

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Communication in this globalized era has touched the heart of the society in terms of its potential tool to attract the attention of consumers in connection with the use of language to sell products and services. The social media has changed the image of the people in buying the products and services offered with the beauty of language use.

Language use in the text of advertisement has a powerful influence over people and their behaviours. This is especially true in the fields of marketing and advertising. The choice of words, phrases and clauses, or sentences to convey specific messages with the intention of influencing people is vitally important. In spite of other elements exist in advertisements, it is the language that helps people identify the product and remember it. The language used in advertisement is obvious, normally positive and emphasizes why one product stands out in comparison with another. Comparatives are often used when no real comparison is made. An advertisement for a detergent may say "It gets clothes whiter", but whiter than what? (<http://www.linguarama.com>, 2013). The question is how is the text of advertisement ordered in order to bring significant effect. This can be explained by studying how messages are structured. Thus, a thorough investigation is needed to understand an advertisement.

Systemic Functional Linguistics (SFL) is used to analyze the language

phenomena with the five excellences of it compared to other linguistic theories, namely, (1) the objects of the study conducted is text or discourse as a unit of language usage, (2) based on social contexts in analyzing text, (3) balanced analysis between the form and meaning of language, in which the emphasis on the form or meaning has long been a dispute in the course of linguistics, (4) syntagmatic analysis in relation with paradigmatic to account for the functionality base and motivation in one unit of grammar, and (5) multi criteria used in describing or measuring one unit of grammar. The applications of linguistics range from research applications of theoretical nature to quite practical tasks where problems have to be solved.

Some of the linguistics purposes (Halliday, 1994:xxix) which are used to understand : (1) the nature and function of language, (2) what all languages have in common (i.e. what are the properties of language as such) and what may differ from one language to another, (3) the quality of texts: why a text means what it does, and why it is valued as it is, (4) how language varies, according to the user, and according to the functions for which it is being used, (5) the relationships between the language and culture, and language and situation, and (6) and the many aspects of the role of language in the community and the individual: multilingualism, socialization, ideology, propaganda, etc. Linguistics analysis of texts has many practical application especially in understanding why some texts are more effective than other texts in communicating information or persuading people to do or buying something.

Based on the previous explanation, it is very important to provide a thorough analysis of the thematic realization in car advertisement using SFL in

terms of Thematic Realization namely, Thematic Structure : Theme and Rheme and Thematic Progression. By analyzing the thematic structure of a text clause by clause, an insight into its texture can be gained and is as well very important in understanding the writer's nature of the underlying concerns.

There are three government policies which have significant impacts on the number of cars sold in the market, namely (1) the new regulation on vehicles down payment, (2) electricity basic tariff, and (3) the issue of the fuel price increase. These three will contribute to the amount of money or the number of expenses spent by potential buyers. The first government policy, that is the regulation on vehicles down payment, will cause additional burden or expense resulting in a possible delay in customers' decision in buying cars since most cars are bought on credit and also 30% of cars are for commercial use and 90% of the 30% portion are bought on credit. Those customers who have limited amount of cash will possibly be discouraged to make up their minds buying cars unless there is very strong motivation or even persuasion which will lead them to finally make the purchase.

The government also has issued two new regulations concerning the down payment of vehicles during the year of 2012, i.e. The Regulation of the Minister of Finance of the Republic of Indonesia Number 43/PMK.010/2012 and Number, 220/PMK.010/2012 where the former issued in March 15th, 2012, which was meant for the general leasing which valid three months later, June 2012, while the latter was issued in December 21st, 2012 and valid since January 2013 for Shariah leasing. Both regulations stated that the down payment of vehicles should be 20% of the actual price for productive use and 25% of the actual price for non

productive use. At that time the previous regulation, the regulation of The Minister of Finance of the Republic of Indonesia Number 84/PMK.012/2006 was still valid, the down payment used in general could be as low as 10% of the actual price, even though there are some leasing companies which offered below that percentage, in other words, the down payment was negotiable. The raise might cause potential buyers to put off buying cars. Some people will probably have to wait due to the limited cash while others will wait because they need to make some considerations since they need the money to expand their businesses.

The second government policy that is the electricity basic tariff has been regulated to increase 15% in 2013. The increase is divided into four times a year or will be increased every quarter month. First, in January, second in April, third, in July and finally in October. It has been in the news during early March 2013 concerning the raise of the electricity basic tariff in April 2013.

The third government policy is the continuous attempt by the government to pass the law of the House of Representatives to increase the price of fuel. World Bank and The Indonesian Board of Commerce suggest that the Indonesian Government should cut the fuel subsidy because of the huge amount of money spent and the money can be used to build the infrastructure throughout the country. The subsidy is enjoyed by the middle and higher class not the lower. But many objections arise in the society. The House of Representatives decides to listen to the people who vote against price raise of the fuel. The subsidy is great and it has become a heavy burden for the national budget.

There is another thing that is the regulation of the Minister of Energy and Mineral Resources Number 01/2013 about the restriction on the use of the

subsidized energy. There is a slogan put up in almost every gas station stating that *premium adalah bahan bakar bersubsidi, hanya untuk golongan tidak mampu* which means that subsidized fuel is meant only for the poor and at present government vehicles are not allowed to use subsidized fuel especially diesel starting first in Java and then should be implemented later in other provinces.

Based on the data above, many car dealers try to persuade people to buy cars without hesitation. The advertisements of cars are one of the many ways done to attract people to take a look at the product offered. There are many advertisements everywhere which present the product to the customers to make them remember the brand. Advertisement is unavoidable in our everyday life.

Advertisement is a discourse that belongs to the exposition genre. The information contained in it is influenced by situation that happens in the society. The copywriter will do his or her best to make advertisement language as familiar as possible to the people so as to make them attracted in the perspective of writing the advertisement. The perspective will then be seen in the way the text is structured. The copywriter starts writing the advertisement using a perspective.

Fries in Leonora (2007:6) asserts that there is an orderly periodic movement from theme to rheme, which means that when we observing theme and rheme together there is a particular pattern appears. Fries (2013: ..) adds that further investigation would probably also show links between certain patterns of theme and rheme and particular registers (e.g. many advertising texts use the option of returning to the same theme, usually the product name).

The car advertisements to be analyzed are those which are written in English in *Kompas* newspapers. *Kompas* began its publication on June 28, 1965

with 4,800 copies. It has been the largest national newspaper since 1969 and in 2004 the circulation has reached some 535,000 copies and its Sunday edition with a total of 610,000 copies while the readership is some 2,25 million (<http://en.wikipedia.org/wikikompaas>, 2013). The researcher is very much interested in conducting a study on the thematic realization of car advertisements in *Kompas* as one of the widely read newspapers.

1.2 The Problems of the Study

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

1. What are the varieties of Thematic Progressions used in car advertisements?
2. How are Theme and Rheme realized in car advertisements?
3. Why are the thematic structures of car advertisements realized the way they are?

1.3 The Objectives of the Study

In connection with the problems, the objectives of the study are to :

1. discover varieties Thematic Progressions used in car advertisements,
2. describe how Theme and Rheme are realized in car advertisements, and
3. explain why the thematic structures of car advertisements are realized the way they are.

1.4 The Scope of the Study

An analysis of advertisements can be conducted in many ways and concerning the many aspects of language use. The scope of this study is narrowed down on Theme and Rheme as the analysis of the message, varieties of thematic progression concerning Theme and Rheme, and the reasons why the thematic realization used with reference to the social context. The discussion of the car advertisements will be limited to the headline, slogan, and text, excluding the product specification unless it is part of the text.

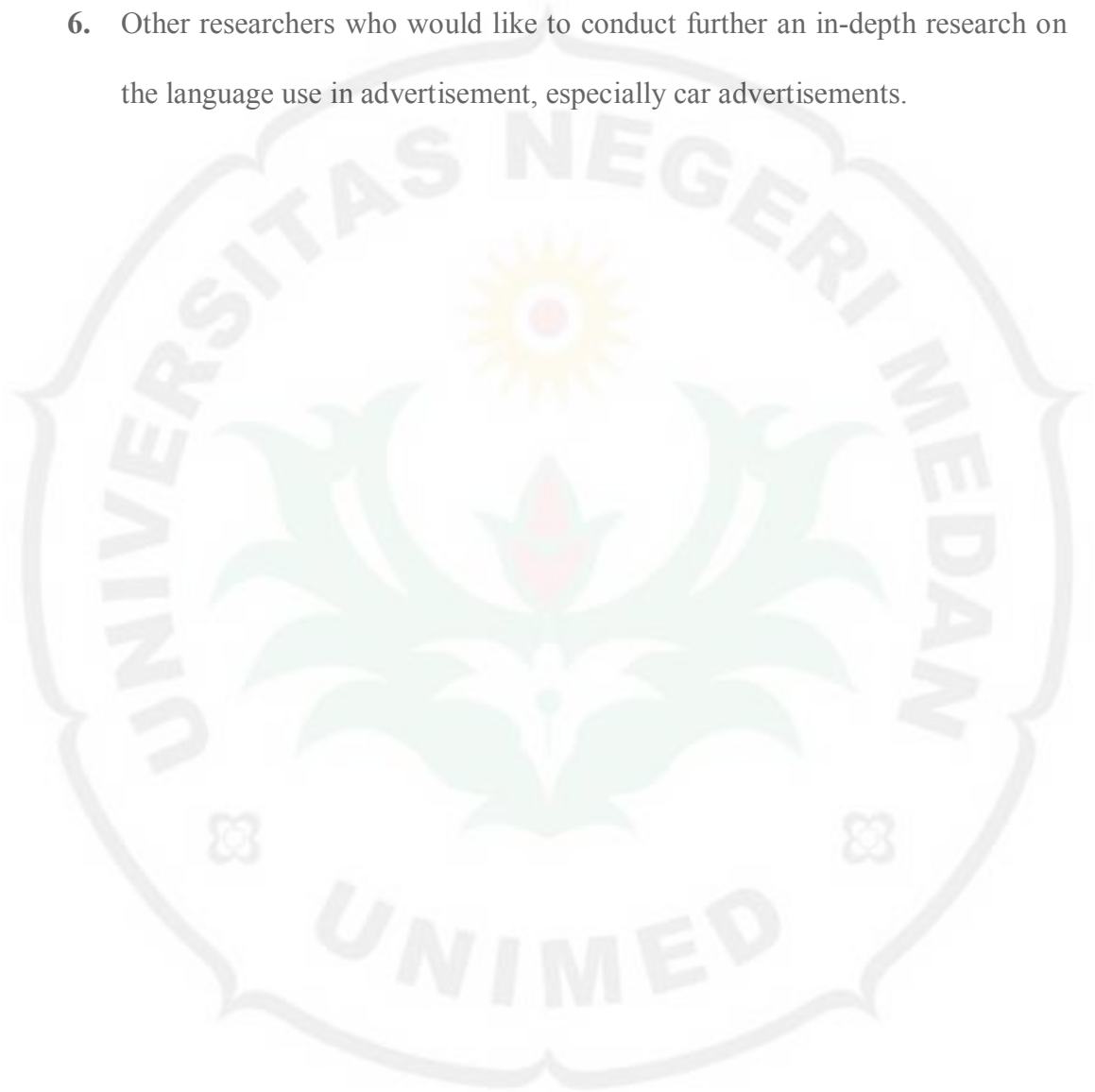
1.5 The Significance of the Study

Findings of the study are expected to be useful in some respects, namely theoretically and practically,

1. Theoretically: to evaluate the theory of Systemic Functional Linguistics (SFL) which will build further understanding and mastery in relation to advertisements and the language of advertisements.
2. Practically: English Department students to understand the clause arrangements used in advertisements.
3. Teachers and lecturers: to be able to explore the many materials available in newspapers in presenting more materials, in this case regarding Theme and Rheme used in car advertisements.
4. Car dealers as a source of knowledge and skill in producing advertisements which are effective and persuasive to provide the potential impact on buyers and eventually increase the car sales in the market.
5. Readers of advertisement in understanding the language of advertisements

which are practical and usually use limited words.

6. Other researchers who would like to conduct further an in-depth research on the language use in advertisement, especially car advertisements.



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