

CHAPTER I

INTRODUCTION

1.1 Background of Study

Advertising is a contemporary giant machine to form image or icon in a business world. It has necessarily been a supporting industry for capitalism that has bombarded audiences through various media such as magazines, newspaper, posters, store sign, calendar, catalogues, radios and television in order to influence them. The benefit of advertising as a presented of information is not extraneous for many parties of people. It may include the provision of information about product marketers, whether it is the information about a new product or just to remind the consumers that the product is still circulating in the market and the information found in advertising can motivate the audiences to purchase a product especially through the exaggeration of emotion, whether it is positive or negative.

While many experts believe that advertising has important economic, social and political benefits, another issue arises when advertising also has its critics. The advertisers often use various misleading techniques to create superior image. One of them is through the employment of language.

Not only incorrect grammar rules and punctuation (hyphens, dashes, periods, exclamation point, dots, and quotation mark) rules are presented, but

false promises also found in language of advertisement such as “keeps you balanced” in beverage product, “restores youth” in a cosmetic product or “prevents cancer” in an oatmeal product. In other case, using uncomplete description of information also found in in some advertisings. Take a look on the advertisement of You C 1000 below:

“I believe healthy is wealth, what looks good from the outside, starts from the inside. I drink You C 1000 Vitamin Lemon and Vitamin Orange with 1000 mg of vitamin C to keep my immune system of healthy. You C 1000 Vitamin Lemon and Vitamin Orange. Healthy inside, Fresh outside.”

From the statement above, it is shown that the language used in advertisement has been made through a careful planning. The advertiser informs the audience only from the positive side and not from the negative one. It can be seen from the advertisement above. From the message, the audience understood that by consuming You C 1000 people be healthy and fresh because it is stated from the message. However, the advertiser does not mention that unused vitamin C is quickly excreted in the urine, large and prolonged doses can result in the formation of bladder and kidney stones, interference with the effect of blood-thinning drugs and the loss of calcium from bones.

Furthermore, one of cosmetics product OLAY whitening that manufactured for whitening skin which is used by Kajol Devgan as the model in exposure the advertisement on television. In this advertisement tell that Kajol’s skin much whiter and smoother after using this product. Visually, this advertising is very interesting because the figure of the women described by beautiful women. One of advertisers’ techniques to make their product salable in market is by giving

an exaggerated claim as the icon of products. With utilizing the psychology of women who have always considered themselves and her body is not perfect then the perfection of a woman in advertisement imaged because most women are not like the models in various facial skin care advertisements broadcasted on television, they were vying to buy these products with the hope that they could be like the model promised in an advertisement shown on television.

Many people have been unconsciously affected by the language creation in advertising, language that has been made through a careful plan. Since the plans include the observation of the target consumers, advertisers must be aware of consumers' attitude, belief, likes and dislike habits, fears, want and desire. They attempt to use the trends in mass consumer behavior to affect changes in specific consumer behavior. So that a leading advertiser must find the best method representing their products or services and in the same time using the consumer's behavior as a key to motivate, modify, or reinforce consumer's perception, belief and attitude. Therefore, the advertisers must create conditions in which people act in a desirable way.

Furthermore, various advertisements broadcasted on television or print media make the adviser competitive in making good and attractive advertisement. They do all things to make the viewers persuaded and attracted with their performance. If the purpose of the advertisement is to sale out the product, so the advertisement should use the language as good as possible, one of them is through persuasive language. Meanwhile, language style is included as a part of persuasive language that used as the way in making creation in language advertising.

Language style becomes a part of the diction or choice of words which is discussed about the suitability word, phrase, or clause to deal with linguistic hierarchy, both at the level of word choice in individual, phrase, clause, sentence or discourse as a whole. Language style can be found in many advertisements, especially in television advertisements. As a part of diction or choice of words, language style often used by the advertisers to make the language in advertising attractive and persuasive through the use of hyperbole or exaggerate words with the purpose that the language persuades the viewers to buy the product. For the viewers who have not enough understanding about the language they will be persuaded and buy the product even though it is not necessary for them. But for who have understood with the use of language, in particularly the use of language style in advertisement, they will be more carefully in choosing the product. If they want buy the product they will take into account whether it is needed or not.

Shimp (2003) said that a group of interest can modify public intention and it can only be understood and executed by highly competent class or professionals derived from authorities who are clever enough to do logical reasoning. The theory clarifies the fact that only minor people aware that people work only for people who have real power called the business people.

Now a day, the most popular medium used for advertising is television. It is believed by business people that television is the most effective medium for advertising. Undoubtedly, it is because television uses both audio and visual to attract their audience. None denies that TV advertising is one of the efforts to persuade the viewers. Its audio visual power is effective to show demonstrative

message. The produced creation is a combination between developed technique and the reality. Slow but sure, viewers are fed by a bunch of message which comes along with repetition. Due to that reason, the success of TV advertising is based on how far they can apply persuasive communication to arouse viewers' interest and desire. Definitely the persuasive technique is hoped to lead the viewers buy or use their products.

Based on the explanation above, this research attempts to study language performance- the way people use language related to its context of situation- in TV advertising broadcast. It also examines the way people use language to negotiate their role in society and to achieve their goal.

1.2 Problem of Study

Based on the background, the problems of study are formulated as follows:

1. What are the language styles used in facial skin care product advertisements broadcasted on television?
2. What are television watchers' interpretation to the language style used in facial skin care product advertisements broadcasted on television?

1.3 Objectives of Study

The objectives of study are:

1. to find out the language style used in facial skin care product advertisements broadcasted on television.
2. to describe television watchers' interpretation to the language style used in facial skin care product advertisement broadcasted on television.

1.4 The Scope of the Study

The advertisement of facial skin care products broadcasted on television consists of pictures, text messages, and voice messages that are most important manifestation and clearly illustrate the theme of advertising. It is concluded that television is the most effective medium to broadcast advertising because television is a cheap medium which is used by many people. In this study, writer will focus only on the feature of the language even though the language analyzed appears from advertisement of facial skin care products broadcasted on all national television station is always accompanied with the moving picture, whereas the language used in advertisement can be understood and responded by listener.

1.5 Significance of Study

The findings of this research are expected to be useful or relevant theoretically and practically.

a. Theoretically

Theoretically, this research is expected to be useful for:

1) Academic society

It can be of some contribution to the development of the study of linguistics especially sociolinguistics. It is because language used in advertisement is one of sociolinguistic reflecting social realities.

2) For readers in general

The capitalistic point of view always sees a way to create an image in a product or service and the desire for more satisfaction. Advertisers always find a way to influence their audiences. One of them is through the excessive employment of emotional appeals, for example need for affiliation and psychological need. The research is hoped to rise up the readers' awareness to make their buying decision mostly based on their own essential needs rather than simply attracted by emotional appeals on commercial advertising.

b. Practically

Meanwhile, practically this research is expected to be useful for advertisers, companies and TV station as the electronic media in order to inspire them to create good advertisements which educate audience and contain less deceptive message.