

INTRODUCTION

1.1. Background of the Study

Television is one of the electronic media which has become an integral part of our modern life. Almost every family owns this media in their house since it provides the viewers with many kinds of programs. We can say that everybody, from kids to grown-up and various occupations need television because it's not only a source of entertainment but also source of news and information for a great number of people all over the world. By watching television, we can get information about everything such as news, music, artists, movies and also information about products. The last one the writer mentions is what we usually call advertisement.

According to Mc Charty, advertisement is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor including the use of media which becomes the main form as mass selling (Mc Charty, 1990: 366). Advertisement is not a new thing for us since we hear, see and read many kinds of advertisements in our daily life. When we listen to the radio, watch television, read newspaper or even just walk around the streets, we can find some forms of advertisements. Indeed, we will find advertisements easily because we can meet many advertisements from many sources everywhere and every time.

Actually, the most important function of advertisements is to provide factual information for people in order to influence and persuade them to believe or interested in what is being advertised or offered (Wells, 1997: 11). In order to fulfill that function, the language of the advertisement should be simple, well-arranged, effective and communicative, so that the advertisements are easy to be understood (Wells, 1997: 12). We can say that language is an important device to persuade people to act in a desired ways such as to purchase, to use service, to give donation, to vote and so on. However, most advertisement is designed to promote the sale of a particular product.

Since selling a product is not an easy thing to do, the companies must have strategies in introducing or promoting their products to the society through advertisements. In order to achieve the largest possible percentage of the prospected consumers, several considerations must be thought carefully. One of them is the language. We cannot deny that language plays a crucial role in urging people to buy the products. Without language as the media of communication, it would be difficult or probably impossible to deliver the message to the prospected consumers. Therefore, advertisements usually offer products to the viewers by using attractive and communicative language.

Besides, the language used in advertisements must be persuasive and effective since it is aimed to attract the viewers. It is designed as interesting as possible by copywriter to gain the viewers' attention. The writer notices that advertisements have different variety of language, in other words, they use a

particular style which is aimed to attract the viewers' attention and give special impression to be able to arise good ideas in viewers' mind about the products. The writer also notices that most advertisements use figurative language to make the viewers pay attention to the products. According to Keraf, figurative language is a language deviation either evaluative or emotively from common language that occurs in spelling, word forming, construction (sentence, clause, phrase), or in application of a term to get clearness, emphasizing, illustration, humor, or other effects (Keraf, 2005: 129). In his book *Pengajaran Gaya Bahasa*, Tarigan explains that a figure of speech is the use of words in both speaking and writing to convince or influence the listeners and the readers (Tarigan, 1990: 5). By using such language, advertisement affects consumers effectively. Therefore, the role of advertisers is important because they are well known for manipulating the literal meaning of words and sometimes make a controversial statement and even make a new one (Dyer, 1996: 139).

Actually, most of us use figures of speech in our life without realizing we are doing so since not all of us learn them formally. The problem we can have with figures of speech occurs when we take them literally, that is when we think the figures of speech actually represent the real thing or event. The woman who has shining skin does not really have shining skin because skin cannot shine. The sentences which contain figures of speech are not acceptable as propositions to be used in logic. This case encourages the writer to observe further about the use of figures of speech in advertisements.

Besides the language in the advertisements, the media to spread the advertisement out are also important. Advertisement in the wrong medium cannot succeed, no matter how good the product is so that the advertising agencies have to choose and decide the media that they will use to deliver the message of the products, whether it is to persuade people to buy the product or just to maintain a brand's image of the product so that people will not change to another same product and it will remain in the people's mind or even to make the product really well-known in the country. It can be said that the media have a role to reach the prospected consumers.

There are a lot of media to publish the advertisements such as newspaper, magazine, billboard, radio, television, and so on. Among these media, television is an audio visual communication which we have to admit that it has an influence to society because almost all people watch television everyday. We can also find many kinds of advertisements through this electronic medium. Further, based on Wells, television combines sound, sight, color, and motion that can capture more attention of the viewers than any other form of advertising. Wells states that television is an attractive medium for advertisers because it attracts a large number of audiences (Wells, 1997: 248). Moreover, by watching television, the viewers not only read or hear the information about the products but also see picture or description about the products and also it demonstrates how to use the product. It is an effective way to urge people to try the product by buying it if they often see that

advertisements continuously since it appears in some channels on television stations everyday.

We can find various kinds of body care advertisements on television. Considering the frequency of skin care advertisements on television, the writer chooses them as the object to be analyzed. They, as the others advertisements, often use figures of speech. The writer finds one of the whitening products use it “*Ponds White Beauty, dengan anti oksidan alami lycopene dan provitamin B3 membuat kulitmu tampak putih, merona dan bersinar.*” The example above uses hyperbole (one kind of figures of speech that aims to exaggerate something) since it contains exaggeration. We may have fair skin but the word “bersinar” in the sentence tries to state that by using the product, our skin will get shiny, whereas in reality, we all know that skin can not shine as the sun can. It is impossible thing to happen. The advertisement applies exaggeration of the fact. The advertisement gives overstatement to the viewers to make them interested to buy the product. Therefore, the writer then is interested in analyzing the use of figures of speech in the skin care advertisements on television from two groups of figures of speech namely figures of rhetoric and figures of analogy based on Keraf’s theory.

1.2. Statement of the Problem

Based on the background of the study above, the writer raises questions as follow:

1. What types of figures of speech are used in skin care advertisements on television?
2. How are certain figures of speech used in those advertisements?

1.3. Objective of the study

The objectives of the study are to find what types of figures of speech used in the skin care advertisements on television. Then, the writer will also explain how certain figures of speech are used in the skin care advertisements on television.

1.4. Significance of the study

Understanding the use of figures of speech sometimes could be difficult since it's not literally true and even could lead to misunderstanding. By conducting the study, it is expected that this study could give the readers, particularly the students who are interested in advertising field; get more knowledge and better understanding about the use of figures of speech in advertisements especially in the skin care advertisements on television.

It is also expected that this study could give information about the language use in advertisements particularly in the skin care advertisements. Thus, the readers will be more aware of certain features of language used in the skin care advertisements. Finally, the writer expects this study could be as a reference for those who are interested in the same field.

1.5. Definition of key term

- # Figures of speech: a language deviation either evaluative or emotively from common language that occurs in spelling, word forming, construction (sentence, clause, phrase), or in application of a term to get clearness, emphasizing, illustration, humor, or other effects (Keraf, 2005: 129)
- # Figures of rhetoric: language deviation from common construction to get certain effect (Keraf, 2005: 129)
- # Figures of analogy: a deeper language deviation, especially in meaning (Keraf, 2005: 129)
- # Advertisement: any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor including the use of media which becomes the main form as mass selling (Mc Charty, 1990: 366).