

# **CHAPTER I**

## **INTRODUCTION**

### **I.1 Background of the study**

Most of all the people in this world like chocolate because of its taste. Many kinds of chocolate that are sold in the market now, there are dark chocolate, white chocolate, milk chocolate, also many kinds of chocolate with various flavors filling. The fact that said chocolate has a fattening effect on the body makes people aware about its effect to their body. These make a good challenge for many producers to create healthier chocolate product. This kind of product is called 'green product'. Many people are eager to buy healthier and environmentally safer products – and pay more for them, if necessary. The words you may find contained in these product are 'fat free', 'cholesterol free', 'no preservatives', 'natural ingredients', etc. The healthier chocolate is more attracting for people to consume the product because of its effect to the body and environment.

The number of people's demand on these product that arises nowadays makes many producers using many promotions in order to compete the competitors and increase the sales of their product. The most common way in promoting the product is through the advertisement. Advertising is one of the best

ways to create awareness of the product. The use of words in advertisement is essential to create consumer's way of thinking about the product, so it is very important to use the right words that can be remembered by customers and take part in the buying process. The examples of right words used in the advertisement are 'healthier', 'great', 'best', 'promising', etc.

The present writer proposes to show how to create an appealing food advertisement and to know what kind of words in English that are appealing to be used in the chocolate advertisement. The present writer is going to use Mars advertisement, Snickers advertisement, and Power Bar advertisement that represent chocolate advertisements in supporting the study. The chocolate products that the present writer uses to support the study can be included into this 'green product' because of their ingredients that are less-fat, contained proteins, carbs, vitamins, and minerals, also can increase energy. The present writer chooses English advertisements because she is a D-III English department's student that is going to make her final assignment about business sector.

The present writer is going to use questionnaires that are going to be given to respondents for the purpose of supporting the study. The questionnaire itself includes the sample of chocolate advertisements' words and questions about how respondents think about the advertisements words. There are 25 students that are taken as the respondents. The respondents are students that are taken randomly from Maranatha D-III English Faculty, because of their educational background that is related to the study.

## **I.2 Identification of the problem**

1. How is it to make a good magazine advertisement message?
2. What kinds of words in English are appealing to be used in the chocolate advertisement?

## **I.3 Objectives of the study**

1. To know how to make a good magazine advertisement message.
2. To know what kinds of words in English that are appealing to be used in the chocolate advertisement.

## **I.4 Benefits of the study**

1. For the readers

The present writer hopes that this term paper can increase readers' knowledge about how to create appealing words for chocolate advertisements in magazine.

2. For the present writer

The present writer hopes to increase her knowledge through the research she had done about chocolate advertisements, also can compare between the theory and the result of the research.

## **I.5 History**

The origins of chocolate can be traced back to the ancient Maya and Aztec civilizations in Central America. Chocolate was exclusively made for drinking until the early Victorian era, when a technique for making solid 'eating' chocolate

was devised. Throughout its history, whether as a cocoa, a drinking chocolate beverage or confectionery treat, chocolate has been a much sought after food.

The Mayans and later the Aztecs believed that cocoa was the food of the gods. They roasted the cocoa beans and then pounded them to a paste. The paste was mixed with spices, capsicum pepper and flavorings and diluted with water and drunk or was used to make cakes. They used the chocolate to give them strength and vigour and during religious ceremonies as an aphrodisiac. The Aztecs created what we now know as chocolate by fermenting, drying and roasting the beans and then grinding the kernels to produce cocoa mass (chocolate liquor).

## **I.6 Limitations of the study**

The advertisements that the present writer would like to focus on are the foreign magazine advertisement because most of the advertisements using English language are on it. The present writer chooses chocolate advertisements as her object of study because it is interesting and has an impressive meaning such as giving an attractive impression to its reader. The present writer also wants to focus the respondent on DIII-English department's students, because their educational background is related to the study.

## **I.7 Layout of the Term Paper**

This term paper starts with the Abstract, a concise summary of the entire paper in Indonesian language. This abstract is followed by the Preface, in which the present writer acknowledges the work and contribution of other parties. After that is the Table of Contents, followed by this five chapters :

- Chapter I is the Introduction of the analysis.
- Chapter II is the Theoretical Review containing the library and internet website research.
- Chapter III is the Performance of The Result containing the method, the processing, and the presentation of data gathering.
- Chapter IV contains The Result and Discussion of the research.
- Chapter V contains The Conclusion and Suggestion.

In the final part, the present writer presents the Bibliography and the Appendices of the observation.