

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, problem identification, limitation of the problem, statement of the problem, research objective, and significance of the study.

1.1 Background of the Study

Language nowadays is also used in business area. Take the example, the language used for business in advertisement. Advertisement is a small part of the business communication using mass media to influence the audience (Wells, Burnet, Moriarty, 2000:6). It means an advertisement, language is used to promote, persuade and influence the consumer to buy the promoted product and usually published through mass media such as television, newspaper, radio, and magazine. Then, the consumer will take action toward the product, whether they will buy the product or not depends on the persuasive power used by the advertiser in the advertisement.

Advertisement is made by the company as attractive as possible to promote the product and to increase the selling number. An interesting advertisement has a purpose to attract the reader's attention. Advertisement commonly found almost everywhere in our daily life. To get a reader, consumer, or viewer's attention, advertising is the only best solution. Lewis (2000) states that

advertising is typically a non-personal communication using mass media as a medium for communicating to persuade or influence the reader, the communication is coming from an identified sponsor. It means advertising is important forms of mass communication to persuade the audience to take a desired action towards the product.

In communication, language takes the role as a medium to transfer message (idea, thought, and other information) from the writer or speaker to the reader or hearer. It happens in the advertisement. In an advertisement, the language should be easily recognized by the audience for an effective communication purpose. It can help the audience easily to catch the message that the copywriter (people who write the advertisement) wants to convey. It affects the consumers to buy the product and make them feel that they need to buy the product or services being offered. Kannan and Tyagi (2013:3) states that even though the visual content and design of advertisement have a great impact on the consumer, but the language is greater and helps people easy to identify a product and remember it.

The language of advertising should be positive, impressive and emphasize that the product being offered is better than other products. In making the advertisement, we need to think about the appropriate words that are related to the context to be able to deliver a particular meaning. To catch that point, style is taking an important role in that. Style is about how we use the language itself or the way to use the language. Style is part of diction which deals with the utterances individually that has artistic value. Ratna (2009) states that a study of style is called as stylistic, whereas style is typical way, how things can be

expressed in a certain way so that the intended purpose can be achieved maximally. Related to the theory, it means that one copywriter and another copywriter must have different style in expressing their idea. To fit the communicative function or discourse, the copywriters use several choices in using style in various contexts.

Considering the explanation above, this study began to make semantic and stylistic into account. Semantic is a branch of linguistics that studies about meaning in language. Advertisement also includes meaning inside the language use, thus the use of semantic study to support the analysis remains important. Considering that language is a tool for conveying the meaning, it means that when we study a language, we are also studying the meaning automatically. In semantics, meaning divided into two parts. Those are literal and non-literal (figurative) meaning. Literal meaning refers to the words that the meaning according to common or dictionary usage. Non- literal (figurative) meaning occurs when the sentences has other meaning besides the lexical one.

Stylistics discusses several aspects of the linguistics field. One of them is a figure of speech or also known as figurative language. It is also a part of a stylistic study. In figurative language, it uses figurative expression to convey non-literal meaning. Furniss (1996) states that word, phrase, or statement which cannot be taken literally; it is figurative (in Widyanti, 2013:4). The figure of speech is another way of stating something other than the ordinary way, (Perrine, 1982:57). The copywriters are commonly using the figurative language as a strategy to construct the advertisement and put attractive words to attract or persuade potential readers. It does not only deal with the literature field but the use of figure

of speech also a part of linguistics. Figures were seen as stylistic ornaments in which used by the writers to make up and dress up the language used to make it more powerful, entertaining and to clarify the meaning that they wanted to convey.

Usually, in the advertisement, the copywriter will use the keyword to attract the reader's attention. The keyword must be interesting words and it is better not interpreted as their denotative meaning. Here are some examples of figurative language used by the copywriter in the finding data. The examples of the keyword indicating the use of personification are *which can be seen in how they **embrace** craftsmanship.* The word that is indicating personification in the sentence above is “embrace”. The word “embrace” indicating action that could be done by animate things. As we know craftsmanship of someone cannot be embraced by someone. It cannot be done like someone embracing someone or something. Craftsmanship here just likes an impossible thing that can be embraced by somebody. *Good Cantonese cuisine **speaks** to a love of good food,* in this sentence still showed about personification that used by the copywriter. The personification can be seen in the word “speak” where the good Cantonese cuisine cannot speak as a human being.

The keyword that shows the use of metaphor is *Frazer Place Setiabudi makes living in Jakarta feels like a breeze,* in here the copywriter wants to compare something that almost has the same characteristics. In this advertisement, the copywriter compared the sensation of staying at Frazer Place Setiabudi like the sensation given by the breeze itself.

In the advertisement, the use of figurative language is a part of a strategy which is used by the advertiser to construct the advertisement itself and put attractive magic words to attract potential reader. In other words, it can be assumed that the use of figurative expression in advertisement is related to a specific motive done by the copywriters. In which they have an intention to achieve the goals of advertising activity which are persuasiveness and expressiveness. However, general intention or the goal of the advertisement is to attract and persuade the audience's attention to the product being promoted through the process of advertising. People have claimed that advertisers or copywriters manipulate language to achieve intended persuasive effects without any constraints. Even though the advertisement is a tool for increasing the product selling number but it is always the strategies of persuasion becomes the main purposes of advertising. There are so many ways that can be used by the advertiser to persuade the consumer

Many ways can be used by the advertiser to persuade the consumer. An attractive media is needed to achieve an audience's attention in communicating the message. The common media used for advertising are television, newspaper, radio, and magazine. In recent years, the magazine still plays an important role in our daily life. From the magazine, we can get some information about business, fashion, politics, entertainment, and lifestyle. Magazine is chosen until nowadays because we are not only can find the advertisement in a printed form, but it is also available in soft file and the data must be long-lasting. That is why the magazine is good for collecting data such as advertisement because magazine is easy to storage and access, durable and long-lasting not like newspaper, and also

attractive to read, (Pugsley, 1990). For people, they can find knowledge and information in the magazine. It can be said that magazines rich in knowledge and information that is why most businessmen and workers prefer to read magazines rather than commercial TV advertisements.

There are so many elements which are important and should be available in the making process of advertisement in the magazine. The main part of advertisement which is important and essential for attracting the readers or consumers attentions is the text which is set in larger type. The existence of text with larger type in the advertisement as the initial element that will be seen and read by the reader. Then the text will be the one point that will be used by the reader to make a decision. After reading the text, readers will decide whether to read more and explore the advertisement or even to ignore the advertisement. Thus, the text in larger types contains so much potentials for the success of the advertisement. From the consideration above this study will begin to take the text of advertisement which typed in larger type to be data sources and as the main focus of the analysis.

The researcher was interested in analyzing advertisement because advertisement is also a part of the communication process. Advertisement communicates in a non-personal way to persuade and influence readers, and it needs language for communicating both verbal and visual language. Besides the language used in the advertisement is very unique and attractive. The company needs advertisement to introduce and promote their product and also get consumers' attention to improve the selling target of the company. That is the reason of advertising has great power in the marketing process and it leads to the

use of linguistic features in advertisement of the product to arrest the audience's attention and takes action toward the product. Advertisement was chosen as a study because it is popular nowadays. It is also attractive to read and make us curious about the intention. Even though advertisements communicate non-personally but it affects us personally.

There are many aspects of language involved by the advertiser in constructing the advertisement itself, such as the use of figurative. Figurative language in the advertisement was chosen as an object of the study because it is one of the important elements in advertisement. It gives artistic and meaningful function in language uses. There are several figures of speech used by the advertiser to attract the audience's attention and increase reading interest. Moreover, advertisement is well known by everyone in their daily life, and almost everyone reads an advertisement. Magazine was chosen because people popular to be read during spare time. From a magazine, people can find pieces of knowledge and information. It makes the magazine still become good media to do advertising activity. Besides, most businessmen and workers prefer to read magazines rather than commercial tv ads, it is because magazines rich in knowledge and information. It was expected that will be collected much advertisement in the magazine.

Study of figurative language itself has been observed and investigated by many researchers. The first previous study was done by Ayuningsih (2015). She proposed two research problems those are the kinds of figurative language and the reason of figurative language in Hans Christian Anderson's fairy tales. She concluded that there were seven types of figurative language which were used in

Hans Christian Anderson's fairy tales. They are simile, metaphor, paradox, hyperbole, personification, symbols and synecdoche. She counted the data and found the most often used figure of speech in her research is hyperbole.

Second, Khadijah Arifah (2016) investigated the analysis of figurative language in five John Legend's songs. The purpose of her study is to identify the types of figurative language found and describe the contextual meaning of the figurative language used in the John Legend's songs. The result of the study shows that there are 10 kinds of figurative expression found in John Legend's song lyrics. Those figurative languages are simile, metaphor, hyperbole, personification, oxymoron, paradox, symbolic, repetition, allusion, and enumeration.

The last previous study held by Fitratunnas (2017) who investigated figurative language analysis on advertisement of the Jakarta Post newspaper. The purpose of his study is to identify the figurative language used and describe the contextual meaning of the figurative language used on advertisement in the Jakarta Post newspaper. The result of the study shows that there are 17 sentences which contain 5 figurative languages in advertisements of the Jakarta Post newspaper. Those 5 figurative languages are alliteration, metonymy, metaphor, simile, and hyperbole. The researcher also found the functions of figurative language used in the Jakarta Post newspaper is to attract the reader's attention.

Since advertisement is a study that can be analyzed from any majors, the researcher tries to analyze and interpret the advertisement especially in the language used in the advertisement. The writer intends to find out figurative expressions and describe the contextual meaning of figurative language in the

advertisements. The larger typed font in the advertisement is believed to be very essential in the writing process of the advertisement. It pulls the concept of the advertisement and is responsible for gaining people's attention to read the advertisement more and more. In this study, the researcher is going to use the issues of Prestige magazine. The number of magazines to be used as the main sources is five magazines from the period December 2018 - April 2019 and the advertisements will be screened by the writer. The advertisement that contains figurative expressions which are personification, metaphor, simile, hyperbole, metonymy, alliteration, parallelism, rhyme, and symbol will be taken into account as the data to be analyzed.

1.2 Problem Identification

Many kinds of figurative languages are commonly used by the copywriter in making the advertisement. The aim of using figurative language is to influence the reader to buy the product by using mass media (Wells et al., 2000:6). Even though the visual content and design of advertisement have a great impact on the consumer, but the language is greater and helps people easy to identify a product and remember it (Kannan and Tyagi, 2013:3). Figurative language used sometimes make people faced some problem while reading the advertisement, especially advertisement in a magazine. The problem is in interpreting the meaning of the language used by the copywriter in the magazine advertisement. The reader commonly found some difficulties in catching the meaning of figurative language used by the copywriter because the meaning cannot be

interpreted literary as what they are. In this study, the researcher would analyze the figurative language used by the copywriter and followed by the explanation of the meaning of the figurative language used in the advertisement itself.

1.3 Limitation of the Problem

According to the research background above, this research focuses on several points to be analyzed. This research will be focused on the figurative language used in advertisements in a magazine. The writer restricts the analysis merely on those concerns with meaning and the figurative language found in the magazine's advertisement. The focus of this study is the advertisements in Prestige Magazine (December - April 2019). The focus of the linguistics aspects to be analyzed is the language style especially in the figurative expression exists and the meaning conveyed by its figurative expression in the advertisements.

1.4 Statement of the Problems

This study focuses on the following problems:

1. What kinds of figurative expressions in Prestige magazine's advertisements?
2. What is the meaning of the figurative expressions used in Prestige magazine's advertisement?

1.5 Research Objective

Based on the research question above, the objectives of the study can be presented as below:

1. To identify the types of figurative expression used in Prestige magazine's advertisement.
2. To describe the meaning by the figurative expression used in Prestige magazine's advertisement.

1.6 Significances of the Study

This significance theoretically is to enrich linguistics studies especially the use of diction in magazine advertisements. Those objectives hopefully can give some significance to readers especially for those who are interested in learning and analyzing the diction used in advertisements. The significances are simply divided into two types:

1. Theoretical:

Theoretically, the significance of this study can give additional information on the linguistics field. This study could become a bibliography resource to the next relevant study specifically in semantic and language style. The next significance is influential to the literature

course in English Language Education. This study is expected to enrich the understanding of a figure of speech which exists in a literature course.

2 Practical

The practical significance is for three types, those are reader, writer, and the other researcher.

(a). The Reader

Through this research, the reader can realize the existence of words in advertisements which is very important to be known. It can help the reader to know the kinds of diction use especially the figurative language use in advertisement and to understand the message conveyed through the diction used in the advertisement.

(b). The Copywriter

Through this research, the writer can use it as a self-reflection, whether they already use the diction use based on the criteria in advertising or not.

(c). The Other Researcher

For the other researcher, this research can be a guideline or this research can be as the motivator if they want to research in the same field of this one.