

CHAPTER I

INTRODUCTION

I.1. Background of the study

Advertising has flourished. Whether we are shopping, reading the paper, travelling to work or watching television, we can not avoid seeing advertisements. They also interrupt the radio programs we are listening to. Probably, we can find several hundreds of them every day.

Advertising is "the techniques used to bring products, services, opinions or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised" (The New Encyclopedia Britannica, 1985:113). It points out the qualities and features of products or services or ideas that would make them attractive to the persons the advertiser wants to influence. Hopefully, after reading the advertisements, they would buy or use those advertised products, services or ideas. In conclusion, we can say that advertising has an important role in informing and influencing consumers.

In most cases, it is the visual content and design of an advertisement that makes the initial impact and causes us to take note of it, such as the illustration,

the logogram and the colour of the advertisement. However, in order to get the people to identify the product, remember its name and persuade them that it is worth buying, advertising relies almost totally on the use of language. Language can and does play an important role in the process of commercial persuasion. It is the primary vehicle for presenting message to consumers : advertising language is formed in such a way that the message content can be accepted by the people and then in turn, they can give a feedback which is hopefully an advantage for the involved companies.

The language of advertising is very special. O'Neill (1992:186) proposed that there are four distinct general characteristics of the language of advertising that make it different from other languages ; characteristics that lend advertising its persuasive power. First, it is edited and purposeful. It does have a specific purpose to sell us something and the message is finely engineered. Second, it is rich and arresting. It is adjusted to the target buyers, so that the words created are various and in accordance with the buyers. Third, it involves us. Once advertising has captured our attention, advertisers present information intended to show us that the product they are offering for sale fills a need and, in filling this need, differs from the other

competition. Fourth, it is a simple language, either its words or sentence. The difficult words are edited out and replaced by simple words and the sentences are structured to be brief, condensed, informative and persuasive.

Composing an advertisement is not an easy work. To make effective sentences, the advertiser should have a good mastering in vocabulary and structure (Razak, 1985:75). It becomes the point of departure in his writing, so that the message can be accepted by the readers in such a way that they can react like what the advertiser wants. Furthermore the advertiser can adjust the language of advertising by making the variety of the structure of the sentence. From the reader's view, this variation can affect his reading speed and reduce the monotonous structure (Mandel, 1962:72). In short, in the designing of the advertisements, this matter of sentence structure can't be ignored. It has an important role to make the advertisement's presentation more interesting and easily understood.

The first thing the reader finds and notices in advertisements is the headline. It determines whether the reader will take interest and want to know more information about the products or services advertised or he will just pass by it. A headline is a core of advertising. The public have no much time to notice all

parts of advertisement. They often just read it in a glance. Therefore, a headline should be adjusted to be as interesting and simple as possible.

It's concluded from the explanation above that a headline should be a condensed, brief, informative and persuasive statement. These characteristics emerge from some factors : (a) the effort to economize the use of language material (words), (b) the effort to attract the reader's attention. One way to realize that such headline is the ellipsis towards the parts of the sentence (statement). We can often find grammatically incomplete sentence structure in the headline. The examples are :

- Mempersalahkan Ericsson GF & GH 388
(ellipsis of Noun Phrase Subject)
- Si Raja Diesel Isuzu Panther, wuzz....MESIN
TOTAL BARU WAJAH BARU (ellipsis of Verb Phrase
Predicate)
- Kami tawarkan untuk pengusaha (ellipsis of Noun
Phrase Direct Object)

This ellipsis is a certain characteristic of the language of advertising, especially its headline. It is an effort to attract the reader and impulse him to know more by reading and paying attention to the next part, that is the subheadline or the body.

This phenomenon of ellipsis interest the writer to analyze further in this thesis.

I.2. Statement of the problem

Based on the background of the study above, the writer will answer these following questions :

1. What syntactic categories are ellipped in the headline of display advertising in daily newspaper 'Kompas' ?
2. Are there any variations of the pattern of those elliptical headlines ?

I.3. Objective of the study

This study will describe the kinds of ellipped syntactic categories. In addition, it would like to describe the patterns of the headline after being ellipped. Specifically, the study accounts for the use of the elements in the sentence structure.

I.4. Significance of the study

This study hopefully can extend the knowledge about the characteristics of the language of advertising. Furhermore, it can hopefully be useful in the study of composition. In addition, it is also expected to be useful for advertisers or

advertising agencies as a reference in designing the advertisements.

I.5. Scope and Limitation

Advertising can be done through some media. One of them is the newspaper. It is considered as the most effective media because the region of its circulation is broad, its price is relatively cheap and can be reached out by all social classes. In addition, all sorts of the advertising size can be presented in this newspaper in accordance with the capability of finances of the advertiser. That's why the writer uses the newspaper in her study. She chooses KOMPAS in a consideration that nowadays KOMPAS has become 'The King' of daily newspapers, both in its circulation and income of advertisements (Sadono, 1996:12 -13). She takes KOMPAS published in July, 1996.

There are many kinds of advertisements. The writer takes display advertisement as the object. The data taken are only commodity advertisements on a consideration that this advertisements are for promoting products, which have direct relevance for the consumers.

The structure of advertising can be divided into three parts. They are headline, subheadline and body or text. In this thesis, the writer just analyze the

ellipsis in the headline, on the consideration that the headline is a core of an advertisement and it is the first thing to attract the reader's attention. It determines whether or not the reader will be anxious to read further the advertisement to find out more about the product advertised. A headline could be a phrase or a sentence. In fact, the headlines are mostly in the form of sentences. (Arifin, 1992:30). That's why the writer takes as her samples the headline which are sentences.

I.6. Theoretical Background

This study will describe how the message is conveyed effectively in a simple construction of the headline, which is mostly in the form of a sentence. Therefore, the syntactic approach is used here on a consideration that syntax itself is a study of sentence ; a study of how we put words together to form sentences to express our thought (Fromkin, 1984:204).

Fillmore (1971:96) stated that a sentence consists of one element of verb as the center and one or more noun element which depend on that verb. It is supported by Elson and Pickett (1967:64-65). They proposed that the verb or other element which functions as a predicate is the main element of a sentence (absolute element), while the noun which has function as the subject and object is

not an absolute element (optional) in a sentence. Then, this sentence can be added by other elements. So, these optional elements are sometimes ellipted.

Besides the theory of sentence and its elements, in describing and understanding the elliptical construction of headline, the writer also deals with the concept of complementation and ellipsis. They are proposed by Jackson in his book "GRAMMAR AND MEANING" (1996). They will be explained later in chapter II.

I.7. Method of the study

In this study the writer uses descriptive qualitative method. This study describes the occurrence of ellipsis in the headline of Indonesian advertising in a daily newspaper KOMPAS.

I.7.1. Population

The population of this thesis is taken from KOMPAS edited in July, 1996, that is from July 1st to July 31st, 1996. Thus, it is totally 31 newspapers. The data are selected according to the trade mark. If the product appears many times in some editions, it will be counted one, except if the same product appears in different headlines.

I.7.2. Technique of data collection

The writer uses purposive sampling method. It is a method of selection whereby the data taken is the one that has ellipsis of syntactic categories in its constructions (Neuman, 1991:206). *from ETB sentence*

I.7.3. Technique of data analysis

The technique of data analysis used in this thesis is the qualitative descriptive analysis. Qualitative data tend to be in the form of words, sentences and paragraphs rather than numbers.

In this thesis, the writer describes the ellipsis of syntactic categories in the headline of Indonesian advertisements in the following steps. First, the data are grouped according to the syntactic categories which are ellipted. *the kind of ellipsis* Second, a cross comparison is done among the data. This is done to find out the percentage of the syntactic categories ellipted by the advertiser in many brands of commodity among analyzed. So, the most ellipted syntactic category will be known. In finding out the percentage, the writer uses this following formulation :

$$\frac{N}{P} \times 100\% = X$$

N = the number of sentences with the ellipted
certain syntactic category.

P = the number of all data

X = the result percentage

Third, find out the pattern of elliptical construction of the data.

I.8. Definition of Key Terms

"Advertising" is a tool for selling ideas, goods, or services to the public.

"Press advertising" refers to the advertisements which are published in print media, such as newspaper and magazine.

"Display advertisement" refers to advertisement which is not placed within classified sections of media and which is usually illustrated and placed by business firms.

"Sentence" is the series or the sequence of words or phrases which has no relationship with the other words or phrases out side of it (it is not part of a a larger construction). In addition, it has an independent unity of sound (the falling or the raising of the intonation in the end of the series/sequence).

"Syntactic Categories" are the constituents of a sentence based on the category of its word or phrase.

They are Noun Phrase (NP), Verb Phrase (VP), Adjective Phrase (Adj.P) and Adverb Phrase (Adv. P).

"Ellipsis" is the omission of syntactical elements as the unity of a linguistic unit. It is often done because those elements contextually can be understood by the readers.

"Complementation" is the concept of making the sentence complete in its meaning and structure.

I.9. Organization of the paper

This paper is divided into four chapters. Chapter I is an introduction. It consists of Background of the study, statement of the problem, objective of the study, significance of the study, scope and limitation, theoretical background, method of the study, definition of key terms and organization of the paper. Chapter II is the theoretical framework that explains further the theory used to analyze the data and the related studies. Chapter III will be data presentation and analysis of data and the last chapter, Chapter IV, is the conclusion.

CHAPTER II
THEORETICAL FRAMEWORK