

# CHAPTER I

## INTRODUCTION

### 1.1. BACKGROUND OF THE STUDY

A good use of English language is very helpful in making a good English advertisement in magazine to get the reader's attention because good English language will help the reader in understanding every single word that is written on the page. Good diction is also very crucial to make the reader attracted to read the whole page and pass on the intended message. A competent use of English should be clear in numerous aspects in writing an advertisement, such as: title, phrases, paragraphs, and body for every magazine, in this case is Indonesian Tuner.

The foresight goal of Indonesian Tuner magazines is going international by exporting the magazine to foreign countries, so the good use of English skill is becoming more important. To achieve that, Indonesian Tuner magazines must consider about the language, diction, and lay-out design.

Finally, I would like to know that using good English language in Indonesian Tuner magazines especially in advertisements bring impact and gain benefits to the company itself.

## **1.2. IDENTIFICATION OF THE PROBLEM**

The problems that I propose to analyze are clearly stated in these questions:

1. What are the criteria of a good English advertisement in Indonesian Tuner magazine?
2. Would the company of the magazine gain benefits if the English language competence is high in making advertisements?

## **1.3. OBJECTIVES AND BENEFITS OF THE STUDY**

### **1.3.1. OBJECTIVES OF THE STUDY**

1. To acknowledge the criteria which have to be considered in making advertisements in English language in Indonesian Tuner magazine.
2. To know the impacts of English language toward the company's benefit by means of advertisement.

### **1.3.2. BENEFITS OF THE STUDY**

1. To provide the readers with knowledge about the criteria needed in making a good English advertisement in a magazine.

2. To open possibility for the company to increase benefits in the use of good English language in their advertisement.

This observation aims at showing how Indonesian Tuner magazine can gain benefit from the use of good English, in making their advertisements, because advertising is one of the important parts in running business. Like is said by Gregory F. Kishel in *How to Start, Run, and Stay in Business* that to make a business successful, each business must be promoted.

I am really looking forward to using this simple research as a process of data-collecting for serious consideration to develop business of any magazine companies within Indonesia, especially Indonesian Tuner. The use of good English in their advertisements will boost the brand of the magazine and thus the company will gain more benefits from the advertisement itself. If the advertisement in the magazine shows a good respond from the readers, it will attract more companies to add their company products in the magazine's advertisement.

#### **1.4. CONCISE HISTORY OF THE COMPANY**

Indonesian Tuner magazine was first published in Indonesia in October 2004. It contains many reports and news about auto modification in general, especially on the island of Java. This company is built based on the 'auto modification fever' in Indonesia nowadays which is becoming more and more common and of course

popular among the young people; there are even some middle-aged people who love auto-modification also.

Until October 2006, Indonesian Tuner has already published the 25<sup>th</sup> volume of the magazine, and the foresight goal of Indonesian Tuner Magazine is to go international; this means they will extend their markets to foreign countries. In order to achieve their goal, they realize they have to improve their English skill, because not only the advertisements will be written in English, but also all the articles and every single word in the magazine will have to be written in English.

Magdalena as the Promotion Manager of Indonesian Tuner, has assisted me to complete this research. The company's main address is at JL.Taman Sari VII/41A, Jakarta 11150, the telephone number is (021) 6000370, 6001483, 6002177, fax : (021) 6000356. The publisher is PT Sri Buana Raya, and the printing factory is Buana Printing.

## **1.5. PRODUCT OF THE COMPANY**

Indonesian Tuner magazine is a car magazine which contains many reports and a lot of news about car modification and also about auto events in Indonesia. It usually contains a report of an auto contest in Indonesia; car modification specification; profile of Indonesian Tuners; report of various car clubs that exist in Indonesia, including their slogan, activities, and photos of members. The magazine also tells us about how to modify our car; some pages are advertisements of various modification houses or some auto tuners which could be a good choice to be visited,

places of interest in many cities, some pages of advertisements, and many more about cars. It also contains the list of winners of some auto contests or events that have happened recently in Indonesia.

## **1.6. LIMITATION OF STUDY**

I would like to focus on the way English is used to make good advertisements which express the intended message in the advertisements on Indonesian Tuner magazine. The readers have to be able to feel interested to read the magazine and to understand the magazine in general and the advertisements in particular. It is not impossible to reach the global market in foreign countries in a short period of time if they are really serious of improving their English.

## **1.7. LAYOUT OF THE TERM PAPER**

This term paper starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which I acknowledge the work and contribution of other parties. After that is the Table of Contents, followed by its five chapters:

Chapter I : is the introduction to the analysis

Chapter II : contains the library research

Chapter III : holds the performance of the research

Chapter IV : contains the result and discussion of the research

Chapter V : contains the conclusion, my comments and suggestions.

In the final part, I present successively the Bibliography and the Appendices.