

CHAPTER I

INTRODUCTION

A. Background of Study

The modern people can not be released from advertisement. They are always in contact with advertisement everyday, both as advertiser and as advertisement user. A company will be separated by special budget to make an advertisement, because the advertising activities as Jefkins (1996: 1) stated that "The advertising activities in supporting the selling work that decided the persistence life of business production". Based on the statement above, it's clear if the advertisement is one of important component for the company. "Without advertisement some goods products or service products will not work to distributor or seller, even less by consumer or user" (Jefkins, 1996: 1).

The advertisement is also important in consumer side, because they get enough information about some product; some consumers buy and use some products or services caused by interesting for their advertisement. Advertisement contains some aspects; those are the informative message, the persuasive message and the convincing message. The message is essay conveyed by language, because language is means of effective communication. The language is very important in human life. The language assists in every work of people (Ohuiwutun, 2002: 2). The language is also very flexible in several situations. Belonging to advertising activities, language gives big influence; unwarily the consumer is remembering an

advertisement when they remain language expression.

A person works to create the advertisement. It is usually called the copywriter. They will begin to create their language so they produce advertisement language that fulfill all advertisement aspects, basically an advertisement language creates to persuade people who see it, at least they will buy this product. So, the language used in advertisement always gives suggestion or aims human to consume it or does some action (Sugiono, 2006: 1).

The advertisement language always contains persuasive language. There are several ways to express persuasive language and the advertisement language develops everyday based on the copywriter creativity. It is very interesting to know the way of persuasive language used and the meaning of persuasive language by the copywriter. The copywriter is very clever to persuade people with their language moreover in print media advertisement, because the language is one focus on print media. They have a lot of chance to create their language so they get maximum effect on their advertisement.

Other reason, the study about language of advertisement is still interesting to analyze because it can be analyzed by several frameworks such as semiotic analysis, framing analysis, and discourse analysis. Discourse analysis as one of framework is used to analyze advertisement language. Tarigan (in Sobur, 2001:11) states that discourse encompass four of utilization aims, that are expression of their - self, exposition, literature and persuasion. Those four aims of utilization above, one of component that we often meet in

advertisement language is persuasion. Basically, almost the language in commercial advertisement can be formulated to persuade as in wristwatch advertisements. The example of persuasive language is also found in this advertisement. A wristwatch is one of important necessity for modern people. Almost every people uses wristwatch to help their life. Modern people said "Time is money". It means using time as effectively is very important. So the people will get more advantages in using their time. It is very important, wristwatch also helps people to manage their time, and all their work can be done very good because wristwatch is worn in their hand. It is very flexible to people seeing every time.

Based on several reasons above, the creative copywriter needs to produce the advertisement which can get maximum effect for the consumer buys wristwatch. The copywriter usually creates language to persuade the consumers in wristwatch print advertisement. As in *Omega* wristwatch advertisement, here the copywriter uses famous model to say her opinion about this wristwatch. She said "*Omega my choice - Cindy Crawford's choice*". Cindy Crawford is a famous model in the world. She has an excellent credibility. Almost people in the world know about who is hers. So, in this way the advertisement uses authority to persuade people. They try to persuade consumer by using a famous people like Cindy Crawford.

Another example is *Tagheuer* wristwatch advertisement. The copywriter presents the persuasion language said that "*100 % precision, 100% avant-garde. What are you made of?*". In here the copywriter tries to

persuade consumer by presenting several superiority of this wristwatch. So, the consumer will use the wristwatch.

Based on example above, knowing how the copywriter express the persuasion language used in advertisements. It is very interesting because the way copywriter creates in their language is to persuade other people. So, the consumer decides to buy some product and to know the meaning of persuasive language that they make. It is very interesting to analyze.

B. Previous Study

To prove and to support the research done by the writer, the writer presents the previous study which has been done by the previous researcher. The writer will present one of previous study.

Samsudin (2004) a student of English Department in Muhammadiyah University of Surakarta presents the title of his research "An Analysis of Emotive Language Appeal on Flight Advertisement in Asia Week Magazine". This research tried to analyze the persuasion in flight advertisement. The writer used discourse analysis as framework. This research made a specification on persuasion power based on emotive appeal to persuade the consumer to use the service offered and to classify emotive appeal the adopt elaboration likelihood model. Based on his research, he found eight of emotive language appeal. They are the rhetorical question, repetition, imperative, intensifier, figurative language, categorical statement and slogan.

This research continues the previous research because this research is

still a little and very interesting to analyze. This research uses discourse analysis as framework and still use elaboration likelihood model to classifying the persuasion language. The writer analyzes persuasive language used in wristwatch advertisement at *Time* magazine. The differences between previous researches are the writer tries to classify the persuasive language in advertisement and then describes the indicators of persuasive language and the writer also describes the persuasive language meaning which is used based on contextual meaning.

C. Problem Statement

Based on background of the study which has been explained above, the writer formulates the problem statement of this research as follows:

1. What are the indicators to express persuasive language in wristwatch advertisement in Time magazine?
2. What are the meanings of persuasive language used in wristwatch advertisements in Time Magazine?

D. Problem Limitation

In this research the writer focuses on analyzing in the persuasive language used in English wristwatch advertisement at Time magazine and uses discourse analysis as frame work.

E. Objectives of the Study

The objective of study as follows:

1. To identify the indicators of persuasion language expressed in wristwatch advertisement in Time Magazine.
2. To describe the meanings of persuasive language used in wristwatch advertisement in Time Magazine.

F. Benefit of the Study

This study has two kinds of benefit. They are theoretical benefit (scientific benefits) and practical benefits.

1. Theoretical benefits (Scientific benefits)

Benefit of the study is expected to enrich the discourse analysis knowledge, particularly in persuasion discourse that used in English language advertisement.

2. Practical Benefit

The practical benefit of the study is to give more knowledge of persuasion language especially to the reader of this study. Besides that, this research can used additional references for the consumer to interpret the message of persuasion language in English advertisement.

G. Paper Organization

This research consists of five chapters. Chapter one is introduction. This chapter includes background of study, previous study, problem statement,

problem limitation, objectives of the study, benefit of the study and paper organization.

Chapter two is underlying theories. This chapter consists of several theories that support this research. Firstly, Discourse. It has content the definition of discourse, the definition of discourse analysis, and the types of discourse, text and context. Secondly, Persuasion. It has content about persuasion, the basic factor in persuasion process, Persuasive Technique of Language, and Elaboration Likelihood Model. Thirdly, Advertisement. It has content about explanation about advertisement.

Chapter three is research method. It consists of type research, research object, type of data and source of data, Method of data collection, and technique of analyzing the data.

Chapter four is data analysis. this chapter consists of analysis about form or persuasion language advertisement.

Chapter five is the conclusion and suggestion.