

CHAPTER I INTRODUCTION

A. The Background of the Study

Topic about the use of language is the object study of Discourse Analysis. This study related to linguistics, such as how languages used in persuading people during communication. Process aimed at changing a person's (or a group's) attitude or behavior toward some event, idea, object, or other person(s), by using written or spoken words to convey information, feelings, or reasoning, or a combination of them (Aristotle 1854). Mostly the aim of communication is persuasion. Persuasive is a form of rhetoric. It is a communicative act that carries out both these goals an audience that has been persuaded has understood an utterance, and believed its message. Let rhetoric be defined as an ability, in each particular case, to the available means of persuasion, this is the function of no other art; for each of the other is instructive and persuasive about its own subject (Aristotle). Persuasion can helps people on extending their message and purpose smoothly with using polite ways. Persuasion is commonly used in the world of marketing and politics.

Media became the most part of important thing while using language. Media become popular as an effective way to be in touch with public. Television is one of helpful communication medium which presented any kind of information, news, entertainments such as film, music, and education. As its character, television has superiority in the sound and picture which the public

more interest in this media so they can receive the information optimally. By this fact, television becomes a popular medium in every country included Indonesia. And the most important thing about television is how to use television as the advertisement tool.

Advertisement in this modern era can be found everywhere such as on the television, magazine, newspaper, on the road, attached on the wall or trees, on the supermarket and another place. Nowadays, people cannot live separately with advertisement.

There are two types of advertising, which is released with no mass media through publishing: direct marketing and relation media such as brochure, flyer, leaflet, direct mail, email, and poster. The line advertisement which is released through mass media such as television, newspaper, magazine, radio, billboard and any types of commission based media. In advertisement they usually using persuasive language to sell the product. So, they can influences the customers to buy. One of favorite products or service in society which presents in television are woman cosmetics. Cosmetics, also known as make-up, are substances or products used to enhance or alter the appearance or fragrance of the body. Many cosmetics are designed for use of applying to the face, body and hair. They are generally mixtures of chemical compounds; some being derived from natural sources (such as coconut oil), and some being synthetics. Indonesia as a vast archipelago which has bigger population of woman than the man, it make the development of cosmetics especially for woman is growing quickly. Includes the advertisement for woman cosmetics. Every company compete each others to make the best

woman cosmetics. Advertisement, especially in television is the best way of selling the product. The example of persuasive in advertisement are : Nine out of ten dentists agree that Crest is the better than any other brand or Americas dieters choose Lean Cuisine, An image of people enjoying themselves while drinking Pepsi, One glass of Florida orange juice contains 75% of your daily Vitamin C needs.

Furthermore, the researcher uses Aristotle's theory which provides three kinds of persuasive strategies to help the researcher get the comprehensive understanding about woman cosmetics television commercial. The purpose of this research are to find out the kinds of persuasive strategies are used in woman cosmetics advertisement on television programs, How are the strategies of persuasive techniques used in woman cosmetics advertisement on television programs and why are the strategies used is the ways they are.

This study has some differences with another research journals. The objects of previous study were about the speech, promotion strategies of the products, technique, slogans of the products, and the text in the advertisement. While in this study, the researcher is going to analyzed all the utterances from the advertisement of skin whitening product on television commercials. Another difference is about the focus of object that wanted to analyze. The researcher will analyze about fifty advertisements of skin whitening products from different brands according to Aristotle theory of persuasion that divided into three kinds of persuasive strategies, that are Ethos, Pathos and Logos.

B. The Problem of the Study

The problem of the study will be formulated as following :

1. What kinds of persuasive strategies are used in woman cosmetics advertisement on television commercial?
2. How are the strategies of persuasive used in woman cosmetics advertisement on television commercial?
3. Why are the strategies used in the ways they are?

C. The Scope of the Study

This research is limited on analyzing the advertisements of woman cosmetics in woman skin whitening television commercial. Because if the researcher analyzed all the woman cosmetics it becomes not specific and make the object becomes too large. The researcher analyzes the linguistic aspect in the form of spoken text through describing and explaining data based on persuasive strategies theory from Aristotle. It's analyze how word, context, and utterances had significant role in persuasive of advertising.

D. The Objective of the Study

The objectives of this research are to describe the types of persuasive strategies in woman cosmetics advertisement on television commercial and describe the strategies used in woman cosmetics television commercial. It also a

kind of discourse studies, because the researcher want to investigate how the way language is used to persuade the other through advertising.

E. The Significant of the Study

The significant of this research were supposed to give valuable contributions theoretically and practically. Theoretically, from this research were expected to be one of the sources in discourse studies particularly on how person persuades another through language and how discourse analysis used in a television advertisement. Practically, this study can help linguistics researchers, social media reviewer to examine a certain linguistic characteristic of some advertisements. But in the specific significant of this research are defined into three point :

- For the teacher, as a material to help teaching persuasive strategies in advertisement on television commercial.
- For the students, as a material to help them studied about persuasive strategies in advertisement on television commercial
- For the readers, as an additional information or adding knowledge about persuasive strategies in advertisement on television commercial