

# CHAPTER I

## INTRODUCTION

### I.1. Background of the Study

In our everyday life, we can not be separated from language. It appears in all activities we do, including in advertising. We may define advertising as an activity to attract people, at least, to pay attention to the commodities offered, then to buy them or as stated in "The Random House Dictionary of The English Language," in Onong (1990, p. 102) that is; "To describe or present a product, organization, ideas, etc, in some medium of communication in order to induce the public to buy, support, or approve it."

Harris and Seldon (1962, p. 40), in Torben Vestergaard and Kim Schoder (1985, p. 2) stated that advertising is designed to spread information with a view to promotint the sales of marketable goods and service (in public notice). Actually, it has two types, they are non-commercial advertising, as the one comes from association with their purposes are charity and political

propaganda, and the other one is commercial advertising advertising (Torben Vestergaard and Kim Schoder, 1985, p. 1).

This paper, from now on, will deal with the second type of advertising. As stated above, the competition of sale becomes harder from time to time. For this reason, advertising also becomes more important day by day. Why is it important? For producers themselves, of course, they can do something to make people want to acquire their commodities (Torben Vestergaard and Kim Schoder, 1985, p. 4), whereas for consumers, they will know the kinds or specifications of goods advertised and also the price, sometimes. Above all, an advertisement will always be very persuasive for consumers.

Nowadays, as technology progresses so fast, the way to launch advertisement also becomes more varied. If in the first time, it might be done by door to door salesmanship (as it still done today), but now, an advertisement can be launched besides by, still, door to door salesmanship, it can also use any mass media such as

newspaper, magazine, television, and radio. This paper will deal with radio advertising.

Many producers use radio as a mean to advertize their commodities today because of the widespread of that medium in community. For the reason, then they think that by using radio, their commodity will be known by community faster, more than other mass media. In radio advertising, we can classify advertisement into three classifications (Onong, 1990, p. 103). They are: a) based on the objective, which includes product advertising and institusional advertising, b) based on audience which includes consumer advertising, industrial advertising, and trade advertising, and c) based on demand that includes primary demand advertising and selective demand advertising.

Now, advertising in radio also gets so far progression in the technique of presentation, not only by conversation among actors, but also being completed with music to make it more interesting. Onong (1990, p. 108) states that advertising can be classified into three classifications: a) Readed Advertising, b) Advertisement

with music or sound effect, and c) Advertising by sponsoring a special programme in a radio, or sponsored programme.

Concerning with that, the writer has observed that some of advertisements broadcasted by 7 radio stations in Kediri contain connotations. On the one hand, the connotations are still relevant and support the message of the advertisements, but on the other hand, they may mean something far from the message of the advertisements. However, advertisements containing connotations sometimes are more interesting, for they are peculiar or unique, and may also be distinctive, so that they invite us to listen.

For they are interesting and unique, the writer, here, studies into connotations on radio advertisements broadcasted by 7 radio stations in Kediri. It will include the interpretation of the meaning of the advertisements that will be based on the writer himself (subjective interpretation) and the classification of the kinds of connotation that oftenly appear.

## **I.2. Statement of the Problems**

Based on the tittle chosen above, then, the writer seeks to answer the following questions. They are:

1. What connotations does the language of advertisement usually have/contain?
2. What kind of connotation is dominant?

## **I.3. Objective of the Study**

As the tittle concerns radio advertising, and based on the problems stated above, the study is intended to describe any connotations which appear and then classify what connotations usually appear in radio advertising.

## **I.4. Significance of the Study**

From the analysis, there will come any information about those connotations, that hopefully, they will be usefull for any people, as producers. For any producers, they may be able to use the information as the base in producing advertisements of the same commodities, as they know whether the advertisements of their product using

connotations have been successful in selling the product or in supporting their marketing, or whether the advertisements are not so successful, so that they need to change their strategy in advertising the commodities. Beside that, the writer hopes that this paper will also be useful for people who are active in radio activities, especially radio advertising. For those people, they will know if they get order to make/arrange an advertisement from a producer, especially the ones using connotations, so that they may create any new advertisements by using the same kind of connotations, or whether they need to get any new ways or more creativities in creating new advertisements.

Above all, this paper may also give contribution to any students, like the students of communication for their study that also deal with advertisement/advertising. So, although it may be little, they may be able to use it to add information they need about advertising. Then, it may also tell the students of linguistics that some of their knowledge is useful too in advertisement, that is the knowledge of connotation.

### **I.5. Scope and Limitation**

Here, for the tittle deals with connotations of radio advertising, the the writer, in this paper, describes only advertisements broadcasted by 7 radio stations in Kediri. After that, the connotations of advertisements being described or analysis are only the ones gathered by the writer at time/hour between 6 am. - 7 am., 7 am - 8 am., and 5 pm. - 6 pm., and 6 pm. - 7 pm. everyday or in any possible hours which contain a lot of advertisements.

### **I.6. Theoretical Background**

In the thesis, the writer uses the theory of:

1. Ullmann (in Howard Jackson, 1988, p. 246) that states "Semantics" as the "Science of Meaning," a branch of linguistics science.
2. Frank Palmer, in his "Semantics" (1981, p. 206), in Howard Jackson, 1988, p. 245 that states,

".....semantic is not a single well-integrated discipline. It is not a clearly

defined level of linguistics, not even comparable to phonology or grammar. Rather it is a set of studies of the use of language in relation to many aspects of experience, to linguistics and non-linguistic context, to participant in a discourse, to their knowledge and experience, to the condition under which a particular bit of language is appropriate.

3. Howard Jackson in his "Words and Their Meaning," 1988, p. 58-59 that states that connotation relates to the associations that a word has over and above its denotation and far more indeterminate than it (denotation).

## **I.7. Method of the Study**

### **I.7.1. Population and Sample**

The population of radio station is seven. They are Andhika FM, Suara Kediri FM, Mahameru, Wijang Songko, Taurus Adhiswara, RKPD Kab. Kediri, and RKPD Kodya Kediri. The last five stations are AM stations. Those stations are chosen for, besides being located in the



home town of the writer, they have many advertisements in their programmes and also to make easier in gathering the advertisements since the number of radio stations are too many, so that it does not need to classify which radio station should be choosen, or to simplify the steps in gathering data.

The samples are gathered from those radio stations. From Kediri FM, Andhika FM, Mahameru, Wijang Songko, and Taurus Adhiswara the advertisements were recorded in 6-7 am, and 5 pm - 6 pm, each day. From RKPD Kodya Kediri the advertisements were recorded in 7 am - 8 am and 6 pm - 7 pm, whereas from RKPD Kab. Kediri the advertisements were recorded in 6 am - 7 am and 6 pm and 7 pm each day.

#### I.7.2. Location

All radio stations choosen are located in Kediri. Andhika FM is on Jl. Agus Salim, Suara Kediri FM on Jl. Urip Sumohardjo, Mahameru on Jl. Banjaran II, Taurus Adhiswara on Jl. Joyoboyo, Wijang Songko on Jl. Kilisuci, RKPD Kodya Kediri in the complex of GNI Kediri, and RKPD Kab. Kediri is on Jl. Pamenang.

### **I.7.3. Technique of Gathering Data**

Firstly, the writer chooses/determines the suitable hours which contain more advertisements than others of each station. After all equipments needed are prepared, then data are gathered by recording the broadcasting of those radio stations in every hour choosen. After being recorded, each advertisement is written or transcribed to changed them into written advertisement which will be attached as the data in the paper.

### **I.7.4. Technique of Analysing Data**

After all data are transcribed, they are interpreted semantically in subjective opinion of the writer. Here, the writer tries to convey what connotations contained in advertisements. Finally, all connotations are classified to find the dominant connotation.

### **I.8. Definition of Key terms.**

1. Connotation: extra/addition meaning of a word, sentence or may be sound, meaning that appears beside the

denotation, formal, or ordinary meaning of them or it can be an addition idea that will stimulate someone to think of meaning that other than the main meaning.

2. Advertising: an activity to inform public about a commodity, it usually is persuasive or tend to persuade or influence public's thinking about the advantage or may be the superiority of the product with its last intention is to make people buy the commodity.

3. Amateur Radio: a nongovernmental radio station which their programs directly to public in sound/voice form and uses certain wave (radio wave) as the medium.

4. Gender: everything which is concerning with sex or relationship between men and women.

#### I.9. Organization of The Paper.

This paper is divided into four chapters and bibliography. Those four chapters are:

Chapter I, that is introduction, and it includes the background of the study, statement of the problems, objective of the study, significance of the study, scope and limitation, theoretical background, method of the

study, definition of key terms, and organization of paper.

Chapter II, that is Theoretical Framework. It contains the review of the theory, related theory, and the review of related study/thesis about his subject.

Chapter III as the analysis that consists of presentation of data and the review or the interpretation of those data and also the classification of the analysed data/result of analysis.

Chapter IV as the conclusion of the result of the analysis in the preceeding chapter.

The last part is bibliography that contains the list of books used as the guide of the writing of this paper and attachment.

## **CHAPTER II**

# **THEORETICAL FRAMEWORK**