

# CHAPTER I

## INTRODUCTION

### 1.1 The Background of the Study

The functions of language in human life as a member of the society are to exchange experience. By communication, all processes in our daily activities become get better. It is not only use English as an important point, but knowing the contextual of the communication is important thing also. In communication process, there is a transfer of information from the writer (speaker) to the reader (listener). People need information and exchange it by using language for their communication both in written and spoken forms. In some case, written and spoken communication often used at the same time due to the highly demanded of information and the great advance of technology.

Advertisement is the example of the communication processes between the speaker (advertiser) and listener (society/ consumer). With the development of globalization and industrialization, more and more goods are produced in the world day by day; as a result, advertisement plays an important role in selling products. It is an art of language using various kinds of devices. The advertisements have achieved amazing effects on persuading consumers to buy the products. Advertising is an inevitable part of the modern capitalist consumer society whose outstanding feature is its competitive fight. The aim of advertising is to be catchy and easy to remember. Leech (1966) identifies four major functions of a successful advertisement, they are: **Attention value** – it must be in the limelight, and it relies on the unconventional usage of language.

**Listenability/readability** – it must be pleasurable and easy to read in order to maintain the interest it has evoked. **Memorability** – the text must be recognizable. **Selling power** – it also must facilitate the customers to buy and promote the advertised item or idea.

In reality, some advertisements are not able to grasp potential buyers' desire to buy the advertised product. This situation may occur because the advertiser can fulfil the four functions of a successful advertisement. The lack of attention value, listenability/readability, memorability, and selling power of the advertisements can make the product unsuccessful, which eventually disadvantageous the producer. Specifically, in vehicle industry, the advertisement approaches are different from other industry since the products include tertiary need that people must not have. This condition requires the vehicle producers to create attractive advertisement by using stylistic features.

One feature of advertisement is using simple language. That language occurs because of limited space and place. That limited space and place lead the advertisers to use substitution and ellipsis. The unmarked /normal sentences consist of subject, predicate and object or compliment. However in advertising language, the elements of sentence do not always appear that they should be. The advertisers are forced to use only certain element; it could be only subject, predicate or object.

**Simple** and **minor sentences** are representative of advertising, as they allow for achieving the emphatic effect and ease the audience's message perception. Simple sentences consist of only one clause with a single subject and verb. Minor sentences in their turn "don't follow the grammatical rules found in

the vast majority of other sentences” (Crystal 2014). They usually consist of a nominal phrase lacking the other obligatory constituents, such as a finite verb, because advertising language “has developed into stage, where verbs do not need to be used” (Leech 1966;154).

The example of simple sentences or phrases can be found in some car advertisement slogan:



It can be found in Honda slogan, “The Power of Dreams”. The complete version of this sentence should be, “the power of dreams is Honda”. There are some elements that are missing in the sentence, namely to be “is” and object “Honda”. In this advertisement, the sentence is not a good version as a normal sentence, so it can be change and analyzed into complete version.

b. Daihatsu



The next slogan can be found in Daihatsu slogan, “innovation for tomorrow”. There are some elements that are missing in the sentence, if it be

mention as a sentence. It can be change and analyzed into complete version based on stylistics variants in this slogan.

c. Mitsubishi



The slogan can be found in Mitsubishi slogan “brand new day”. As a normal phrase the common definition is too difficult to get the meaning, so with stylistic features it will be used and analyzed.

d. Suzuki



The next slogan, it can be found in Suzuki slogan “way of life”. As a literal meaning it’s too hard to knowing the original of what it is. If it will be focused as a sentence, automatically the advertisement has a bad structured.

e. Subaru



The next slogan can be found in Subaru slogan, “confidence in motion”.

There are some elements that are missing in the sentence, if it be mention as a

sentence. It can be change and analyzed into complete version based on stylistics variants in this slogan.

f. Acura



The next slogan can be found in Acura slogan “precision crafted performance”. The phrase has a unique meaning and it’s too difficult to know if some element of analyze the meaning is none. As a normal phrase the common definition is too difficult to get the meaning, so with stylistic features it will be used and analyzed.

g. Nissan



The next slogan can be found in Nissan slogan, “innovation that excites”. There are some elements that are missing in the sentence, if it be mention as a sentence. It can be change and analyzed into complete version based on stylistics variants in this slogan.

In the same area some previous research had been conducted. Tatjana and Pavel (2014) in their journal focus on the analysis of some stylistic features of English advertising slogans. It means that they focus on the language in advertising that influences to stylistic feature of English advertising slogan. Adams et al. (2014) stated that an advertiser's intention is giving meaning to a product by developing associations in the mind of the reader or listener and persuading them to buy it.

Stylistic analysis is generally concerned with the uniqueness of a text; that is, what it is that is peculiar to the uses of language in a literary text for delivering the message. (Qian, 2006 & Wang, 2001). Based on the research above, the researcher found that this topic is interesting to be studied. The researcher focuses on the stylistic features of vehicle advertisement slogan.

## **1.2 The Problems of the Study**

Based on the background of the study, the problems of this study are formulated into the following research questions:

1. What types of stylistic features occur in car advertisement slogan?
2. How are the stylistic features realized in car advertisement slogan?
3. Why are the stylistic features realized the ways they are?

## **1.3 The Objectives of the Study**

Associated to the problems of the study above, this current research is conducted to meet the following objectives:

1. to investigate kinds of stylistic features occurs in car advertisement slogan
2. to describe the stylistic features that realized in cars advertisement slogan,  
and
3. to explain the way stylistics features occur in car advertisement slogan

#### **1.4 The Scope of the Study**

The advertisements have achieved amazing effects on persuading consumers to buy the products. At the same time, it has also formed its special style and the language used in the advertisements is different from other styles. This study focuses on the stylistic Analysis of car advertisement slogan. This study analyzes the stylistic features occurs in car advertisement slogan. This study focuses to the advertisements slogan related to the style of the language.

#### **1.5 The Significance of the Study**

The finding of this study is highly expected to have indispensable significances both theoretically and practically. Theoretically, the findings of the study are expected to be valuable contributions in the field of advertising language and relate to English of stylistic. Practically, the research findings are expected can be used as a reference for other researchers and the readers who are interested to deepen their knowledge in advertising field, specifically focuses on stylistic analysis in advertising language.



THE  
*Character Building*  
UNIVERSITY