

CHAPTER 1

INTRODUCTION

This chapter contains (1.1) The background of the research, (1.2) The statement of the problems, (1.3) The purpose of the research, (1.4) The significance of the research (1.5) The scope and limitation, (1.6) The definition of related terms, and (1.7) The organization of the research.

1.1 The Background of the Research

Language is as a means of communication. All of people in the world need a communication. A tool to communicate one another is language. Language use when people try to do something with each other in joining activities. That is why language is very important in communication.

According to Nasr (1980: 1), he stated that;

Language is a part of culture. It is a part of human behavior. Language is an acquired habit of systematic vocal activity representing meanings coming from human experiences. One can also say, simply that language is an acquired vocal system for communicating meanings.

As a means of communication there are two types that are used by human beings, spoken and written language. A spoken language is in forms of conversation, speech, etc. While written language is in the forms of newspapers, magazine, book, etc. One form of communication that develops is advertisements.

Nowadays, advertisements become a part of our lives. Advertisements are seen and heard by people. Advertising is with us all the time. We can find advertisements in printed or electronic media such as television, radio, magazine, newspaper, etc. When people watch television or read magazine, they see pictures or hear the language that is used in advertisements. Advertisements are an important tool to promote products to the costumers. Advertisements in media make the product become familiar to the society. This is the reason why the researcher is interested in doing research on advertisements.

Advertisements are used to remember the name and to persuade the consumers to buy the products or use the service. In Rotzoll's view, advertising as discourse is recognized as paid for by an identified sponsor and non-personal communication forms found in identified media with persuasive intent (1985: 95). Rotzoll further states that advertisements in order to attract and persuade the consumers to buy the products. Based on Rotzoll's view above, it can be concluded that advertisements as non-personal communication forms in media to persuade the consumers to buy the products. Advertising is very important to producers and consumers. Advertising also tells us as the consumer what a specific product, brand or service should do when it is used, thus helping the consumer to understand. On the other hand, by making people aware of products, service and ideas, advertising promotes sales and profits.

Printed media are the media which promote visual massages. The media consist of sheets of paper with a number of words and colorful images.

Printed media advertising is used in newspapers and magazines. It will be clearer to analyze if the data are in the written form. Therefore, this research chooses written advertisements as the data because there are many advertisements that can be found in the magazine.

This research chooses *Her World* magazine as the source of the data. This magazine is a women monthly magazine in Singapore. *Her world* magazine is well known magazine in Singapore that has been spread all over the countries, including Indonesia. Moreover, *Her World* magazine is chosen as the source of the data because this magazine is a woman magazine; therefore, it presents a lot of cosmetic advertisements that are usually used by woman. Being beautiful is every woman dream. Cosmetics have been a requirement that people generally cannot be separated with daily life. Many products including cosmetic products are therefore marketed through advertisements. The most potential consumers of cosmetic products are women. Here, this research using cosmetic advertisements as the object of her research.

The language of advertisements must be easy to remember. Finally, they follow it by buying the products or services. The advertisements aim to persuade people, so that they buy the products. Furthermore, this research is interested to find out the meaning of advertisement because of different readers will interpret advertisement texts in different ways. There is a tendency to use intended meaning in advertisements, so it will interested in studying the meaning of advertisement. There is always more than one meaning of a certain word in every advertisement. In Hurford and Heasley's

view, there are two types of meaning, that is, sentence meaning (word meaning) and speaker meaning. They further explain that sentence meaning is what a sentence means, whereas speaker meaning is what a speaker means when he uses a piece of language (2007: 3). To analyze the meaning in cosmetic advertisements, this research uses speech act theory. Based on Austin views in Moore (2001: 3), there are three kinds of speech act locutionary, illocutionary, and perlocutionary acts. To analyze the intended meaning and the effect in cosmetic advertisement, this research uses kind of speech act.

1.2 The Statement of the Problems

Considering the background above there are three problems that can be analyzed in this research:

- 1.2.1 What are the sentence meanings found in the cosmetic advertisements?
- 1.2.2 What are the intended meanings found in the cosmetic advertisements?
- 1.2.3 What are the effects of the advertisements to the readers?

1.3 The Purpose of the Research

The purpose of the research first is to describe the sentence meaning in the cosmetic advertisements. Second is to describe the intended meaning in the cosmetic advertisements. And finally, the researcher wants to find out the effect of the advertisement to the readers.

1.4 The Significance of the Research

Through this research, hopefully the results of this research give advantages to the readers, and the researcher herself. First, this research will help the readers who are not familiar with the language in advertising to understand the intended meaning found in the advertisements. Second, this research will help the researcher to give better understanding of meaning in advertisements and the effect of the advertisements to the readers.

1.5 The Scope and Limitation

The scope of this research is semantics and pragmatics. Semantics and pragmatics theories are applied in this research in order to reveal the sentence meaning and intended meaning found in the cosmetic advertisements.

1.6 The Definition of the Related Terms

To help the readers understand about this research, there are some definitions of key terms that would be given.

1.6.1 Advertising

Advertising means drawing attention to something, or notifying or informing somebody of something (Gillian Dyer, 1982: 3).

1.6.2 Sentence Meaning

Sentence meaning is what a sentence means. (Hurford and Heasley, 2007: 3).

1.6.3 Locutionary Act

Locution is the literal meaning of the utterance (Wagiman, 2008: 69).

1.6.4 Illocutionary Act

Illocutionary act carried out by a speaker making an utterance is the act viewed in terms of utterance's significance within a conventional system of social interaction (Soekemi, 2000: 123).

1.6.5 Perlocutionary Act

Perlocutionary act carried out by a speaker making an utterance is the act of causing a certain effect on the hearers and others (Soekemi, 2000: 122).

1.7 The Organization of the Research

In the first chapter, this research deals with the introduction. It includes the background why she is choose the title, the statement of the research problem, the purpose of the research, the significance of the research, the scope and limitations, definitions of the related term, and the organization of the research. In the second chapter, this research deals with the review of related literature. It includes the concept, the main theories, and also supporting theories. In the third chapter, this research describes the methodology; it includes the approach, the data collection, and the data analysis. In the fourth chapter, this research presents the analysis and the findings. In the fifth chapter, this research presents the conclusion.