CHAPTER I

INTRODUCTION

1.1. Background of study

Advertisement is known "a notice, picture or film telling people about a product, job or service." (OALD8, 2010:22). Advertisement can be in the forms of printed media, electronic media, etc. Printed media, like newspapers, magazines, books, pamphlets, leaflets, newsletters, and so on are the old way to advertise a product. But now electronic media such as short message service, television and so on are more available because of the development of technology. In every media, the marketers (sellers) have their own language feature and words to promote their advertisements. This indicated that marketers try to explain their product and attract the consumers, like Kotler and Keller said that "For most marketers, the question is not whether to communicate but rather what to say, how and when to say it, to whom, and how often" (Kotler & Keller, 2012, p. 475). The marketers try to attract the customer with many communicative words.

The use of media has surely increased along with the development of technologies, especially the internet. Nowadays people tend to advertise their goods by electronic mail and online shop. That is very popular because of some reasons. One of the reasons is to make them more efficient.

In Indonesia, advertisement by online can use social networks like Facebook, Black Berry Messager, Kaskus, and twitter. Social networking can be online media for advertising the product by creating an account or just sharing the

product by making a deal with the owner of social network. The owner of social network purposively gives space for advertisement because it is not free. Based on the writer's observation, in Facebook two until four advertisements appear when reloading the pages; in Black Berry Messager three until five advertisements appear per day. It shows that advertisements are getting off the ground.

Nowadays many online shops in Indonesia appear for examples "toko bagus", Berniaga.Com, and so on. In these online shops, the marketers usually use attractive media and features to take peoples' attention. They use formal language or informal language to make people understand the meaning of their product easily. On the other hand, the marketers also give some pictures of their product for assuring the people that their products seem to be the same as what they said.

One of the online shops that is popular in Indonesia is "toko bagus" in which we can advertise the products on free scale. Moreover, "toko bagus" is the largest online shop in Indonesia that has some achievements. In Digital Marketing Award 2012 which gave achievement to companies or brands successful to advertise their product in web, "toko bagus" got The Best Great Performing Website. Besides, "toko bagus" got The Indonesia Middle-Class Brand Champion 2013 from SWA and Inventure, Gold Brand Champion of Most Widely Used Brand 2013 from MarkPlus Insight and Marketers magazine. (Okezone.com). Furthermore, "toko bagus" often advertises its web on television.

In "toko bagus" the writer found many informal words. This shows that the sellers use the attractive words to make buyers interested in their advertisements. From the attractive words, they use some collocation words to

explain their products. In that advertisement, the seller explains the condition of his product.

The use of language can be observed in mass media. Media itself is a medium that functions to convey the messages or information, such as; electronic media and print media (Bovee, 1997). Hence, the choice of words can be vital to attract the potential consumers. Besides, marketers use some words which appear with other words to give information about their product. Adjective, noun, or adverb in the advertisement appear with other words, and this means to describe and give explaination about the product condition.

In "toko bagus" there are two different classifications for the advertisements. They are the new products and the second-hand products. The new product means that the marketer who has an account in "toko bagus" sells his product, and the product is still new and it is never used by the owner. The second hand product means that the marketer who has an account in "toko bagus" sells his product which they used.

The people who post the advertisement must choose the language that can convey their message well, so the potential consumers would acknowledge what they are selling. From here, it is understood that choosing words for advertisement surely seems to be vital. The right languages or the right words which are understood by target market mean that the advertisements have successfully conveyed the messages. As written in an article by Mirabela (2010) advertisements must contain impelling language which must use popular and oral language, also easy to be understood. Therefore, the writer is interested in

analyzing the language features of advertisements and collocation words in online media because the marketers usually use collocation to explain their product but sometimes the meaning is not clear for some people.

The present study relates to another study such as "A Corpus Linguistic View on The Diction in Car Classified Advertisement in Jawa Pos" (Haikal, 2013). In that study he stated that the diction of advertisement in Iklan Jitu relates to money and color. Another related study is 'Consumer's Preferences of the Language Style Used in the Simcard Product Advertisements Headlines' (Nurhikmawati, 2008); this study found that the distribution of preference on the language style used has a different proportion for both categories of age. The adolescents prefer to use an informal style while adults prefer to use formal style. Different from both studies, this study uses "toko bagus" as object and uses language feature for theory.

As online shop, "toko bagus" has many products to offer. In this study the writer chooses motorcycle for the object. It is chosen because the price of second hand of motorcycle is not far from the price of the new product. On the other hand, *Asosiasi Industri Sepeda Motor Indonesia* (Association of Indonesia Motorcycle Industries) or in short AISI makes a note on motorcycle sales that every year the sale increases 5%. This association was established in Bali actively participates in the government efforts in the formation of a strong and viable motorcycle business and industries as well as actively participates in the international motorcycle activities. (AISI)

The writer chooses Honda motorcycle and Yamaha motorcycle advertisement because these products are two best sellers (AISI survey, 2013). The data in table 1.1 Show the number of sale.

2013	Juli	Jan-Juli	Sales Share
Honda	415.653	2.782.070	59,91 %
Kawasaki	14.883	85.083	1,83 %
Suzuki	42.070	225.483	5,50 %
TVS	1.759	12.273	0,26 %
Yamaha	229.654	1.508.935	32.49 %
Total	704.019	4.643.844	100 %

Table 1.1: statistic motorcycle sales figure (AISI)

Honda motorcycle advertisements are interesting in Indonesia because they always use artists from Indonesia and they have many slogans for their brand. Almost all of their slogans usually are in English. In Indonesian, people who can speak English are considered as an intellectual person. The slogan "One Heart" slogan is for all brands of Honda motorcycle means "Satu Hati" in Indonesia. So, Honda motorcycle in Indonesia is not only ordinary bike, but it is also for person who has high education.

Yamaha motorcycle advertisement can get people's attention because the marketers usually use domestic and foreign artists especially GP (grand prix) sport. The most popular slogan, "semakin di depan" means that Yamaha is top motorcycle racing in the world. The foreign artists are chosen to promote the product, so that the costumers are easy to understand the meaning of advertisements.

1.2. Statements of problem

From the phenomena, the writer have question for this study:

1. What are the similarities of language features between Honda motorcycle and Yamaha motorcycle advertisement?

2. What are the differences of language features between Honda motorcycle and Yamaha motorcycle advertisement?

1.3. Objective of study

Based on the statements of problem, the writer have objective of this study:

1. To find the similarities of language features in Honda motorcycle and Yamaha motorcycle advertisement.

2. To find the differences of language features in Honda motorcycle and Yamaha motorcycle advertisement.

1.4. Significance of study

This study is expected to give both theoretical and practical contributions. In terms of theoretical contribution, the writer hopes that the study will expand knowledge on language feature in advertisements used in different brand of motorcycle.

Having known the results of this study, this study is beneficial for those who want to post advertisements, so that they will know more how to choose the right words for the advertisements. The marketers of each brand might be helped

with this study, so that they could know some particular words to advertise a product.

1.5. Definition of Key Terms

1. Language feature: feature that show arrangement of "how real speech differs from the way it often appears in constructed texts." (Goddard, 1998)

2. Advertisements: A notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy. (http://www.oxforddictionaries.com).