

CHAPTER I INTRODUCTION

1.1 The Background of the Study

Modality is the significant part in the interpersonal function with the former expressing the speaker's purpose to be achieved with his speech. Xu (2009) states that in the coordination of interpersonal relationships with language, because of the diversity of social activities and the complexity of interpersonal relationships, people sometimes offer or ask for information straightforwardly while sometimes blur their attitudes and opinions in an indirect and polite way. All these are involved in modality. Modality involved in the language used by the human. Along with the coming into existence of human beings, language has been developed into an important tool for us to describe our recognition of the objective world and to coordinate interpersonal relationships with the development of human society.

Moreover, since modality is referred to speaker's judgement of probabilities, or the obligation involved in what is saying (Halliday, 1994). It is seen that modality has to do with commitment which covers the speaker's judgement and attitude in presenting his ideas and message in text.

Nowadays, advertisement is all around us and we receive many advertising messages daily. Language is as important in TV advertisements as visual images or catch music. Many advertising messages are posted through many channels of media such as Television, radio, magazines, or other printed media. It is also

related to the rapid advancement of technology and the quick spread of worldwide communication and marketing which triggers people to be critical toward the information of the proliferation in promotional genres, advertising among them. Advertising is known as a powerful communication strategy and vital marketing tool helping to promote goods, services, images, and ideas through channels of information and persuasion. It is a highly visible force in the society. In line with Jurgita (2006) who states that the self-evident goal of advertisements itself persuade consumers to act or think in a textually determined way in order to boost sales of particular commodities and services.

In addition, today we can say advertising is a communication, marketing, public-relation, information and persuasion process. Advertising reaches us through a channel of communication referred to as a medium. It is usually aimed at a particular segment of the population - the target audience (Consumer and business). Now it is essential to the success of any type of business and industry. Furthermore, it is one of the segment strategies of the marketing and communication process.

Moreover, advertising is a component of promotional mix, which is used to create the public awareness of the products and services available. Advertisers use these types of tool for communication purposes. According to Rai (2013), the advertisements change the way of products is consumed and alter the attitude with which they look at the products. All over the world, advertisements have been

used since ages for a wide range of brands. In addition, advertisements have very great influence in purchasing decision of customers for particular brands. It is a ubiquitously accepted fact that advertisements can bestow special attributes upon a product or service that it may have lacked otherwise.

Related to the fact about advertisement, it is realized that there is a great influence of language devices in advertising. In order to capture the public attention, convey the message and persuade the consumer, advertising texts use a range of manipulative language devices. Advertisers use visual and linguistic means to persuade their audience. Modality is also evident in the advertisements. Halliday in Zheng (2010) states that modality refers to the speaker's judgment of the probabilities, or the obligation, involved in his statement. In this sense, modality is closely related to interpersonal meta-function, where communication parties recognize and construct social relationships.

At present, the common media which is seen by most people specifically woman today is Television (TV). From the perspective of the consumer specifically female, they can see what the models used in the advertisement and they want to be as beautiful as their idol or the model they have seen on TV. On the other side, every TV program promotes their advertisements and the woman as a target of the advertisement should be critical toward what they have seen and they heard. The advertisement which will be seen is shampoo advertisement from three different labels, they are Pantene, Rejoice and Clear which are popular in the

society. The modality used in the shampoo advertisement will be analyzed in order to discover the way they influence the people specifically women to be interested to their products.

As observed modalization was used in shampoo advertisement. The examples are as the following. The Sunsilk advertisement, starring by a famous singer who is singing in the stage with females fans. These are the words themselves.

<Narrator> Pakar rambut sunsilk memberikan tantangan 7 hari. Ini cerita Raisa

<Raisa> Dulu rambutku kasar dan kering jadi sulit diatur. Rambut menjadi kering dan rusak karena kurang kelembaban. Tapi sekarang rambutku benar-benar lembut dan mudah diatur

<Narrator> Karena sunsilk melembabkan setiap helai rambutmu.

<Raisa> Hanya dalam 7 hari rambutku lebih lembut disentuh.

<Narrator> Sunsilk benar-benar efektif. Raisya telah membuktikan tantangan 7 hari sunsilk. Sekarang giliran kamu.

On this example, it can be seen the utterance “*Sunsilk benar-benar efektif*” is categorized as probability because it provides thought with what is known or believed. The utterance emphasizes that by using Sunsilk shampoo the girl can believed it is true that Sunsilk shampoo is trully effective make her hair smooth.

As observed modulation was used in shampoo advertisement. The examples are as the following. The Sunsilk advertisement, starring by a famous singer who is singing in the stage with females fans. These are the words themselves.

<Narrator> Pakar rambut sunsilk memberikan tantangan 7 hari. Ini cerita Raisa

<Raisa> Dulu rambutku kasar dan kering jadi sulit diatur. Rambut menjadi kering dan rusak karena kurang kelembaban. Tapi sekarang rambutku benar-benar lembut dan mudah diatur

<Narrator> Karena sunsilk melembabkan setiap helai rambutmu.

<Raisa> Hanya dalam 7 hari rambutku lebih lembut disentuh.

<Narrator> Sunsilk benar-benar efektif. Raisya telah membuktikan tantangan 7 hari sunsilk. Sekarang giliran kamu.

The utterance that use obligation is “*Karena sunslik melembabkan setiap helai rambutmu*” That utterance is categorized as obligation because it provides the causality meaning that the Sunsilk shampoo is able to make the girls’ hair becomes smooth so she can style her hair easily as she wants.

Modality in this thesis deals with the modalization and the modulation. Modalization is dealing with the information as a commodity being exchanged while the modulation has goods and services as the commodity being exchange.

1.2 The Problem of the Study

In relation to the background, the problems are formulated as the following:

1. What types of modality are used in the shampoo advertisements?
2. How is the modality used in the shampoo advertisements?
3. In what context is the dominant modality used in the way it is?

1.3 The Objectives of the Study

In line with the problems, the objectives of the study are:

1. To identify the types of modality used in the shampoo advertisements.
2. To elaborate the modality used in the shampoo advertisements.
3. To contextualize the use of the dominant types of modality used in shampoo advertisements.

1.4 The Scope of the Study

Advertisements in many ways can influence people to react positively or negatively on the products and services being offered to the public. There are many advertisements on Television such as make up, lipstick and shampoo advertisements, in this research, the source of the data will be limited on three labels of shampoo advertisement; they will be Clear, Dove , Lifebuoy, Pantene and Sunsilk. These five labels of shampoo are chosen because they are the top brand award in 2014 in 21 February 2014 based on Top Brand Survey on Top Brand Award.

1.5 The Significance of the Study

The findings of the study are expected to be useful for theoretical and practical aspects. Theoretically, it will be useful for the application of the theory in the advertisement. It will give broader insight into the relationship between modality and language advertisements, convincing evidence that modality may influence the way of producing the shampoos advertisements in Indonesia. Practically, it will provide valuable information that can be used both in teaching on sociolinguistics, language and communication. It will give broader insight for the students as the consumers in real life to be critical toward the advertisements.