

CHAPTER ONE

INTRODUCTION

Background of the Study

In our lives, we always deal with language to communicate with one another. Without language, we cannot get closer to one another because we cannot express our ideas and there will be a lot of misunderstandings and misinterpretations. Therefore, language is very useful in our life in order to understand one another. There are a lot of media that use language to express ideas. One of them is advertisement. We need advertisement to give us information about the product that we need. Advertisement and language are very closely related. Without language an advertisement will not be complete because language is needed to help people understand the message of advertisement more clearly.

As we know, advertisement is part of our daily lives. We find advertisements everywhere: on television, on radio, in magazines, even by the streets. According to Sutherland and Sylvester, almost everyone in the world is interested in advertisement, for about US \$ 400 billion is spent for advertising in the world each year (Sutherland and Sylvester, 2005:4) Without advertisement we will not know about the products that

we need, because advertisement is 'a message designed to promote a product, a service, or an idea. The purpose of advertising is to sell products'. (The World Book of Encyclopedia, A volume 1: 60).

In their book, Sutherland and Sylvester claim that advertisement is one of the influences that helps people to make a decision to buy a certain product. Through advertisement, a product will be popular and well-known. Therefore it is not surprising that some brands become superior and they will draw the attention of the people soon after those brands are advertised. The purpose of advertisement is to expose product, brands and package to be recognized easily and to strengthen its influence over any other brands that do not advertise their products. (Sutherland and Sylvester, 2005:31)

Advertisement can be analyzed through the use of symbol, color, and imagery but the simplest and most direct way to analyze advertisement is by analyzing its language. The choice of language in advertisement to convey specific messages with the intention of influencing people is vitally important. It is true to say picture and design in advertising have a very great impact on the reader, but it is the language that helps people identify and remember a product.

The impact of advertisement is really great. It is obvious, especially on women. According to Barletta, women are the richest consumers in the world; they are shoppers; what's more, they control more than half of the expenses in the world. The segment of the women market is so real, clear and moves so fast, which is supported by the research that if women buy some products, they will also be the sellers of that product. We all know that women love talking.

They will not hesitate to recommend a particular product to somebody else and that is the reason why women are the easiest target (Barletta, 2004: xvii,xix).

Furthermore, still referring to Barletta's ideas, women attempt to get what they want. In many cases, we find that women are willing to spend their money and time in order to get what they want because women are consumptive (Barletta, 2004: 72).

In Barletta's book, women have a list of criteria longer than men and they also add all of the consideration while making a decision. Therefore, it is not surprising that the process of taking decision that are made by women need longer consideration than men (Barletta, 2004:112).

The use of interesting and smart language in advertisement is very important to convince women that a certain product is worth getting so that they do not have to waste their time making a decision especially on buying beauty products to raise their confidence. We all know that women really care about their looks; they want to look beautiful to gain confidence. That is why advertisement in women's world become so important to promote the product.

Based on my previous explanation above, I choose sociolinguistics as the linguistic area to be analysed in this thesis. "Sociolinguists study the relationship between language and society". (Holmes,1992: 1). Furthermore, the analysis of language in some advertisements in this paper is based on the functions of speech.

Statement of the problem

The problem of this study is formulated as follows:

1. What functions of speech are used in some advertisements intended for women?
2. What are the purposes of the use of certain functions of speech in some advertisements intended for women?

Purpose of the study

Based on the statement of the problem, the purpose of the study is presented as follows:

1. To find out what functions of speech are used in some advertisements intended for women
2. To find out what the purposes of the use of certain functions of speech in some advertisements intended for women are.

Method of Research

First, I read some advertisements in women magazines to get the data. Second, I collect and classify the data, which are presented in the form of headings. Third, I analyze the functions of speech used in the advertisement. Fourth, I analyse the purpose of the use of certain functions of speech.

Organization of the Thesis

This thesis consists of four chapters. Chapters I is the Introduction, containing the Background of the Study, the Statement of the Problem, the Purpose of the

Study, the Method of Research and the Organization of the Thesis. Chapter II provides the linguistic theory of functions of speech, which is used to analyze language in advertisement. Chapter III contains the Discussion on the Functions of speech used in seventeen advertisements intended for women and the purpose using of certain functions of speech. Chapter IV is the Conclusion, in which what has been analyzed and discussed in the previous chapters is concluded, containing my personal comments and opinion. This thesis ends with the appendices, in which the data and their sources are listed, including the table concerning the data used in discussion.

