

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertisement is something that we can find anywhere and anytime in our daily life. It is divided into two forms, which are printed and non-printed advertisements. We can find printed advertisements in magazines, brochures, newspapers, while non-printed ones can be found on social media, Internet and television. Advertisement functions as “a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy” (Hornby, 2010, p. 22), which becomes more and more common as companies compete against one another to promote their own products and get as many consumers as they can.

Due to the competition, advertisers must really be creative to make their advertisements more persuasive to their potential consumers as without their creativity, their advertisement will not be effective. They need to give information to the consumers as clearly as possible because “effective advertising reaches potential consumers and informs them the products or services”

(Bizfiings, n.d). In other words, when the advertisers want to attract consumers, they have to think of ways to make their consumers get the right information and want to buy their product. The other function of advertisement is to capture the attention of prospective customer to buy the product being advertised. It is meant to give the information of the product, to persuade the customer and to make customer able to identify their brands instantly.

There are many ways to make advertisements more effective, which are by using visual content and textual content in the advertisement. In visual content, there are pictures, colors and the model. Meanwhile, for textual content, there are language and the style of word that the advertiser uses. Besides visual content, textual content is also important to attract the customer to buy the product.

One of the ways to analyze the language in advertisement is through a branch of linguistics, called Stylistics. Stylistics is the study of style in language. The word 'style' in linguistics can be describe as distinctive linguistic expression. This can be redefined as Stylistics is the analysis of distinctive expression in language and the description of its purpose and effect (Verdonk, 2002, p. 3). Stylistics has many branches and one of them is rhetorical figures, which will be the focus of my thesis to analyze the advertisements.

In advertisement, rhetorical figures have an important role. Rhetoric itself means that "a technique of using language to persuade people in spoken or written form" (literarydevices, n.d). By using Rhetoric in advertisement, we can convince people to buy the product. The use of rhetorical figures is "to produce a more positive attitude toward the advertisement" (McQuarrie & Mick, 1996, p. 427). In this statement, positive attitude means the consumers' attention toward the

product of the brand. An advertisement that uses rhetorical figures is expected to be more memorable in consumers' minds.

One of the advertisements which uses rhetorical figures is Ben and Jerry's. Ben and Jerry's ice cream is a brand of ice cream established jointly by two men named Ben and Jerry in 1978 at Burlington, Vermont. (Ben and Jerry, 2017). At the present time, they have diversified their sales. They sell not only an ice cream but also yogurt, sorbet etcetera. Ben and Jerry's is very creative in advertising their products. They use great visuals as well as catchy flavor names and taglines for each of their products. This is one of the reasons why I am interested in using the taglines as my data source. Since, Ben and Jerry's product taglines are memorable and have certain styles of language use such as repetitive words, comparisons and opposite words, I believe they can be analyzed in terms of the Rhetorical Figures.

In the completion of the thesis, I hope that my thesis will make the readers more aware of the existence of rhetorical figures usually used in advertisements. After reading this thesis, it is expected that the readers will be able to understand the purpose of using rhetorical figures and how the advertisements are delivered to them. In addition, by reading this thesis, the reader will be more aware of the use of rhetorical figures to express some messages in advertisement. For language learners, my thesis is expected to give more insight concerning the language of advertisement analyzed linguistically.

(708 words)

1.2 Statement of the Problem

Based on the topic that I choose, I am going to analyze the following problems:

1. What rhetorical figures are used in *Ben and Jerry's* ice cream advertisements?
2. How do the rhetorical figures support the persuasive function in *Ben and Jerry's* ice cream advertisements?

1.3 Purpose of the Study

Based on the statement of the problem, the purposes of the study are:

1. to know the rhetorical figures used in *Ben and Jerry's* ice cream advertisements.
2. to know how rhetorical figures support the persuasive function in *Ben and Jerry's* ice cream advertisements.

1.4 Methods of Research

There are some steps that I take in writing this thesis. In the beginning, I searched for the theory of stylistics which can support my analysis. The next step, I started my research by browsing some advertisements on the Internet that I am going to use as the source of my data. Afterwards, I chose the most suitable ones

and classified them into types and functions of rhetorical figures. Then, I analyzed the data. Finally, I wrote the thesis.

1.5 Organization of the Thesis

My thesis consists of four chapters. The first chapter is Introduction, which is divided into five sub-parts: Background of the Study, Statement of the Problem, Purpose of the Study, Methods of Research and Organization of the Thesis. The second chapter, which is Theoretical Framework, consists of the theory of the rhetorical figure which I use to analyze the advertisement. The third chapter contains the analysis of the data. Then, the last chapter contains Conclusion. At the end of the thesis, there are Bibliography and Appendices.

