

CHAPTER I

INTRODUCTION

1.1 Background of the study

We are probably not surprised to learn that one language may be used differently in different situations. The variety of language depends on the speaker to whom we are going to speak with or the reader who are going to read our article. A particular social situation makes us respond with an appropriate variety of language and as we move through the day, so the type of language we are using change fairly instinctively with the situation (Crystal and Davy, 1973 : 4). We use one variety of language when we talk to the members of the family, another with our friends and the third is when we talk with our colleagues and so on.

Bahasa Indonesia, which we know as our national language is also used differently in different situations. When we read a scientific book, we realize that it is written in formal language. When we read a newspaper or magazine, we realize that it is written in different variety of language. When we read an advertisement on the newspaper, we realize that it is written in different variety of language.

In every publication of the newspaper, classified advertisement always appears. Classified advertisement usually consists of a few lines of words, sometimes are abbreviated but sometimes are not, two lines at the minimum and eight or ten lines at the maximum. Appearing on one page of a newspaper, it is divided into more or less nine columns. Classified advertisements are put on special pages and classified according to the subject. Commonly, classified advertisement will be read only by readers with special interest in some particular product or service. On the other hand, display advertisement is typically inserted by a large firm or association - commonly through the medium of an advertising agency. In classified advertising, one word can be written in many ways. Dijual 'sold' can be written as 'jual', 'jl', 'j', 'dijual'; dibutuhkan 'needed' can be written as 'butuh', 'dibutuh', etc. The examples of classified advertisements can be seen below:

T. Corona 75/77 Ac/t/brd biru mls
 bu hp 4 1/4 t. Jl. Nginden VI/20
 (JP/18/12/92)

Fortuna awning tenda krey fiber glas
 slim line pagar tralis rolling door kwt nya
 muk harmonika hub. Jl. Raya Ngagel 71b
 Tlp. 572523 - 580310
 (JP/04/12/92)

Jual rmh Jl. Baratajaya XIX (Raya) HGB
 telp pam listrik 3500 hub. 583032
 (JP/28/12/92)

Classified advertisements usually are not written in complete sentences. Although classified advertisements are not written in complete sentences, we as readers can still understand what they are about. Our understanding is guided by our presupposition and interpretation of the world involved in classified advertising (see chapter II for the terms, and also Halliday and Hasan, 1976).

For one thing, we understand classified advertisement from our common knowledge in advertising. Within classified advertisement, there is always a thing or event, etc. being offered or advertised, which for the time being we can call the 'what' element. The 'what' further creates a presupposition that there might be another element (for example : address) related to it (the 'where').

For another thing, our understanding is also guided by a kind of 'frame' of interpretation (see Minsky in Brown and Yule, 1984 and also in chapter II here). Such 'frame' helps us to understand that, when, for example, we read that a car is being offered to sell, our 'frame' will guide us to find out and interpret the kind/brand of the car, its condition, etc. However, our 'frame' of interpretation must be relevant and limited; for example we cannot allow information about houses enter our 'frame' about car.

Furthermore, we can see from our previous examples that some elements (for example: 'what') are obligatory element and some are not. What these elements are become the concern of this thesis. As well, we can see from the same examples that the elements can be patterned or have sequence of occurrence. The pattern used in classified advertisement also becomes the concern of this thesis, as expressed in the problems of the study below.

1.2. Problem of the study

There is a tendency showing that the language of classified advertising is different from the language of the other form of advertising.

In this thesis, the problems that will be solved are:

1. What are the elements which help us to understand classified advertisement ?
2. Do the elements have the same status ?
3. Are there any sequences or patterns of elements within classified advertisement ?

1.3. Objective of the study

This study is done to find out what elements appear within classified advertisement. Besides this, the aim of the study is to find out the patterns of elements and the

sequences of elements within classified advertisements.

1.4. Significance of the study

The aim of this study is to help the reader to understand classified advertisements easily. This study can also be used as the basis for one who wants to examine further about advertisements.

1.5 Theoretical consideration

There are certain approaches in analysing advertisements. We can analyse it in terms of its language. We can also analyse it using psychological or psycholinguistic approach. Another approach which can be used to analyse it is semantic approach.

The theoretical approach which is used to analyse this study is discourse approach by referring to some relevant theories (see chapter II).

As the writer stated, in this thesis she is going to discuss the elements and the patterns of classified advertising. Discussing about classified advertising causes us discussing written texts. The term text can be defined as a verbal record of communicative act (Brown and Yule, 1984:6). A text may be differently presented in different editions, with different type-face, on different size of newspaper, in one or two columns and we still

assume, from one edition to the next, that the different presentations all represent the same 'text' (Brown and Yule, 1984:6). Discussing a text means that we also discuss about the words in their required correct order.

To understand a text, in this case classified advertisement, we have to pay attention to many terms such as the principles of local interpretation, presupposition and frames (for further explanation see chapter II).

1.6 Methodology

1.6.1. Working definition

- a. Classified advertising is a kind of advertising which is written in short form and consists of two lines of words at the minimum and eight to ten lines of words at the maximum. Classified advertisements are usually put on the special pages and are classified according to subjects.
- b. Text can be defined as verbal record of a communicative act (Brown and Yule, 1984:6).
- c. Discourse can be treated as a dynamic process in which language was used as an instrument of communication and text can be treated as a product in which language was used as an instrument of communication (Brown and Yule, 1984:26).
- d. Presupposition is defined in terms of assumptions the

speaker makes about what the hearer is likely to accept without challenge (Givon, 1979 as quoted in Brown and Yule, 1984 :29).

- e. The principle of local interpretation are the principle which instructs the reader not to interpret a text any larger than he needs to arrive at an interpretation (Brown and Yule, 1984:59)
- f. The term element which is used in this analysis can be divided into obligatory element and optional element. Obligatory elements are elements which have to exist, whereas optional elements are elements which might exist or not.
- g. Frame is characteristically a fixed representation of knowledge about the world (Charniak, 1975:42 in Brown and Yule, 1984:239).

1.6.2. The reseach design

Once the reseach problem has been formulated clearly enough to specify the types of information needed, the investigators have to work out their reseach design. A reseach design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the reseach purpose with economy in procedure (Seltiz, Wrightsman and Cook, 1976: 90).

The method of research used in this study is a de-

scriptive one. The purpose of descriptive study is to obtain a description of activities of interest (Nan Lin, 1976:142). In this thesis, the writer is going to describe the elements (as well as their status) in a classified advertisements, their patterns and the sequences of these elements.

1.6.3. The population

A population is the aggregate of all the cases that conform to some designated set of specifications (Seltiz, Wrightsman and Cook, 1976:512).

The population of this thesis will be taken from classified advertising which is published in Jawa Pos. Jawa Pos is the daily newspaper which is published in Surabaya. The reason why the writer takes classified advertisements in Jawa Pos is because the classified advertisements are classified effectively according to the subjects in this newspaper.

The population includes advertising of commodity, service and job vacancies. The population will be taken from the December's edition, 1992. The whole population of classified advertisements during December's edition is 6196. Suharsimi Arikunto (1993:107) stated that if the population is less than 100, all the population should be taken as the sample. On the other hand, if the population

is more than 100, the population which can be taken as the sample is about 10-15% or 20-25%. Based on this theory and the homogeneity of the population, the writer only takes 10% from the whole population as the sample.

1.6.4. The Sample Design

A sample is a small-scale representation - a kind of miniature model - of the population from which it was selected (Hoinville and Jowell, 1978:57). The sample is taken to help the reseacher handle the data better and more easily than if she studies the whole population. There are two major principles which underlie all sample design. The first is the desire to avoid bias in the selection procedure, the second is broadly to achieve the maximum precision for a given outlay of precision (Moser and Kalton, 1979:79). Therefore, following these principles random sampling is used to avoid bias. The most basic type of random sampling is simple random sampling. In this thesis, the writer does not use simple random sampling to select the sample, because the classified advertisements have classifications so, in order to cover these classifications, she uses stratified random sampling to choose the sample.

In stratified random sampling, the researcher stratifies the population, or breaks it down into groups,

according to the categories (Nan Lin, 1976:149). Another reason for using stratified random sampling is to increase the precision of the sample. Stratified random sampling does not require that the sampling fraction is the same within each stratum. If there is such a uniform sampling fraction, the design is known as a proportionate stratified sample. The sample size from the stratum is proportional to the population size of the stratum, that the total sample size is allocated between the strata by proportionate allocation (Moser and Kalton, 1979:85). Before selecting the population, the population is divided into a number of strata ;then a random sample is selected from each strata.

To take the data for the analysis, the writer divided the sample into three broad divisions - the commodities, the services and job vacancies. The commodities are divided according to the subjects, such as cars, motor-bikes, house equipments, houses, lands and electronic equipments. From each subjects are taken 10%. The services are also divided according to the subjects, such as repairing electronic equipments, car rental, tours and travel and courses. From each subjects are taken 10%. The job vacancies are not divided according to the subjects and they are taken 10%. The 6916 classified advertisements which are chosen as the sample are distributed as

in table 1.1. below.

Subjects	Population	Sample
Cars	1209	121
Motor bikes	1068	107
House equipments	141	14
Houses	1187	119
Lands	275	27
Electronic equipments	272	27
Repairing electronic equipments	356	35
Car rental	210	21
Tours and Travel	274	27
Courses	397	40
Job vacancies	807	81
Total	6196	619

Table 1.1. Presentation of the data

1.6.5. Technique of data analysis and data collection

In collecting the data, the writer collects the classified advertisements during the Desember's edition, 1992. Then the writer divides them according to the three broad division mentioned above: commodity, service and job vacancy. Those divisions are classified according to the subjects, then the writer counts the amount of each subjects and the total population of classified advertisements are 6196. Within each subjects, the writer takes 10% as the sample, so the total sample is 619. The the sample which is taken for each subject is allocated according to the population of each subject. There are thirty-one days in December 1992, but there is a Chistmas's holiday; so during the December 1992 the neswpaper is published thirty times. From each date,

the writer selects the sample randomly.

The technique of data analysis used in this thesis is descriptive analysis. The descriptive analysis is used to analyze (1) The elements used in classified advertisements (as well as their status, i.e. obligatory or optional) (2) the status of elements used in classified advertisements (3) the sequences or patterns of elements used in classified advertisements.

The writer also uses statistics, to get the percentage of classified advertisements which use certain patterns of elements and the results will be presented by using tables.

1.7. Organization

The whole thesis will be divided into four chapters. The first chapter discusses about the background of the study, the problems that will be solved in this thesis, the theory used to solve the problems and the methodology used to analyse the data. The second chapter will explain further the theory used to analyse the data. The third chapter will present all the data obtained from the reseach. The fourth chapter will discuss the analysis of the data. The fifth chapter will present the conclusion obtained from the analysis.

CHAPTER II

REVIEW OF RELATED LITERATURE