

CHAPTER I

INTRODUCTION

This chapter gives a brief explanation about some purposes and reasons of this study, which are background, research questions, limitation of the study, aims of the study, significance of the study, research design, clarification of terms, and organization of the paper.

1.1 Background

Today, advertisement has grown to be an important industry. The rapid growth and development of advertisement has been triggered by a highly competitive business environment in which companies struggle to surge ahead by using their advertising campaigns in both print and electronic media.

Advertising is believed to have the potential to increase sales. According to Rossiter (1996), the most important factor that determines the success of an advertisement depends on the persuasive strategies used.

From a pragmatic point of view, persuasion is a form of speech acts that may be achieved through the use of specific expressions, which might invoke customers' interests in using their product.

From economic, sociological, and psychological points of view, advertising is an important subject, supported by the following quote:

From the economic point of view, advertising is an effective marketing tool to offer commodities and products. From the sociological point of view, advertising aims to create an interaction among individuals to make them think, to take a certain attitude, and to perform a certain action intended by the advertiser. While from the

psychological point of view, advertising influences people's motivation to take a decision and perform actions suggested. (Gaw, 1980: 49).

Advertisements could be delivered through various medium, such as television, radio, movies, magazines, newspapers, the Internet and billboards. Advertisements can also be seen on the seats of grocery carts, on the walls of an airport walkway, or on the sides of buses. Advertisements are usually placed anywhere an audience can easily and frequently access either visuals or audio.

Television Advertisement is one of the real forms of communication activities that cannot be separated from language use. It has an important role in human life to develop information and communication. Television is used for business advertising to inform consumers about the products and influence them to buy the products. Today, television advertisements are more often using attractive language in their action than the other forms of advertising such as magazine, newspaper, and tabloid.

Today, advertisers are competing hard in order to grab the biggest audience to achieve their goals, that is, to sell their product to consumers. There are many advertisements on television that attract people in the world, such as cosmetic and cell-phone provider advertisements. They try to persuade people to buy a particular product and to believe in its special quality. Maggie-Jo (1994: 41) says that "the advertisement is persuasive". In this case, usually advertisements use an attractive and effective message to grab the attention of consumers.

In presenting, speech acts are used in advertisement especially television advertisements. Finegan (1995: 305) states that "Speech acts are part of speech

events such as conversations, lectures, radio interviews, news broadcast, marriage ceremonies, and courtroom trials”.

Austin convince that people do not just use language to *say* things (to make statements), but to *do* things (perform actions). It means that language is not only used for making statements by words, but also for performing actions. Similar to advertisements, every word is not only shown as a statement but also further it contains other meaning as an action.

In general, speech acts are acts of communication. To communicate is to express a certain attitude, and the type of speech act being performed corresponds to the type of attitude being expressed. For example, a statement expresses a belief, a request expresses a desire, and an apology expresses regret. As an act of communication, a speech act succeeds if the audience identifies, in accordance with the speaker's intention, the attitude being expressed.

There are different tones and styles of advertisements in which the speech acts expressed, namely, dramatization, demonstration, presentation, and testimonial (Book and Schick, 1996). In this study, the focus was given to the types of speech acts appear in the advertisements on television, relating to those three specific tones four different styles of advertisement.

1.2 Research Questions

This study attempts to seek answers to the following question:

1. What tones and styles that are used in the advertisements on television?

2. What types of speech acts that are expressed in the advertisements on television?

1.3 Limitation of The Study

The study is limited only to cosmetic and cell-phone provider advertisements on television. The advertisements were taken from TV stations that were shown during 1st August – 31st December 2008. Those kinds of advertisements are chosen to be analyzed by using speech act theory. In order to simplify the explanation, this discussion is limited to the types of speech act expressions according to Searle, namely, *representatives*, *directives*, *commissives*, *expressives*, and *declaratives*. This study also has looked at the different tones and styles of advertisements in which these types of speech acts occurred.

1.4 Aims of The Study

Considering the research questions, the aims of the study are to investigate:

1. The tones and styles that are used in the advertisements on television.
2. The types of speech acts that are expressed in the advertisements on television.

1.5 The Significance of the Study

The results of the study are expected to be able to give further knowledge for the writer and also for the reader especially in speech act expressions in the

advertisements on television. The study can give us knowledge about types of speech acts as well as tones and styles of advertisements. More specifically, this knowledge can contribute to copy writers in the creation of advertisements on television in more various and effective ways. The power of speech acts is potential to be able to persuade consumers to buy products.

1.6 Research Design

This research uses a descriptive method in which it “involves collecting data in order to test hypothesis or to answer questions concerning the current status of the subject (Gay, 1987: 47)”. By using such a descriptive method, this study aims to describe the facts about the object of the research, namely, the use of speech acts in advertisement on television. On occasion, based on the previous knowledge of a population and the specific purpose of the research, I have used personal judgment to choose the data.

The data sources are cosmetic and cell-phone provider advertisements, the famous advertisements on television that compete with each other on price and product. The data were taken from several private TV stations that were presented during 1st August – 31st December 2008.

I employ Speech Act Theories including types of speech acts according to Searle as the instrument of the study. To examine the supporting data and source, I conducted research and browsed the internet.

The data were collected by recording technique. Several steps to collect the data will be given in Chapter Three.

1.7 The Clarification of Terms

The clarification of terms is described below in order to comprehend the notions of the title of the research:

- a. Language is a system of visual, auditory, or tactile symbols of communication and the rules used to manipulate them.
- b. Advertising is a communication whose purpose is to inform potential customers about products and services and how to use and ~obtain them.
- c. The notion speech act is a technical term in linguistics and the philosophy of language. There are several different conceptions of what exactly "speech acts" are.

1.8 The Organization of The Paper

This paper is organized into five chapters. The First Chapter is Introduction that consists of Background, Statement of the Problems, Research Question, Limitation of the Study, Aims of the Study, Research Method, The Clarification of Terms, and The Organization of the Paper. The Second Chapter is Theoretical Foundation that consists of Speech Acts Theory, The types of Speech Act, The Tones and Styles of Advertisements, and The Previous Studies. The Third Chapter is Research Method that consists of Research Method, Research Procedures, Data Collection, and Data Analysis. The Fourth Chapter is Findings and Discussion that consists of Research Findings and Discussion. The Fifth Chapter is Conclusion and Recommendations.