

## CHAPTER II

### GENERAL DESCRIPTION OF THE OBJECT OF RESEARCH

#### II.1 ADVERTISEMENT AND ITS FUNCTIONS

Advertisement has become a part of human life nowadays. We can find the advertisements wherever we are. In the street, at home, at school, or in the office. They can be in the television, in the radio, in the paper, even in shirts.

The existence of advertisement becomes a need as the products are getting various. Thus, the advertisement is the way to introduce the products. It must be noted, that the advertisement does not merely introduce a product, but it also acts as a marketing tool to reach consumers effectively. Advertisement is created to sell and win acceptance of the company's products, services or ideas.

Besides marketing function, the advertisement also has some functions. One of them is a social function. For example, in television we find the advertisement which appeals the rich to help the poor. In magazine we find the advertisement that beseeches people to be a blood donor.

Another function of the advertisement is education function. People learn from advertisement. They learn about the products that are available to them and learn how they better their lives. For example, we will listen to the advertisement in radio which introduces salt X. It is mentioned that salt X is very useful to the people since it contains iodine. If people lack of iodine, then they will have a goiter. This advertisement obviously educates people to use salt that contains iodine.

The advertisement also has economic function. Through advertising, the cost of reaching a thousand people of the target market is usually less than the cost of reaching one man through personal selling. By informing many people at once about the available products and services, advertisement greatly reduces the cost of distribution.

Based on *Asian Advertising & Marketing* magazine (Khasali 1983 : 32), radio in Indonesia has a better influence than television. It is obviously seen from the data that radio becomes the first choice for producers of a product to market their product after newspaper and magazine. It is

because radio touches all remote spots and the radio advertisement costs less than television.

T A B E L II.1.

The transaction of the advertisement in the media

	TRANSACTION (In trilliun)
NEWSPAPER	534.23
MAGAZINE	186.17
RADIO	146.42
TELEVISION	87.58

## II.2 THE LANGUAGE POWER IN RADIO ADVERTISEMENT

Generally, people do other activities while they listen to the radio such as eating, driving, or studying. We rarely find people listen to the radio intensively, except when they listen to their favourite programmes or matches. It is a challenge for the producers to create an interesting advertisement to shift the listener's attention and listen the advertisement.

The language used in radio plays a bigger prominent role than it does on the television. Here

speech is everything. Radio is a speaker's medium. The language used in the advertisement has to be clearly organized and make use of sentences that are relatively short and uncomplicated. The advertisement should send the interesting message in a short and limited time. Advertisement which takes a long time will cost much.

It is said above that the language should be simple and uncomplicated since people usually do other activities while they listen to the radio. Therefore, the information should not be in numbers. The most important thing is how to attract people's attention in that short time advertisement. That is why, the advertisement must have something unique, interesting, and draw people's attention. Based on Charles A. O'Neill in his article *The Language Of Advertising*, there are at least four distinct general characteristics of the language of advertisement that make it different from other languages (1992 : 187).

1. The language of advertising is edited and purposeful. Advertising language does have a specific purpose - to sell us something. And it

must be done in a limited time. Thus, the language must be straight and edited but still interesting.

2. The language of advertising is rich and arresting. It is specifically intended to attract and hold our attention. The creative people in the advertising business are well aware that the listeners do not listen to the radio in order to hear the advertisement. The advertisement itself has to turn them to listen. There is almost no limitation what language is used. Sometimes in one advertisement, we hear three languages. It is intended to hold the listeners' attention.

3. The language of advertising involves us. A radio advertisement is usually made in the form of conversation. In this form, the language which is used is a daily language that does not strict to the grammar. The words which are used are familiar. For example : *nggak*, *udah*, or *do'i*. The use of this kind of words is intended to involve the listeners.

4. The language of advertising holds no secrets from us. It is a simple language. We rarely find the complex sentences in the radio advertisement

as they will confuse the listeners and lead them to the misinterpretation. It makes the purpose of advertisement will not be achieved.

We can see here some examples of the advertisement. Some advertisements use regional language and its dialect, such as Brisk advertisement which use Batakese dialect. This is one example of advertisement which uses Javanese :

Example 1:

A : Ira !!

B : Eh...Mbak Pur...tambah ayu ae sampeyan

A : Wis ta lha !

B : Apa se rahasiane , Mbak ?

A : Nggak nganggo rahasia - rahasiaan. Wong Mbakku biyen nganggo CITRA Beauty Lotion. Iku lho.....lotion sing wangine mewah tenan. Trus ana pelembabe supaya kulit alus lembab alami. Pokoke persis putri keraton.

B : Oh...CITRA Beauty Lotion tho Mbak .

A : Iyo.

And this is an example of the advertisement which uses Javanese and Indonesian

A : Iyo, aku se seneng wae kamu jadi tentara.

B : Ehmm...terus

A : Tapi rambutmu itu lho

B : Lho hah.....kenapa rambutku ?

A : Nanti khan rambutmu digunduli. Padahal aku seneng sama kamu. karena rambutmu yang selalu rapi itu.

B : Oh (laughing)...ya gimana ya Nok ya. Itu khan karena aku selalu pake BRISK Hair Cream. Ya....susah !

(BRISK Hair Cream baru dengan vitamin B5. Merapikan dan menyehatkan rambut. Menjadikan penampilan begitu tampan menggoda.)

B : yo..yo wis tho. Nanti aku ta' bilang komandanku nek rambutku ra sah digunduli.

A : Mas, mana ada tentara gondrong

B : O ..iyo..nggak ada ya

Other advertisements use some foreign terms such as Pimlex advertisement which uses English and Dimension Shampoo advertisement which uses French.

Some people say that advertisement debases the language and destroys the dignity of the language as it is used improperly. The language is mixed to one and another. However, advertisement research shows that people has better response to an informal tone than the correct one. Therefore, the advertisement sometimes is simply, lively, and personally created

It should be noted that the basis of advertisement directed to various classes must be founded on different communication skills. Certain voice and speech patterns may be more influential for certain market. Thus, speaker with "upper-class" voice and speech pattern can be more credible to its class than "lower class" speaker.

### II.3 SOCIAL CLASS

Social class is a controversial subject, and it has not always proved easy to work, especially when cross-cultural comparisons are involved, because each place has different standards .

Social Class is grouping of people who are similar in their behavior based upon their



economic position in the market place. Class membership exists and can be described as a statistical category whether or not individuals are aware of their common situation. Actually, there are many criteria to determine social class.

In Indonesia, social class, with respect to education, is still a serious problem. There are many people who only graduate from Elementary School or Junior High School. That is why, since 1986 the government determined the policy called compulsory education. Indonesian children are intended to graduate at least Elementary School. Many efforts have been made to make the policy successful. In 1993, the minimum education is changed into Junior High School. It means that Indonesian children are intended to graduate from Junior High School. This program are still being carried out.

Surabaya as the second biggest city in Indonesia also possesses a serious problem. Many people come from secluded village or other small cities to gain a better life. Thus, the city was loaded by many people whose life is uncertain. Problems, such as unemployment, crime, education, etc, come up. These kind of people spend the time

to earn the money by doing anything. They sometimes do not get the proper money. Therefore, it is almost impossible to send their children to school while they have a difficult life. In fact, education is very important. Meanwhile the other people have a much better life. They are able to get what they want. Sending the children to school is an easy thing to do.

Education, of course, influence people's insight. Those who have different education might have different opinion, attitude, or insight. So, in this study, we try to find out their response to the two-version advertisement besides the response of those who have higher education.

