# CHAPTER ONE

# INTRODUCTION

**Background of the Study**

In this thesis, I will analyze the language used in advertisements. Language is not only a means of communication about a specific subject but also important in establishing and maintaining relationship with other people.

The topic of my thesis is "function of speech in cosmetics advertisements". The data that I choose to analyze are taglines in advertisements. "A tagline is a variant of a branding slogan typically used in marketing material and advertising. The idea behind the concept is to create a memorable phrase that will sum up the tone and premise of a brand or product (like a film), or to reinforce the audience's memory of a product. (http://en.Wikipedia.org/wiki /Tagline).

Advertising is not only for promoting products, but also for informing the consumer to be aware of a new product by giving information, persuading the consumer, keeping the company's brand and products in the consumer's memory, as well as adding value to the product, such as to be more elegant and stylish. In making advertisements a copywriter must use creative ways because an effective

advertisement usually gets noticed and is easily remembered. As a result, it makes people act. Creative ways will make consumers attracted to the product. The main purpose of a message in advertisements is to get the attention of the consumers. The message should be able to arouse the consumers' desire for the product or service and finally get them to buy or use it. Advertisements should have media for them to promote.

Media are important elements to deliver something from one place to others. The same way with advertisements, they need media to carry out the message from producers to consumers. Rositer and Percy (1996) define media in advertisements as the means of delivering a creative message. Furthermore, they state that tile medium or media selected must be able to convey the creative content of the campaign in a way that meets the communication objectives.

I use magazines as a medium to advertise a company's product. Besides magazines, there are many other media to advertise products, such as posters, brochures, television, billboards, newspapers and radio. The reason I choose advertisements in magazines to analyze is because in many cases, people can read a copy of a magazine over and over again since it can be kept for a long time, usually for references. Magazines also offer better printing and color reproduction as they are printed on high quality paper, including photos and pictures to make people interested in reading them.

Besides, magazine is one of the cheapest media for a producer to get a great number of prospective consumers. The advertisements in magazines can be targeted at certain people from different ages, genders, and professions. Magazine becomes a

popular medium; it is proven by the existence of so many new magazines around us, such as children's magazines, teens' magazines, men's magazines, and women's magazines.

Magazines contain different kinds of advertisements; for example, fashion advertisements, jewelry advertisements, or automotive advertisements. In this thesis, I will analyze the use of taglines in cosmetics advertisements. I found many cosmetics products in these magazines. They used some interesting words, so that the reader will be interested to see and try their product. But I think that some or most of the readers do not know what exactly the meaning of the text in each advertisement.

However, I just want to analyze taglines which are used or created by advertisers. I choose taglines because tagline is a memorable phrase that will sum up the information of the product. Besides, taglines are usually type in big letter and placed above the others additional texts, so when the readers see the advertisements they will be more aware of the tagline than the others texts. Then I will see what kinds of functions of speech which are used in these cosmetics advertisements and the effect of the taglines on the readers. The readers that I chose to be respondents are women above 20 years old who have education in English junior and senior high schools.

I choose functions of speech to analyze advertisements because I want to analyze the taglines used in the advertisements with the functions of speech. I choose cosmetics advertisements in magazines because nowadays there are a lot of new magazines appearing among us. I realize there are many people who read magazines and automatically they will see advertisements. Cosmetics is the important thing for

women to maximize her beauty, but nowadays there are a lot of cosmetics and with this thesis I hope the readers will be aware of choosing cosmetics. Besides, they have to be familiar with the information of the product. And the advertisers also have to make the taglines as interesting as they can to attract the readers.

**Statement of the Problem**

The statements of the problem are:

1. What functions of speech are used in these advertisements?

2. What are the effects of the advertisement taglines on the readers?

**Purpose of the Study**

1. To know what functions of speech are used in these advertisements.

2. To know what the effects of the advertisement taglines are on the readers.

**Method of Research**

For my research, I gather the data by searching for cosmetics advertisements in magazines and I just choose the taglines. Then, I analyze the data that have been selected and state the percentage from the questionnaire. After analyzing the data, I draw a conclusion based on my analysis. The formula that I use to count the percentage is respondent who choose the function: total respondents (30 people) X 100%.

**Organization of the Thesis**

This thesis consists of four chapters. Chapter One is the Introduction, consisting of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. Chapter Two is the Theoretical Framework, which is concerned with the linguistic area and the approach in writing the thesis. Chapter Three is the discussion, which consists of the presentation of the findings, interpretation of data. Chapter Four is the Conclusion, obtained from my comments on findings and analysis. This thesis ends with the Bibliography, and the Appendixes.

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