CHAPTER ONE

INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Advertising is a very prominent and influential tool in product selling in order to make a good sale of the product to gain as much profit as possible. Basically it is a persuasion, which puts emphasis on the product's benefit. An advertisement is designed to create favorable mental impression to turn people's mind toward purchase (Rositter and Percy 4). Nowadays, it is almost impossible for a producer not to advertise his/her product. Moreover, because of its vital function in selling, advertising becomes a promising piece of business.

Despite its importance as a promotion tool, advertisements are also considered a controversial tool as some of them are suspected to apply manipulative words (Keller 286). The manipulation can inflict financial, psychological and social loss because the information provided in the advertisement can mislead the consumers to believe something which is not true.

As informed in the official website of Pond's Indonesia, Pond's, which has been a brand of Unilever since 1987, is a brand that is significantly helped by advertising to be a worldwide brand. It has grown year by year since it was advertised nationally in 1886 and started involving artist in its advertisement in

1910s (Unilever). Today, the brand that originally was invented in the United States as a medicine by a scientist, Theron T. Pond in 1846 is sold around the world and becomes a major cosmetic brand in Indonesia. Here in Indonesia, there are three general categories of Pond's. They are anti-aging, brightening, and oil-control cream (Unilever).

In advertising, Pond's, which is a cosmetic, is generally categorized as a low involvement product, which means buyers perceive neither economic nor psychological risk in purchasing the product (Rositter and Percy 167). People will not be worried about the price of this product as they are relatively affordable. However, this may make it easier for people to be misled as normally people will not take any serious consideration to make a purchase. Mainly, cosmetics are classified as informational which are products that are created because of negative motivations such as problem removal, problem avoidance, and incompetence satisfaction (Rositter and Percy 170). Thus, advertisers of cosmetics will try to convince prospective buyers to believe that their products are really favorable to solve the problems.

Advertisements usually appear in the media. There are several possible media that can be used to promote a product. Mainly, advertisers will take some considerations in choosing a media to promote their products. For national advertisers of consumer products and services, television is the most effective medium for achieving overall communication objectives and product sales (Rositter and Percy 398) Therefore, Pond's, which is mainly low involvement/informational product and internationally-marketable, crucially requires television advertising.

In advertising, there is a technique that is occasionally applied named Doublespeak. Substantively, this is also commonly used in politics, education, military, and business to make people believe something which is not true, to

cleverly avoid something, to make something larger or more important, or to make something less clear and harder to understand (Lutz 2). It is a branch of an applied linguistic subject, which is called Pragmatics.

I intend to analyze the practice of doublespeak in Pond's advertisements that are displayed in Indonesian TV commercial breaks. By considering the characteristics of the product explained above, there is a huge tendency of advertisers to use doublespeak in Pond's advertisements. I choose Indonesian commercials as Indonesia is a prospective market for cosmetic product promotion due to its massive number of population.

Based on Indonesian 2010's census data, there are 237, 556, 363 people all around Indonesia and almost half of which are women who are prospective buyers of cosmetics, especially Pond's. That is the reasons why I choose Indonesian commercial break as the source of data. Moreover, I am also eager to know what kind of doublespeak is used in Pond's advertisements that are displayed in Indonesian TV and how they mislead people. The theory of doublespeak maintained by William Lutz will be applied to make a critical analysis of the doublespeak in the data.

The significance of the thesis is that by reading this thesis people can be more aware of manipulative language used in commercial breaks in Indonesian television and avoid being misled by those commercial breaks in general and Pond's advertisements in particular. From that significance of my study, I formulate the title of my thesis, which is "Doublespeak in the Indonesian TV Advertisements of Pond's".

(742 words)

1.2. STATEMENT OF THE PROBLEM

1. What kind of doublespeak is used in Pond's advertisements?

2. How does the use of doublespeak in Pond's advertisements mislead people?

1.3. PURPOSE OF THE STUDY

1. To know what kind of doublespeak is used in Pond's advertisements.

2. To know how the use of doublespeak in Pond's advertisements misleads people.

1.4. METHOD OF RESEARCH

I began this research by obtaining and reading some books that are relevant to the issue discussed. Moreover, I also looked for some further information related to the topic to enrich the analysis from both books and the Internet. Thus, this is a library research.

Then, I collected some data from Indonesian television stations, which are some advertisements of Pond's. I strongly prioritized to gather the Indonesian data only from national TV station's commercial break. As a result, I could analyze the data and drew some conclusions of what has been discussed.

1.5 ORGANIZATION OF THE THESIS

The thesis is divided into four chapters. The first chapter is the Introduction, which consists of the Background of the Study, Statement of the Problems, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two contains the Theoretical Framework, which is used to

collect some approaches to analyze the data. Chapter Three is the analysis of the data. The last chapter, Chapter Four, is the Conclusion of all those analyses. At the end of the thesis, I put the Bibliography and Appendix