

CHAPTER I

INTRODUCTION

I.1. Background of the Study

Advertising is as ubiquitous as the air we breathe. It arrives with the morning newspaper. We encounter it on our radios and on billboards while we are on our way to work or school. It comes with the mail each day, in magazines and circulars. It interrupts the television programs we watch. It can be found on virtually every product package.

In modern society, advertising has become dominant and it is a means for promoting business, so that more and more people get involved in this particular business. Dirksen and Kroeger (1972: 56) defined advertising as:

"Communicating on a mass basis information about the qualities and features of products or services and ideas of significance to the consumers with the intention of persuading sufficient buyers to warrant the expenditure involved, and thus to be profitable or worthwhile from the standpoint of the designated sponsor"

From this definition, we can conclude that advertising is the use of a society's mass information system for economic purposes. Individually or in-group, men want to access the society's information and, eventually, to buy or sell a variety of things. The more the society has become complex, and the more the technology of mass communication for economic purposes i.e. for buying goods,

personal services, and ideas becomes complex.

Advertising actually has the duty to convey the message of the product to the receiver. The receiver must take the message clearly and have good perception and advertised brand. Advertising is not only to communicate information but also to persuade the audience (establish interpersonal relation). Therefore, advertising is designed as interesting as possible to gain the audiences' attention. The Audiences of advertising are various, so it is necessary for an advertiser to allow for such varied receptivity and to tailor the presentation of their message accordingly for men and women, adults and children, and so on, as well as for the married and unmarried, younger and older people.

Language can and does play an important role in the process of commercial persuasion. It is the primary vehicle for presenting message to consumers: it is one of the tools which is used by an advertiser to get the consumers' attention; it is crucial to the reasoning process, by means of which consumers come to pay attention to advertiser's messages, and it plays an important role in facilitating consumer's memory of the desirability of the products or services which are being promoted. The advertiser has to make sure that the advertising is noticed and is appropriate for the target audience.

The social context plays an important role in

determining the form of linguistic communication, so to gain the listeners' and the readers' attention the message will be made appropriate for the condition of the audience. For example the advertiser has to pay attention to how he designs the picture, what style he uses to convey the message so the purpose of the communication can be accomplished and so on.

Advertising can be done through some media: radio, TV, billboard, newspaper, magazine, etc. In this case magazines can be clear in terms of who and how their audiences are. Usually the magazines are categorized according to their target audience for example male-female magazine, old-young people magazine, etc; and of course the language style of each magazine are suited to their audience, for instance in adult or young people magazine we will find the use of slang (e.g. *ngacenk*, *ngacir*) or when we read a magazine for the middle - upper class we will find many English terms in their article although there are words for these in Indonesian (e.g. the words *satisfied*, *exciting*). There is no categorization for forms of other media. This is my reason why I choose this media (magazine) as my source of data. I want to see the language style of the advertisement that is published in different magazines which have different target audience.

I.2. Statement of the Problem

The problem of this study is :

- how the language style of advertising can be described in youth magazine (GADIS) and non-youth magazine (FEMINA) that have different target audience.

I.3. Objectives of the Study

The objective of the study is to investigate how the characterization of style of advertising language is in terms of different age and background of audience; and how the advertising is communicated verbally.

I.4. Significance of the Study

The general significance is for extending our knowledge, especially about the language of advertising and press advertising; and this thesis is expected to be useful for advertisers or advertising agency as a reference in designing the advertising language.

I.5. Scope and Limitation

This thesis will investigate how the advertising is communicated. The main emphasis will be on linguistic communication and I only see the verbal language (text) without seeing nonverbal language (picture or illustration). I will analyze the characteristics of the language style of advertising according to different age among the audience and advertiser decision.

This analysis will be done on press advertising, in this case the Indonesian magazines of GADIS and FEMINA. From these two magazines, I would analyze the style of the advertisement. The styles that I use are formal-colloquial, personal-impersonal, and simple-complex (see chapter II). I do not analyze casual-ceremonial style, because ceremonial style is not used in the language of advertising in the two magazines; therefore automatically I cannot analyze the casual style since it forms a set which the ceremonial style (opposite of ceremonial style). As well, I do not analyze direct and indirect styles, since they are suitable for display advertising which contains pictures, while my data are press advertising, which no pictures explain.

There are two kinds of advertisements in the magazine : service advertisement and commodity advertisement, but in this study the data that will be taken are only commodity advertisements, on the consideration that this advertising is for promoting products, which have direct relevance for the consumers.

I.6. Theoretical Background

The theoretical background which is used in this study is one aspect of semantics, i.e. stylistics. Stylistics, under the interpretation of the term, will merge with what others may wish to call sociolinguistics

or pragmatics, but it will be subsumed under semantics, according to Firthian's definition of meaning as stated in Lyons' book (Lyons, 1977: 614).

The term style is used in a variety of senses. It may be used to refer to the kind of systematic variation in texts that is covered by such terms as 'formal', 'colloquial', 'pedantic' etc. The sense of 'style' gives rise to one very broad definition of stylistics "The description of linguistic characteristics of all situationally restricted uses of language" (Crystal & Davy, 1960: 90).

There are many classifications of style from some linguists such as Cicero, Mario Pei, Joos and Leech, but only one classification that is used in analysing the data. Leech's classification is the most appropriate to analyze the style of advertising as stated in his book, *English Advertising* (1966: 74), as follows:

- a. Colloquial - Formal
- b. Casual - Ceremonial
- c. Personal - Impersonal
- d. Simple - Complex
- e. Direct - Indirect Address

The classification above will be further explained in chapter II.

I.7. Method of the study

The method of this research is qualitative de-

scriptive method. This research will describe how the language style of magazine advertising is characterized.

I.7.1. Population

The population of this thesis will be taken from GADIS AND FERMINA published in May, June and July 1994, totally there are 24 magazines.

The data are classified according to the brands, so if one product appears many times in some edition it will be considered as one, except the same product appearing in different advertisements and different texts.

I.7.2. Methods

As stated above, the method of this research is qualitative descriptive study. In obtaining the data I use stratified random sampling; the details of this methods is presented in chapter III.

I.8. Definition of Key Terms

"An Advertisement" is a public notice or announcement or magazines, or over the radio or TV, which recommends a product, service or company.

"Advertising" is a medium especially for communicating information about companies and products.

"A medium" is a way of getting information to a group of people who should know something.

"A style" is the characteristic of the way people want to express and they make conscious choices about what they want to express.

"Press Advertising" is advertising which is published in print media such as newspaper, magazine.

I.9 Organization of the Paper

This thesis will be divided into five chapters. The first chapter is an Introduction which contains the background of the study, the statement of the problems, 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. The second chapter is the theoretical framework that explains further the theory used to analyze the data and the related studies. Chapter III discusses methodology. Chapter IV will be data presentation and analysis of data and the last chapter is the conclusion.