

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Lado (1964:11) states that language is intimately tied to man's feeling and activity. It is bound up, with nationality, religion, and the feeling of self. It is used for work, worship and played by everyone, be beggar or banker, savage or civilized. Lado claims that in the close relationship of language and human or society there is dependency. As such, people use language to express ideas, opinions, and feelings. They use language to reveal or conceal their personal identities, characters, and background. In other words, language is a tool to express meaning, which is created through structures and vocabularies.

As a means of human communication, language can be either spoken or written. The spoken language is uttered orally face to face, through radio, TV broadcast, and so on. While written language represents the oral language printed in magazines, books, journals, newspaper, articles, letters, etc. In expressing ideas in the form of spoken or written language people have and use their own style.

Chaika (1982) claims that style:

(1) forms a communication system in its own right, (2) tells how to interpret a message, (3) forms a mini communication system that works along with the language itself, (4) controls the interaction, (5) is so integral functioning that interaction cannot go ahead if one does not speak with the right style, (6) uses all the resources of language: tone of voice, different ways of pronouncing sounds, even choice of words and grammar themselves.

Language has the important role in our society and in mass media. Radio, newspaper, magazine, book, advertisement, etc are some of the mass media that constitute the communication society which we are a part. We may learn some new terms from mass media; here advertisements are the dominant aspect. There are two kinds of advertisement. First is the oral advertisement such as on radio where we can hear an advertisement on television where we can hear and see an advertisement. The second is the written advertisement. When we turn the pages of a newspaper or magazine we can also find an advertisement. Even less in a movie theater before the feature is run we can find an advertisement. Advertisement is everywhere, it colors our world.

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. In this study, the writer would like to focus on television advertising. She believes that television gives more influence in society than other media do. Gels (1982:1) says that the language of television advertising makes much greater perceptual and cognitive demands on consumers that does the advertising of other media. Unlike advertising in other media, such as radio, newspapers, and magazines, television advertising employs both the auditory and the visual communication. Besides, it also combines visual images, sounds, and motions.

Nowadays, private televisions become more popular in Indonesia. They encourage the appearance of commercial advertisements. It may appear in the beginning, in the middle and at the end of their programmes with the duration of 15 to 30- second display. From the writer observation, the more popular the programme the more commercials break up the programme.

Gamble (1986:297) states that advertising is the paid, nonpersonal, and usually persuasive presentation of ideas, goods, and services by identified sponsors through various media. Therefore, language is crucial in advertising in order to attract the audience. It usually uses specific terms, such as in the drug commercial "Oskadon". It uses the term "Oye", in "Oskadon pancen oye". Normally many of the commercial advertisements that appear on television consist of a brief conversation. It can be seen in the following example:

Jamu Sehat Sido Muncul

Husband and wife in a dining room.

Husband : Kamu kok berani-beraninya minum ehm...anu...anu...anu...anu.

Wife : Anu...anu ini kan, jamu sehat wanita Komplit Sido Muncul...

Husband : Ada tho...

Wife : Ada juga sehat pria komplit.

Husband : O...ya...

Wife : Pegel linu komplit dan lain-lain.

Husband : Oya...ya..., namanya saja komplit, komplit isinya, komplit juga jenisnya.

Jamu Komplit Sido Muncul hemat berkhasiat dan...

Husband : Enak tenan...

Jamu Sehat Sido Muncul benar-benar komplit.

In the commercial above there is a conversation between a husband and a wife. In this conversation there are various speech styles occurring among the participants, such as the intimate style: in "Kamu kok berani-beraninya minum ehm...anu...anu...", The words "kok", "ehm", and "anu" are intimate utterances

because it is influenced by Javanese dialects and the relationship between the participants are husband and wife.

Martin Joos (1962) defines style into five degrees, intimate, casual consultative, formal, and frozen. In her study, the writer does not discuss the formal and frozen styles. She believes that most of the advertisement use intimate style, casual style and consultative style rather than formal style and frozen style.

The writer was particularly interested in analyzing the advertisement on television, especially of the medical herb. We know that since last two years, Indonesia had monetary crisis. It makes things are becoming more and more expensive, and one of them are the price of medicines. Therefore, alternative medicines are appearing in numbers. Medical herb as the alternative medicine, such as Antangin JRG, Sehat Komplit Sido Muncul, and so on. In this study, the writer was also interested in the effects of medical herb commercial toward the audience. Hepner (1949 :3) says that every alert person must recognize that advertising has played an important role in modern civilization. From the definition above the writer tries to find out the audience's attitude they believe it or not and they like it or not.

Advertisement is interesting, there are some people who have made a study on it. One of the students of Petra University, Lily (1995), discussed about the speech style in drug commercials. In her study, she used formal and informal styles, but she did not explain further the underlying reason why such kind of words belongs to formal and informal styles. While Wulan (1998) in her study she

discussed the cooperative principle in advertisement, she tries to find out whether it follows or violates the Grice's maxims.

The writer uses the speech styles degrees from Martin Joos (1962) to analyze the kinds of speech styles, which are used in medical herb commercials. The writer believes that each advertisement has their own style in presenting the language. Usually it uses a specific term to attract the audience; thus, they may buy a certain product after they saw the advertisement on television.

1.2. Statement of the Problems

To carry out this study, the following research questions were formulated:

1. What kind of speech styles are mostly used in medical herb commercials shown on TV?
2. What attitudes do the medical herb commercials shown on TV bring to the students watching these commercials?

1.3. The Objectives of the Study

The objectives of the research are focused as follows:

1. To describe the kinds of speech styles which are used in medical herb commercials shown on TV.
2. To find out the students' attitudes, as the TV watcher, toward the commercials.

1.4. Significance of the Study

The findings of this study are most likely to enrich the varieties of Pragmatics study. The writer intended to apply the speech style theory in analyzing the commercial advertisements. More specifically, the result of the study is expected to broaden the English students knowledge about speech style that exist widely used in advertisements, and become the reference of the other researcher.

1.5. Scope of Limitation

Being aware of how broad and complex the discussion of speech styles in commercial advertisement, the writer thinks it is necessary to limit the scope of the study. This study is limited in several ways:

1. The data under the study are 10 medical herb commercials broadcast on private TV station.
2. The products are divided into 5 which is consumed for women and men
3. The writer took 10 students, which are divided into female and male students of Widya Mandala University with the age ranged between 18-24 to answer the questionnaire.

1.6. Theoretical Framework

The writer uses the theory of speech style. In addition, the writer also uses the theory of advertisement, the language of advertising, and the previous study to support data analysis.

1.6.1. Speech style

Martin Joos (1962) states that speech style is the form of language that a speaker uses and it is characterized by a degree of formality. Joos defines style in five degrees, (1). intimate, (2). casual, (3). consultative, (4). formal, (5). frozen.

1.6.2. Advertisement

The Concise Oxford (1990) states that advertisement is a public notion announcement in newspaper, on poster, or in broadcast. Advertisement relies on simple principles of human persuasion (Gamble, 1986). Defleur (1985) claims that a business depends on a great extent on advertising and advertising depends heavily on the mass media as its vehicle.

1.6.3. The language of Advertising

O'Neill (1986) says that the language of advertisement is very special. Language takes the important role in advertisement. O'Neill divides four districts general characteristics of the language, (1) the language of advertising is edited and purposeful, (2). the language of advertising is rich and arresting, (3). the language of advertising involves readers., (4). the language of advertising holds no secret from the reader.

1.6.4. The Previous study

Lily (1995) a student of Petra University discusses the speech style in drug commercials in her study. While Wulan(1998), she is student of Widya mandala University, discusses the cooperative principle in advertisement. Compared to this study, the writer's research on medical herb commercials as shown on television is just different in topic. In her study the writer only uses

speech style in analyzing medical herb commercials. Here she explains why such a sentence belongs to informal speech style and the attitudes of the students as a TV watchers.

1.7 Clarification on Key Terms

To avoid misunderstanding, the writer finds it useful to define several key terms used in this study.

1. *Television*

It is a system for reproducing on a screen visual images transmitted by radio signals (The concise Oxford, 1990).

2. *Medical Herb*

It is a kind of drug or preparation for treatment or prevention of disease, especially one taken by mouth. It is made of any plant with leaves, seeds, or flowers. (The Concise Oxford, 1990).

3. *Attitude*

It is a settled opinion or way of thinking (Concise Oxford dictionary, 1990)

In this study, the writer analyzed the students attitudes toward the advertisement whether they were interested in buying the product or not.

1.8 Organization of The Study

This study consists of five chapters. Chapter I, introduction, tells the reader some explanation about background of the study, statement of the problems, objectives of the study, scope and limitation, definition of key terms,

and organization of the study. Chapter II deals with review of the related literature and related study which are relevant to this study. Then, Chapter III talks about research methods. Chapter IV deals with discussion of findings and the interpretation of findings will be discussed. Finally, chapter V concerns with conclusion and suggestion for further research.