

# CHAPTER I INTRODUCTION

## A. The Background of the Study

As social beings, communication is fundamental in social interactions. In communicating one can express their ideas, thoughts, desires, opinions and information expressed through language. When people communicate with each other must use language that is understandable to each other, so that the information submitted can be understood, because language is considered a system of communication which uses sounds, symbols, and words in expressing meanings, ideas, message, or thoughts, and also Hornby (2003: 752) states that language is the system of communication in speech and writing that is used by people of a particular country. One way to convey information is through advertising. Communication in advertising is used to provide information, but often use inappropriate language and excessive in the advertisement text causes the listener confused or do not understand the information presented. So it is also common in the advertisement when promoting their products. A customer usually starts its buying process by processing the information sent out by different organisations as mass communications, for example TV advertisement or outdoor Advertisements. They then build up a brand knowledge and creates a stronger need for the product in question. When the customer later on feels like they have a need for more information they reach out to the organisation, usually a sales representative, to find out more about the offer.

The advertisements are also using a text when informing or promoting their products. For advertising to be successful, it is not enough to send out a message and then hope for a result. Customers are today exposed to more advertisements each day and this can be annoying to them. On the market today, customers tend to have a more negative attitude towards advertising and this makes it harder for organisations to reach their audience. Under the general category of text, there may be descriptive information about the product, other text serves the purpose of catching the attention of the viewer or customer. And also the use of the text depends on the types of the advertisements which is printed such as magazine and newspaper or video types.

Video advertising is also one way to promote and convey information. This type of advertising is different from advertising in magazines or daily newspapers, because the video advertisements are using spoken language such as advertising in Youtube.

Youtube is a video-sharing website that allows users to upload, view, and share videos. Youtube is also used as one means for promotional advertising with video. Advertisement with a video done by a model or actor ad speaks directly to the audience. So that the delivery and use of language is affecting whether the ad was delivered with obvious or too much to repeat the words. For that conducted research on the use of language in advertising on youtube.

Halliday (1994:309) states that there are four ways by which cohesion is created in English by ellipsis and substitution, reference, conjunction, lexical cohesion. This study is just specifically to ellipsis and substitution. In ellipsis and

substitution are something missing in the text but it can be understood by the reader and not make any change with the meaning, this takes two forms, substitution and ellipsis, but we shall refer to it simply as ellipsis, because substitution can be interpreted as a systemic variant.

Based on previous research about ellipsis, found that the use of ellipsis in religious texts are to economics sentence space and to emphasize part of the structure that has been omitted and can restrict possible readings, express otherwise ineffable meanings, clarify discourse functions and establish rapport between the addresser and the addressee, it is conducted by Al-duleimi and Jabeen (2013) Mahmood and Iqbal (2013).

According to Halliday(2004:535) Ellipsis and substitution are reference creates cohesion by creating links between elements of meaning, but there is also a resource operating at the level of wording.

The used ellipsis and substitution in YouTube Advertisement is needed in order to make an effective sentence and to avoid misunderstanding of giving informatio. It also can make the sentence in the advertisement more interesting and can grab the attention of the audience.

In this case ellipsis and substitution will be focused on the study which takes from Youtube. Sometimes the confusion occurs when the language is too complicated and not strict to the point. Therefore, it also will be useful to develop English learner's knowledge of types of ellipsis and substitution in advertisement.

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

The problems of the study were formulated as the following

1. What types of ellipsis and substitution which were used in the YouTube Advertisements?
2. Which type of Ellipsis and Substitution was dominantly used in the YouTube Advertisements?
3. What implications of the dominantly type of ellipsis and substitution were used in the Youtube Advertisements ?

## **C. The Objective of the Study**

In relations to the problem, the objectives were

1. to investigate the types of ellipsis and substitution which were used in the Youtube Advertisements,
2. to derive the dominant type of ellipsis and substitution which was used in the YouTube Advertisements, and
3. to reason for the implications dominantly type of ellipsis and substitution in the YouTube Advertisements.

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

This study specifically restricted to the study of the types of ellipsis and substitution in Youtube Advertisements. The study was analyzed using the halliday theory. And the data were online advertisement which the types were commercial advertisements.

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

Findings of the study were expected to be useful for English learners to enrich their knowledge about ellipsis and substitution and its types in advertisements, and also it can give more information for the use of ellipsis and substitution in the advertisements. The research is intended to enable viewers to understand Youtube Advertisements better. The also hopes that the result of this study will be useful for researchers as a reference in conducting studies in the same field.

