

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertising is a very important tool in product sales in order to sell well and to earn a maximal profit. In addition, we also need advertisement in our daily life to market our product. Almost every product that is on the market needs advertising. Advertisements appear in various media such as magazine, television, radio, newspaper, brochure and social media. The function of advertisement is to make people who read it interested in the product and eager to buy it.

Advertisements of cosmetics are important to introduce the products to the market. Many people think that cosmetics are important. As a fashion designer, Yves Saint Laurent, says “The most beautiful makeup of woman is passion, but cosmetics are easier to buy”. An American playwright, screenwriter and actor, Tracy Letts, also says “All women need makeup. Don’t let anybody tell you different.” (Goodreads 3). To look more attractive, women need makeup. When they are looking for information about cosmetics, they often look for it in

advertisements. They can be interested in the product because of the certain words used in the advertisements.

However, almost all advertisements are misleading. One of the critical issues about advertisement is people usually believe what an advertisement says. The advertisers use certain words or certain sentences to make sure that people are interested in their products.

Doublespeak is language that pretends to communicate but really does not. An example of doublespeak used by advertisers is *instant smooth skin*. Many advertisements of cosmetic products use the word *instant* to make people believe that their product is good and to make people interested in getting it. The word *instant* makes people think of a very fast process to change something. However, each person may have a different perception of the word *instant*. The perception of the customers about how fast the product works can be different from that of the advertisers. The product may not work as instantly as they think. Another example of doublespeak is *beautiful skin*. For one person, beautiful skin is one that is healthy and clean, whereas for another, beautiful skin can mean something else because beautiful skin is relative.

Commonly everyone wants to be beautiful. The concept of beauty can be different for one person to another. Even though Sophia Loren, an artist, says "Actually beauty is how you feel inside, and it reflects in your eyes. It is not something physical" (Goodreads 1), cosmetics are the shortcut to be beautiful and to make people feel more confident.

I choose to analyze doublespeak in cosmetic advertisements, which belongs to the area of linguistics namely pragmatics, because I want to know

deeply about the words offered by the advertisers in their advertisements in order that I will not be deceived. Doublespeak is language that pretends to communicate something to the consumer even though it is not the same as the reality (Lutz, 1). I analyze my data by using the theory from the book entitled *Doublespeak* by William Lutz.

I use the advertisements of *Garnier* as my data because *Garnier* is one of the companies that sell cosmetics. In addition, its products are available in many countries including Indonesia. This brand is also easy to find in the supermarket, or even in a stall of cosmetics. Its price is affordable so everyone from any social class can get this product.

As informed in their website, *Garnier* is a worldwide company affiliated with twenty nine other brands owned by *L'Oreal* since 1965. *L'Oreal*, based in France and the United States, has been in operation since 1909. It now owns five divisions, which are Consumer Products, L'Oreal Luxe, Professional Products, Active Cosmetics, and The Body Shop. *Garnier* brand is part of the Consumer Products division. The full name of the company is *Laboratories Garnier*. Alfred Garnier made the first product in 1904. The product is hair tonic made from organic ingredients. The company is committed to make products from natural ingredients. As of 2014, *Garnier* is the second largest brand in the Consumer Products division, selling products such as skincare, hair care, hair color and styling products, which are distributed in 120 countries. *Garnier* continues that mission today as all of their products are made from natural ingredients. *Garnier* takes the inspiration from the nature by selecting active natural ingredients and also wants to give back to the planet by being environmentally responsible.

This study can be a useful and helpful source for the readers of the advertisements and also for the consumers of the products so that they can understand about doublespeak. This study is expected to be a reference for them as they pay attention to advertisement, and it also helps them to be aware of the fact that advertisement can be misleading.

(792 words)

1.2 Statement of the Problem

In this study I state the following problems:

1. What kind of doublespeak is used in *Garnier's* advertisements?
2. How does the use of doublespeak in *Garnier's* advertisements mislead people?

1.3 Purpose of the Study

The purposes of the study are as follows:

1. to identify what kind of doublespeak is used in each of the *Garnier's* advertisements analysed.
2. to find out how the use of doublespeak in *Garnier's* advertisements misleads people.

1.4 Method of Research

I began this research by looking for the topic for my thesis. I decided to use doublespeak as the topic for my thesis. I read the book entitled *Doublespeak* by William Lutz. I searched for the data of the advertisements of *Garnier* products

on the Internet. I prefer to get the data from the Internet than from magazines or newspapers because I can find a lot of advertisements on the Internet, especially those of *Garnier* products, which use a lot of words containing doublespeak that I can analyze.

1.5 Organization of the Thesis

This thesis starts with Chapter One, Introduction. It consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two is theoretical framework containing the theory of Doublespeak by William Lutz, which I use for analyzing the data. Chapter Three is Analysis of Doublespeak which appears in Five *Garnier* Product Advertisements. The last chapter is Chapter Four, Conclusion. The conclusion of the research is described in this chapter. It also contains the suggestions that I hope will assist anyone dealing with this study.