

## **CHAPTER 1**

### **INTRODUCTION**

#### 1.1. The Background of the Study

Human communicate to each other by using language as the media to transfer and receive messages. In communication, a message is delivered from a speaker, who sends a message, to a listener, who receives the message. After that, the listener gives response to the speaker and the roles switch as the communication goes on. This role reversal makes what we call as communication process (Cheney, 2011 in Lunenberg, F.C., 2010). In linguistic theory, communicating using language is called discourse.

There are two forms of discourse: spoken and written. In daily life, speech is more commonly used than writing. The reason is in the written communication a reader should give more efforts to understand a message because there is no full range quality effect such as face expression, posture, or gesture like in the spoken language to explain the message clearer (Brown and Yule, 1983). To successfully make a reader understand the message delivered, the writer needs to predict his reader's response before he writes. There is also no direct immediate feedback from a reader to the writer, increasing the difficulty of the reader to understand the message if the reader does not have the same background knowledge with the writer's.

Even with all those difficulties, written communication does exist and takes important roles in many fields such as letter, recipe, manual, sign, article, advertisement, etc. Among the other types, advertisement has a uniqueness because of its flexibility to be modified and developed over time. Advertisement of the same brand can change from time to time if needed based on the market's interests and needs whose changes are dynamic and unpredictable. Therefore, the needs to implement or change with new elements of advertisement is very necessity.

Therefore, advertisers should smartly choose the right elements to create a strong message in the advertisement. Some elements which commonly be the main focuses of advertisers are the visualization, statistic, layout, and text. Nowadays, people will not only just focus on what it contains in the advertisement, but also with how it is presented even some advertisements more focus on the text. There are many advertisements which provide a lot of text with lots of detail about the brand but there are also many advertisements which just give few words but carefully selected to persuade people. New words are invented, conversation-talk style and even poetic words are found in the advertisement.

Choosing the right elements to create a good content of advertisement is important, but placing it on the right medium is also another important thing to concern. Many media are available nowadays to attach advertisement such as radio, internet, television, film, purchase point, press, etc. Despite high popularity of presenting advertisement in form of moving pictures, press especially

newspaper is still popular as one of advertisement media due to its high coverage, flexibility, and cheapness. Even though more and more people incline to shift their reading habit into online, print newspaper still takes a place in readers' hearts. These two things, the elements in the advertisement especially the text and newspaper as a medium to attach advertisement, make the writer interested to analyze the organization and the form of the language used in the advertisement on newspaper. In order to attract customers, the language used in the text of advertisement contains persuasive language.

Persuasive language is a language to persuade people about notions or values by using arguments to achieve agreement (Heinrichs, 2007). Persuasive language consists of tools of rhetoric: logos, ethos, and pathos which work together to create a good and effective persuasive language. Logos relates with how text used to convince people by using logical reasoning; Ethos relates with how text used to show the messenger's credibility; and Pathos relates with how text used to affect of audience's emotion by using various style of speech and writing.

Pathos comes with many forms like metaphor, metonymy, simile, stereotype, etc. Although it is very various, using rhetoric in persuasive language is a two-edged sword; on one side it is a good marketing skill to create brand equity and boost sales. On the other side, it is manipulating consumers' thought. Kirkpatrick (1989) argued that the persuasive language in advertisement changes consumers' personal preference by making them buy something they do not need.

It means that it returns to the advertiser how advertisement can deliver good or bad message to consumer.

Being interested in the persuasive language, the writer wants to find out what and how persuasive language is used in advertisements on one of the print newspapers, *The Jakarta Post*. *The Jakarta Post* is an English nation-wide newspaper which has already had a good reputation and been acceptable by readers in Indonesia. Since 1985, *The Jakarta Post* has started to attract advertisers to fill its pages. This shows that *The Jakarta Post* has been trusted by the advertisers as one of the best media to advertise their brands. The advertisements posted in this newspaper are also qualified due to its outstanding experience.

## 1.2. The Statement of Problems

From the description above, the major statements of problem of this study formulate as:

1. What tools of rhetoric are used in the advertisement?
2. What language features are used in advertisement?
3. How tools of rhetoric and language features are used in advertisement?

And the minor statements of problem are as follows:

1. What tools of rhetoric are used in food and beverages advertisement?
2. What language features are used in food and beverages advertisement?

3. How tools of rhetoric and language features are used in food and beverages advertisement?
4. What tools of rhetoric are used in accommodation advertisement?
5. What language features are used in accommodation advertisement?
6. How tools of rhetoric and language features are used in accommodation advertisement?
7. What tools of rhetoric are used in event advertisement?
8. What language features are used in event advertisement?
9. How tools of rhetoric and language features are used in event advertisement?

### 1.3. The Objectives of the Study

In accordance to above mentioned statements of problem, hence the objectives of this study are as follows:

The major objectives in this research are as follows:

1. To find out what tools of rhetoric are used in advertisement.
2. To find what language features are used in advertisement.
3. To find how tools of rhetoric and language features are used in advertisement.

The minor objectives in this research are as follows:

1. To find out what tools of rhetoric are used in food and beverages advertisement.

2. To find what language features are used in food and beverages advertisement.
3. To find how tools of rhetoric and language features are used in food and beverages advertisement.
4. To find out what tools of rhetoric are used in accommodation advertisement.
5. To find what language features are used in accommodation advertisement.
6. To find how tools of rhetoric and language features are used in accommodation advertisement.
7. To find out what tools of rhetoric are used in event advertisement.
8. To find what language features are used in event advertisement.
9. To find how tools of rhetoric and language features are used in event advertisement.

#### 1.4. The Scope and Limitation of the Study

The writer limits the scope of his research focus on analyzing the language use about tools of rhetoric and language features of advertisement. The data taken for this research is from English Newspaper, *the Jakarta Post*, in one week. *The Jakarta Post* is one of famous English newspapers in Indonesia and it is commonly read in Indonesia. Because there are many advertisement groups found in the newspaper, this research only focuses three advertisements groups to be analyzed. They are food and beverages, accommodation, and event advertisements. The writer will only analyze the advertisements groups which are categorized as classified advertisements which are relatively short. In this study,

the writer will focus his analysis on two advertisement components which are headline and body copy since these components are the most commonly found in the advertisement construction of classified advertisements.

#### 1.5. The Significance of the Study

This study will give insights about the elements of advertisement to the readers to become more carefully and wisely in looking at advertisement. This study will also give insights for advertisers who have not made advertisements based on Discourse Analysis so they can use this theory in composing and developing their advertisements.

#### 1.6. The Theoretical Framework

The underlying theories supporting this study are advertisement, language features of advertisement, persuasive language, and discourse analysis.

Advertisement is one of communication media to spread information to people in a massive way. But unlike the other media, which mainly inform or convincing people, advertisement is both convincing and also persuading people to do certain acts like buy the product, use the service, join the event, etc (Khan, R.R., Kamble, S.R., and Khatri, R., 2011). Advertiser should make a persuasive advertisement by constructing the elements of advertisement (Francis, retrieved February 22, 2016) such as headlines, sub-headlines, slogan, body copy, visualization, layout and trademark.

Text or language of advertisement is carefully selected so that the message and objective from the advertiser are completely delivered to people. Because of these reasons, a lot of possible language features or variations exist. The languages are metaphor, metonymy, stereotype, language games, word and phrase repetition, simile, parallelism, juxtaposition, paradox, omission, ambiguity, and persuasive words (Brierley, S., 1995).

Persuasive language is a language used to state an idea, opinion, belief, or value on a circumstance. Many people think that arguments mainly only focus in convincing and justifying our arguments based on our perspective and proving their arguments wrong. But Heinrichs (2007) says delivering arguments has a main goal to reach an agreement to do something, or to persuade. There are three tools of rhetoric, the art of persuasion; logos, ethos, and pathos stated by Aristotle.

Discourse Analysis is a study to analyze the coherence of the language used on a certain context. Discourse is divided into two categories, spoken and written discourse. (Cook, 1992)

### 1.7. The Definition of Key Terms

To avoid misunderstanding, some key terms for this study are as follow:

1. Advertisement: Any paid form of idea, goods, and services presentation in public and massive way by an identified sponsor (Khan, R.R., Kamble, S.R., and Rita K., 2011).
2. Headline: An opening in the advertisement, usually printed big and bold which consists statement which promises or questions readers to attract

them to read more in the body copy and other elements. (Francis, retrieved February 22<sup>nd</sup>, 2016)

3. Body Copy: A part of advertisement which contains the details of advertisement; proof, quote, achievement, testimony, etc. (Francis, retrieved February 22<sup>nd</sup>, 2016)

Persuasive language: The use of arguments in stating an idea, opinion, belief, or value on a circumstance to persuade someone to agree with the speaker or make the audience to do what the speaker desires (Heinrichs, 2007).

4. Tools of Rhetoric: The art of persuasion from Aristotle which are divided into three: forensic (legal), which tries to prove guilt or innocence; demonstrative, which makes people believe in a community's values; and deliberative. (Heinrichs, 2007).

5. Discourse Analysis: A study to analyze the coherence of the language used on a certain context (Cook, 1982).

#### 1.8. The Organization of The Study

This study is organized in five chapters. Chapter one deals with the background of the study, statement of the problem, objective of the study, scope and limitation, significance of the study, theoretical framework, and definition of key terms.

Chapter two will present the theories divided into two big parts related to the research. The first part is about advertisement and the second is about discourse analysis. Chapter two is also presented the previous studies of the similar one.

Chapter three will explain more about how this research is conducted and the details of the research instrument and research procedures.

Chapter four will explain about the findings and discussion of the data and the last chapter will explain about the conclusion and suggestion.