

CHAPTER I

INTRODUCTION

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1.1 Background of the study

Geis (1982 : xi) stated that, advertising is as ubiquitous as the air we breathe. It interrupts the television programs we watch. It is no doubt that any of us is ever out of sight or sound of some sort of advertisement during our working time.

O'Neill, as cited by Goshgarian (1992 : 186 - 196), states that the language of advertising is very special. Over the years, O'Neill (1992 : 187) said that the texture of advertising language has frequently changed. Styles and creative concepts come and go. But there are at least four distinct general characteristics of the language of advertising that make it different from other language; characteristics that, taken together, lend advertising its persuasive power :

1. The language of advertising is edited and purposeful.
2. The language of advertising is rich and arresting; it is specifically intended to attract and to hold our attention.
3. The language of advertising involves us; in effect, we complete the message.
4. The language of advertising holds no secrets from us; it is a simple language.

In other way, symbols have become important elements in the language of advertising, too; not so much because they carry meanings of their own but because we bring a meaning to them; we charge them with significance. Symbols are efficient, compact vehicles for the communication of an advertising message; they are persuasive and powerful (O'Neill in Goshgarian 1992 : 194).

Besides the language, from the consumers' point a view, which is stated by Rein (1982 : 15) as the psychological theory, consumer behaviour is influenced by internal and external variables. Knowledge of these variables can help marketing communicators to create successful advertising.

1. Internal variables include perception, attitude and learning. Perception is an individual's way of interpreting what he sees, touches, smells, or tastes. Perception is subjective, entirely within one person's mind. Perception is also selective. Attitude has 3 components: feeling toward an object (such as a product), knowledge about the object, and readiness to behave toward the object in a certain way.
2. External variables that influence consumer behaviour are sosial and cultural nature. Our need to be accepted as a member of a group is very strong, although often unconscious. Groups to which we belong heavily influence our values, opinions, and behaviour. We are also influenced by groups to which we would like to belong. Advertising often appeals to these characteristics.

From the above reasons, Burham in Frank (1982 : 155) said that people watch TV more to escape to strain of everyday existence than to come to terms with the world; but even as they escape, TV socializes them into the attitudes and behaviours suitable to members of a high consumption society. Advertising can influence the customers to be persuaded on their advertisement. By the language they are used, the customers are easy to be cheated, confused, and misunderstood with the advertisement.

From the advertisers' point a view, Lutz as cited by Goshgarian (1992:167) claims that one problem advertisers' have when they try to convince the audience that the product they are selling is really different from other similar products is that their claims are subject to some laws. Generally speaking, advertisers have to be careful in what they say in their ads, in the claims they make for the product they advertise.

Every word in an advertisement is there for a reason; no word is wasted. The audience's job is to figure out exactly what each is doing in advertisement-what each word really means, not what the advertiser wants the audience to think it means. It is important to note that, the advertisement is trying to get the audience to buy a product, so it will put the product in the best possible light, using any advice, trick, or means legally allowed.

As TV advertisement become shorter, they become more visual, as a way of saying more in a smaller amount of time. But as they become visual, the advertisement seems to be about concepts, which are inescapably verbal.

Advertising may appear to be relying less on language, but language is simply functioning on a deeper level. And a final irony is this: In order to discover this deeper level of language it is necessary to ignore the language on the surface (Rosen in Goshgarian 1992 : 201). In other words, attending to the hidden information behind the surface language is necessary in dealing with advertisements.

In this study, the writer examines the language of Indonesia advertising, focusing for the most part on television advertising especially drugs advertising. The writer takes this focus for three reasons. First, television is chosen since it employs both the auditory and visual communications channels and occurs in 'real' time, places and much greater perceptual and cognitive burden on consumers than does any advertising medium. Second, television advertising is accessible for study than is advertising in other media. Also, focusing on television advertising allows us to restrict the focus of the study without significantly restricting its scope, for virtually anything that can be done linguistically in print and radio advertising can be done in television advertising.

The writer also has her own reason for taking the drug advertisements as her research study. It is because she believes that as the advertisers want to sell their product, in this case drugs, they have to use special language that consists of implicit information to influence the television audience to be persuaded by their advertisements. Based on that, the writer is inspired to

carry out a research on the study of the language of drug advertising on television. This study examines the Indonesian language through discourse analysis.

1.2 Statement of the problem

In line with the background of the study, the problem investigated is formulated as follows:

- * What are the types of implicit information that audience can draw from the drug advertisements in television?

1.3 The objective of the study

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

- * To describe the types of implicit information that the audience can draw from the drug advertisements in television.

1.4 Significance of the study

The results of this study are expected to be useful for the students in figuring out the hidden message in language of advertising in television, so they will understand more about the language used in television advertisement. Specifically, the customers who need to cope with the very complex messages of television advertisement can make use of this study. For

the advertisers themselves, this study will help them be more creative to choose the language to persuade the consumers to buy their product.

1.5 Scope and limitation

The writer decided to scope the study in several ways:

1. The advertisement chosen is the ones that promote drugs, namely: Sanaflu, Mixagrip and Panadol.
2. The subject of the study is 20 persons who were considered to have enough interest in TV advertisements and have enough capacity to infer implicit information from them.

1.6 Theoretical framework

This study was done within the framework of Discourse Analysis. The first theory underlying this study is implicit meaning. According to Katz (1972 : 10) implicit meaning is a theory of the underlying principles that will interrelate and thus organize the empirical facts within the domain of semantics. There are three theories of meaning (Katz, 1972 : 13) : the referential, the ideational, and the behavioural. The ideational is the same as the implicit meaning. It is said that the meaning of a certain utterances beside stated explicitly, is also stated implicitly in the person's mind.

The second theory is advertisements. Advertising is the nonpersonal communication of information usually paid for and usually persuasive in

nature about products, services, or ideas by identified sponsors through the various media (Bovee and Arens, 1982 : 6 - 9). They also said that advertising has four functions, namely: marketing function, communication function, educational function, and social function. Related with the study, Bovee and Arens (1982:533) also believe that television has grown faster than any other media, some segments of population, such as those living in the suburbs, are more easily reached by TV than any other media.

The third theory is persuasive. In this study, persuasive is the focus of attention. According to Renkema (1993 : 128) the clearest examples of argumentative discourse are discussion, advertisements, and information pamphlet. The purpose of the discourse is to change attitudes. In advertising, for example, one wants to create a more positive evaluation of the product, this change of evaluation should result in a behavioral change: the purchase of the product.

The last theory is derivation of information. In derivation of information, there are two theories, namely: presuppositions and inferences. The term presuppositions originated in the philosophy of logic, where it is used to donate a special type of implicit information (Renkema, 1993 : 154).

An inference is the collective term for all possible implicit information, which can be derived from a discourse, which can be used to understand the information. The most significant cases of this, besides presuppositions, are entailment, conventional implicature, conversational

implicature, and connotation (Renkema, 1993 : 154 - 160). According to Van Dijk and Kintsch (1983 : 49), one aspect that distinguishes text - based inferences is the degree of certainty with which they can be made.. This lexical inferences range from Certainty, to Plausibility, to the Faintest Possibility

There are also elaborative inferences which is another important type of inferences. Elaborative inferences occur when the reader uses his or her knowledge about the topic under discussion to fill in additional detail not mentioned in the text, or to establish connections between what is being read and related items of knowledge (Van Dijk and Kintsch, 1983 : 51).

1.7 Definition of key terms

The several key terms to be defined for further discussion are:

1. Implicit information is defined as a piece of information which is suggested but not, plainly expressed (Oxford Dictionary 1987 : 426).

2. Advertising is salesmanship in print (Lasker in Bovee and Arens 1982 : 6).

In other words Bovee and Arens (1982 : 6) state that advertising is non-personal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through various media. Non personal communication of information is directed toward the groups of people and is therefore non-personal in nature. Persuasive means arguing people to do something.

3. Broadcast media principally cover radio and television (Rein 1982 : 62).

1.8 Organization of the thesis

This thesis consists of five chapters. The first chapter is the introduction. It discusses the background, statement of the problem, the objective of the study, significance of the study, scope and limitation, theoretical framework, and definition of key terms.

The second chapter reviews some literature related to the study under report. It consists of the theoretical framework, namely: implicit meaning, advertisements, persuasive, and derivation of information. And it also provides the other previous study of another writer.

The third chapter is about the research methodology. It discusses the respondent of the study, the instruments and the procedure of collecting and analysing the data.

The fourth chapter is about the data analysis, the findings, and the discussions.

Finally, the last chapter of this study presents the conclusion and some suggestions concerning the topic under study.