

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Communication as like as a vehicle for human being to interact each other. 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 mean 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.

Two of the goals of human communication are to be understood and to be believed (Taillard, 2013:3). While conducting a communication, each people must use an appropriate language. Basically, appropriate language is used to make people understand with the case that they are going to discuss. Then, another goal is to be believed. It means people try to affect other people’s beliefs, desires and

actions. 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 medium which presented any kind of information, news, entertainments such as film, music, and education. As its character, 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.

One of favorite products and service in society which presents in television are communication services. Indonesian telecommunication had been rapidly developed by the cellular operator. Many companies provide cellular card to the public in order to get communication and access internet with low tariff, such as Telecomindo, Inc. Indosat, Inc. Exelcomindo, Inc. Axiata, Inc. Smartfren Telecom Inc. etcetera. Through their product, the company offers various kind of cellular service which gives advantages for each customer. Actually, there are two basic technologies in mobile phones, CDMA (Code Division Multiple Access) and GSM (Global System for Mobiles). CDMA (Code Division Multiple Access) and GSM (Global System for Mobiles) are shorthand for the two major radio systems used in cell phones.

To fulfill the consumer need, Smartfren Telkom, Inc. offers some services of cellular tariff, especially to access internet. Smartfren is telecommunication operator licenses from network's executor with CDMA2000 1x EV-DO technology and had 1900 MHz frequency. It provides CDMA EV-DO Rev. B

Phase 2 (equal with 3,5G with high speed up to 14,7Mbps). Smartfren service and assistance is the best partner for human telecommunication service. It offers a smart solution to increase the quality of human communication. It can be provable from one of cellular award 2013 that gave reward to Smartfren, Inc. as the best CDMA operator based on SMS polling and vote from society (<http://m.portal.paseban.com>, access 25 October 2013). The slogan of Smartfren “*Live smart-I hate slow*” shows that this operator asks public to think smart by choosing a best operator for them so they can access data from internet with high speed, low tariff and best quality. As a CDMA operator that available with high speed, Smartfren occupies in mobile broadband and the most extensive broadband throughout Indonesia.

This research deals with persuasive technique which is used in television’s commercial, especially for Smartfren advertisement. The writer is interested to analyze the mode of Smartfren advertisement, and its persuasive technique. This research uses Guy cook’s theory of advertisement and the writer also applies Gorys Keraf’ theory of persuasive techniques. Cook’s introduces his notion of modes into three parts; they are music, picture and writing or speech. Music in advertisement can be presented in orchestral or solo, amplified or acoustic. In Smartfren advertisement, there is song by Arif Pawewang titled “*To Celebrate with Me*”. This song is one of the jingles of Smartfren. By looking the lyric, it refers to the all people who do activity to celebrate every moment with me (Smartfren). Besides music, picture has a power to support the interactive display. Advertiser may present some popular figure to attract society’s attention, or they

make a parody by imitating the style of artists. The last is Speech or writing; it can be the brand name, slogan, and the jingle, may the characteristic of the products. *"I Hate slow, Smartfren Live Smart"* is Smartfren's slogan. From this slogan the advertiser used a simple word but assert that the product is a smart choice for customer who has slow service, especially in accessing internet. Those three modes of communication had relationship to accompany each other in order to create attractive advertisement.

The writer is interested to analyze Smartfren advertisement because Smartfren Telkom, Inc. being popular in Indonesian, especially by their new products. Moreover, Smartfren is the first product which combines two technologies of cellular card, they are: Gsm and CDMA on Smartfren Andromax mobile phone. Smartfren commercial is different with other product which arising some artist or other popular people, it just focus on its story and jingle. Then, Smartfren Telkom, Inc also provides complete tools, such as modem, mobile phone, cellular card, router, etc. In Indonesia, Smartfren .Inc is the only company which offers the complete communication tools.

The writer will analyze Smartfren product in television commercial through Guy Cook's theory. It because television as the most effective medium which combines three modes of advertisement. The writer supports this analysis by applying Gorys keraf's theory of persuasive technique, such as rationalization, identification, suggestion, conformity, compensation, displacement, projection. Here, Keraf's theory will apply in the speech and writing of the Smartfren commercials.

1.2 Statement of Problem

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

1.2.1 What are the modes of advertisements which is applied in Smartfren advertisement?

1.2.2 In what way the technique of persuasion applies in the speech and writing of Smartfren advertisement?

1.3 Objective of The Study

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

1.3.1 Identify the modes of advertisement used in Smartfren television commercial.

1.3.2 Describe the way of persuasion technique which is applied in the speech and writing of Smartfren commercial.

1.4 Significance of The Study

The findings of this research were supposed to give valuable contributions theoretically and practically. Theoretically, from this research 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 a television advertisement. 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. The result of this study hopefully gives advantage for advertiser who will create an advertisement in order to be better in their works

1.5 Scope and Limitation of Study

This research is limited on analyzing the advertisements of Smartfren, cellular cards, mobile phone, modem, and etcetera. In this research, the writer focuses on the advertisement of Smartfren in Television. So, the writer analyzes the linguistic aspect in the speech or writing of Smartfren commercial based on Gorys Keraf theory. Next, the writer uses Guy Cook's theory to analyze the mode (picture, song or jingle) of advertisement, to describe the relation of the audio visualization with the persuasion technique which is used on the advertisement.

The limitation of the study is the writer only found three Smartfren television commercials which apply three modes of advertisement. According to Daymond and Halloway (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)
- 1.6.4 Smartfren: an internet service provider and CDMA cellular operator operating in the nation of Indonesia. (www.Smartfren.com)