

## **CHAPTER 1 INTRODUCTION**

### **A. The Background of The Study**

Language has a great role in our lives. Human as social beings need language to communicate with each other. Because language is a system of communicating with other people by using sounds, symbols and words in expressing meaning, idea or thought. One of the communication devices that we can use in order to communicate with other people is advertisement. At present, advertisement plays an important role for human being, especially in business activities. People use advertisements to promote their products in such a way so that the customers are interested to buy them.

Advertisements is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas, or services. Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is very important. Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it.

According to Jannedy, Polleto and Weldon (1994:240) advertising is a business in which language is used to persuade people to do things, for example, to buy some product or vote for someone or believe things, such as that some corporation is trustworthy or that some political philosophy is a good one.

Advertisements basically classified into two major types, such as broadcast advertisements (dwelling in either radio or television broadcast) and printed advertisements (newspapers, magazines, books and brochures). Besides there are also kinds of advertisements that are printed on board spaces located in some areas where people can easily see and read them.

In order to achieve the goal, the advertisers design advertisement in such way so that the prospective consumers are interested in their products and therefore they will buy them. Language of advertisements have some typical linguistics patterns, they should be brief and clear, but attractive, so that the readers or the customers can catch the message easily and finally want to buy the products. In order to create such advertisements, the organization of the message in a text should be considered very carefully.

An advertisement has some texts which provide information about a product being advertised. Advertising copywriters regularly produce texts which are as highly wrought as any piece of literature by using fully the resources of language and creative language. Beside the general category of text, there are may be descriptive information about the product, other text serves the purpose of catching the readers' attention, typically contains of the discourse that consist of short phrases, utterances and sentences that act as a kind of slogan and finally the name of the company and the name of product. While any readings need to consider the different perspective that readers bring, the same level of complexity often surrounds the verbal language in a text.

There are some magazines that are written in English such as *Vogue*, *Cosmopolitan*, *People*, *Chloe*, etc. *Vogue* is a fashion and lifestyle magazine that is published monthly. *Vogue* magazine has influenced American society for over a hundred years. The magazine has evolved to reflect modern women. *Vogue* has gone through many changes and has created a market for women's magazines.

This study focuses on the wording in *Vogue*'s advertisements which purpose is to capture women as the audience and to raise their curiosity. *Vogue* has been growing through both cosmetics and fashion advertisers. To analyze the text, the theory of figure of speech is chosen.

Figure of speech is an expression that uses language in a non literal way. Figure of speech is a more effective means of saying than direct speech due to some reasons. First, it gives the readers imaginative pleasure. Second, it is a way of bringing additional image. Third it is very useful to add emotional intensity to a statement. The last one is it is an effective means of concentration, meaning that figure of speech is a way of saying something shortly but briefly.

Example:

1. Falling in love (means to feel something strong of attraction towards another person)
2. Break a leg! (means good luck)

The study that used the Figures of Speech theory is in Charles Dickens novel *Hard Times* (Dedy Sahat Butar-butur,2004). In *Hard Times* novel, Charles Dickens put a lot of figures of speech to express his feeling. In this thesis the writer explains the types of figurative meaning so the reader will be able to

appreciate and recognize the figurative meaning that exist in the literary works, because without the knowledge, the readers will not be able to grasp the meaning and find them confusing. After analyzing the data, the writer found that there are some figures of speech in the novel and the dominant figure of speech that used in the novel is metonymy.

Another study that used the Figure of Speech theory is in Michael Jackson's selected songs (Salomo Yoko Sihombing,2005). Every song has meaning in its lyrics, and the writer wants to show that the Figure of Speech can be found in songs too. And the most dominant type that was found is hyperbole. The writer also found that hyperbole is a figure of speech that is a grossly exaggerated description or statement and it very ideal used in songs because the songs more interesting and make the listener give more attention to the song.

This study focuses on the wording in the Vogue's advertisements whose purpose is to capture women as the audience and to raise their curiosity. To analyze the advertisement text, the Figure of Speech Theory by Perrine (1991) is chosen. Because Perrine (1991: 3) states that Figure of Speech concerns with the wording and meaning. For that reason, these advertisements wording and their meaning can be only understood in this circumstance.

## **B. The Problem of Study**

The problems in this study are formulated as the following:

1. What types of figures of speech are used in Vogue's advertisements?
2. What types that is dominantly used in Vogue's advertisements?

3. What implication of the dominant types of figures of speech in Vogue's advertisements?

### **C. The Objectives of Study**

In relation to the problem of study, the objectives of the study are:

1. To describe what types of figures of speech are used in Vogue's advertisements.
2. To derive the types of figures of speech that is dominantly used in Vogue's advertisements.
3. To explain what does the dominant mean.

### **D. The Scope of Study**

The scope of the study will be limited to all types of figures of speech based on Perrine's theory (1991) as found in Vogue's cosmetics advertisements.

### **E. The Significance of Study**

Findings of this study are expected to be useful for the following:

1. To enrich student's knowledge, especially students who learn English literature and language.
2. To give a better understanding about figures of speech in the language of cosmetics advertisement.
3. To be a reference and a comparison for further study in the same topic.