CHAPTER I

INTRODUCTION

A. Background of the Study

Advertising is a form of advertisement which is particularly common in newspapers, online and other periodicals which may be sold or distributed free of charge. Advertisement, according to Bovee (1992: 7) is nonpersonal communication information usually paid and usually persuasive in nature about products, services or opinions by sponsor identified through various media. Recently there are so many advertisements which are shown in newspaper, the producer also make a billboard on the street. In distributing the products, the way which the producer did is showing pictures of products with the prize of each product, but sometimes the producer also adds discount so the consumer will have more interest to buy the products. Advertisements on newspaper have meaning and purpose with different sentences, pictures and have meaning for reader to buy and use the products, the advertisements use sentences to persuade the reader to do what in the advertisements and the sentence is containing persuasive expression.

Persuasive expression, according to Jakobson (in Waugh 1980: 57-82) defines six functions of language (or communication functions). The first function is for referential function, corresponds to the factor of message and describes a situation, object or mental state. The descriptive statements of the referential function can consist of both definite descriptions and deictic
words, e.g. "The autumn leaves have all fallen now." *The second function* is expressive (alternatively called "emotive" or "affective") function. It relates to the addressee (sender) and is best exemplified by interjections and other sound changes that do not alter the denotative meaning of an utterance but do add information about the Addresser's (speaker's) internal state, e.g. "Wow, what a view!" The *third function* is conative function, it engages the addressee (receiver) directly and is best illustrated by vocatives and imperatives, e.g. "Tom! Come inside and eat!" The *fourth function* is poetic function which focuses on "the message for its own sake" (the code itself, and how it is used) and is the operative function in poetry as well as slogans. *The fifth function* is phatic function, defines that language is for the sake of interaction and is therefore associated with the contact factor. The phatic function can be observed in greetings and casual discussions of the weather, particularly with strangers. It also provides the keys to open, maintain, verify or close the communication channel: "Hello?", "Ok?", "Hummm", "Bye".*The sixth function* is metalingual (alternatively called "metalinguistic" or "reflexive") function is the use of language (what Jakobson calls "Code") to discuss or describe itself.

The researcher is interested to study about persuasive expression because it studies about contextual meaning. Besides, the words used in persuasive language are different with other words used in daily activity. Persuasive expression uses some interesting words because it is has the function to influence the readers to take particular action. It means that the
words are able to make the readers interested to the content of the sentence. For example, the words “good” change into “wonderful”, “wide” change into “spacious”, etc.

Persuasive expression is also found in the advertisement of Jakarta Post newspaper as bellow:

ADORABLE ANGELS SPECIAL MASSAGE..? Creamy, Asian Angels to your door in 30 minutes-For Fantastic Servicing Call us anytime! Ask For Porscha at 0812.1213.9625

From the advertisement above, the content of the advertisement interests the readers. The words that interest the readers are “adorable angels” and “special massage” because from those words the readers will think that angel is a perfect figure. It means that the service will be perfect like a service of angels. The words “special massage” used to represent good but the word “special” represents to show that more than good so the readers will interest to that advertisement.

There are many researchers who conduct a research focusing on pragmatics and persuasive expressions. For example, Classifying Sentences as Speech Acts in Message Boar Post (Riloff, Qadir, 2011). Sentence Types in Apellative Advertisements (Simon, 2010). A subtitling analysis of Directive utterances In Hugo Movie (Andromeda, 2013). Pragmatic Analysis Of Imperative Sentences In The Songs Of Mr. Big Album (Cahyono, 2013). A Pragmatic Analysis Of Directive Utterances In Oh, Brother! Comic Strip (Gunanto, 2013). A Speech Act Analysis Of Direct Utterances On Short Story
Mr. Know All (Muzakir, 2013). An Analysis of Dilbert Cartoon Strips
InKompas Newspaper: Pragmatic Approach (Wahono, 2009). Speech Acts In
“The Born Loser” Cartoon Strip In The Jakarta Post Daily Newspaper
(Santiko, 2017). A Pragmatics Analysis Of The Affection Expression Twilight
and Twilight: New Moon Movies (Qomarudinali, 2010). A Pragmatic
In this research, the researcher will conduct a research focusing on the types of
persuasive expression found in Advertisement in The Jakarta Post February
10-16 2014 and analyze the illocutionary meaning of persuasive expression
found in Advertisement in The Jakarta Post by using the theory of speech acts.
The important of this research is to give more knowledge about persuasive
expressions and to enrich linguistics theories especially in Pragmatics theory.

In last several years, the information run so fast because of the
development of technologies and information, people get a lot of information
from many resources especially from electronic and printed media. The
people use those media to communicate, give information and especially in
advertisement. Advertisement has the function to encourage people to do
something mentioned in that advertisement. Commonly, the language that is
being used in the advertisement is persuasive expressions which have the
function to persuade people who read that advertisement. Based on the fact
above the researcher is interested to carry out research on A PRAGMATICS
ANALYSIS OF PERSUASIVE EXPRESSIONS OF ADVERTISEMENT
OF THE JAKARTA POST FEBRUARY 10-16 2014
B. Limitation of the Study

This research focuses in analyzing on linguistic forms of persuasive expression found in the Jakarta Post Edition of February 10-16 2014. The writer picks The Jakarta Post Edition February 10-16 2014 because still no one yet who conducted the research on this newspaper and also there are so many advertisements on it. The writer is interested to expand the meaning of the advertisements. In analyzing data, the writer describes types of persuasive expression found in advertisements in The Jakarta Post Edition February 10-16 2014 and describing the meaning by referring the theory of Searle (1978).

C. Problem Statement

The problem statement from this research formulated by the writer:

1. What are the linguistic forms of persuasive expressions in the advertisement of the Jakarta Post, edition February 10-16, 2014.
2. What are the intended meanings of persuasive expressions found in the advertisement of the Jakarta Post, Edition February 10-16, 2014.

D. Objective of the Study

Based on the problem statement, the objectives of the study are:

E. **Benefit of the Study**

The writer has expectations that the study give practical and theoretical benefits.

1. Theoretical

   The writer hopes that the result of the study will be useful to improve knowledge about persuasive expression in linguistics study.

2. Practical

   a. For Students, the writer hopes result of the study can give additional materials about persuasive expression and how to analyze them by referring contextual meaning.

   b. For Lecturers, the writer wishes the result of the study can be one of reference in deliver us materials in linguistics study, especially dealing with persuasive expression.

   c. For other Researchers, the writer expects that the result of the study can be useful for them especially who take the same topic in the next research.

F. **Research Paper Organization**

The writer arranges the research into V chapters as follow:

Chapter I is introduction which consist of background of the study, previous study, limitation of the study, problem statement, objective of the study, benefit of the study.

Chapter II is underlying theory which consists of notion of pragmatics, entailment, speech act, and persuasive expressions.
Chapter III is research method which includes type of research, object of research, data and data sources, method of collecting data, method of analyzing data.

Chapter IV is research finding and discussion which deals with analysis and discussion in describing persuasive expressions found in advertisements in The Jakarta Post Edition February 10-16, 2014.

Chapter V is conclusion and suggestion which discusses the writer’s result of the study. In addition, the last part will be bibliography, references, and appendix.