CHAPTER I

INTRODUCTION

1.1. Background of the Study

There are several factors that can cause language variation, and one of them is age. Thomas et al. (2004, p.114) suggest that 'age has often been studied as one of the factors that locates us in society and causes language variation.' It is believed that different age groups have their own characteristics of language, especially in speech. According to Coulmas (2005, p.54), speech is one of the characteristics exposing age-grading, and it also differentiates one age group from the others.

There are several opinions in grouping the age of people. According to Sigelman and Rider (2015, p.5), age groups can be divided into four, they are childhood, adolescence, adulthood, and elderly. Childhood period is about 2-10 years, adolescence ranges approximately 10-18, adulthood starts from 18-65, and elderly is 65 years old and older.

Holmes (2008, p.174) argues that the speech of people vary at different ages. They can be differentiated through their pitch, vocabulary, pronunciation, and also grammar. Besides, it is also indicated by the use of standard and non-standard forms. Children use more non standard or vernacular form in speaking, different from adults who tend to use standard form. Holmes (2008) adds that as people get older their speech becomes gradually more standard, and later it will become less standard and is characterized by the emergence of non-standard form.

This will be experienced by the elderly. Therefore, in this case, we can compare the language used by children and adults.

It is also claimed that young children have several characteristics of speech style used, such as more use of questions or question tags (Thomas et al., 2004). In addition, children may also try to make language correspond to more consistent principles than the language itself may have. For instance, they will overuse the rules, which is called as *overregularization*. The examples include saying "mouses" for "mice" and "he goed" instead of "he went" (Ashford and LeCroy, 2013, p.312). Different from adults, since they already know the rules, they will use them correctly. They will say "mice" for more than one mouse and also "went" for "go" which is an irregular form of past tense.

According to Downes (1998), the indication of language variation in different age groups can be seen from the different speech features. Speech feature is defined as various abstract elements combining to determine underlying phonological, morphological, semantic, and syntactical properties of linguistic forms and acting as the objectives of linguistic principles and operations. The different speech features may include pitch, word structure, grammar, and vocabulary or word choice.

One of the easiest characteristics to notice in distinguishing different age groups is pitch. The pitch of children's voice is higher than that of adolescents or adults (Thomas et al., 2004, p.124). Besides, the word structure used by younger people is simpler than older people. For example, the youth more often says *miss* for *missed* to indicate past event. The suffix -ed is omitted to make it simpler.

Moreover, grammar can also indicate certain age groups. Younger people often use simpler grammatical structure than adults do. So, we may claim that older people usually use more complex form. In addition, the vocabulary or word choice also determines who the speakers are. Younger people tend to use simpler and less various vocabularies than adults do. Moreover, usually young people use more slang in their speech. It is used to show the membership of a particular group. However, it may sounds odd to the older person (Holmes, 2008, p.174).

Realizing that children and adults use different speech features, ads aiming at children and adults may also use different speech features. In television advertisement, we can see some advertisements containing products for children and also for adults. Since the target markets are different, the variety of language used is also different. It is used to emphasize that the products offered are for particular consumers. Considering this phenomenon, the writer is interested in analyzing the different language styles used by children and adults in advertisements. This study also focuses on the advertisements that use Indonesian language.

Kotler and Keller (2012) define an advertising as 'any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.' The advertisements generally contain the product or service promoted. Everywhere we can see advertisements. We always see it on the street, shop, television, newspaper, radio, billboard, and so on. Advertising is used to persuade people to buy the product or use the service through their promotion. In a commercial, the advertiser does not only use words to communicate or promote

their products, but also use symbols.

Cook (2001, p.42) states that in many advertisements, besides language as the dominant mode of communication, picture and music also become the essence of communication: creating mood and imparting information. Language is divided into written and spoken language. Language names what would be difficult to show, and picture shows what takes to long to read. In the picture, we can also notice color which highlights and frames specific aspects of the overall message (Kress, 2010). Music is sometimes integrated as the background in advertisement, because arousal induced by the music strengthened the effect of ad, causing the positive ad to seem more favorable and the negative ad to seem less favorable (Tan et al., 2013, p.320).

Since an advertisement can consist of words and images, the analysis of an advertisement should use the multimodality concept. According to Jewitt (2005), multimodality is an approach that understands communication and representation to be beyond language and explains its relationship with various ranges of communicational forms including: image, gesture, gaze, posture, camera angle, and other forms. Accordingly, this study uses multimodality analysis since this study tries to analyze multimodal text in the advertisements to understand the meaning of all the modes used. The modes are grouped into three, they are written language, spoken language, and color (Kress, 2010; Kress and van Leeuwen, 2006).

There are some researchers who have investigated studies that are closely related to this research. The first is a thesis written by Triristina (2012) who

analyzed verbal and visual communication used in cigarette advertisement billboards in Surabaya by using multimodality concept. She found out that among three cigarette advertisement billboards analyzed, Djarum L.A Lights is the best advertisement in using multimodality concept. It uses the component of the images related to their meanings viewed from the subject posing, camera angle, camera shot, framing, color, and verbal text in persuading the target market.

The second thesis was written by Amalia (2014) who examined the speech features of four different age groups in Javanese Indonesian bilingual community. She focused on the different speech features involving the pitch, morphological features, syntactical features and lexical items differences. The finding suggested that children, adolescents, and elderly tend to use non-standard form. It can be indicated by the use of Javanese affixes, the violation of grammatical rules, and high frequency of vernacular. Then, adolescents often used slang and swear words. On the other hand, adults tend to use both standard and non-standard forms as indicated by the use of Indonesian affixes, the obidience of grammatical rules and low frequency of vernacular usage.

Then, the other research was conducted by Wahyudi (2015). She investigated the choice of words and visualization in advertisements indicating consumers' gender by using multimodality concept in order to know how females' language differs from males' language and how the visualization impacts the consumers. The results showed that gender influences the words choice in female-targeted ads and male-targeted ads. In addition, the multimodality concept also helps in communicating social and practical aims of the advertisement. In this

study, there were also found both similarities and differences that emerged in females-targeted ads and males-targeted ads in three pairs of advertisements manufactured by Unilever, Nutrifood, and L'Oreal.

As it is seen in the previous studies mentioned above, there is no study that analyzes the relation between age and the multimodes, which include language and color. This study used one pair of ads as the data to analyze. The ads contain products of cough medicines for children and for adults, they are OB Herbal Junior and OB Herbal ads.

This phenomenon is interesting to be analyzed in order to see how different the advertisements are, since it is known that different age uses language and acts in different way. So, it can be noticed that the different language styles are used in the advertisements that indicate consumers' age, and different mode is also used by the advertisers to promote their products. This is also related to how the advertisers can reach the attention of the target markets.

1.2. Statement of the Problems

According to the background of the study above, there are three problems to find out:

1. What are the similarities and differences in the language used in advertisements of cough medicines for children and for adults?

2. What are the similarities and differences in the colors used in the advertisements of cough medicines for children and for adults?

3. What is the relation between the use of language and colors with the target

age groups of the advertisements?

1.3. Objectives of the Study

In line with the statements of the problem, this study tries to:

1. Determine the similarities and differences in the language used in advertisements of cough medicines for children and for adults.

2. Determine the similarities and differences in the colors used in the advertisements of cough medicines for children and for adults.

3. Explain the relation between the use of language and colors with the target age groups of the advertisements.

1.4. Significance of the Study

This study aims to find out what multimodes used in advertisements containing products for children and for adults. Theoretically, the writer conducts this research to give more information and knowledge to the readers about the difference of language used by different ages and also to prove the previous theory of language and age. This study also wants to expand research about language and age. Hopefully the readers can easily learn and comprehend about this subject through an interesting object. This study may also be a reference for linguistic students to learn more about multimodality, particularly in electronic advertisements in extending the understanding of language application and visual analysis to multimodal discourse in advertising.

Meanwhile, practically, this research might be useful for advertisers in

choosing proper words and colors to promote their products in order to reach the specific target markets' attention and for producers to examine the ads for their products.

1.5. Definition of Key Terms

1. Advertisement
: a notice, picture, or film telling people about a product, job, or service (OALD8, 2010).

2. Multimodality
: an approach that understands communication and representation to be beyond language, and explains its relationship with various ranges of communicational forms including: image, gesture, gaze, posture, camera angle, and other forms (Jewitt, 2005).

3. Children
: People between the stages of birth and puberty, approximately aged 2-10 years (Sigelman and Rider, 2015).

4. Adults
: People in the age range of 18 to 65 (Sigelman and Rider, 2015).