

CHAPTER I

INTRODUCTION

1.1 Background of the Study

English influences many aspects, such as education, business, and tourism. In automobile industry, for instance, car modification has become a profitable business lately and thus, creating a high demand on information about car parts. One way of looking for information about car parts is through advertisements. Therefore, the present writer has decided to do research on car modification magazines, to acknowledge the role of English in the advertisements.

The present writer wants to analyze the use of language in advertisements and how it helps to make an appealing impact especially in car magazines. Currently, car modification is becoming a new trend both in Indonesia and in other countries, which urges many people to modify their cars by searching the car parts from magazines. More than 40 car contests have been held in Indonesia for the past three years. That is why the present writer is encouraged to know about the significance of advertisement in this new trend.

It is very interesting to do research about the effectiveness of the use of English language car parts advertisements because it might give both the researcher

and the readers some insights about how to make an appealing advertisement based on customer's feedback. This insight will then be beneficial not only to make a car advertisement but might also be general knowledge for making other kinds of advertisement.

1.2 Identification of the Problem

1. What are the criteria of a good English advertisement in car magazines?
2. How appealing is the use of English in car parts advertisements in Indonesia?

1.3 Objectives and Benefits of the Study

1.3.1 Objectives of the Study

1. To know the criteria of good English in making advertisement in car magazines.
2. To know the appeal of English usage in car parts advertisement in Indonesia.

1.3.2 Benefits of the Study

To give car part advertisers some insights on what good advertisements are like according to the Indonesian public, which will be beneficial in promoting their products in Indonesia. And the present writer will be able to enrich his knowledge about the appealing factors of an English advertisement in Indonesian market.

1.4 Concise History

Hot4s is an Australian company. **Hot4s** started the first magazine production on 22nd February 1998. The company is located at 50 Silverwater Rd, Silverwater, NSW 2128. This magazine has been sold to several other countries. In North America, **Hot4s** has a distributor named Stonehouse Publications and in Singapore the distributor is Car Kit Pte Ltd. In Australia, **Hot4s** also has a distributor at 54 Park Street, Sydney NSW 2000 named Network Distribution Company. The magazine is published in Australia but printed at Times Printers Pte Ltd, Singapore.

Hot4s becomes famous rapidly since **Hot4s** often includes good modification cars especially *The King of Auto Salon* in Australia. The rating of **Hot4s** in Australia starts to increase through the selling of the special edition magazines and DVDs which are made based on 'Auto Salon car contest' in Australia. In Indonesia, people who are fond of reading car magazines prefer to buy **Hot4s** because there are a lot of reports about Indonesian people in Australia who modify their cars which can be found in **Hot4s**.

Hot4s makes movies and video clips about Auto Salon and the cover girls who have ever been placed on the magazines when **Hot4s** company is getting well-known from the magazines. Besides, **Hot4s** is also known among manufacturers, especially new manufacturers who want to compete with other brands. The manufacturers start to advertise their products when **Hot4s** magazines are keenly bought by many car lovers. In order to expand the business, **Hot4s** makes stores to sell products, and **Hot4s** also sells car parts from the advertiser.

1.5 Products of the Company

Hot4s does not only provide magazines but also makes movies in DVD form containing well-modified cars. Actually **Hot4s** itself has some stores that sell many kinds of car parts as distributors, so **Hot4s** does not manufacture the products itself. Many of the car parts sold in the stores are from the manufacturers who often advertise their products in **Hot4s**. **Hot4s** often makes special edition magazines as well as the usual movies in DVD; accordingly, the readers and the audiences are able to upgrade their knowledge about special occasions in a more detailed way. Usually the special edition is published if there is a big event or as compilation of the greatest cars in one year which is called the yearbook.

1.6 Limitation of the Study

The present writer will focus on the analysis on four different advertisements about car parts in foreign magazines. He will observe the advertisements on **Hot4s** magazine, as well as gaining information about good advertisements based on the opinion of the readers.

1.7 Layout of the Term Paper

This term paper starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which the present writer acknowledges the work and contribution of other parties. After that is the Table of Contents, followed by its five chapters :

Chapter I	is the introduction to the analysis
Chapter II	contains the library research
Chapter III	holds the performance of the research
Chapter IV	contains the result and discussion of the research
Chapter V	contains the conclusion, the present writer's comments and suggestions

In the final part, the present writer presents successively the Bibliography and the Appendices.