CHAPTER II

LITERATURE REVIEW

2.1. The Language of Advertising

Advertisement, which is originally the word from Latin: 'advertere' (to turn towards), is the tool to advertise something. The communication through advertisement could be called advertising. Nowadays, advertising is everywhere in line with the development of the era. Advertising electronic media usually occurs in short message service, television, electronic mail and online shop. The language of advertisements itself usually contains words which try to persuade and attract the target markets. Moreover, advertisements have an attractive power that is "able to manipulate the consumer; an invisible voice of advertisement advocates, encourages, asks, announces and deeply embeds into peoples' minds." (Lapsanská, 2006).

An advertisement has at least one of two functions: informing or persuading, though overlapping may often take place in one single piece. Informative advertisements inform "customers about goods, services, or ideas and then tell people how to get them by means of an identified sponsor" (Bolen, 1984:6). An advertisement of this type supplies basic, factual information and sometimes shows a photo or an illustration of the product/service to give the target audience a better view of the advertised product.

Since advertising is a special kind of communication, the language of advertisement is surely interesting to be discussed. "Delivering the message only occurs if both of the people who post the advertisements and the potential customers have a communication process. A persuasive advertisement should try to persuade the potential customers to buy the new product." (Bolen, 1984: 6). The persuasive function is directed not only at attracting the potential customers to buy a certain commodity, but also at the selling of services, ideas, norms and values.

In terms of the text advertisements, according to Leech in Sells and Gonzales (2002) the 'meaning' of the text advertisement can be descriptive information about product, and the text itself serves the purpose of short phrases that act as a kind of slogan, and finally the name of company or the name of the product. In advertisement, the words or phrases are designed to attract potential consumer. Based on "To effectively reach and influence target markets, marketers are creatively employing multiple forms of communications." (Kotler and Keller, 2012), the marketers must have good communication with a view language.

To give an indication of the study, the writer wants to show the sample of monosyllables and midget words are frequently used. Based on Leech lists the most frequently used verbs are as follows (Leech, 1966):

1. Make   10. start

2. Come   11. Feel

3. Love   12. Have

4. Get   13. Know

5. Go	14. Use
6. Keep	15. Give
7. take	16. Taste
8. see	17. Need
9. look	18. Buy

In addition to the verbs mentioned above, Leech also lists some adjectives frequently used in English advertising:

1.Crip	11.Better	21. Delicious
2. Rich	12. Free	
3. Fresh	13. Special	
4. Real	14. Big	
5. Easy	15. Extra	
6. Safe	16. Best	
7. Good	17. New	
8. Fine	18. Great	
9. Full	19. Sure	
10. Clean	20. Bright	

In the words listed above, there are 36 monosyllables, Which shows that commonly-Used words in English advertising are monosyllables and midget words.

Thereby, the technique of wording has a significant role for the marketers to attract the customers. Briefly, the marketers should "stress the need for what you have to offer, what it will do for readers, how they will benefit, what they can

expect by using your product, how easy or more pleasant life will be for them." (Clixmarketing.com).

2.2. Features of Advertisements

There are some characteristics of language advertisement. This indicated how to make a good advertisement especially in text advertisement. As stated by Goddard (1998) **"**the overall aim is to enable you to see how written adverts, despite being page-bound, often use aspects of spoken language in order to achieve their effects. In order to appreciate this, some detailed work on the nature of speech will be necessary". From that statement the marketers used many communicative words to attract the reader.

The communicative words in advertisment are found to attract the readers as the buyers. These words are usually spoken forms uttered by the marketers. Goddard stated "the work that follows is to help you sort out how real speech differs from the way it often appears in constructed texts." (Goddard, 1998).

Goddard has given some aspects to make more communicative with the reader.

- Deictics

    deictics – reference terms such as 'this', 'that', 'those', 'it', 'here' and 'there', which indicate items in the immediate context.

- Elipsis

    Ellipsis, where elements of language are left out altogether, could be seen as another form of shorthand. This can often be as much to do with a shared

emotional or attitudinal context as with a physical one: people who know each other well do not need to be all that explicit about their meanings, because they know the other person will fill in the gaps as a result of shared knowledge and shared history.

- Prosodic Features

In writing up the transcript, the transcriber has made some attempt to represent these features by specific markings. Example of this category like: (Waru) [region in Indonesia], (Bensin Irit) [economize gas], and BARU [NEW].

- Lexis

The lexis (vocabulary) of the two texts demonstrates some interesting differences and similarities. Both the real dialogue and the literary one use every day, ordinary language. The texts also make some regional dialect and have features of accent.

- Repetition

The real data involve more repetition, both lexically and grammatically, than the constructed version. In writing, we expect variation of structures, which we see as a part of stylistic elegance. The issue of burdening the memory is not a problem: if we get lost in reading written text, we can go back and start again.

- Non-fluency feature

It refers to hesitations, fillers, false starts, changing course in mid-utterance and incompleteness. Example of this category like: Mw (mau) means want, Msh (masih) means still, and hub (hubungi) means call.

- Interaction marker

It refers to those aspects of language that result from speech as a co-operative activity involving turn-taking – features such as overlaps and interruptions, reinforcements. In written this category can text by 'Dah itu aja, cukup jelas kan?', this words means the writer ask to the reader that the information is clear or not. Question mark used to communicate with the reader in written.

- Topic changes

In literary texts, dialogue exists to elaborate characters and dramatise events.

2.4. Related studies

There are some studies that are related to the writer's research. At the English Department of Airlangga University, the writer found two theses which also talk about advertisements. "A Corpus Linguistic View on The Diction in Car Classified Advertisement in Jawa Pos", which written by Haikal (2013). His thesis discusses the diction car advertisements in Iklan Jitu. Generally, there are three classified car advertisements. To make it specific, he divided the target of car advertisements into three groups based on column car whose prices are less than 50 million rupiahs. Another one is the column car whose prices are around 50 to 100 million rupiahs. The last one is the column car whose prices are above 100 million rupiahs.

Further, the file consists of the 'Iklan Jitu' pages on 14, 21, 28 of July and 4 of August. As it was required, he only took car classified advertisements as the

data. He transcribed the data and saved it in .txt file, because his program was used to analyze his data only read .txt, .html, .htm, .xml, and .ant file. He limited the data into only the 30 most frequent words that appear on the car classified advertisement. Further, the writer does not just collect the data themselves, but he also eliminates the data that are not necessary to be analyzed, such as the symbols and numbers.

The similarities of his study with this study are both of the studies actually examine text advertisements and use a corpus linguistic approach. Different from this study, Haikal's examines the car advertisement in newspaper while this study examines the motorcycle advertisement in online shop. Besides, his study also differs from this study regarding the classification of the object. The present study just use two brands for the objects while the study by Haikal (2013) used any brands which were classified based on social class.

The second related study is 'Consumer's Preferences of the Language Style Used in the Simcard Product Advertisements Headlines', written by Agita Risma Nurhikmawati (2008). The purpose of her study is to find out whether adolescent and adults have the same language style preference used in the simcard product advertisement headlines. She used Poedjosoedarmo's theory on language style, Cook's theory on language of advertisement, and Holmes' theory on language choice especially in the part of social dimensions. In the other hand, she used quantitative approach in which she arranged the advertisements into table and then calculated into percentage and tested with chi-square. The result of her study shows 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.

The present study has similarities with that study; both of the studies analyze advertisement and use language of advertisement as the theory. The study analyzes online shop advertisements, but the study by Nurhikmawati (2008) just analyzed headline advertisements of simcard product. Therefore, this study analyzes the language of advertisement based on the theory on language of advertisement proposed by Goddard (1998).