

CHAPTER I

INTRODUCTION

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This chapter consists of background of the study, statement of the problem, objective of the study, significance of the study, scope and limitation, definition of key terms, and organization of the thesis.

1.1 Background of the Study

Advertising is all around us. It is as ubiquitous as the air we breathe. We encounter advertising on our radios and on billboards while driving to school. It can be found on virtually every product package. It interrupts the television programs we watch. It comes with the mail each day, in magazines and circular (Geis 1982:1).

According to Hepner (1949:3), every alert person must recognize that advertising has played an important role in modern civilization. It often has stimulated people to want the new and pleasant. As such, advertising may be considered as “accelerator of civilization”.

There are many kinds of advertisements that exist in society. They are written and oral advertisements. The written ads are found in newspapers, magazines and

in any other printed media. The other kind of advertisement is oral ad which is found on radio and television.

Advertisement, basically, has the main purpose to attract readers or listeners; that is why advertisers use the primary way to do what is called style of language. According to Geis (1982:23) language can and does play an important role in the process of commercial persuasion. It is the primary vehicle for presenting messages to consumers; it is one of the tools advertisers use to get readers' attention.

Geis (1982:240) claims that in order to understand how advertisers use language, it is necessary to recognize two facts. The facts are that advertisers want to make the strongest cases they can on behalf of the products they are trying to sell and that advertisers can be and sometimes are required to defend the claims they make.

The first of these facts leads advertisers to make the strongest claims they can. The second leads advertisers to adopt several courses of action designed to protect them from having to defend strong claims. Advertisers, who can not defend strong claims, may imply that some proposition is true rather than assert it or employ strong sounding but logically weak language or employ language that is too vague to have determinate empirical consequences.

Following Geis (1982:23), the goal of commercial advertising is to cause consumers to buy products or services. The advertiser might achieve this goal simply by causing the readers to remember the name of the product or service. He

might achieve this goal by causing readers to come to adopt a positive feeling about the product via advertisements that have great dramatic force, humorous or that appeal to one's libido. Unless it is interesting, an advertisement gets little or no attention (Whittier 1955:40). The advertisers might cause consumers to come to buy a product or service by providing some sort of argument for the product.

Informative and persuasive styles are the characteristics that are closely related to the linguistic value of advertisement. Those characteristics show that advertiser does not only combine some words in such a way that they are communicative, but he should also consider whether the words used are persuasive enough to attract the attention of the readers and then invite them to buy the products.

Advertising depends upon the strength of the writer's talent, that is, talent of being able to write persuasively. It is persuasion that influences consumers to buy one product rather than others. It is persuasion that can attract more consumers and in the end provides profitable return on advertising investment.

The purpose of persuasion in advertisement is to change attitudes. According to Renkema (1993:128) a popular definition of attitudes is general evaluation people hold with regard to themselves, other people, objects and issues. The general evaluation is believed to be an important determiner of behavior. By changing attitudes, communicators hope to change the behavior of recipients. In advertising one wants to create a more positive evaluation of the product. This change in evaluation should result in a behavioral change, which is the purchase of the products.

One of the many forms of advertisement is magazine advertisement-the kind of ad that only employs written language. In this study, the writer would like to focus on magazine advertising. She does so for a number of reasons. First, since magazine employs visual communications to the readers, it places a much greater perceptual and cognitive burden on consumers than does any other advertising medium (Geis 1982:1). This is because magazine advertisements are long lived and people take more time to read a magazine (Rein 1982:78). More to say, magazines, according to Belch and Belch (1990:390), are generally read over a several day time period and are often kept for reference. Thus, they are retained in the home longer than any other medium. Second, a magazine gives the readers more opportunity to examine and appraise ads in considerable detail because they may look at ads again and again, so the ads can relatively be studied more intensely.

In order to come to know the implicit meaning in the advertisements, it is important for people to know what implicit information really is. When a speaker is making an utterance to a hearer, the speaker is at the same time inserting implicit information inside the utterance and the speaker obviously want the hearer to believe or to respond to what the speaker has said. Occasionally, the hearer, as the one who interprets the meaning, misunderstood the message of the speaker. If it happens, miscommunication will occur. The speaker will not get what he wants and the hearer will have the wrong interpretation, which in the end will arouse misattitude or wrong doing.

Readers often find difficulties in understanding what is meant by the advertisers. Thus, in interpreting a text, a reader relies on what so called The Principle of Local Interpretation. This is supported by Brown and Yule (1983:58) who claim that:

There must be principles of interpretation available to the hearer which enable him to determine, for instance, a relevant and reasonable interpretation of an expression... on a particular occasion of utterance... called the Principle of Local Interpretation.

Following this principle, a reader has to prepare enough context to come to an interpretation. For instance, when someone says "Shut the door", a hearer will look towards the nearest door that is open to be shut (Brown and Yule, 1983:59). The same situation will occur if a reader is reading or to be exact examining an ad, he will automatically seek for some nearest connection with the previous sentences or surrounding pictures. It is unlikely that the reader makes an interpretation from outside the context. However, utilizing the above principle alone is not enough. Readers need to rely also on his past experience and knowledge to interpret an utterance. This is as well stated in Brown and Yule (1983:61) that the Principle of Local Interpretation relies heavily on the ability of the hearer or the reader to utilize his knowledge of the world and his past experience of similar events in interpreting the language which he encounters. It is the experience of similar events which enables him to judge what the purpose of an utterance might possibly be.

In some occasions where written language is used a writer is of course expected to be able to deliver his message clearly, coherently, meaningfully and

arranged in such a way that it fulfills the readers' expectation. In written communication the writers are under a special burden to make themselves clear, because there is no two way dialogue to allow for immediate clarification or correction of misunderstandings. If such conditions are fulfilled, a contact of language is said to be well achieved.

There can be no doubt that advertisement has so much influence on consumers nowadays. The consumers can easily be cheated or confused because of their lack of knowledge regarding the information in advertisement or probably because of the false belief that they have in the advertisers. If such case happens, communication between advertisers and consumers will be disturbed because the message would not be understood by the consumers. Apparently, miscommunication appears because the advertisers tend to break down the rules of conversational principle. There is a probability that communicative breakdowns are unintentionally done but most of the time, to the writer's opinion, advertisers choose not to fulfill the Cooperative Principle. There are times, for example, that advertisers have to lie in order to withhold information or to hide the deficiency of their products, whereas responsibility should be on their hands when the outcome of the product contradicts with what has been advertised.

So far, moreover, there has not been any study about magazine advertisement viewed in Grice's theory of maxims. Considering the fact, therefore, the writer is interested in carrying out a research on Grice's maxims in some Indonesian advertisement in Femina magazine. Grice's maxims is viewed by four maxims

namely maxim of quality, maxim of quantity, maxim of manner and maxim of relevance; this study however, only views the three first maxims. The reason is simply that the writer can not judge whether the advertiser is being relevant to the responses of the readers. In a piece of one-way communication like this, interactive dialogue just does not happen. Thus, The writer can only study the respondents' responses toward the advertisements. In this study, the writer examines the Indonesian language used in the advertisements through discourse analysis.

1.2 Statement of the Problems

In line with the background of the study, the questions investigated are formulated as follows :

- 1.To what extent, according to the respondents, do the advertisements in Femina magazine follow maxim of quality?
- 2.To what extent, according to the respondents, do the advertisements in Femina magazine follow maxim of quantity?
- 3.To what extent, according to the respondents, do the advertisements in Femina magazine follow maxim of manner?

1.3 The Objectives of the Study

This study is intended to answer the above formulated research questions as follows:

- 1.To describe the extent to which the advertisements under the study follow maxim of quality.
- 2.To describe the extent to which the advertisements under the study follow maxim of quantity.
- 3.To describe the extent to which the advertisements under the study follow maxim of manner.

1.4 Significance of the Study

The findings of this study are expected to be useful for the readers as well as for the advertisers in discerning the truth in the language of advertisement in magazine, so that they will be more aware of the language used in magazine advertisement. This specific study, hopefully, can be a good input for the readers and can make them become more sophisticated consumers. The writer also hopes that the result of this research may help the Indonesian advertising in its purpose to stimulate sales. This study, furthermore, can also be used as the basis for other students who are interested in making further studies on advertisements

1.5 Scope and Limitation

Being aware of the breadth and complexity of the field of advertising and the constraints of the time and energy, the writer thinks it necessary to limit the study. The writer decides to limit the study in several ways:

1. The magazine the writer chooses is a locally published magazine, that is Femina. Since it is a well-known magazine, it always gives the most accurate and latest information as well as entertainment. Thus, it provides various kinds of advertisement that helps the writer choose the advertisement she would like to analyze.
2. The products are limited further to products for women only. There are two reasons why the writer chooses this. First, Femina magazine is a magazine for women. Therefore, most of the advertisements found are advertisements for women. Secondly, since the subjects chosen are women, it would be easier for them to analyze the advertisements.
3. The writer only chooses product advertisement found in the Femina magazine. The products are limited again into Biore Pore Pack ad, Citra White ad and Vaseline White AHA ad.
4. The subjects chosen are female with the age ranged between 18 to 24 and they are all university students in Surabaya. Only some of them subscribe to Femina magazine but all of them claim to have interested in advertisements.
5. Maxim of relevance as a part of Grice's maxims is not included in this study on the grounds that the writer is not in a position to identify the advertiser's respon to the reader's action.

1.6 Definition of the Key Terms

The title of this thesis is An Analysis of the Advertisements in “Femina” Magazine Using Grice’s maxims. As such the major terms defined in this section are: Grice’s maxims, maxim, magazine, advertisement, and magazine advertisement.

1. Grice’s maxims are the four maxims, maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner formulated by Grice (in Renkema, 1993).
2. Maxim is a set of norms which language users adhere to, in order to uphold the effectiveness and efficiency of communication (Hatim and Mason, 1990:242).
3. Magazine is a periodical that usually contains a miscellaneous collection of articles, poems, and pictures and is directed at the general reading public (Webster’s Third New International Dictionary 1986).
4. Advertisement is a message that seeks to motivate someone. It may be a postal card or a 24-sheet poster. It may be a 20-second announcement on television. It may be a salesman’s portfolio, a leaflet, or broadside, a window display, handbill, telegram, or message on a match-book cover. It is a paid message that seeks to make someone buy a product, use a service, or embrace an idea (Whittier 1955:48).
5. Magazine advertisement is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services, or

ideas by identified sponsors through specific printing media which is magazine (Bovee and Arens 1986: 5).

1.7 Organization of the Study

This study consists of five chapters. Chapter I is the introduction. It gives the readers some explanation about the background of the study, statement of the problem, the objective of the study, the significance of the study, the scope and limitation, definition of key terms. Chapter II deals with the review of related literature. Chapter III deals with the research methodology which comprises the research design, subject of the study, instrument, procedures for collecting the data and procedures of the data analysis. Chapter IV presents the data analysis and interpretation of the findings and the last chapter, chapter V presents the conclusion and suggestions of the study.