

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is human activity, that is activity to communicate and to understand each other (Renkema, 1993: 8). For that purpose, someone may create an image or change other's through of something. This concept is known as persuasion. Persuasion is verbal communication that aims at changing other people voluntarily so and they will accept to belief they do not hold before. Therefore, the purpose of persuasion is to cause a change of thinking (Renkema, 1993: 129)

In order to reach the goal of persuasion Cacioppo (in Renkema (1993: 21) develops the elaboration likelihood model, the model that precedes general theory an attitude changes. In this model, the variation in persuasive power is influenced by the likelihood that receiver was become preoccupied with the elaboration of the information presented. Elaboration in this case means the thought given to the topic (Renkema, 1993: 129).

Furthermore, the level of elaboration depend on the motivation and ability of the receivers in understanding the argument. If the motivation and ability are high, it is likely that receivers will become preoccupied with the argument presented. This is happening when the persuasive power is reached by the force and quality of the argument. Nevertheless, the reader are not always only persuaded by the force and quality of the arguments. That is when their

motivation and ability are low. In this case, they can still be persuaded by other aspects, such as the style of language used.

In daily life, persuasion occurs in various kinds of discourse while discourse itself, which is often defined as text, in linguistics refers to statements spoken or written in whatever length, which forms a unity (Hymes, 1983: 228).

One of the common forms of persuasive discourse is advertisement, which appears in typical form and aims at persuading the reader. There are two types of advertisement that is marketing tool that helps business, people selling their product or survive, and non commercial advertisement that is advertisement offering ideas for public, in the scope of non marketing orientation. The two advertisements actually have purposes, namely to influence and motivate the public to buy and use the products or services or to follow the ideas. Hence, to achieve the purpose of advertisement, typical language is used to persuade people to do what the advertiser wants. This is wanted namely persuasive power in a typical language advertisement. This typically language then is usually called as register.

Research on advertisement has been conducted from various aspects, such as : the illocutionary force, implicative, cohesive, cohesion and etc. However, the research on persuasion in advertisement is still an interesting subject for the writer. Furthermore, the previous researches focused their analysis on commercial advertisements like car, cigarette, food and etc. In this case, the writer also analyzes a commercial advertisement in flight

advertisement focused an emotive appeal in persuasion power. So, the writer conducted of research paper entitled *An analysis of emotive language appeal on flight advertisement in Asia Week Magazine*.

B. Review of Related Literature

In this case, the writer wants to discuss same previous researcher to prove the originality of the study. The first is “A Descriptive Study on the message and persuasive effect of the promotion text of the poster of American Movie” written by Urip Haryanto (1999). From the title it can be seen that the researcher focuses his research on analyzing the message and persuasive effect to explain posters descriptively. He has purposes to explain descriptively how the message and persuasive effect persuade the people go to movie. So that, they are interested in watching the movie promoted.

Another research was done by Nur Haryanti (2003) entitle “The discourse analysis of persuasive power of Hotel Advertisement found in the Jakarta Kini”. She analyzed the persuasive power of hotel register that appear in hotel advertisements base on, field, mode and Tenor. She intends to observe descriptively about how the persuasive power appearing in hotel register of advertisement persuades the consumers to use the service offered.

On the other hand, in this research, the writer focused on analysis the persuasive power of flight advertisement viewed them form discourse analysis base on emotive appeal of discourse to persuade the consumers to use the service offered.

A. Problem Statement

This study is conducted to describe the style of language use in flight advertisement. So, the writer sets problem as follows :

“What are the emotive languages use in the flight advertisements in Asia week magazine?”

C. Objectives of the Study

Base on the problem statement above, the objectives of study are as follows :

1. To describe the types of emotive language used as the emotional appeal in flight advertisement in Asia week magazine.
2. To describe the persuasive power of emotive language as the emotional appeal in the flight advertisements in Asia week magazine.

D. Limitation of the Study

1. The coverage

This research paper only concerns with English flight advertisement on Asia week magazine. This limitation is done in order to make easier in understanding about the study.

2. The frame work of analysis

The frame work of the study is discourse analysis. Thus, the writer analyzes the emotive appeal of the data in flight advertisements in Asia week magazine.

E. Benefits of the Study

1. Academic Benefit

a. For English Department Student

This study will have an overcome in discourse analysis study particularly in the emotive language use in English language advertisements.

b. For Academic Reference

This research will be developed by other researcher dealing with in different perspective in discourse.

2. Practical Benefit

a. The reader gets more knowledge the kind of persuasion style that does not know before especially about advertisement.

b. The reader can use as an additional reference to help the consumers in interpreting the messages of the advertisement.

B. Paper Organization

In order to have guidance for the reader in reading the whole content, this research paper is organized as follows:

Chapter I is introduction which consists of the background a study, review of related literature, limitation of the study, the benefit of the study, and the organization of the study.

Chapter II is the related theory, it covers the definition of communication, persuasion, discourse, text and context and advertisement.

Chapter III is the research method. It consists of the research method, the source of data the technique of data collection, and the technique of data analysis.

Chapter IV is data analysis. In this chapter the writer presents the data and data analysis.

Chapter V is conclusion and suggestion.