

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Nowadays, advertisements are part of life that cannot be separated from our life. Most people need advertisements to get the information about their necessities of life, since advertisements offer the primary, secondary, and tertiary necessities of life. Primary necessities include daily food, house, and clothes. Secondary necessities include expensive clothes, café, luxurious furniture, air conditioner, and a cozy place for hanging out. Tertiary necessities include handphones, laptops, jewelries, and a high-class apartment.

The messages in the advertisement are not only delivered face to face but also by media entertainment. The media entertainment used to deliver the advertisement are newspapers, magazines, radio, television, the Internet, billboards, and movies.

The media for advertising consists of electronic media and non-electronic media. The electronic media include television, radio, the Internet, and LCD. The non-electronic media include magazines, newspapers, posters, ballyhoos, billboard, leaflets, and air balloons.

Advertisements in the electronic media usually appear between movies and the other shows. The advertisements also appear to interrupt the shows at the intervals. In addition, the advertisements are shown repeatedly. The result of these strategies is to capture the attention of the audience. Thus, the audience will focus on the advertisements, and then they will try to buy the products of those advertisements.

Advertisers in the non-electronic media use texts, pictures, photographs, and paintings to deliver the message of the products that will be captured by the readers. Therefore, the advertisement text needs to be attractive and persuasive to attract people to buy the products.

The non-electronic media, such as newspapers, magazines, and posters, are usually called the printed advertisements, because the process of making the advertisements in these media is with a printing process.

Advertisers in printed advertisements try to deliver the information about the product by using Indonesian and English language. The use of English in Indonesian printed advertisements is usually intended to make the advertisements more attractive and impressive. Based on the advertisers' experience, Indonesian people prefer the products that are advertised in the English language because it creates an impression that those products are from foreign countries.

Based on the result of the interview with the advertisers in printed advertisements, the advertisers say that most people from the middle-class society of Indonesia feel proud of being able to buy or use foreign-made products. As they think that foreign-made products are more prestigious than domestic-made products. By contrast, the high-class society pay more attention to foreign-made

products because they consider foreign-made products to be of high quality to get comfort, pleasure, good materials, preservation and satisfaction.

The advertisers in printed advertisements know that most consumers, especially those of the middle and the high-class society in Indonesia, prefer to buy products which are advertised in English. They tend to make advertisements using English to reach the intended social status of the consumers. Therefore, the advertisers compete to get as many consumers as possible by using English in their advertisements, although they do not really understand the correct structure of their sentences in their advertisements.

I do not choose to analyze ungrammatical forms of advertisements in the electronic media, for example, in television advertisements. I hardly find any errors in the use of English in television advertisements since the producers have a big budget to choose the right advertiser and are well-grounded in English. The producers are able to choose well-educated advertisers who master English well, so their advertisement becomes an attractive advertisement with the correct grammar. Therefore, most television advertisements have correct English grammar.

The topic of my thesis is “Ungrammatical Forms found in Printed Advertisements”. I choose this topic because nowadays there are a lot of Indonesian products which use the English language in their printed advertisements to promote their products, and in those advertisements I have found quite a lot of ungrammatical forms.

The significance of my topic is to make people not only aware of products which are advertised in printed advertisements, but also aware of the words which

are used in them. So, the readers will know about whether Indonesian advertisements in the English language use the correct grammatical structure or not, so that the advertisements are more reliable. Besides, the readers will know also about the factors which influence the errors in the use of English in printed advertisements.

In my thesis, the source of my data is printed advertisements in two newspapers: Bandung Infomedia and Bandung Advertiser. I notice that some of the advertisements in these periodicals contain grammatical errors. More specifically, I focus on the error analysis based on the taxonomy of errors and the different causes of competence errors.

Word count: 766

1.2 Statement of the Problem

1. What types of grammatical errors are made by advertisers in printed advertisements?
2. What are the factors influencing these errors?

1.3 Purpose of the Study

Following the statement of the problem, the purposes of this study are:

1. To find out what types of grammatical errors are made by advertisers in printed advertisements.
2. To find the factors influencing these errors.

1.4 Methods of Research

I take the following steps in gathering the data. The first step is collecting some printed advertisements. The second step is selecting the utterances in the printed advertisements that have ungrammatical forms. The third step is identifying errors based on the result of the interview. The fourth step is classifying the ungrammatical forms based on the types of grammatical errors. The fifth step is analyzing the factors influencing the use of the ungrammatical forms. The sixth step is writing a research report of the analysis.

1.5 Organization of the Thesis

The thesis consists of four chapters. Chapter One is the Introduction, which contains the Background of the Study, Statement of the Problem, Purpose of the Study, Methods of Research, and Organization of the Thesis. In Chapter Two, the theoretical framework of the study is presented. The data analysis is put forward in Chapter Three. The following chapter, Chapter Four, states the Conclusion, in which what has been analyzed and discussed in the previous chapter is concluded. At the end of the thesis there are the Bibliography, in which the sources are listed, and also the Appendices, in which the whole data are presented.