CHAPTER I

INTRODUCTION

CHAPTER I

INRODUCTION

1.1 Background of the Study

Today's phenomenon is marked by human competition in business area. Many efforts have been made to obtain better business condition. Thus, the business world needs a campaign method that is called "advertising".

The advertising copywriter Rosser Reeves (1961: 92) defines advertising as: the art of moving an idea from one's head into another. Thus, the final test of any advertising programs is actually the degree to which it creates the impulse to buy. This impulse is being created through a strategy of combining images; words (spoken or written) and visuals. The combination is then called as the language of advertising (Goshgarian, ed., 1992: 187). As we relate the definition of advertising above to the idea of creating the impulse to buy, the closest review of this matter may be the existence of the language of advertising as the element of advertising itself.

It is again formulated by Goshgarian (1992: 187), that the language of advertising is simply different from other languages. As it has only one exact purpose of gaining specific response, it is desultory, edited, and purposeful. Successful advertising, however, must reach consumers and cause some change in their knowledge, attitudes or behavior. It is mostly believed that successful advertising represents successful communication with the consumers.

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 the advertisement or probably because of the false belief that they have in the advertisers. If such a case happens, communication between advertisers and consumers will be disturbed, because the message could 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, the advertisers choose not to fulfill the cooperative principle. There are times; for example that advertisers have to lie in order to with hold 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 internet advertisement viewed in Grice's theory of maxims. Considering that fact, therefore, the writer is interested in carrying out a research on Grice's maxims in some advertisements in the internet of www.amazon.com. Grice's maxims is viewed by four maxims namely maxim of quality, maxim of quantity, maxim of manner, and maxim of relevance. In this study, the writer examines the students' responses toward the three advertisements in www.amazon.com in relation to the cooperative principles of Grice's Maxims.

1.2 Statement of the Problems

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

What are the respondents' opinion on the images of the advertisements in internet of www.amazon.com?

- Do they think the messages delivered in the advertisements are easy to understand?

- Do they think the messages delivered in the advertisements are difficult to understand?

1.3 Objectives of the Study

This study is intended to find out answers to the questions as follows:

- To describe the extent to which the advertisements under the study are understandable for the respondents in relation to the maxims of quality.

- To describe the extent to which the advertisements under the study are understandable for the respondents in relation to the maxims of quantity.

- To describe the extent to which the advertisements under the study are understandable for the respondents in relation to the maxims of manner.

- To describe the extent to which the advertisements under the study are understandable for the respondents in relation to the maxims of relevance.

1.4 Theoretical Framework

This study is based on the theory of cooperative principles of Grice's Maxims. The conversational conventions, or maxims which support the principle are; maxim of quality, maxim of quantity, maxim of manner, and maxim of relevance. The maxim of cooperative principle can be used to describe how participants in a conversation derive implicatures. The term "implicature" is used by Grice (1975;44) to account for what a speaker or writer can imply, suggest or mean as distinct from what the speaker or writer literally says.

1.5 Assumption

This present study is based upon the assumption of "The respondents are able to understand text in English language used in the Internet".

1.6 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 findings, so that they will be more aware of the language used in the internet advertisements. 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 finding may help the advertising agencies to stimulate sales. Furthermore, it can also be used as the basic for other students who are interested in making further studies on advertisements.

1.7 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 considered that it was necessary to limit the study. The writer decided to limit the study in several ways:

1. The website the writer chose is English language website that is amazon.com. It is considered as one of the most popular online shopping websites. It also gives the accurate and recent information about the products they sell. Thus, it provides various kinds of advertisements that help the writer to choose the advertisements she would like to analyze.

2. The products are limited further to products for university students only. There are two reasons why the writer chooses these. First, internet is popular to university students especially in Indonesia. Secondly, since the subjects chosen are university students, it would be easier for them to analyze the advertisements.

3. The subjects chosen were 30 young adults, male and female with the age ranged between 18 and 24 and they are all university students in Surabaya.

1.8 Definition of Key Terms

The title of this research is "An Analysis of the Advertisements in Internet of www.amazon.com Using Grice's Maxims". As such the major terms defined in this section are; Maxims, Internet, and Advertisements.

1. 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)

2. Advertisement is a message that seeks to motivate someone. It may be a postalcard or a 24-sheet poster. It may be a 20-second announcement on television. It may be a salesman's portfolio, a leaflet, or boardside, a window display, handbill, telegram, or message on a matchbox cover. It is paid message that seeks to make someone buy a product, use a service, or embrace an idea (Whittier, 1995: 48).

3. Internet is a collection of high-speed networks composed of the National Backbone Network provided by the National Science Foundation and a hierarchy of more than 5,000 attached regional, state, federal agency, campus, and corporate networks, links to networks in most area of the world (Fraase, 1993: 10).