

CHAPTER I

INTRODUCTION

I.1 BACKGROUND OF THE STUDY

Nowadays, there are a lot of advertisements of a product which use both Indonesian and Javanese language in introducing their products and sometimes those advertisements are broadcasted in the same radio stations. Some of those advertisements even use Javanese and Indonesian. This kind of advertisements becomes a trend, especially in certain FM radio stations such as EBS and Istara from which we usually listen to both Javanese and Indonesian advertisements of shampoo (Sunsilk and Clear), sanitary napkin (Laurier), or beauty lotion (Citra).

Years ago, only some radio stations whose target listeners are lower class people broadcasted Javanese advertisement in Javanese. But recently, the Javanese advertisements do not only belong to those radio stations, but also to the radio stations whose target listeners are upper class people such as SCFM, EBS, or Suara Surabaya. As it has been stated by Loudon and

Della Bitta in their book "*Consumer Behaviour*" that the upper class people usually tend to listen to FM radio instead of AM radio (1993 : 191).

The phenomenon of the emerge of two-version advertisements (in Javanese and Indonesian), especially in radio stations whose target listeners are upper class people, is very interesting indeed. Producers think that their goal in attracting and embracing the larger market will be reached by these two-version advertisements. If we analyse this further, it seems that they start regarding Javanese as an effective language instead of Indonesian in advertising a product to the upper class people.

In this thesis I would like to analyse the response of Surabaya people as the listeners of the radio stations and find out whether those languages are really preferred. If they are not, then the goal of advertising the products will not be reached.

According to Courtland L. Bovee and William F. Arens, advertisement is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through the various media (1986 : 5). It is obvious that advertisement is directed to certain groups of people. It is not personal and face-to-face communication.

Marketing and winning the acceptance of product is the main goal of an advertisement.

Advertisement itself can be classified into two groups :

1. Printed advertisement which is supported by the design of the writing and drawing to attract the customer.

2. Electronic advertisement which can be divided into two :

- Television advertisement

Since television is an audio visual media, the producers can explore its strong point by using the right language or interesting features and famous stars.

- Radio advertisement

On the other hand radio is an audio media, so language becomes the weapon of this media .

Based on the statement of Christopher Gilson and Harold W. Berkman, stated in their book *Advertising : Concepts and Strategies*, radio has some advantages (1980 :329). Radio rates are lower than most national newspaper and TV because the scope of radio is local. With all competition for audiences, radio is skillful at appealing the specific target group in a community. Radio has a universal availability. People will listen to

their car radio, not watch TV or read a newspaper. With its high frequency, people are forced to know the product.

Creativity is needed in designing radio advertisement, especially in using language because this is the only element that conveys the message and appeals the target market. Thus, the language choice plays a very consequential office in gaining the market's attention. The purpose of the advertisement can be reached if the language is suitable to the target market. By using the most suitable language, the radio becomes a medium that increases popular awareness of linguistic diversity. It is in compliance with the language function stated by Vestergaard and Schroder. They mention that one of the language functions is directive function. The language is oriented to the addressee and is used to influence the addressee.

1.2 STATEMENTS OF THE PROBLEM

- 1a. What language, Javanese or Indonesian, that is preferred by lower class and upper class people in the advertisement of convenience products in the radio ?
 - b. Why do they prefer that kind of language ?
2. Do they have the same language choice or not ?

The hypotheses are :

Ho : Education influences the language choice of the respondents.

H1 : Education does not influence the language choice of the respondents.

1.3. OBJECTIVE OF THE STUDY

The objectives of doing this research are :

1. To know what language that is preferred by lower and upper class in the advertisement of convenience product and whether or not they prefer the same language choice.
2. To find out why they like that kind of language.

1.4. SIGNIFICANCE OF THE STUDY

From the result of this study we will know the language which is preferred to be used in advertisement, which then can be used by the producers or advertising agencies as reference to make the right decision in choosing the language used in their advertisement .

1.5. SCOPE AND LIMITATIONS

The languages discussed here are Indonesian and Javanese. They are chosen because these two languages are mostly used in radio advertisement in Surabaya.

The two-version advertisement discussed here is the advertisement of convenience product. Convenience product is an inexpensive product that is purchased regularly; such as soap, toothbrush, toothpaste, etc. There are a lot of advertisements of this kind of product. I only take some and the chosen advertisements will represent the other advertisements. The advertisements are Pepsodent toothpaste advertisement and Clear shampoo advertisement.

The advertisement of these products are in two different languages, Indonesian and Javanese. Thus, they will be compared. Then we can find different classes' response to the advertisement.

The division of classes here are based on education. The society is classified into two groups : upper class and lower class. The upper class people are those who have Senior High School diploma and the lower class people are those who do not have Senior High school diploma. In this thesis, I do not classify the society into gender groups since gender does not play a big role here.

The respondents do not include non-Javanese people because their preferred language can be influenced by their ethnic.

I.6 THEORETICAL FRAMEWORK

According to Peter Trudgill, language as a social phenomenon is closely tied up with the social structure and value system of society (Trudgill 1974 : 14). So, here we see that the emerge of Indonesian and Javanese advertisements are closely related to the social structure, that is , in this context, middle and upper class.

In Fishman's language attitude theory, most language attitude works are based on a mentalist view of attitude as a state of readiness : an intervening variable between a stimulus affecting a person and that person's response (Fasold 1984 :147) A person's attitude , in this view, prepares her to react to a given stimulus in one way rather than in another. Related with the topic, the use of Indonesian and Javanese in a advertisement will stimulate the listeners, that then arouse them to response differently.

Giles' accomodation theory states that a speaker will choose a language or language variety that seems to suit the needs of the person being spoken to. (Fasold 1984 : 187). In this study, the use of either Indonesian or Javanese language in advertisement, of course, has a certain foundation. They are used to suit the need of

the listeners.

Fishman introduces the term domain. He proposes that there are certain institutional contexts called domains, in which one language variety is more likely to be appropriate than another. Domains are taken to be in constellations of factors such as location, topic, and participants (Fasold 1984 : 183).

Fergusson proposes diglossia theory . In this theory he explains about the special case in which two varieties of a language exist side by side throughout the community, with each is having a definite role to play . And it, unconsciously, emerges the existence of superior/high and inferior/low language. Community attitudes toward the High and Low varieties are an important component. High Varieties have greater prestige and Low varieties are often disparaged (Fasold 1984 :34). In this case, Indonesian language is considered as High language and Javanese is regarded as Low language.

As far as social class is concerned this can be done relatively easily by the sociological method of assigning an individual a numerical index score on the basis of his occupational, income, educational or other characteristics , and then grouping him together with others with similar indexes. Class membership exists and

can be described as a statistical category whether or not individuals are aware of their common situation. One of the nine variables of social class research is interaction variables which education is included. (Engel, Blackwell, and Miniard 1990 : 106)

I.7. METHODS OF THE STUDY

I.7.1 Definition of the Key Terms

- *Two-version advertisement* : advertisement which is created in two different versions and one version uses different language from another. This advertisement is broadcasted in the same radio and period.
- *Convenience Products* : the goods that are inexpensive and purchased on a regular basis such as packaged goods.
- *Advertisement* : persuasive media communication designed to respond and to gain marketing objective.
- *Indonesian Advertisement* : the advertisement that uses at least 51 % Indonesian
- *Javanese advertisement* : the advertisement that uses at least 51 % Javanese language and dialect
- *Upper Class people* : people who have Senior High School diploma
- *Lower Class people* : people who do not have Senior High School diploma

I.7.2 Location and Population of the Study

The location of the study is Surabaya. Surabaya is chosen because the amount of its population is very large and its people are various. They understand both Indonesian and Javanese. This city also has many radio stations with their certain target market and assorted advertisement.

The age of the respondents is 25 - 55 years old. They are the actual target market of the advertisement as people in this age are those who buy a product or at least decide to buy. The people whose age are 25 below, for example the children, only use the products which their parents want them to use since they do not choose their own product. They are not included. The people whose age 55 above are not included either as they usually are not interested in buying the new products. They will consume the products which they have been used for years.

The respondent must be the ones who listen to the radio rarely. By listening to the radio intensively, their opinion is affected by the frequency of the broadcasted advertisement.

I.7.3 Sampling

The sample in this study is based on some considerations as stated in the 1.7.2. The suitable sampling of this study is purposive sampling.

The number of sample is 100 respondents. 50 upper class people and 50 lower class people.

I.7.4. Technique of data collection

First of all, I choose Surabaya society as the population of this study. Surabaya is chosen because its people understand Indonesian and Javanese.

Because of the number of the population is too large, I use sample which consists of 50 respondents from upper class society and 50 respondents from lower class society. In doing this, I use purposive sampling.

Then I do the previous observation. By doing this, I would like to get the information about the existence of two-version advertisement in the radio stations in Surabaya and about the response of the upper and lower class people toward the advertisement.

The next step is interviewing the respondents to get the information about the people's preferred language and why they like it. Finally, I do the final observation to make sure that the result is the same as the reality.

Briefly, the steps in collecting the data are :

1. Choosing the population
2. Taking the sample
3. Doing the primary observation
4. Interviewing the respondents
5. Doing the final observation

1.7.5 Technique of data analysis

After collecting, selecting, and classifying the data, the analysis is started by using technique of qualitative analysis to find out the answers of the stated problem and make a description that is assisted by the form of percentage. This form of percentage clearly shows the difference of the preferred language between upper and lower class people.

Supporting the qualitative analysis, I use quantitative analysis to support the accuracy of the findings. As this study has two variables, thus I use chi-square test. With this statistical test, the difference of the lower and upper class people's responses are clearly shown.

In chi-square test, I calculate the expectation values of each element of the chi-square table, and then calculate χ^2 value. After that, I determine 95% as the confidential value. At the end, I put χ^2 value in chi-square diagram.

Shortly, the steps are :

1. Classifying the data
2. Calculating the percentage
3. Doing qualitative analyses
4. Doing the chi square test