

# CHAPTER I

## INTRODUCTION

This chapter covers background of the research, research questions, aims of the research, significance of the research, research methodology, clarification of terms, and organization of paper.

### 1.1 Background

Advertisement is a tool of communication which can be conveyed either verbally, nonverbally or both, and it deals with ideas, attitudes, and values to let people know about the recent information of certain things, such as products. Currently, advertisements can be found everyday and everywhere and therefore could affect many people. According to Landa (2004), advertising becomes one of the most effective social communication tools because it includes meanings and images which attempt to persuade people as consumers.

There are several criteria in creating a good advertisement. A good advertisement must have believability, involvement, and creativity qualities (Geller, 2007). It means that interesting images (visual) and texts (verbal) may lead the consumers to buy the products. In line with Halliday and Matthiessen (2004) who

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define that language always enacts our personal and social relationship with other, each of them is as important as other for the success of the advertisements.

Magazines advertisement is one of the real forms of communication activities that cannot be separated from language and images use. It has an important role in human life to develop information and communication. Magazines are used for business advertising to inform the readers about the product and influence them to buy the products. Magazine advertisements are more often using attractive and interesting language and picture inside than other forms of advertising in newspaper or tabloid.

Relating to the current event in Indonesia, there are some USA magazines which are made in Indonesia version, for instance *Seventeen* magazines. Certainly, the contents in the magazines are different, but there is a characteristic of *Seventeen* magazine; it features a lot of advertising. In promoting the products to the consumers, both *Seventeen* magazines complement the advertisements not only use some interesting texts but also use some interesting images. Both *Seventeen* magazines also have different ways in using the verbal and visual texts to attract the readers.

From the case describes above, the writer analyzes what the verbal and visual differences that are used to attract the readers and also to find the meanings in verbal and visual differences of the two *Seventeen* magazines versions. The reason for

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choosing print advertisements in magazine is because it can give more detail information in attracting the readers, while the reason for choosing the *Seventeen* magazines is because there are a lot of advertisements inside.

The underlying theories of Halliday and Kress and Van Leeuwen: *Systemic Functional Grammar* and *Grammar of Visual Design* are used as the main frameworks in this research. The research analyzes the potential verbal and visual meanings of six advertisements in *Seventeen* magazines which are published in different countries by using those two theories. A component of systemic functional grammar: *System of Mood* is used to reveal the expression of the language and analysis of visual language is potential to reveal and to interpret the visual aspects as display in those print advertisements.

## **1.2 Research Questions**

The research is carried out to investigate the issues in the following research questions:

1. What verbal differences are found in *Seventeen* magazines advertisements published in USA and Indonesia?
2. What visual differences are found in *Seventeen* magazines advertisements published in USA and Indonesia?
3. What meanings can be derived from those differences?

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### 1.3 Aims of the Research

Considering research questions that are formulated above, the research aims:

1. To find out the verbal differences in *Seventeen* magazines advertisements which are published in USA and Indonesia.
2. To find out the visual differences in *Seventeen* magazines advertisements which are published in USA and Indonesia.
3. To find out the meanings that can be derived from those differences.

### 1.4 Scope of the Research

The research specifically investigates what the verbal and visual differences in the *Seventeen* magazines advertisements that are used to attract the readers and also to find meanings in verbal and visual differences of the two *Seventeen* magazines versions. The reason of choosing *Seventeen* magazine because it consists a lot of advertisements.

*Halliday's theory of Mood System* is used to analyze the verbal texts in the research which is inherent in the advertisements, especially to reveal what types of Ratu Anistya Safitri, 2012

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mood that are mostly employed in the advertisements and to analyze the visual texts, the research used *Kress and Van Leeuwen's theory: Grammar of Visual Design*.

### **1.5 Research Methodology**

The research deals with linguistic phenomena in association with print advertisement including verbal and visual texts as the source of data. Thus, the research is conducted by using the *Kress and Van Leeuwen's: Grammar of Visual Design* and the *Halliday's theory: Mood System*. The research is presented in descriptive method with a qualitative approach in order to interpret the meanings in verbal and visual differences of advertisements in two *Seventeen* magazines versions.

### **1.6 Significance of the Research**

The research may contribute to the improvement of the language and image analysis, primarily in investigating the meanings in verbal and visual differences in both *Seventeen* magazines. The research is expected to help people to have a better understanding about visual and verbal texts in advertising messages on mass media.

### **1.7 Clarification of Terms**

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- *Advertisement* is an announcement in a newspaper, a magazine, a television or on poster about product, event, job vacancy, and so forth. (Mc. Arthur, 1992).
- *Magazine* is weekly or monthly paper-covered publication with articles, stories, etc. (Oxford Learner's Pocket Dictionary).
- *Verbal text* is texts whose meanings are realized through linguistics codes. (Kress and Van Leeuwen, 1990).
- *Visual text* is texts whose meanings are realized through paintings or photographs. (Kress and Van Leeuwen, 1990).

### **1.8 Organization of Paper**

The research paper is organized in five chapters. Chapter I is introduction which consists of background of the research, research questions, and the aims of the research, scope of the research, research methodology, and clarification of terms.

Chapter II is about theoretical foundation. In this chapter, the research gives the theoretical frameworks that related to the research.

After providing the theoretical frameworks, research methodology is provided in Chapter III. It contains formulation of the problems, research methodology, stage of the research, data collection, data analysis, and data presentation.

The data will be discussed in Chapter IV. In this chapter, the research discusses the findings of the research.

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The last chapter is conclusion and suggestion. This chapter provides some conclusion from the analysis and suggestion based on the findings of the research.



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