

CHAPTER I

INTRODUCTION

I. 1. Background of The Study

Nowadays, there are a lot of products which use English in their advertisements, especially those which are typical American products.

Advertisement is very familiar to everyone. We can see advertisements almost every where and every time. If we read newspapers, we can easily see advertisements in almost every page. If we turn on the TV and watch for a few minutes, we can easily see advertisements. We can also see or find advertisements in magazines, on the streets, and in other mass media.

Advertisement is the product of advertising. Alber Lasker, who is called the father of modern advertising, said that advertising is salesmanship in print (Devoe, 1956: 21). According to Courtland L. Bovee and William F. Arens, advertising is the impersonal communication of information usually paid for (Bovee and Arens, 1986: 5). In this case, language is needed, because according to Victoria Fromkin and Robert Rodman, language is a system of communication (Fromkin and Rodman, 1984: 20).

There are some functions of advertising. Bovee and Arens mention five functions of advertising, namely marketing, communication, education, economic, and social function (Bovee and Arens, 1986: 8).

The main purpose of an advertisement is to persuade people to buy products. In specific, the people here are usually called the target audience (Bovee and Arens, 1986: 9).

One of the important elements of an advertisement is the message. It contains what an entrepreneur plans to say to his target audience through the advertisement. In this part, the language plays an important role since almost all advertisements use language in stating their messages.

In Sociolinguistics, the language choice in advertisements is related to one of the rubrics of diglossia, that is, prestige. The language choice of advertisements shows the prestige of the products. In other words, it can build a brand image.

According to Giles, a speaker tends to choose a language that seems to suit the needs of the person being spoken to (Fasold, 1984: 188). In advertisements, an entrepreneur can be considered as the speaker and the

target audience can be considered as the person being spoken to. Thus, based on this theory the entrepreneur should choose the language which is expected by the target audience.

So, if a product is addressed to young people, then the language which is used in the advertisements should be suitable with young people's opinion. This condition arises a question about what language is more suitable to be used in advertisements. In this case, the language choice is important because it is not only used to state the message but to show the prestige which can build a brand image.

There are a lot of products which are typical for young people, one of them is jeans. Most jeans are made by or under the license of American companies, so most of the messages in their advertisements use English. In spite of that, since there are some jeans which are made by Indonesian companies, we can also see some jeans advertisements which use Indonesian language in stating their messages.

As jeans are typical American products, one may think that the advertisements should be in English instead of Indonesian. The use of English may show

that the products are really American products. On the other hand, since English advertisements are only understood by some young people, one may also think that the advertisements should be in Indonesian, considering that Indonesian is understood by almost all young people.

The profession of young people might also influence their language choice. The young people who work and earn their own money might have a different opinion with the young people who study and do not earn their own money. That is why, in this analysis I divide the young people into two groups.

I. 2. Statements of the Problem and the Hypothesis

Based on the background of the study, I state the problems as follows:

1. *What is the preferable language choice for jeans advertisements based on young people's opinion?*

Why?

2. *Do employees and students have the same opinion about the language choice for jeans advertisements?*

Hypothesis :

Ho : The language choice for jeans advertisements of employees and that of students is the same.

Hi : The language choice for jeans advertisements of employees and that of students is different.

I. 3. Objectives of The Study

The objectives of this study are:

1. *To know the preferable language choice for jeans advertisements based on young people's opinion and why.*
2. *To know whether employees and students have the same language choice for jeans advertisements or not.*

I. 4. Significance of The Study

The significance of this study is that we will know what language is preferable to be used in jeans advertisements.

By knowing the right language choice, an entrepreneur will be able to advertise and to market his or her products more easily. Especially those products which are addressed to young people who come from middle class and upper class society.

I. 5. Theoretical Framework

This analysis is based on several sociolinguistics theories which were introduced by Peter Trudgill, Ferguson, Gumperz, and Giles.

According to Peter Trudgill, there are two aspects of language behaviour which are very important from a social point of view. First, the function of language in establishing social relationship; and, second, the role played by language in conveying information about the speaker (Trudgill, 1974: 14).

Ferguson introduced the term diglossia, that is, where two varieties of a language exist side by side throughout the community, with each having a definite role play (Fasold, 1984: 34). He proceeded to explain diglossia under nine rubrics: function, prestige, literary heritage, acquisition, standardization, stability, grammar, lexicon, and phonology. The rubric which closely relates with this analysis is the rubric about prestige, that is, when the speakers in diglossic communities think that one language is superior and more elegant than the other.

Gumperz stated that language is a medium for the exchange of ideas and interactions among people (Pride

and Holmes, 1982: 203). He also introduced the term code-mixing which occurs when pieces of one language are used while a speaker is basically using another language (Fasold, 1984: 180). The language pieces taken from another language are often words, but they can also be phrases or larger units.

In Giles' accommodation theory, we can see that in certain condition, a speaker will choose a language or language variety that seems to suit the needs of the person being spoken to (Fasold, 1984: 188).

I. 6. Methods of The Study

Because this analysis is mostly related to the counting of numbers and to prove whether employees and students have the same language choice for jeans advertisements or not, I use the quantitative descriptive method.

I. 6. 1. Definition of key terms

a. Advertisement is a means which an entrepreneur uses to introduce his products and to persuade his target audience to buy his products. An advertisement mainly contains at least one word in its message.

- b. Indonesian advertisement is an advertisement which uses more than 50% Indonesian words in stating its messages.
- c. English advertisement is an advertisement which uses more than 50% English words in stating its messages.
- d. Jeans are clothes (jackets, trousers, shirts, etc) which are made from denim.
- e. Young people are young persons who has not married, yet. Their age is between 15 - 30 years-old and come from middle class or upper class society.
- f. An employee is young people who works and earns at least Rp 360.000,00 per month. He or she does not study anymore.
- g. A student is young people who studies at a well-established senior high school or university, and has not worked, yet.

I. 6. 2. Location and the population of the study

The locations of this study are well-established senior high schools, universities, and companies in Surabaya. I choose Surabaya as the location of the study because Surabaya is one of the cities in Indonesia which is developing into a metropolis. The mobility of the

people in Surabaya is high enough and the influence of Americanism in Surabaya society is quite large, too.

The population of this study are the young people in Surabaya who come from middle class or upper class society. The reason of choosing them from middle class or upper class society is because those who are concerned about the brand and the advertisement of a product mostly come from the middle class and upper class society. They are selective enough in buying a product.

In general, some of the young people are still studying at a senior high school or a university, some of them work and some others are both studying and working. In this analysis, however, I only take the respondents from two groups. First, the young people who work and do not study, which are called employees. Second, the young people who study and do not work, which are called students.

I only take these two groups because I want to know whether the young people who work and earn their own money and the young people who study and do not earn their own money, have the same opinion or not.

The two languages which become the objects of this study are Indonesian and English. This study does not concern dialects, regional languages, and other languages.

The jeans advertisements can be in the form of printed materials, such as in magazines and newspapers, or in other mass media, such as televisions and radios.

I. 6. 3. Sampling

Because the amount of the population is too large, I take a sample.

In this analysis, I use the stratified random sampling because I stratify the population or divide them into two groups, employees and students.

The size of the sample which I take is 100 respondents. 50 of them are employees and 50 others are students. The employees may come from any company in Surabaya. However, their monthly salary must not be less than Rp 360.000,00 (three times of the regional basic salary in Surabaya, based on Per.01/Menaker/1996). On the other hand, the students must also come from middle class or upper class. In this case, I choose them from well-established public schools or universities, such

as SMU Frateran, SMU Petra, Petra University, Widya Mandala University, etc.

I. 6. 4. Technique of data collection

Firstly, I choose the population which is taken from the young people in Surabaya.

Because the population is too large, I choose a sample. I choose 100 respondents as my sample. This sample is taken according to the stratified random sampling method.

After that, I do a primary observation in order to know the use of jeans in their daily life, their opinion about wearing jeans and to see their interest in jeans advertisements.

Then, I distribute the questionnaires. In these questionnaires, the respondents give their opinion about the role of jeans advertisements in marketing the jeans, their language preference for jeans advertisements and their reasons for choosing that language.

Next, I interview the respondents in order to check the results of the questionnaires.

In order to support the validity of the data which have been collected, I do a final observation to each

respondents. This final observation is also used to make sure that the data are the same as the facts.

In short, the steps in collecting the data are:

1. Choose the population
2. Take the sample
3. Do the primary observation
4. Distribute the questionnaires
5. Interview
6. Do the final observation

I. 6. 5. Technique of data analysis

Firstly, I classify the data into two classifications, those are, employees and students. Then, I count the data and put them in tables.

The employees' and students' opinions upon the position of advertisements in marketing the jeans is presented in the form of percentage. This percentage is used to show how crucial the role of advertisements is in marketing the jeans.

Their preferable language choice for jeans advertisements is presented in percentage and in chi square test.

The reason of using percentage is because I want to know what language is preferable for jeans advertisements according to the opinion of the target audience or the young people.

The reason of using chi square test is because I want to know whether employees and students have the same opinion or not. In this case we will know whether the young people who work and earn their money and the young people who do not work, have the same opinion or not.

Based on the chi square test, I calculate the expectation values for each element of the chi square table, and then, calculates the χ^2 value. After getting the χ^2 value, I take 95% as the confidential value. Next, I put the χ^2 value in chi square diagram.

In short, the steps in analyzing the data are:

1. Classify the data
2. Calculate the percentage
3. Do the chi square test

