

# CHAPTER 1

## INTRODUCTION

### 1.1. Background of the Study

The development of communication technology rises quickly. The long distance communication was started from the traditional way, such as sending letters, sending telegrams, then moving to the sophisticated one that is telephone. Starting at the technology of telephone itself, cellular phone is one example of communication tools which obtains much attention from many people and become one of the 'most wanted gadgets' recently. These cases are caused by the advantages of cellular phone which offers practicality and instant communication.

Cellular phone is one developed form from old-fashioned telephone which was invented by Alexander G. Bell. At that time, Bell constructed a transmitter and a receiver using wires and successfully sent voice message in which the participants were separated by distance (Microsoft Encarta 2006). Now, those transmitters and receivers using wires changed into a wireless-sophisticated gadget which not only sends voice message but also provides wireless internet connection, sends and receives electronic mail, makes movie, and browses into World Wide Web.

Nowadays, the price of cellular phone in markets is getting cheaper and cheaper. The lowering of cell-phone prices are followed by the lowering price of the simcard. Simcard (Subscribe Identity Module Card) takes very important part in the industry of cellular phone. As we know, a cellular phone without an inserted simcard

From the illustration above, there are many advantages obtained by simcard providers if provider uses advertisement in its marketing strategy. Based on Bovee (1992, p. 9), advertisement can be classified into four criteria; one of them is by medium. By medium, it is classified into four, those are: print, broadcast, out-of-home and the last is direct-mail advertisement. In this study, the writer analyzes consumer's preferences of the language style used in the simcard product advertisement headlines in billboards. The writer chooses the advertisement headlines in billboard because the headlines can be seen clearly rather than in broadcast media, for example radio. In radio, it is difficult to determine what sentence which is rolled as the headline because it can not be seen what sentence which has larger and bolder type. The writer is also not use the headlines in print media, such as magazine and newspaper, because people must buy them first in order to know the headlines and actually people do not buy magazine or newspaper just to know the headline of simcard advertisement. But in billboard, people can see the headlines in free of charge.

The two important elements in billboard text are: language (verbal) and picture (nonverbal). But sometimes, the use of language is more important than picture element in communicating advertisement's message to the consumer (Dyer, 1982, p. 139). With language, the advertisement message can be understood directly and clearly. But with picture we just make an assumption toward this message which sometimes it is appropriate with the copywriter's purpose and sometimes it is not. One example of the use of language is in the billboards headlines. The headlines are

filled by words as the part of language in stating their advertisement's message to the consumer. Headlines are able to make the consumer read attractively, ask them to purchase the product offered, explain the consumer's benefit if they use the product, and give information about the product (Bovee, 1992, p. 292). Therefore, it can be assumed that the more interesting a billboards headline, the more it obtains much attention from the consumer. The more attention which is given by consumer, the more probability the consumer buys the provider's product. The more probability the consumer buys the product, the more income a provider will get.

In headlines, we can find language style. Language style is one element which is able to attract the customer who becomes a company's target. Language style also has function to make headlines more interesting. Formal and informal are the kinds of language style used in advertisements headlines written in billboard. Language style itself means the variation of language which indicates the degree of formality and closely related with the factors of social dimensions (Holmes, 2001, p. 223). Poedjosoedarmo also stated that the degree of formality can be seen through linguistic variables which include phonology, morphology, syntax and semantic (1978).

The language style preferences may also influenced by age. Adolescents may have different opinion on language style preference compared with adult. Concerning those statements, the writer intends to discover the language style preference of consumer toward simcard product advertisement headlines in billboards based on the consumer's age in middle-upper class who are studied in Surabaya. The range of age

is divided into two those are: adolescent and adult. Adolescent is counted start from 17 years old to 22 years old, while adult is counted from 23 years old above. In this study, the writer uses 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.

## **1.2. Statement of the Problem and the Hypothesis**

In this study, the writer formulates the research problem, as follows:

Do adolescents and adults have the same language style preference used in simcard product advertisement headlines?

Hypothesis:

Ho : The distribution of preference on language style used in the simcard product advertisement headlines has the same proportion for both categories of age.

Hi : The distribution of preference on language style used in the simcard product advertisement headlines has different proportion for both categories of age.

## **1.3. Objective of the Study**

The objective of the study is to find out whether adolescents and adults have the same language style preference used in simcard product advertisement headlines.

#### **1.4. Significance of the Study**

By conducting this research, the writer expects that the study will be able to find out the language style preferences used in headlines of simcards product advertisement in billboards based on the consumer's opinion in Surabaya. By finding out the suitable preference, the result is hoped to be able to give a guide to simcard providers, especially their copywriters, to make their headlines more interesting in order to advertise their products easily and to increase the providers' income. Moreover, this analysis divides the consumer in the basis of their age and social class which finally will help the simcard providers in knowing the language style preference which is appropriate for their specific consumer in age.

#### **1.5. Definition of Key Terms**

In order to avoid misunderstanding, it is necessary to define the important terms that are frequently used in this paper:

1. **Consumer** : Group of individuals who buy goods or services from shop or business (Encarta Dictionary Tools).
2. **Adolescent** : The period of a person's life from puberty to maturity. It is happened around teenager phase in the age range is from 13 to 22 years old (Newman, 1979, p. 523).
3. **Adult** : A phase where someone's mental consists of thinking and behavior, and physic describe as a fully developed

mature individual. The range age 23 years old above (Newman, 1979, p. 524).

4. **Language style** : An example of language variation which indicates the degree of formality and also closely related to social dimensions (Holmes, 2001, p. 223).
5. **Simcard** : A smart card which is inserted into cellular phone, contains personal information to the subscriber (Encarta Dictionary Tools).
6. **Advertisement** : An advertising product made by certain company function as non-personal communication that usually offers goods or services (Bovee, 1992, p.7).
7. **Headline** : The words in leading position of advertisement. have larger and bolder type in order to be read first (Bovee, 1992, p. 292).

## **CHAPTER II**

# **LITERATURE REVIEW**