#### **CHAPTER I**

#### INTRODUCTION

# 1.1 Background of the study

Communication is a major requirement for humans as one of the forms of interaction. When people communicate, they do so for various reasons, the four main reasons are: to inform someone of something, to get information from someone, to get someone to do something, to express one's attitude about something (Marjolijn verspoor, 2000:16). Communication is derived from Latin word, "communicare" which means, "to make common" or to share (Pearson et al., 2003:10). It is used in the process of sending and receiving information, idea, opinion, signals or message by talking, gesturing and writing.

A good communication means a communication that contains of some points. As Brook's said in her book (2002:5) "Good communication means relevant, focused, timely and readable". It denotes that a speaker must give attention to the particular person or group that conducts communication, so both speaker and hearer can focus to each partner. Then, relevant means appropriate topic because it is a significant thing that should be considered in order avoiding confusions during communication. While timely and readable means that a speaker is suggested to give change or time to the hearer to feel or think for a while from the backtalk and avoid the long-winded in order to keep your partners losing their interest of talking with you. Good communication is the success to reach the goal of communication.

Language, however, is being the important part of communication as a tool to achieve its goal.

The use of language is the object study of discourse analysis. This study concerns on linguistics, such as how languages used in persuading people during communication. There is an art of discourse that is Rhetoric. Keraf (2009:3) argued "Rhetoric means the use of language as an artistic technique, both oral and written are based on a well-structured knowledge". Deals with it, there are two important aspects which people should to understand about rhetoric. The first is knowledge about language and its used. The Second knows the object that will be the target of language's user.

Persuasive is a form of rhetoric. It is a communicative act that carries out both these goals an audience that has been persuaded has understood an utterance, and believed its message. According to Muholland (1994:14) "Persuasion is a factor of ordinary everyday life, and it is what can make people feel more or less comfortable, improve or weaken cooperation between colleagues and friends, and maintain relations with family and the community". Then, through some instruction, both direct and indirect speech people influenced to take a decision or change their though based on what the speaker wants. Hogan argued that persuasion is to provide induction of belief and values into someone self by means of influence their thought and measure through positive strategy (as cited in Abbas 2008:15)

Persuasion is commonly used in the world of marketing and politics. In political oration or campaign, persuasive is used by the speaker when conduct a

direct speech or oration to convey their idea, purpose, and belief. Moreover, persuasion is also used by marketer and advertiser to offer their product or service to the customer.

The technique of persuasion in advertisement is used to persuade consumer, so people will give attention to the products or service and interested to consume it. Advertisement is a form of using persuasive which presented attractively. According Silverblatt (2007:6) "Advertising: the sponsor of the series, Wal-Mart, appeared during the commercial breaks, promoting its stores and products". Advertisement becomes one of the best ways to introduce company's products. Most of products which are promoted in advertisement become familiar in the society. It is due to advertisement can be present through some method or types which effectively take people's attention because of its performance.

Wiryawan stated "There are two types of advertising, which is released with no mass media through publishing: direct marketing and relation media such as brochure, flyer, leaflet, direct mail, email, and poster. The line advertisement which is released through mass media such as television, newspaper, magazine, radio, billboard and any types of commission based media (as cited in A'yun, 2008:10). It shows that advertisements have a looseness to be widespread through various mass media based on the advertiser's need.

In this globalization era, mass media become popular as an effective way to be in touch with public. Television is one of helpful communication media which presented any kind of information, news, entertainments such as film, music, and education. Television has superiority in the sound and picture which the public more interest in this media so they can receive the information optimally. It is different with magazine, leaflet, street banner and other print media that only focus on the language or pictures. By this fact, television becomes a popular medium in every country included Indonesia.

By the television media, many products show their own advertisement. Therefore, MNC media is one of the channel television corporate in Indonesia has an event form to appreciated advertisements in television media. MNC Media in collaboration with Roy Morgan, an independent survey agency conducted a poll of Indonesian society-related advertisings to be top of mind. For this event, MNC Media takes the standpoint of the communicative advertising messages, which involves the society or consumer as a judge. Indonesian Bright Awards 2016 will pass the voting period from 5 February to 4 March 2016 to the advertisements selected poll results. Nine categories of advertisements that are contested include: Jingle Advertisement, Tagline advertisement, Drama Scene advertisement, Funny Advertisement, Best star men, Best star women, Best star kids, Best star couple, and Best corporate Advertisement.

This research deals with persuasive technique which is used in the winner of Indonesian Bright Awards 2016. From the nine categories of the event, the writer choose four advertisements. First, Indomie advertisement as the best jingle in this awards. Second, Dancow milk advertisement as the best tagline advertisement. Third, Beng-beng advertisement as the best drama advertisement. Fourth, Djarum 76 advertisement. The reasons for choosing that advertisements because from nine

advertisements there are four category of best advertisements and five category of best actors. Therefore, only four advertisements than can analyzed. Another reason the writer used the persuasion technique because it is important when we know that the development of Indonesian products is increasing. One of the strategies to increase Indonesian product selling is making a persuasive advertisements. Indonesian Bright Awards Advertisements is a great event to stimulate the development of advertising in Indonesia.

In this study examines the modes and the techniques by Indomie advertisement, Dancow milk advertisement, Beng-beng advertisement and Djarum 76 advertisement. Modes itself means a mode that used in the advertisements like pictures, jingle, speech and writing. Technique itself means the techniques in order to catch the mean of persuasion. Techniques of persuasion are rationalization, identification, suggestion, conformity, compensation, projection, and displacement (Keraf 2009).

#### 1.2 Research Problems

In accordance with the background of the study discussed in the previous section, the problems of the study are:

- 1. What are the verbal modes of advertisements which is applied in The winner of Bright Awards Advertisements?
- 2. In what way the technique of persuasion applies in the speech and writing of The winner of Bright Awards Advertisements?

## 1.3 Research Objectives

Related to the statement of research problem above, this study aims to:

- To identify the modes of advertisement used in the winner of Bright Awards Advertisement.
- 2. To describe the way of persuasion technique which is applied in the speech and writing of the winner of Bright Awards Advertisement.

## 1.4 Significance of the Study

In line with the objectives of the research, it is expected that the research may give some contributions as follows.

- 1. Theoretically, from this study were expected to be one of the sources in discourse studies particularly on how person persuades another through language and how discourse analysis used in advertisement.
- 2. Practically, this study can help linguistics researchers, social media reviewer to examine a certain linguistic characteristic of some advertisements. Well, as it may also become a model of persuasive analysis for discourse studies learners.

### 1.5 Scope and Limitation of the Study

The scope of this research are advertisements of The winner Bright Awards Advertisements 2016. In this research, the writer focuses on the advertisements that becomes the winner in Bright Awards Advertisements. So, the writer analyzes the linguistic aspect in the speech or writing of The winner Bright Awards Advertisements based on Gorys Keraf theory. Next, the writer uses Guy Cook's

theory to analyze the verbal modes (picture, speech and writing) of advertisements, to describe the relation of the verbal modes with the persuasion technique which is used on the advertisements. The limitation of the study is the writer only used three modes of advertisements. The writer just analyzed about verbal modes that found in pictures, speech and writing. According to Daymond, et.al., (2002:24) said:" The success of your study is not dependent on sample size, even a few document or transcripts are likely to reveal a large number of linguistic patterns". It means that a valid research not only depends on the number of data but rather than the quality and the compatibility of data and theory.

### 1.6 Definition of keyterm

- 1.6.1 Persuasion: an art of verbal with the intention to assure someone to do something appropriate with the speaker"s purpose for this moment or the present time. (Gorys Keraf, 2009:1)
- 1.6.2 Discourse Analysis: Concerned with the cultural and political context in which discourse occurs, and the way language is used and organized in order to construct different versions of events and activities. (Daymon and Holloway, 2002:140)
- 1.6.3 Advertisement: tool for selling ideas, goods or services to a group. It employs paid space or uses vehicle to carry its message that does not disguise or hide the identity of the advertiser or his relationship to sales effort. (Gaw 1961:9)