

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of study

Language is a sound system and a sequence of a structured vowel sounds used in interpersonal communication by a group of people. Generally, it is used to express something, events and process around us. Language is the most complete and effective ways to convey ideas, messages, intentions, feelings and opinion towards others. According to Tarigan (2008:2), language skills consists of four kinds, those are reading, writing, speaking and listening. These four language skill are essential as one unity which cannot be separated in the process of interaction and communication. Beside as means of communication, language can also be used to deliver informations as to promote in advertising.

Every human being, society or nation in this world has their own language. They need language to communicate with others in daily life and language itself is a medium for language to make a communication. Not only to communicate to each other but also we are able to share information, knowledge, opinion, feelings, etc by using language. Language can be divided into two forms. First, spoken language, a language that is expressed directly by speakers to listeners. Second, written language, a language which uses writing as a medium of expressing desire from a writer to a reader. For example:

Advertiser writes an advertisement about one product and hopefully readers can understand the benefit of that product and buy that product.

In this day and age, advertising has probably become one of the most powerful communication tools used by marketers to communicate their message to the target audience. Nowadays, advertisement is all around us and we receive many advertisements daily. Language is as important in tv advertisement 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 advanced of technology and the quick spread of worldwide communication and marketing which triggers people to be critical toward the information of advertisement.

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. Advertising performs an important role in today's informational society, which is characterized by a heavy competition. Commercial and non-profit organizations use both personalized advertising messages and various communication channels (advertising in mass media, streets, etc) to reach target audiences. Advertising shapes the society's attitude to a number of various issues, influences people's thinking and behavior.

Advertisement can be found anywhere and anytime. In this modern era, people can easily find advertisements. Advertisements and promotion are not limited to the traditional media such as magazine, newspaper, radio or television

(Lane, King & Reichert, 2011, p. 31). In this era people can find commercial message in social media, websites, and smart phones application. Advertising, therefore is a powerful tool for the flow of information from sellers to the buyers. It influences and persuade people to believe and finally buy the products. The kinds of products are promoted in advertisement from big vehicle like cars to small product like beauty product. Beauty product is one of product which is always found in many kinds of advertisements.

Many people think that advertisement is used only to convince people to buy certain product or to persuade them to buy special product. They assume that advertisement is merely about promoting product so the seller can get more benefit. However, the case is not simple. Advertisement is not only about promoting branded product, but also delivering the idea of text which is intended to create the image of an individual, group or organization (Goddard,2002 : 8)

Since advertisement can be easily found almost everywhere, people rarely think about advertising is a form of discourse and a system of language use. Language is used to deliver message of the advertisement, the description of the product. Moreover, Arens (2006) states that most advertisement are meant to persuade in nature. Therefore, it can be noticed that many languages in advertisement do not follow the structure and grammar of the language as can be seen in the advertisement below :

*Baru, Biore body lotion dengan teknologi anti-pollution melembapkan dan mencegah kulit kusam akibat debu dan kotoran, tidak lengket cepat menyerap*

From the advertisement above can be seen that the sentences doesn't follow the rules of structure and grammar. Natural structure of sentence the word "baru" should be placed after the word "lotion" because the word "baru" is used to explain "Biore Body Lotion" (subject).. The advertisers do it in order to make the advertisement looks more unique and interesting.

Related to the fact about advertisement above, it can be understood that it is necessary to conduct a research to understand the linguistic characteristics of language and the influence of language of the buyer behavior towards the beauty products.

## **1.2 The Problem of the Study**

This research attempts to answer the following two problems:

1. What linguistic characteristics are used in beauty product advertisements?
2. How do the language characteristics influence the consumer behaviors towards the beauty products advertisements?

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

In relation to the study, the objectives of the study are formulated as follows.

They are:

1. to describe the linguistic characteristics of beauty product advertisements.
2. to investigate the influence of consumer behaviors towards the beauty product advertisements

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

Beauty products cover a wide range of product, therefore it is necessary to limit the product. In this study, the scope of the study is the utterances of television beauty products advertisement. This study is limited to the chemical substance products of making the body appearance more beautiful. Specifically chemical products for skin, hair, and lips. The beauty products advertisements were aired on all national televisions from March to August 2018.

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

The findings of the study are expected to be theoretically and practically relevant in some aspects.

1. Theoretically, the findings are expected to give contribution to the strengthening of communication theory, especially verbal communication in advertising.
2. Practically, the findings are expected to be useful for other researchers to conduct research on language characteristics, especially in using language for advertisement.