

ABSTRACT

This study discusses about speech acts as the smallest unit in the linguistic communication. The purpose of this study was to examine how the Speech Acts communication in the outbound call activity of IndiHome Triple Play program. This study used a qualitative descriptive with conversation analysis approach. Results of this study stated that the locutions found in the entire speeches. Illocutionary found as the 'meaning' of the speech. Agent stimulates a sense of what he told to the customer. And customers build some senses after the locutionary being stated. Perlocutionary completely discovered because of its illocutionary has reached the customer, the meaning of what we say is already perceived by them and they affected after hearing from us.

Keyword: Speech Acts, Outbound Call, Successfull Telemarketing