

CHAPTER I

INTRODUCTION

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This chapter is divided into nine main sections: 1) background of the study in section 1.1, 2) statement of the problem in section 1.2, 3) the objectives in section 1.3, 4) significance of the study in section 1.4, 5) scope and limitation in section 1.5, 6) theoretical framework in section 1.6, 7) definition of key terms in section 1.7, 8) the research method in section 1.8, and 9) the organization of the study in section 1.9.

1.1 Background of the Study

Advertising is one of so many activities that can be seen in the daily life. We can hear or see advertisements on television, or radio, and read them in a newspaper, or a magazine. Advertisements are used by the advertisers to communicate with the consumers in order to persuade them to buy the products. Thus, through advertisements, the advertisers can increase the sales of the products. Geis (1982:23) states that the goal of commercial advertising is to cause the consumers to buy the products or services.

Therefore Goshgarian (1992:166) states that advertising language is a special language that combines words cleverly and methodically for one purpose: separating people from their money. To sell products, Lutz in Goshgarian (1992:166) says that advertisers will take simple words and

twist the words so that they appear to promise just what the consumers want.

There are many kinds of advertisements that exist in society. They are visual advertisements and audio-visual advertisements. The visual advertisements are found on printed mass media, while the audio-visual advertisements are found on televisions and multimedia.

In this study, the writer would like to focus on magazine advertisements for the reason that magazine advertisements are long lived and people take more time to read a magazine (Rein 1982:78). Thus, a magazine gives the writer more opportunity to examine advertisements in considerable details since she can observe the ads again and again, so that the ads can relatively be studied more intensely. Belch and Belch (1990:390) say that magazines are generally read over a several day time period and are often kept for reference. Thus, magazines are retained in the home longer than any other medium.

Interested in this fact, the writer tries to analyze the registers of Indonesian advertisements as displayed in magazine. Register, according to Yule (1985:194), is variation of a language according to use in a specific situation. A professor, for example, speaks in one register when he is ordering a meal, and speaks another register at a scholarly conference to his peers, though he is speaking English in both situations. Everyone can speak a different register in relation to its use in various situations. The

advertising language can be considered as a register since it is used to persuade people to buy the products.

As the English Department student, the study on register attracts the writer for some reasons. First, by analyzing registers, she becomes aware of the variation of language use in various situations. Another reason is that examining the way people use language in different social context will help her get a wealthy information about the way language works as stated in Holmes (1992:3).

In this study, the writer would like to find out the lexical features and the syntactic features used as the characteristics of the registers of the Indonesian advertisements that make them different from any other varieties of language use. Thus, the writer wrote this thesis entitled "The Register of the Indonesian Advertisements as Displayed in *GADIS* Magazine."

1.2 Statement of the Problem

Based on the background of the study, the writer formulates the following questions:

- a) What lexical features are used in the register of the advertisements?
- b) What syntactic features are used in the register of the advertisements?

1.3 The Objectives

Since this study is intended to answer the questions formulated above, the objectives are to find out:

- a) lexical features used in the register of the advertisements.
- b) syntactic features used in the register of the advertisements.

1.4 Significance of the Study

The writer hopes that the findings of this study can make ones who are interested in Sociolinguistics aware of the variation of language use. Therefore, the findings of this study are expected to enrich the study of Sociolinguistics.

1.5 Scope and Limitation

Realizing that there are many magazines and advertisements, the study is limited in this way:

1. The magazine the writer chose is a locally published female magazine. The choosing of female magazine is not related with gender. The writer chose female magazine since the writer believed that the language of female is beautiful.
2. The female magazine the writer chose is *Gadis*, which was issued from the 23 April up to the 02 May 2002. The writer chose *Gadis* because it is a well-known magazine for girls or teenagers, and it spreads across Indonesia. Thus, it provides many kinds of advertisements for girls or

teenagers that helped the writer choose the ads she would like to analyze.

3. Since there are many kinds of product advertisements in the magazine, the products are limited to facial wash products only. This kind of product was chosen because *Gadis* magazine is a magazine for teenage girls (as mentioned above) and many teenage girls have problems with acne. Therefore, most of advertisements found are facial wash ads.

1.6 Theoretical Framework

This study is based on the theory of language and language variation, register, and advertising.

Language, according to Wardhaugh (1998:1), is what the members of a particular society speak. There is a branch of language science concerning the relationship between language and society called Sociolinguistics. The most common thing occurring in society is the varieties of language use. Therefore, Sociolinguists, people who study the relationship between language and society, are interested in explaining the different ways of speaking done in different social context.

Holmes (1992:3-4) states that language provides a variety of ways of saying the same thing. Holmes (1992:11) further proposes two ways in viewing the varieties of language used in society. Holmes views language

variation from the points of view of 1) the users of the language and 2) the language use.

The users of language are called *participants*. They include who is speaking and whom they are speaking to. While language use includes the social setting and function of the interaction. And in some cases topics have proved to influence the language choice. Participants, social setting, function, and topic, are the components of social factors. Holmes (1992:12) adds that the social factors are the basic components in sociolinguistic explanation of why people do not speak the same way all of the time.

Lim Kiat Boey (1975:115) says that when varieties of a language are distinguished by their uses they are called register. People speak and write according to the situations in which they find themselves. A learned professor speaks in one register when he is ordering a meal, another when wooing, and another at a scholarly conference to his peers, although he is speaking English in all three situations. In other words, language can be differentiated by its use in various situations. Everyone can speak a *different register in relation to its use in various situations*.

There are features that distinguish one register from another. Lim Kiat Boey (1975:116) says that the most obvious one is the use of technical terms. Each branch of science or technology has its particular set of terminology, and many registers can be identified solely by lexical

features. But there are also phonological and grammatical differences between registers.

In addition, advertisement, according to Donnel and Todd (1995:105), is a form of persuasion that is directed at large numbers of people by means of media. Through media such as newspapers, magazines, radios, and television, advertising reaches consumers. The goal of advertising, as stated by Geis (1982:23), is to cause consumers to buy products or services.

Therefore, O'Neill in Goshgarian (1992:186-187) says that the language of advertising is very special. Charming and seductive, it is a language calculated to separate consumers from their money. The real "truth" doesn't matter, for advertising language is not about truth, virtue, love, or positive value; it is about making money. Since the language of advertising is a language that is calculated to separate consumers from their money, it can be considered as a register.

1.7 Definition of Key Terms

In order to avoid misunderstanding and misinterpretation, the writer considers that it is necessary to give definition concerning some terminology used in this study.

- a) A variety of language, according to Hudson (1980:24), is a set of linguistic items with similar social distribution.

- b) Register, according to Yule (1985:194), is variation according to use in specific situations.
- c) Advertisement, according to Donnel and Todd (1995:103), is a form of persuasion that is directed at large numbers of people by means of the media.

1.8 The Organization of the Study

This study consists of five chapters. The first chapter is the introduction. It consists of background of the study, statement of the problems, objectives of the study, significance of the study, scope and limitation, theoretical framework, definition of key terms, and organization of the study. The second chapter is review of the related literature. It consists of underlying theory and related study. The third chapter is the research method. It discusses research design, data, research instruments, data collection procedures, and data analysis procedures. The fourth chapter is about findings and discussion of findings. The last chapter or the fifth chapter is conclusion. This chapter presents summary and suggestion.