

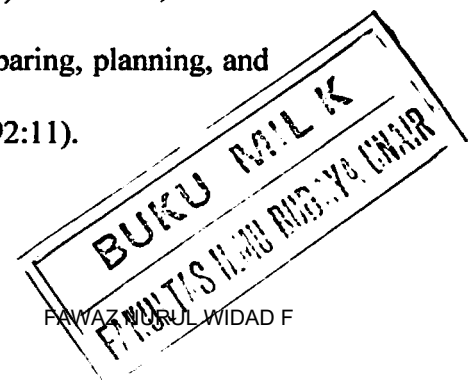
## CHAPTER I

### INTRODUCTION

#### 1.1 Background of The Study

Nowadays, most of people's orientations are changed, particularly for the prosperous women. They do not only think about their basic needs, their orientations now are to have superior appearance by doing many treatments. Therefore, they can be more confident in their social life. Furthermore, the products today are not only focus on face treatment, but also slimming or even body shaping programs.

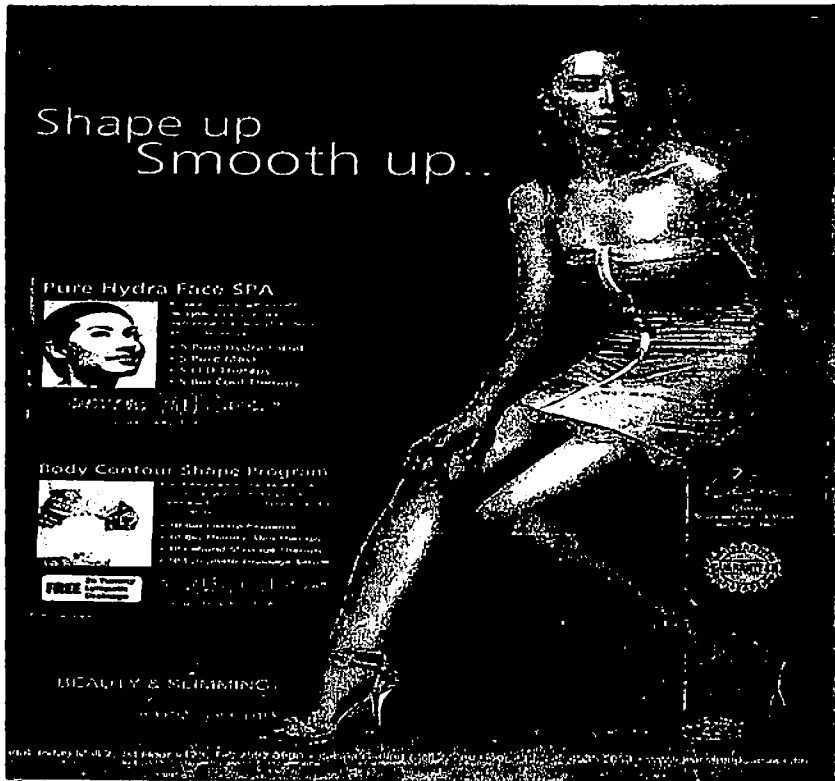
Since the demands on women care products are usually high, it also creates many competitors on this business field. Most of the women care products invest their money in promotional campaigns to keep their market share and to stimulate the market. One of the ways to promote women care products is through advertisement. According to Kasali, "Advertisement is simply defined as message, which offers a product or products aimed for people through a media" (Kasali, 1992:9). In recent society, people can see the advertisement through newspaper, magazines, radio, internet, television, mall or even bus station. However, advertising is different from advertisement. According to Bovee and Arens, "advertising involves presenting the message to a mass audience (large group of people) using mass media." (Irwin, 1982:11). Moreover, Kasali stated that "advertising is a process that includes preparing, planning, and publishing controlling the advertisement" (Kasali, 1992:11).



In the process of making advertisement, it is important to see the market of the product. Thus, the advertisement can be delivered effectively to their target market. According to Bovee and Arens, “ advertising is always aimed at a particular segment of the population. The target audience is defined as that group of individuals to whom the advertising message is directed.” (Irwin, 1982:13). Angela Goddard stated that “advertising it self tend to target particular groups of people, one way getting on audience to recognize who advert might be aimed at is to provide some language in the text that will be connected with a particular group.” (Goddard, 2002:47).

There are some media that can be used to advertise the product; one of it is trough magazine. One of the advantages of magazine advertising is that the Media has a bigger segmented audience. Mostly, magazines are focused on a specific audience, i.e. women', men's, economical, political, teenage, drivers', kids', etc. Thus, having selected the best suitable print, you may reach your exact target market. It is not even worth mentioning, that an advertised product has to be in consistence with the main theme of the chosen magazine. It gives a possibility to present your product in full color. A magazine, as no other Media, allows you to use amply the color, image and format in the ads' design. The magazine advertisement is glamorous and prestigious. It makes your brand respectable.

(<http://www.syl.com/bc/magazineadvertisingitsbenefitsitsfaultstoconsider.html>, 5 August 2008:06.00 PM).



### Jean Yip Beauty & Slimming Advertisement

After seeing Jean Yip Beauty & Slimming Advertisement in Femina magazine, the writer found that this women care products advertisement is interesting and able to attract the readers' attention, particularly for the readers who have problem with their weight and skin. This advertisement uses eye catching slogan *Shape up Smooth up* and the image of a beautiful sexy lady. Furthermore, this advertisement gives

much information about the product, such as the benefits, the price, and the location where the readers can look more beautiful and slim.

The copywriter divided the contents of this advertisement into five parts. In the first part, the copywriter mentions the slogan of this product, that is *shape up and smooth up*. Through this slogan, the copywriter wants to communicate its product to their readers. After reading this slogan, the readers are expected to read more this advertisement. In the second part, the copywriter tells the name of its face treatment package which directly shows the use of it package. After that, the copywriter informs the benefits of its face treatment package, the name of treatment's package, and discount of its face treatment package. In the third part, the copywriter mentions it's the name of slimming treatment package which tells the benefits of the product, the name of the treatment's package, discount of the product's package and its free treatment. In the fourth part, the copywriter mentions the name of its product and its location in three different countries. In the fifth part, the copywriter shows the place where to get the treatments in Indonesia.

Referring to the example of women care products advertisement the writer cited above. The writer found that language is not the only factor in advertising. Advertising is both a business process, part of what nearly every organization does in its relations with its customers, and also a communication process, based on making contact with people and both informing and persuading them, using words and images in creative

combinations, carried to the right audience by the most appropriate media. Therefore, it is also necessary to see advertising as discourse. According to Guy Cook, "Although the main focus of discourse analysis is on language, it is not concerned with language alone. It also examines the context of communication: who is communicating with whom and why; in what kind of society and situation; through what medium; how different types and acts of communication evolved, and their relationship to each other." (Cook, 2001:3).

The basic purpose of this study is to find out the characteristic of language in advertisement of women care products, particularly in language functions. There have been many efforts to classify the main function of language. One of the clearest and most influential was formulated by the linguist Roman Jakobson (1960). According to him, there are six factors determines a different function of language. Those are :

1. Referential function is to impart information
2. Expressive function is to express feelings or attitudes
3. Conative function is to influence behaviour
4. Phatic function is to establish or maintaining social relationships
5. Metalingual function is refer to the nature of the interaction
6. Poetic function is foregrounding textual features

(<http://www.aber.ac.uk/media/Documents/S4B/sem08c.html>)

In its process, this theory was further developed by Dell Hymes with the Elements of Communication theory, as follows

1. The addresser : the person who originates the messages, but not always, as in the case of messengers, spokespeople, and town criers. (Cook, 1989:25)
2. The addressee : the person to whom the message is addressed, but not necessarily so, as in the case of intercepted letters, bugged telephone calls, and eavesdropping. (Cook,1989:25)
3. The channel or contact: the medium through which the message travels such as sound waves, marks on paper, telephone wires, word processor screen. (Cook, 1989:25).
4. The message form : the particular grammatical and lexical choices of the message. (Cook, 1989:25).
5. The topic : the information carried in the message. (Cook, 1989:25).
6. The code : the language or dialect, for example, Swedish, Yorkshire English, British Sign Language, Japanese. (Cook, 1989:25).
7. The setting : the social or physical context. (Cook, 1989:25).

Afterwards, the Element of Macro Functions are then established, The Elements of Macro-Functions

1. The emotive function: Communicating the inner states and emotions of the addresser ('Oh no!', 'Fantastic!', 'Ugh!', and swear words used as exclamations) (Cook, 1989:26).

2. The directive function : seeking to affect the behaviour of the addressee ('Please help me!', 'Shut up!', 'I'm warning you!') (Cook, 1989:26).
3. The phatic function : opening the channel or checking that is working, either for social reasons ('Hello', 'Lovely weather', 'Do you come here often?'), or for practical ones ('Can you hear me?', 'Are you still there?', 'Can you see the blackboard from the back of the room?', 'Can you read my writing?') (Cook, 1989:26).
4. The Poetic function: in which the particular form chosen is the essence of the message. The advertising slogan "*BEANZ MEAN HEINZ*" would lose its point if it were paraphrased as 'If you are buying beans, you will naturally buy Heinz. (Cook, 1989:26).
5. The referential function: is to carry information (Guy Cook, 1989:26).
6. The metalinguistic function: focusing attention upon the code itself, to clarify it or renegotiate it ('What does this word here mean?', 'This bone is known as the "femur"', "'Will " and "shall" mean the same thing nowadays') (Guy Cook, 1989:26).
7. The contextual function: creating a particular kind of communication ('Right, let's start the lecture', 'It's just a game') (Guy Cook, 1989:26).

In analyzing the function of language in women care products advertisements in Femina magazines, the writer used elements of macro functions by Guy Cook as the tool of the research because the elements of

macro functions is always used to analyze face to face communication not in written advertisement. Moreover, the elements of macro functions is developed by the most two influential theories, Roman Jakobson (1960) and Dell Hymes (1962).

In advertising, the copywriter does not only concern with the language function it self such as informing the product or the price. However, the copywriter needs to consider their intended market, their market needs, its society and situation. According to Guy Cook, “Although the main focus of discourse analysis is on language, it is not concerned with language alone. It also examines the context of communication: who is communicating with whom and why; in what kind of society and situation; through what medium; how different types and acts of communication evolved, and their relationship to each other.” (Cook, 2001:3). Therefore, the advertisement can be delivered effectively to their consumers.

## **1.2 Statement of The Problem**

1. What are the elements of macro functions used in the text of women care products advertisement in *Femina* magazines ?
2. How are the elements of macro functions used in the text of women care products advertisement in *Femina* magazines?



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

Based on the statement of the problem above, this study is intended to find out what are the elements of macro functions used in the text of women care products advertisement and how are the elements of macro functions used in the text of women care products advertisement.

In this study, the writer used women care products as the source of the research and analyzed them with the elements of macro functions by Guy Cook.

### **1.4 Significance of The Study**

Through this study, the writer expects that the result of this research may give more understanding to the readers, particularly the readers who are interested in advertising field. Thus, they will know the language usually used in women care products advertisement, especially in written advertisement. This research may also give better understanding about the language of women care products advertisement. Moreover, the writer expects that this research will also broaden the knowledge of the elements of macro function particularly the language of women care products advertisement.

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

1. **Advertisement** : any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor including the use of such media as newspaper, TV, Radio, magazine, sign

and direct man which becomes the main form of mass selling (McCarthy, 1990:366).

2. **Advertising Agency** : Company that creates, prepares and places advertising in various media, working as agent for its client (advertiser) ([www.myadbase.com](http://www.myadbase.com)).
  
3. **Macro function** : The main function of the language (Cook, 1989:25)
  
4. **Copywriter** : a writer of advertising or publicity copy ([http://www.merriam-webster.com/dictionary /copywriter](http://www.merriam-webster.com/dictionary/copywriter))

**LITERATURE REVIEW**  
**CHAPTER 2**