

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Today, advertisements are spreading through all media, either printed or electronic media. In our daily life, a great deal of advertisements of products or services try to attract us to use their products or services. It comes with morning newspapers. It can be heard on our radio and seen on billboards while we are on our way to work or school. It interrupts the television programs we watch. It can almost be found everywhere even in the product package.

In our modern society, advertisement plays an important role in promoting products. As said by Russell and Lane (1999:23) promoting goods through advertisement is one common strategy used because advertising is a powerful communication tool. As a powerful tool, advertisement is used to communicate information concerning the products or services to audience. Furthermore, advertisement has another function that is to make the audience buy or use the advertised products. According to Dyer, (1982:54) advertisement is one of the strategies to attract potential consumers because it persuades people to buy the product advertised. However, nowadays, advertisement does not only function to introduce a product, but it also brings certain messages about corporate idea, political interest, or social concern.

The basic functions of advertisement are to persuade and convince potential consumers to buy the products. Thus, the language of advertisements

should be persuasive, well arranged, effective, as well as communicative. By using such language, it affects and means something to the consumers. In other words, the advertisers should modify the words and style in such a way in order to create good and persuasive effects.

Language of advertisement is part of linguistic phenomenon. In writing their message in an advertisement, each of the advertisers have their own style in which it cannot be compared to others. It happens because every writer has his or her characteristic to express his or her idea. Hence, advertisements has its own style compared with others. "Style is clearly a matter of choosing a single item on explicit set of equivalent alternatives item. Thus, style becomes significant in the process of one on the fine arts of advertisement" (Russell and Lane, 1999:462). When we talk about style, then stylistics must be covered as well, because stylistics is the study of style (Leo Hickey, 1990:1).

Stylistics is sometimes called Literary Stylistics or Linguistic Stylistics. It is called Literary Stylistics because it tends to focus on literary texts; meanwhile it is called Linguistic Stylistics because its models are taken from linguistics text (Wales, 1989:438). Particularly, stylistic could also be applied in advertisements since the advertisements deals with the language phenomenon.

There is an interesting phenomenon about the use of stylistics in advertisements, for example in the cigarette advertisements. Since there are strict rules from government, particularly about the materials of cigarette advertisements, cigarette producers have been forced to think creatively in finding the best way to communicate their products. As we all know, cigarette

advertisements are prohibited to show the cigarette package, the smoking person, and an invitation to start smoking.

Moreover, based on Manners of Advertisement in Indonesia, particularly for cigarette advertisements, there are some strict rules which must be obeyed by the advertisers, they are: (1) cigarette advertisement is not allowed to influence or attract people to start smoking, (2) cigarette advertisement is not allowed to give suggestion that not smoking is unnatural behavior, (3) cigarette advertisement is not allowed to give suggestion that smoking cigarette is free from health hazards, (4) cigarette advertisement may not be directed for children under sixteen years old, and, or for pregnant women, or showed them in the advertisement (F. Rahmadi, 1993:162-163).

Due to those facts, the advertisers must use language as a means of communication. In creating advertisements, language is important because the advertisers need to be careful in designing an advertisement to deliver message to the consumers. Moreover, through language, the advertisers could state their ideas to enhance the image of the products and attract consumers to use their products without disregarding or ignoring the rules from government. Thus, the use of some stylistic features can make the advertisements sounds interesting.

In this study, the writer took “Sampoerna A Mild” advertisements as the group of data. It is only limited to the version of “Bukan Basa Basi” advertisements from 2001-2002. The group of data was taken from the website www.amild.com. In searching the data, the writer found that “Sampoerna A Mild” advertisements had some uniqueness in its language. The writer found that the

language of “Sampoerna A Mild” advertisements had its own style compared to other cigarette advertisements. Hence, the writer was interested to find some stylistic features which is used in “Sampoerna A Mild” advertisements.

1.2 Statement of the Problem

In relation to the phenomenon above, the problems of this study are as follows:

1. What are the stylistic features used in “Sampoerna A Mild” advertisements?
2. What are the most and the least dominant stylistic features used in “Sampoerna A Mild” advertisements?

1.3 Objective of the Study

Based on the statement of the problems, this study is intended:

1. To find out the use of stylistic features in “Sampoerna A Mild” advertisements.
2. To find out what stylistic features are most and least dominant used in “Sampoerna A Mild” advertisements.

1.4 Significance of the Study

This study is expected to contribute more understanding of linguistic study, especially that of the relationship between language and advertisement, in which the readers can understand and increase their knowledge about the use of

some stylistic features in cigarette advertisements, particularly in “Sampoerna A Mild” advertisements. Moreover, this study is also expected to give a contribution to the world of advertisements, particularly for the advertisers, in which they can create a unique advertisement with the use of some stylistic features. Finally, the writer hopes that this study will be worthy as an additional reference for those who want to make further research in this field.

1.5 Definition of Key Terms

- *Style*: manner of expression in writing or speaking.
- *Stylistics*: the art of saying the right thing in the most effective way, or the study of style used in any kind of texts.
- *Stylistic features*: features of language, which is stylistically relevant, such as parallelism, repetition, lexical items, etc.
- *Advertisement*: a business medium in which language is used to persuade people to do things and/or believe things, or paid for by an identified sponsor and non-personal communication form found in identified media with the persuasive intent in order to attract and persuade the consumer to buy the products.
- *Advertiser*: a person who creates the advertisement.