CHAPTER I

INTRODUCTION

1.1. Background of the Study

Language, whether it is being spoken or written, may be influenced by the social class of the addressee. The relation between language and society itself can be studied in sociolinguistics. In this term, regardless of how the language is being used, language may be affected by the social background of the addressee. The relation between language and society is also very pertinent as Wardhaugh (2006, p. 1) states that "language is what the members of a particular society speak".

The use of language can be observed in a mass media. Media itself is a medium that functions to convey the messages or information, such as; electronic media and print media (Bovee, 1997). Examples of print media are newspapers, magazines, books, pamphlets, leaflets, newsletters, and so on. The use of media has surely increased along with the development of technology, especially the internet. Nevertheless, despite the great development of the electronic media, newspapers are still prevalent in many people. Just like other information media, many people read newspapers for its news; ranging from politics, sports, celebrities, and many more.

In Indonesia there are many newspapers such as; Jawa Pos, Kompas, Memorandum, Surya, and many more. Indonesia itself is included as one of the countries whose readerships are considered as high. In fact, Indonesia is the 7th

highest readership country in the world, whereas in Asia it means Indonesia is in the 3rd only behind India and China (nationmaster.com).

One of the newspapers that is popular in Indonesia is Jawa Pos. Moreover, Jawa Pos even has the highest number of readership according to Nielsen Media Research at the end from 2009 to 2011 (Jawa Pos). Jawa Pos also has won numerous awards which even make this newspaper becomes more well-known time after time. The awards such as; Superbrands Indonesia's Choice, Indonesia's Most Favorite Brand for Youth, and even Indonesia's Greatest Brand of the Decade. With such reputation, it is indeed would attract more people to read this newspaper.

The prevalence of newspapers has interested companies and people to post advertisements. Advertisements surely must have their own language structure and words. Hence, the choice of words or diction can be vital to attract the potential consumers. In Jawa Pos there are several types of advertisements such as; display, classified, and informational advertisements.

Classified advertisements in Jawa Pos usually provide job vacancies, furniture or land for sales, help wanted, etc. These classified advertisements are called *'Iklan Jitu'*. In that section, we can find classified advertisements of automotives' (cars and motorcycles), properties' (houses and terrains), electronic stuffs' trades, etc. In classified advertisements, the sellers are usually charged per line which approximately consists of 36 characters. Although Jawa Pos gives the sellers maximum ten lines per advertisement, most of them just use about two to four lines because of the higher payment for adding the lines. Therefore, classified

advertisements have the tendency that the information which is written is often in a dry manner.

The language used in the advertisements is surely interesting to be discussed and could be related to the social background of the addressee. For example, in Jawa Pos, the classified advertisements in car section are divided into three groups. The first one is the column whose prices are less than 50 million rupiah. Another one is the column whose prices are around 50 to 100 million rupiah. And the last one is the column whose prices are above 100 million rupiah. From those categories, it might be comprehended that the social class of that advertisements might exist based on the economic status of the addressees (the target consumers).

Actually, "in a class system, the economic factor and achieved statuses (gained by ability and merit) are the principal means of ranking" (Thompson & Hickey, 2010). However, it would be hard, even for the sociologist to stratify the groups of social class. But we can infer that the social class of the classified advertisements in Jawa Pos might exist as the different price range in certain groups.

In this regard, the role of sociolinguistics can be so important to measure the social background that emerges in advertisements, or in classified advertisements in particular. Holmes (2001, pp. 4-12) stated that there are basic components in sociolinguistic explanations of why we do not all speak the same way, and why we do not all speak in the same way all of the time. It turns to be found out that there are some social factors and social dimensions which make the

linguistic variation. Some social factors consist of participants, social context, function, topic; while social distance, status scale, formality, and functional scale are involved as social dimensions.

From those phenomena, the writer presumes that there are differentiations of using language or a selection of the words in the classified advertisements. In car classified advertisements in Jawa Pos, the people who post the advertisements are trying to sell their cars using their own words to persuade the potential consumers. The social class of the target market (the consumers) based on those three groups is presumed to have an impact in choosing some typical words.

The car classified advertisements in Jawa Pos itself are believed to have words that must attract the potential consumers. "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). Therefore, 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. So based on it, it is understood that the choosing of words surely seems to be vital. The right language or the right words which are understood by target market means that the advertisement have successfully conveyed the messages. As we know that the function of advertising is to provide information, attract consumers, and promise quality. As written in an article by Mirabela (2010), therefore, advertisements must contain impelling language, in which it must use popular and oral language, also easy to understand.

Hereby, this study would like to examine more about the language used in car classified advertisements based on a corpus linguistics view. This study is related to another study such as Aryanti (1997) that analysed about the tendency of choosing the language used in vacancy advertisements and Nurhikmawati (2008) that analyse the language style preference used in the simcard product advertisement headlines. Different from both, this study analyses about the diction in car classified advertisements. Moreover, this study uses a corpus tool that is needed to collect the data from car classified advertisements.

1.2. Statement of the Problems

As in the background of the study aforementioned, the writer formulates the problems as follows:

1. What is the typical vocabulary used in car classified advertisements whose prices are less than 50 million rupiah?

2. What is the typical vocabulary used in car classified advertisements whose prices are between 50 - 100 million rupiah?

3. What is the typical vocabulary used in car classified advertisements whose prices are more than 100 million rupiah?

4. What are the similarities and differences in the vocabulary used in those three groups of car classified advertisements?

1.3. Objectives of the Study

1. To find the typical vocabulary used in car classified advertisements whose prices are less than 50 million rupiah.

2. To find the typical vocabulary used in car classified advertisements whose prices are between 50 - 100 million rupiah.

3. To find the typical vocabulary used in car classified advertisements whose prices are more than 100 million rupiah.

4. To find the similarities and differences in the vocabulary used in those three groups of car classified advertisements.

1.4. Significance of the 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 and social class, particularly in the typical vocabulary in classified advertisements addressed to certain groups.

Having known the results of this study, people who want to post classified advertisements will know more how to choose the right words for the advertisements. The advertisers might be helped as the study would provide common words of each group so that they could know some particular words to advertise. In addition, the corpus linguists will also learn more about sociolinguistics since it discusses the relation between language and social class.

1.5 Definition of Key Terms

1. Classified Advertisements : The section in a newspaper with small advertisements arranged in groups according to their subject, that are placed by people or small companies who want to buy or sell something, find or offer a job, etc. (Oxford Advanced Learner's Dictionary 8th Edition)

2. Vocabulary : A set of lexemes, including single words, compound words and idioms. (Longman Dictionary of Language Teaching and Applied Linguistics)

3. Diction : The choice and use of words and phrases to express meaning, especially in literature. (Longman Dictionary of Contemporary English)

4. Social Class : A system in which the economic factor and achieved statuses (gained by ability and merit) are the principal ranking. (Thompson & Hickey, 2010, p. 201)