

CHAPTER ONE

INTRODUCTION

Background of the Study

Humans being are social creatures, so they need to communicate with one another. Human cannot live by themselves, but they need to live together and socialize with others. According to Sachdeva, "Communication is the exchange or flow of information and ideas between one person and another. Effective communication occurs when the receiver comprehends the information or idea that the sender intends to convey". Communication process happens when we have an idea that needs to be communicated and that idea is sent to the receiver. There are a number of ways to communicate, either verbally or non-verbally. There are different means of communication with through television, radio, magazine, newspapers and the Internet. Therefore, because of the rapid progress in technology, we can get more information, and perhaps in the near future there will be more ways to exchange information.

Information is closely related to media advertising, which is a way to convey information. Nowadays, we can easily find many advertisements on television, on the radio, in magazines and so on. According to *Collins Cobuild Advanced Learner's English Dictionary*, advertisement is "an announcement in a newspaper, on television, or on a poster about something such as a product,

event, or job". Almost all companies use advertisements to promote their product, because it is an effective way to attract consumers. To support the product, the advertisement should be unique and creative. That is why, the company uses good-looking models, eye-catching colours and attracting words. The aim of the company to use those features is to attract the consumers to buy the product.

The words used in advertisements are one of the most important elements to attract people's attention. The advertisers formulate the words to be put on the advertisements in such a way that they make the consumers believe that the product goes along with their expectations. Finally, it makes the consumers eager to buy the product. One way to materialize their intention is through doublespeak. Doublespeak is often used in advertisements by advertisers in order to make the products look more attractive and more interesting, so that the consumers may think and believe that the products are really what is said in the advertisement. (Lutz 77)

This is the case that I will analyze in my thesis, and specifically I have chosen *The Body Shop* advertisement as the source of the data, because in *The Body Shop* there are a number of advertisements which can be considered to deceive and mislead the consumers. Besides, skin care products are one of the advertisements that often use doublespeak (Lutz 83). I am interested in analyzing this topic because I want to show that *The Body Shop* frequently uses doublespeak in advertisements.

The topic of my analysis is *Analysis of Doublespeak in Facial Skin Care Product in The Body Shop Advertisements*. My topic belongs to Pragmatics. According to Lutz, doublespeak is "a language that pretends to communicate but it really does not. It makes the bad become good, the negative become positive, the unpleasant become attractive" (Lutz 1). To analyze the data I use Lutz's

theory, *doublespeak*. In advertising, doublespeak is commonly used to attract people's attention.

I also include the history of *The Body Shop*. *The Body Shop*, founded by Dame Anita Roddick, is one of the brands that produce beauty products. Their first store opened on 26th March 1976 in Brighton, the south coast of England. *The Body Shop* itself first came to Indonesia in 1992. The first store of *The Body Shop* is located in Pondok Indah Mall, Jakarta. Today, *The Body Shop* has nearly 89 stores spread across Indonesia, including Java, Bali, Sumatra, Kalimantan, and Sulawesi. Nowadays, *The Body Shop* not only produces women products but also products for men. *The Body Shop* now becomes one of the most well-known brands and lots of people are interested in using the products.

The significance of my topic is that people would become aware and wiser when they choose a particular product, especially skin care products. They should be aware of the fact that an advertisement is like a tool or a way to sell those products. What is stated in the advertisement may not be the same as in reality. Some words are intended to mislead the consumers because they appear to be very promising but actually not.

Word count: 716

Statement of the Problem

The problems I want to analyze in this thesis are:

1. What words or phrases in *The Body Shop* advertisement that contain doublespeak?
2. What kind of doublespeak are they categorized into?
3. How does the doublespeak mislead the consumers?

Purpose of the Study

This thesis is conducted to show the following points:

1. To identify the words or phrase that contain doublespeak in *The Body Shop* advertisement.
2. To categorize the doublespeak into its kinds.
3. To show how those words can mislead the consumers.

Methods of Research

I searched for Doublespeak theory by Lutz and the advertisements from the Internet that I would analyse. Then, I read the theory from Doublespeak by Lutz and some references from the Internet, understanding the theory and the data. After that, I analyzed the advertisements by referring to literary theories from some references to support the analysis of the advertisement. Eventually, I drew some conclusion based on my findings.

Organization of the Thesis

In my thesis, there are four chapters. Chapter One is Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of the Research, and Organization of the Thesis. Chapter Two is Theoretical Framework, in which I describe the linguistic area and the approach I use in writing the thesis. Chapter Three is the analysis of the Advertisements. Chapter Four is Conclusion of the analysis. I put Bibliography and Appendix at the end of the thesis.