

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In the mass media, advertising industry is also growing very rapidly. This development is supported by the development of information technology around the world. Advertising is basically an activity of selling messages using creative skills such as copywriting, layout, illustrations, typography, scriptwriting, and filmmaking. Advertising is one of the most visible elements of the mechanism of the sensory economy, therefore its existence is most attractive to various ambivalent judgments. In a group of entrepreneurs, advertising is considered one powerful marketing method to support business success. Advertising is not just a product of service or media, this advertisement has become a commodity profession, a business commodity, and a potential industry. (Muis, 2011: 35).

In the presentation of advertising there are things to note that is the use of language as the delivery of advertiser messages to the audience. The language used in this advertisement is expected to be understood by audiences as potential customers and can draw their attention to the product being offered or the attractiveness made. To convey the message to be conveyed, advertising uses language as the primary means for effective messaging. The language in the advertisement has many meanings, meaning that in the advertisement language there is a desire that the consumer is interested in using the product or the attractiveness of the advertisement. Every advertiser has their own agendas and interests and as a society must be able to think critically of the utterances delivered in the advertisement, so the advertisements are not only be reviewed from the economic aspects but can be discussed from the linguistic side. One

feature found in commercial advertising is a dedicated space dedicated to promoting a product. Topics covered by this feature vary and one of them is on about advertisement on hajj and Umrah travel, either from religious side or worship or from business side. So, this feature becomes an open medium for readers to discuss published advertisements.

The term intertextuality has broad meaning and usage. This is closely related to the term text itself. When the text of the term is generally understood semiotics, it can refer to linguistic and non-linguistic texts. However, this research is focused on linguistic texts and intertextuality must be understood from the beginning as the linguistic intertextuality of the moment. The study itself is focused on investigating its discursive type, function, and practice.

Intertextuality is a term coined by Kristeva (Worton 1990: 1). The term intertextual is generally understood as the relation of a text with another text. According to Kristeva, each text is a mosaic of quotations, each text representing the absorption and transformation of other texts (1980: 66). Kristeva argues that every text is intertwined from quotations, impregnations, and transformations of other texts. As the author writes, the author will take the other components of the compound as a base for the creation of his work. All of it is arranged and colored with adjustments and if necessary it may be added to become a work intact.

There are various linguistic aspects that can be researched in such advertisements. One of them is intertextuality. This is the least overlooked aspect. In fact, intertextuality is always present in any writing (Chandler, 2002; Fairclough, 1992). It is, therefore, interesting to investigate the association with print advertisements found in Hajj and Umrah travel advertisements.

In advertising theory, Chandler (1997: 32) argues that the success of an advertisement is shown in presenting its brand in a context relevant to a literary association familiar to the target audience. It can be concluded that the higher the relevance of a literary context that is familiar to the target audience used in advertising, the more successful an advertisement is. And the better known literature used in advertising is perceived by the target audience, the more successful an advertisement is.

Hajj and Umrah are forms of worship performed by Muslims if they have the ability. Hajj and Umrah are the worships performed by traveling to visit the house of God (Baitullah). Formerly initially to make people aware of the importance of the worship, many made advertisements that have persuasive, which are appeal and invitation to perform such activities. But at this time Hajj and Umrah became a land business, travel in droves to create a variety of interesting advertisements to attract consumers.

The creators of Hajj and Umrah travel advertisements use the "text" in the form of collective, mythical, or general knowledge as the material for making their advertisement text. In some advertisements, empowered texts are unconscious knowledge. So here the travel advertisement Hajj and Umrah can be studied from the side of intertextuality, how the language of advertisement on Hajj and Umrah travel has a great power of persuasion although with the grammatical form, sentence, clause, phrase and even simple word.

Intertextuality research is also mostly done by previous researchers. Shawn (2014), Vahid (2014), Ahmadian (2014), Alsiyami (2014), Buitkiene (2014), Nemcova (2014), Jones (2015), Mienayat (2015), Chen (2015), Amer

(2015) Clarin (2016). some of them discussed about the intertextual on advertisements, newspapers and also literary works. Intertextual discussions reveal a lot about the meaning, types and how intertekstual is realized in a text.

Based on previous the theories and studies above, theoretically and practically, each advertisement basically uses other literature for a successful advertisement in attracting the public's attention.

Preliminary data in this study are advertisements of Umrah travel. Based on the collection and observations of the first researchers, the data showed that most of the intertextuals were in their advertisements. As an example:

Table 1.1 Intertextual Data of Umrah Travel Adevrtisement

<i>(Alhijaz Travel)</i>	<i>Salam Umrah TourTravel</i>
<i>Paket 10 Hari, Seat Terbatas, 18,7 juta, include: perlengkapan headling & asuransi (Mekah: Final Rehab Hotel, 5*/ setaraf (100m- Haram), Madinah: Anshar Jadid Hotel, 5*/ setaraf (100m-Nabawi), Bus Royal Class (Mekkah-Madinah), Makanan Arab-Indonesia</i>	<i>Paket 10 Hari 18,7 juta, Special promo, (termasuk didalamnya: headling & asuransi, perlengkapan ibadah, (Mekah: Final Rehab Hotel, 5*/ setaraf (100m- Haram),Madinah: Anshar Jadid Hotel, 5*/ setaraf (100m-Nabawi),Bus AC (Mekkah-Madinah), makanan Indonesia.</i>
<i>(Alhijaz Travel)</i>	<i>Salam Umrah TourTravel</i>
<i>10 Day Package, Limited Seats, 18.7 million, include:</i>	<i>10 Days Package 18.7 million, Special promos, (including: headling & insurance, worship equipment, (Mecca:</i>
<i>• headling & insurance equipment</i>	<i>Final Rehab Hotel, 5 * / equivalent</i>
<i>• (Mecca: Final Rehab Hotel, 5 * / similar (100m- Haram),</i>	<i>(100m-Haram), Medina: Anshar Jadid</i>
<i>• Medina: Ansar Jadid Hotel, 5 * / Hotel, 5 * / equivalent (100m-</i>	<i>Nabawi), AC Bus (Mecca-Madinah),</i>
<i>• Royal Class Bus (Mecca-Medina),</i>	<i>Indonesian food.</i>
<i>• Indonesian-Arabic food.</i>	

In this advertisement quote, it is clear that there is a relationship between Umrah travel with one another. This can be seen from almost the same words written in their Umrah travel brochure advertisements. This intertextual relationship is non-explicit hidden intertextual, where there is a quote made by

the SUTT advertisement to the first advertisement creator AT, the core are almost the same, only differences in word choice like

Paket 10 Hari, Seat Terbatas, 18,7 juta, → *Paket 10 Hari 18,7 juta, Special promo*

The word "seat terbatas" with "special promo" is just a diversion of words so that no visible similarity which is exactly but if read by the reader the overall purpose of the two travels is the same to give a detailed description of the costs and facilities that will be provided by the reader or prospective congregation. It is called plagiarism.

And examples of other data such as quotations made by the travel as in the brochure advertisement pieces:

“Umrah adalah jihad bagi para wanita dan orang yang lemah. (HR. Ahmad no. 25322)” (travel dream).

(The virtue of Umrah for women is especially evident in the hadith "Umrah is a jihad for women and weak people.").

In the above excerpt from the Umrah brochure, there is a Hadith quote that we can directly see the original source:

عَنْ عَائِشَةَ رَضِيَ اللَّهُ عَنْهَا قَالَتْ: قُلْتُ: يَا رَسُولَ اللَّهِ، عَلَى النِّسَاءِ جِهَادٌ؟ قَالَ: نَعَمْ، عَلَيْهِنَّ جِهَادٌ لَا قِتَالَ فِيهِ الْحُجُّ وَالْعُمْرَةُ

From Aisyah radhiyallahu 'anha, he said, "I ask the Messenger of Allah, 'Is there an obligation to wage jihad for women?' (Narrated by Ahmad no. 25322).

Here it is clear that there is an intertextuality relationship, that is explicit formal intertextuality, where the creator of the Umrah travel advertisement directly quotes a prophet's hadith to strengthen the invitation of the Umrah to women. It is included in the "direct quotation" because it looks at the advertisement creator

who put a clear statement of the quotation, providing information on the source quoted. From the two data above can be seen intertextual realized, such as how between one text use each other and use other text. Incorporate elements one with other elements. Like using words that contain the lure as a message to be shown to the audience/consument. It is a dialogical mood, in which the author uses other textual material outside of himself, and displays it between his own voice and the goal he wants to achieve. In this intertextuality research is not only the first conducted. This research has been done by many previous researchers who examine in the same problem with different subjects or in the same subject with different problems. Here researchers research on intertextual ads that are especially done on brochure advertisements, which have not previously been done by other researchers. The preliminary data as their literature reference to gain target audience interests as the basic and most used context relevancy literatures. Nemcokova (2014) has examined about multigeneric intertextuality in printed advertising, i.e. delivering an advert message through a register or text-form typical of other genres, for which discourse analysis and the genre studies perspective are adapted. From the cognitive linguistics perspective, it focuses on how the experience becomes the basis of building an emotive and attitudinal layer of meaning via exploring the recipient's mental space. The article studies cues signalling intertextual processing, specifically cues of socially determined discourses such as cooking recipes, warning signs, computer-mediated communication, scientific discussions or travel brochures, which may function as mental space inducing cues in the collected adverts. It also deals with how

intertextuality in adverts can be scaled and how the level of explicitness relates to promoting various categories of products.

Liu (2014) has revealed that Quotation, parody and allusion are commonly-used techniques to set up an intertextual relation between advertisements or target texts and source texts. Most source texts of these three techniques come from proverbs, sayings, historical events, literary works, famous figures, and names of books, films or songs, etc. The popularity of these proverbs, sayings, historical events, literary works, etc. may produce a sense of intimacy to readers, and attract readers' attention to advertisements easily. Alawiya (2014) has explored the different ways in which intertextuality is realized in the advertising of a Saudi newspaper. Focusing on advertisements with textual features which display social interactional meaning and indicate cultural values or reinforces a social behavior, the data showed religious and registered expressions, symbols and images within the local culture of the Saudi society that were prominently used as intertextual references. They presented the promoted product relevant to the identity of the society in the discourse of the advertisements. Intertextuality is an effective means to arouse the selling of any product when associating it with an identity. The study showed four cultural themes that can be extracted in the composition and presentation of the advertisements; appreciating family and friends' relations, seeking sincerity, preserving tradition, and loving to luxuriate. Although such themes might be common among humanity, they were used to combine the readers' Islamic and Arabic identity, and the advertising intention of keeping the readers' interest of the promoted products or services.

1.2 The Problems of the Study

Based on the background of the study, the problems are formulated as the following.

1. What are intertextuality types by travel of Umrah printed advertisement in their advertising?
2. How is discursive practice of printed advertisement realized by Umrah travel in their advertising?
3. Why are the intertextuality text realized in the ways they are?

1.3 The Objectives of the Study

In relation to the problems of the study the objectives of the study are

1. To investigate the intertextuality types of printed advertisement is realized by Umrah travel printed in their advertising
2. To analyze the discursive practice of printed advertisement is realized by travel of Hajj and Umrah printed in their advertising
3. To e

1.4 The Scope of the Study

This research entitled "The Intertextuality in Travel Umrah Advertisement". The object of the study is the words, phrases, clause, sentences that have intertextuality in Umrah travel advertisement. The design of this study is qualitative research; this study deals with intertextual analysis and discursive practice investigations in brochure advertising in Kecamatan Medan Tembung . Whereas intertextual analysis are expected to reveal intertextual used and the discursive practice study to grasp how the advertising contributes to the (re)production of the legitimacy of religion, situational contexts, the claims made by commercial service by travel of Umrah.

1.5 The Significance of the Study

Findings of the study are expected to be useful and relevant theoretically and practically.

1. Theoretically, the findings of the study are expected to enrich the theory of language communication and discourse practice by getting information about the intertextuality in advertising and able to develop the theory of intertextuality.
2. Practically, the finding can be useful for those who have focus on intertextuality. Moreover, the ideas and the point of views of the findings can significantly be useful to be used for:
 - a. For researchers as reference of literature in analyzing intertextuality and additional information to learn how to identify and clarify the type of sign and also to analyze the meaning which contained in the advertisement.
 - b. For students as references in understanding intertextuality and assist in finding new ideas in conducting research not only in advertising media even in other interesting media.
 - c. For advertisement Audience as references in understanding and responding the advertisements of Umrah travel.
 - d. For copywriter as references in making advertising communication, to take into consideration of the social and cultural impact aspects of advertising and also advertising language is expected to be more developed according to the latest modernity.