tindak tutur komisif Searle (1979), bersama dengan sudut pandang pragmatis Yule (1996) dan konsep wacana periklanan Leech (1983).

Bentuk-bentuk tindak tutur komisif yang ditemukan adalah janji, penawaran, dan jaminan. Sebelas pernyataan diidentifikasi, terdiri dari empat janji, empat penawaran, dan tiga jaminan. Janji-janji tersebut menunjukkan bahwa iklan terutama berfokus pada pengalaman pengguna di masa depan. Penawaran menyoroti fleksibilitas dan pilihan pengguna. Jaminan berfokus pada keandalan dan kepercayaan pada teknologi. Studi ini juga menunjukkan bahwa tindak tutur komisif sering muncul secara tidak langsung melalui pernyataan deklaratif untuk membangun makna persuasif. Apple menggunakan pendekatan personal-dexis dalam iklannya untuk menjaga citra dan menghindari menyinggung audiens, sekaligus mempertahankan kepercayaan merek. Kesimpulannya, tindak tutur komisif berfungsi sebagai alat persuasif yang mendorong keterlibatan audiens, menciptakan harapan positif, dan membangun kepercayaan pada produk yang diiklankan.

**Kata Kunci:** tindak tutur komisif, Apple Vision Pro, wacana periklanan.

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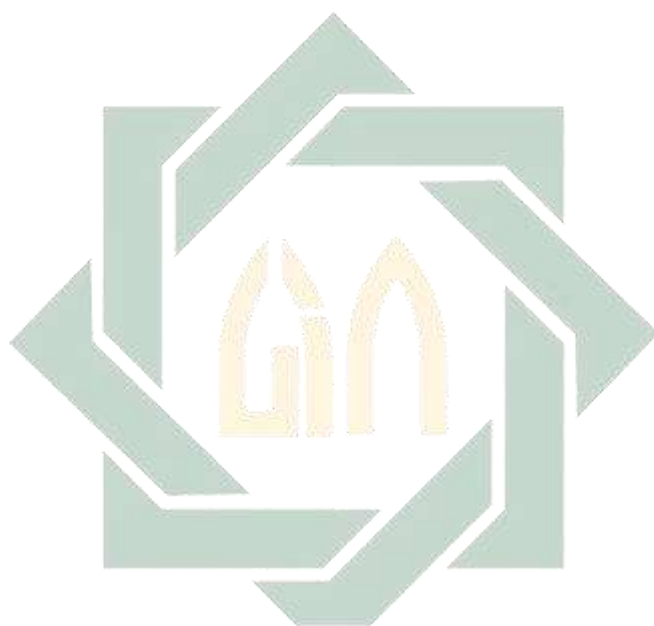
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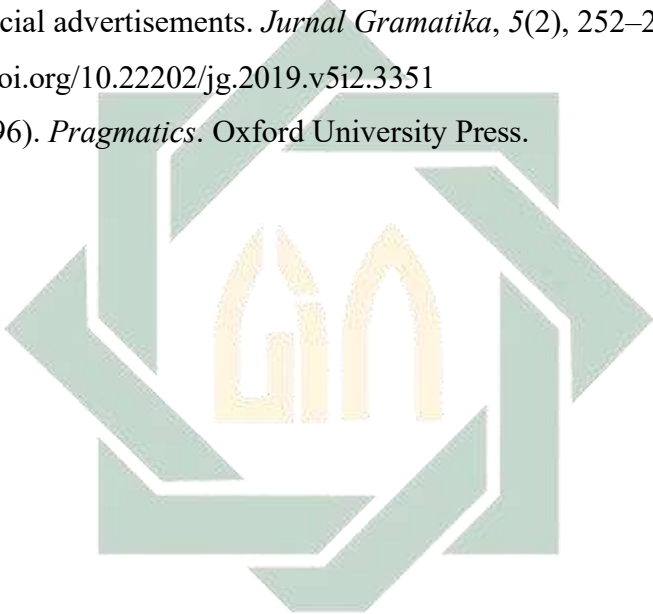


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