

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

In this ICT (Information and Communication Technology) dimension, the advancement of technology has touched almost the ways one observes things in the community which have a great impact on the taste and influence in the choice of life. Society has changed the values of life and technology has also challenged and pushed the life style. This is specifically observed from the view point of marketing strategy where a language is being used in different styles and functions in order that people get stuck on the minds. At the end, it changes the perception and reacts accordingly. Language with its very potential role can influence one's way of thinking because it is used as a means of communication and through which the information can remain deep in one's mind. Here lies the power of language.

Therefore, it is realized that language is an important means in conveying messages from many ways included technology. In fact, the development of technology side by side develops the style of language being used and also followed by the development of the varieties of visual media in the community in terms of informing the people what is being offered. Thus, it invites the luxury of life which is known as the life style. By having the life style, people use a language as a weapon to influence the heart and mind of the people. It purposed to make sure that language has a very strong strategy to allow people to react

something to certain situation. Actually, when the language is used to people daily need, the notion of language function known as Systemic Functional Linguistics (SLF) is started.

The SFL is defined as the process of gathering meaning from everyday linguistics interaction Halliday (1978). It means that the language is able to provide a very useful descriptive and interpretative framework for viewing language as a strategic, meaning making resource not only linguistic meanings but also meaning related to various aspects of the social system in society. It means that the meaning will be earned from communication in one society, if people in the society use the function the language to represent idea, organizes idea, or exchange their experience in that society known as metafunction of language.

In metafunction of language, the function is categorized into three point's namely ideational, interpersonal and textual function. In this case, the research done is only on interpersonal function because it is highly frequent seen in the society. Thus, the more understanding of interpersonal function one has, the better way one has in order to develop social relationship to interact with others.

The process of understanding one's utterance through interpersonal function is done by realizing the speech functions whether statement, question, offer, command. It is because the four speech functions will directly guide people as listeners or viewers in catching the meaning from one statement in communication. For example: when one says "*listen to me!*" It guides them that it is a must for the listeners or viewers to listen what the speaker are talking about. Then, they are able to realize it as an imperative if they had known about the four

speech function at the previous. Thus, that is why the researcher thought that is important to do research on interpersonal function especially from the speech function point of view.

In fact, there are so many examples which are able to be used as the object of this research but this research attempt to do that on advertising. There is interesting one to be researched on the language of advertisement about how the language is able to be very powerful to influence the viewers' mind only by using limited words which is arranged ungrammatically.

Moreover, advertising is always seen in daily activity of people in all day long. Thus, it acts as an unavoidable fact of life in today's consumer societies because it is also seen in everywhere – on television, radio, newspapers, magazines, in mailboxes, on trains and buses and now, of course, on the internet, and billboards.

From those media of promoting probably used by a company, it is realized that billboards is the most effective one because billboards directly touch the costumer. It is realized as one of the most outstanding outdoor media that seems to be very potential in its appearance. The billboards at present have changed dramatically due to the great pace of technological changes in the introduction of sophisticated technology and the presence of hot media in the center of big cities. They no longer use simple marketing strategy of promoting products or the like, they have developed very fast not only in the sizes but also in the use of language and the visual exposure that are very catchy to the bare eyes.

In addition, billboards as one of the forms of a means of communication offer great promises to the consumers through the informative and persuasive messages which offer extraordinary products to the consumers at large in trying hard to fulfill their needs and the easy catchment places to get them with the best quality and service so as to amuse the consumers. As an advertisement media which is placed outdoors in strategic position as a promotion propaganda, billboards are a form of high quality outdoor advertising with their big size expose placed in a bit high at popular or busy sites. The development of the digital era has given the use of technology which turns to digital billboard and place in cars much becomes mobile digital billboard.

Thus, it is realized that billboard is the most effective media to promote a product among those media used by a company. Moreover, there is a phenomenon of billboard that is its ability to hypnotize the viewer only in six seconds so that the viewers catch the meaning event they are driving Baack (2007:249). It means that there is challenging questions about how the language used in billboard so that it can hypnotize and why it can hypnotize the mass. Actually, those questions will be able to be answered if it is connected with linguistics. It is because what is served on the billboards is a text containing language use. Thus, that is the reason why this research of advertisement is done on linguistics area especially in speech function namely statement, question, offer, command (for example: Panasonic ideas for life, What news are you?, Cash back 10%, Go get it).

In fact, there are many kinds of billboard changing from time to time in order to hypnotize the viewer. It also happens with the language use in it.

Longtime ago, the language used in advertisement especially in billboard is not as creative as now. Even, the sentence used nowadays is not only in a statement but also question, offer or sometimes command due to achieve the main goal which is only how to struck people intention. The fact is the very basic reason why billboard is chosen as main domain in this research.

In addition, the result of this research is able to be a reference for students who learn English because it is hard to escape from the impression that advertisements are under used by language teachers and materials writers and they are certainly much less common in English as a Foreign Language (EFL) than in the word approach. There also appear to be very little explanation of the fascinating uses of language and visual elements in advertising that researchers such as Cook (1992) and Myers (1994) has highlighted the language applied in billboards should be well- planned and well-used in order that its beauty touches the mind of the people. Whereas, the advertisements such as billboards can be used to practice grammar (e.g. “the comparative”) or to introduce specific vocabulary, such as words for items of coloring or in the latest measuring for exceptional cars or stall practice. Classified ads are often used to teach reading for specific information.

Based on the considerations above and the strategic applications of language in billboards in the process of marketing high quality product to attract the public’s attention, the researcher is very much interested in focusing his study on the uses of English language in billboards especially about the texts whether

they are intended to give statements, questions, offers and commands named as speech function.

1.2 The Problems of The Study

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

- 1) What types of speech functions are used in billboard texts?
- 2) What type of speech functions is dominantly used in billboard text?
- 3) In what contexts do the speech functions occur in billboard texts?

1.3 The Objectives of the Study

In line with the problems, the objectives are

- 1) to describe the types of speech functions used in billboard texts,
- 2) to derive the type of speech functions dominantly used in billboard texts, and
- 3) to explain or to elaborate the context of occurrence of speech functions.

1.4 The Scope of The Study

The interpersonal function is realized at the two levels namely, at the level of discourse which places speech functions and the level of lexicogrammar which is mood. This study is limited and focused on speech functions used in

commercial billboard texts at both levels. In addition, the study is focused on commercial outdoor advertising which bear headline, subhead, or slogan.

1.5 The Significance of the Study

The findings of the study are regarded to be useful and relevant theoretically and practically in some respects. Theoretically, the research findings are expected to be useful for the verification of the theory about interpersonal function which is focused on speech function which consist of Statement, Question, Offer, and Command in billboard texts. The findings of the study also justify the theory of Systemic Functional Linguistic (SFL), particularly about interpersonal function realized in speech functions which are proposed by Halliday (1994) and also to discover the four types of speech function, the dominant type, and the reason why the dominant type is used in billboard texts.

Practically, the findings clarify or highlight understandings about billboard texts. It is hoped lectures and teachers use the findings as a reference in teaching speech function. It is expected to be useful as one of the references to give more information to the English students to find further research about interpersonal function in other texts, especially in billboards so that the students are motivated to dig up the interpersonal function meanings more sharply. In addition, it gives the readers more understanding about interpersonal meaning. Therefore, other research is suggested to carry out a more detailed research on speech function in other social media found elsewhere.