

# CHAPTER I

## INTRODUCTION

### A. Background of The Study

Advertisement is one of communication forms in our society. It tries to get people's attention and influence them through its message. In recent society, advertisements are everywhere. People can see them in newspapers, magazines, internets, radios, televisions, shops, bus stops, etc. Since advertisement is part of communication, it uses language as the main stuff in the process of sending information. Advertisement is simply defined as message, which offers a product or products aimed for people through a media (Kasali, 1992:9). Advertising is a business in which language is used to persuade people to do things, for example, to buy certain product, or to vote someone, or believe things such as that cooperation is trust worthy or that a political philosophy is good one (Stewart, Jr. and Vaillete, 2001:235).

Advertisement is different from advertising. Actually, advertisement is a result of a process called advertising. Advertising is a process that includes preparing, planning, and publishing controlling entirely on advertisement (Kasali, 1992: 11). Advertising itself tends to target particular groups of people, one way getting on audience to recognize who

advert might be aimed at is to provide some language in the text that will be connected with a particular group (Goddard, 2002: 47). Women are one group that has been targeted by the advertising through advertisement. Nowadays, there many advertisements of products for women are appearing in mass media. Most of the products are intended to fulfill beauty and health needs. Advertisements such as: body slimming, hair black coloring, face whitener, breast up-sizing, multivitamin drink, etc have been aimed for the women (Prabasmoro, 2003:18). Perfume has also been aimed at women because it is perceived as luxury (Cook, 2001:106). Furthermore, advertisements of talcum, face cream, deodorant, shampoo, toothpaste, and soap are included in the advertisement of products for women (Sumartono, 2002: 131). Such kinds of advertisements use special language that should attract women's attention. This reality makes the writer interested in doing study on advertisements of products for women.

In this study, the writer specifically takes advertisement of products for women on television as the data. The reasons why the writer takes the data from television are: first, television is the most effective media for advertisement to send or pass message to the audience and second, television is also able to reach many people. There is no other media besides television that can reach up consumer through their hearing as well as their vision (Shimp, 2003: 535). Kasali supports the idea that television has power to influence people in many countries by sending message through vision and

hearing. He also states that people more believe companies who advertise their product through television more (recited in Sumartono 2002: 6).

The basic purpose of this study is to find out the characteristics of language in advertisements of products for women on television, especially in language functions. Language has many functions in social communication. The function of language is not as simply as “to send information” or “to tell other people your thoughts” but it has many functions (Cook, 1989: 25). In communication, language may emerge variation of its function. Language can be used to reveal emotion, to inform facts, to influence people, to talk about language, to tell stories, to chat with friends, etc (Rani et al, 2004: 20). Such kinds of functions can be found in the advertisements. Besides informing the products, the function of language on advertisements may include revealing emotion, suggesting, messaging, etc.

Generally, there are many ways that can be used in analyzing the characteristics of language functions on advertisements of products for women. However, in this study the writer used elements of macro-functions (main functions of language) to analyze the language of the advertisement of products for women. There are many different opinions about the classification of the elements of macro-functions but the writer focuses on *the emotive function, the directive function, the phatic function, the poetic function, the referential function, the metalinguistic function, and the contextual function.*

**B. Statement of The Problem**

How are the elements of macro-functions used in the advertisements of products for women?

**C. Objective of The Study**

Based on the statement of the problem above, this study is intended to find out how the elements of macro-functions are used in the advertisements of products for women.

**D. Significance of The Study**

Through this study, the writer hopes that the result of this research may give a better understanding about the language of advertisements to the reader. Furthermore, this study may broaden the knowledge of the element of macro-functions especially about the language of advertisements of products for women. The writer also hopes that this study can be used as reference for further researchers studying elements of macro functions.

**E. Scope and Limitation**

In order to be more specific and precise, the writer sets a scope and limitation for this study. The writer takes the data from TV stations in Indonesia from October 2004 until November 2004 at any hours. Here, the writer focuses only on the elements of macro-functions in the advertisements.

For the discussion, the writer limits the macro-functions into seven elements, which are the emotive function, the directive function, the phatic function, the poetic function, the referential function, the metalinguistic function and contextual function. Then, the writer analyzes the findings by the women language theory. Since there are a lot of advertisements, the writer limits it only on advertisements of products for women, which are Pantene, Laurier Soft Care, Rexona Mini Stick, Trim Spa Body Shaping, So Klin M B, Melanox, Biore, Anti Acne Facial Foam, Give, Tropicana Slim, and So Klin Pewangi.

#### **F. Definition of Key Terms**

1. Advertisements : any paid form of non-personal presentation and promotion of ideas, goods or services by identified sponsor (Kasali, 1992:10).
2. Advertising : process that includes preparing, planning, and publishing controlling entirely on advertisement (Kasali ,1992: 11).
3. Women language : language used by women that differs from man (Coates, 1986: 12).
4. Macro-functions : the main functions of language (Cook, 1989: 25).

# **CHAPTER II**

## **LITERATURE REVIEW**