

CHAPTER 1

INTRODUCTION

This chapter presents the introduction of the research, which covers the background of the research, the research questions, aims of the research, the scope of the research, the significance of the research, research method, clarification of key terms and this chapter is ended with the organization of the paper.

1.1 Background of the Research

Advertisement is communication through media in order to convey particular messages to attract public attention (Dunn and Barban, 1990). By using advertisement, a company can communicate and inform the public about its products and services. In persuading the target audience or the reader, the copywriters who are responsible for making an advertisement usually use powerful words and often attractive pictures. This is because to persuade customers the company should offer their product with great quality of picture and convincing words. Moreover, the advertiser must consider how the audience will interpret and respond to it before the message is delivered.

Advertisements have been the focus of a lot of research for examples; Calder and Malthouse (2006) research defined the integrated marketing process and shows how it can be used to improve advertising. It discusses how integrated marketing

thinks about brands, the consumer experience with products or services, and contact points. Whereas, Kim and Fesenmaier (2008) probed into that advertisement to help tourism marketers maximize the persuasiveness of their websites toward the objective of increasing visitation to their destination.

However the interpersonal meanings of advertisements have not been widely explored. One of such researcher is Xiao-xia (2008). The research probed into the applications of mood system and personal reference items in interpersonal function and their speech functions in advertising by means of Halliday and Hasan's metafunctions (1976), entitled 'Analysis of Interpersonal Meaning in English Advertising'. The research found that copywriter always makes a dialogue between advertisers and the potential buyers through employing person system, which creates a kind of intimate atmosphere, thus enhancing the interactivity and trustworthiness.

The present research has chosen hotel and apartment advertisements in *NOW! JAKARTA Life in the capital* magazine. To investigate the way the copywriter(s) send(s) the message to the reader(s) in the advertisement. The magazines are printed for the needs of people in capital city, especially for foreign people who live in Jakarta and want to know about the capital city of Indonesia. *NOW! JAKARTA Life in the capital* magazines present a lot information on the subject of all top quality hotels and apartments, major restaurants, coffee shops, selected malls and retailers, exclusive medical centers, major relocations company, embassies and all international and National Plus schools.

In specific, the present research is interested in looking into the mood types are used, the elements of interpersonal meaning that the copywriter use in the advertisements to influence the customers, and how those elements of interpersonal meaning influence the customers. Mood analysis as suggested by Halliday (adopted by Eggins, 2004) has been used as the main framework to analyze the mood types, the elements of interpersonal meaning that the copywriters use in the advertisements to influence the customers and how those elements of interpersonal meaning used by the copywriters influence the customers.

1.2 Research Question

The research is geared towards answering the following research questions:

1. What mood types are used in hotel and apartment advertisements texts *NOW! JAKARTA Life in the capital* magazine?
2. What elements of interpersonal meaning do the copywriters use in the advertisements to influence the customers?
3. How do the elements of interpersonal meaning used by the copywriters influence the customers of the advertisements?

1.3 Aims of the Research

The research is aimed to:

1. find out mood types of hotel and apartment advertisements texts constructed by copywriters of *NOW! JAKARTA Life in the capital* magazine;
2. find out elements of interpersonal meaning that the copywriters use in the advertisements to influence the customers; and
3. examine how do those elements of interpersonal meaning used by the copywriters influence the customers of the advertisements.

1.4 The scope of the Research

This research is limited to investigate only the mood types used in hotel and apartment advertisements of *NOW! JAKARTA Life in the capital* magazine, the elements of interpersonal meaning that the copywriters use to influence the customers, and how do those elements of interpersonal meaning used by the copywriters influence the customers of the advertisements

1.5 Significance of the Research

This research will enrich the reference on research using functional grammar research, especially the research of mood, the elements of interpersonal meaning, and

how those elements of interpersonal meaning influence the customers of the hotel and apartment advertisements. Hence, it is expected that the discussion of this research may help the readers comprehend what is exactly going on in printed advertisement.

1.6 Research Method

The present research is largely qualitative. It describes and critically interprets the phenomena in the form of sentences of hotel and apartment advertisements. To critically analyze the text Halliday mood theory has been used. Specifically the research describes the mood type of hotel and apartment advertisements texts designed by copywriters of *NOW! JAKARTA Life in the capital* magazine, find out the elements of interpersonal meaning that the copywriters use to influence the customers and examines how those elements of interpersonal meaning used by the copywriters influence the customers of the hotel and apartment advertisements.

1.6.1 Data Collection

The data are in the form of complex clauses taken from the sentences of hotel and apartment advertisements, taken from the magazine issued December 2009-January 2010.

This present research analyzes seven hotel and apartment advertisements. Those advertisements are: *CROWNE PLAZA*, *FOUR SEASON HOTEL*, and *HOTEL KRISTAL* from December 2009; *GRAND Tropic Suites' Hotel*, *Oakwood PREMIER COZMO*, *MENTENG REGENCY*, *KEMANG CLUB VILLAS* from January 2010.

1.6.2 Data Analysis

The collected data are categorized into clauses. Generally, clauses divided into two: complex clauses and simplex clauses and here this present research will analyze only complex clauses. Hallidayan mood analytical framework is used to figure out and interpret the interpersonal strategy of the selected hotel and apartment advertisements.

1.7 Clarification of Key Terms

Some significant terms are undertaken in this research.

- Advertisement : While, different with advertisement, *advertising* is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor (Armstrong, Kotler, and Geoffrey, 2006). *Advertising* is intended to influence consumers' affect and cognition – their evaluation, feelings, knowledge, meanings, beliefs, attitudes and images concerning products and brands (Peter and Olson, 2008).
- Mood : a tool in systemic functional grammar to describe the

overall structure of the clause (Eggins, 2004)

- Copywriter : one who deals with writing or creating advertisement texts in advertising business.
- Interpersonal-meaning : meaning which express a speaker's attitudes and judgment (Gerot and Wignell, 1994)

1.8 Organization of the Paper

This paper is divided into five chapters. The first chapter is the introduction. It contains introduction which discusses background of the problem, statement of the problem, aims of the research, clarification of terms, research design, and organization of the paper. Next chapter is the theoretical foundation. This chapter contains theoretical foundations, which serve as a basis for investigating the research problem. After that, the third chapter is the methodology. This chapter explains the methodology of the research that focuses on objectives of the research, data sources, data collection, and framework of data analysis. The next chapter is the fourth chapter which discusses findings and discussion. This chapter reports the results of the research. And the last chapter contains conclusion and recommendations.