

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Problem

Communication is giving, receiving or exchanging ideas, information, signal or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or expression emotions. It is nearly impossible to go through a day without the use of communication. There are two types of communication. They are verbal communication and non-verbal communication.

Verbal communication refers to the form of communication in which message is transmitted verbally. Verbal communication is further divided into oral communication and written communication. In oral communication, spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In oral communication is influenced by pitch, volume, speed and clarity of speaking. The second is written communication, written signs or symbols are used to communicate. A written message may be printed or handwritten. In written communication message can be transmitted via email, letter, report, memo etc. Message in written communication is influenced by the vocabulary and grammar used, writing style, precision and clarity of the language used. Written communication is most form of communication being used in business. So, it is considered core among business skills. Memos, reports, bulletins, job descriptions, employee manuals, and

electronic mail are the types of written communication used for internal communication. For communicating with external environment in writing, electronic mail, Internet Websites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases are used.

Nowadays, there are many ways to communicate with the other due to the development of technology. There are many media, whether electronic or printed media to share information and to keep in touch with the other. People can get the information about the development of the world and everything happens in a day from electronic and printed media.

As a means of communication, both printed and electronic media hold an important role to the development of language. They become a source for people to get factual information or news, whether national or international news because nowadays printed and electronic media are more global. As an international language, English also holds an important role in the development of globalization that is as a means of communication in business, politics, science and technology. There are many English News, radio talk shows, entertainment, advertisement, newspaper and magazines.

Moreover, magazine has a big contribution for the people. People can get information about national or international events everyday because the news and information are up to date and accurate. As a consequence, there are many magazines published in Indonesia and one of the English magazine is *INCLOVER*. There, many information that can be found such as sports, features, and advertisement.

The language being used in newspaper is commonly designed well in order to transmit ideas properly to readers. It also happen in advertisement, the language of advertisement are wrapped orderly as a result beside its purpose to persuade, it is also design to be interesting. There are many ways of advertisers to makes their product be “looking at”, the attracting and persuasive effect made in advertisement is not deniable come from the role of the variety language style that they use and the context. The choice of language to deliver specific messages or ideas with the intention to influencing people is very important. Based on the fact, in order to make the persuasive effect and attracting –to- read for target consumer, many advertiser, with their realization or not, use variation or stylistic in their advertisement language.

On the other hand, advertisement is one of marketing strategy to promote or introduce certain product and service that people used in daily need. Advertisement is found everywhere in every form such as brochure, billboard, or even in all media that people use very day. At the outside, its usually found it on billboards in the street, at the office through promotional flyers, at the home through Tv even using the internet. As media which usually people read regurarly, magazine and newspaper’s content is about many kinds of news report, recent phenomenon happen around society, many tips in daily usage and even advertisement as the latermezzo between one of topic to another. In other words, there is no place without the presence of advertising in the world. Newspaper agencies have allocated some certains amount of their publishing paper space for

advertisement. To create so, each of the agencies applied different writing styles and language technique.

Specifically, according to Crystal and Davy (2013:23), part of linguistic which study about variety language usage is stylistics. By doing stylistic study, language can be explored from the point of view of linguistic descriptions in some level of linguistic, aesthetic of language and even effect analysis that certain language being used to influence the target reader. Also by doing stylistic study, it can enrich insight and knowledge in term of language variety being used. In addition, to increase understanding of classification of some level of linguistic such as graphology, lexical, syntax and semantic of studies about advertisement.

Stylistic analysis is analysis of language variation in mostly every text or speech which exists around us. Although the analysis is mostly about analyze literature text, though it is not limited on that area. All the text or discourse using language variation even the scientific one can be applied a stylistic analysis. Stylistic analysis can be seen in different point of view, such as linguistic description (phonology, graphology, syntax, lexical, semantic), textual and textual and contextual analysis, diction, rhetorical devices, figurative language, imagery, semiotic, or even dialect.

This research is aimed to analyze the variety language usage of the advertisement by using linguistic stylistic approach. The advertisement is chosen as a stylistic object because the researcher has special curiosity in advertisement language in printed media especially magazine advertisement and to know the



important information from indirect meaning that the researcher get in the advertisement.

Therefore, the researcher uses stylistic approach in analyzing advertisement because researcher intends in studying more about the uniqueness and variety of language component used in variety English magazine advertisements and the researcher intends to share and to apply the knowledge that she has by analyzing the stylistic of magazine advertisements. For these reasons the researcher presents a research entitled “**Stylistic Anal ysis on Magazine Advertisement**”.

## **1.2. Identification of the Problem**

There are some of linguistic features which involve in advertisement that need to be analyzed more referring to the purpose of the advertisement itself. Some problem matter in stylistic are identified as follows:

The first is the graphitic and graphology of appearance of the advertisement. The graphology analysis includes the analysis of punctuation, capitalization, paragraphing, italics, format of printing, graphic signs and spelling. Advertisement usually put certain colors, word art and object which attract people’s attention. The unique design of color or object and even the word art can be seen in advertisements.

The second goes to syntactical feature such as: short sentences, long-noun phrases, ambiguity, use of imperative, simple and colloquial languages, use of present tense, syntactic parallelism, association, ellipsis, and incomplete sentence.

The third is lexical feature such as: general or specific (superordinate or subordinate), Anglo-Saxon or Latinate, conceptual or associative (denotative or

connotative), monosyllabic or polysyllabic (simple or hard), formal or informal, favorable or unfavorable (adjectives), archaic or neologism (old fashioned or new words).

The fourth is semantic implication of advertisement language and figure of thought such as: metaphor, hyperbole, metonymy, personification, epithet, analogy, synaesthesia and symbol.

### **1.3. Limitation of the Research**

In conducting this research, due to reason to find out variety style marker of advertisement in variety English magazine which published in Indonesia, the researcher has been limited this study. It will be chosen advertisement of each English magazine. Those advertisements will be taken from The Inclover and Epicure magazines. It is selected because this newspaper has its own kind of content. The Inclover magazine is kind of latest news of printed media.

To refer to the board of stylistic investigation variables, considering the less complexity of advertisement, the researcher has limited this study. This study is limited to describe syntactical features (short sentence, long-noun phrases, ambiguity, use of imperative, simple and colloquial languages, use of the present tense, syntactic parallelism, association, ellipsis, and incomplete sentence).

#### **1.4. Research Questions**

Based on the research background above, the researcher formulates this study into the following research questions:

- a. What are syntactical features are used in the magazine advertisement?
- b. What are the dominant syntactical features used in the magazine advertisement?

#### **1.5. General Objective of the Research**

- a. To know and describe syntactical features that found in the magazine advertisement.
- b. To know the dominant syntactical features that found in the magazine advertisement.

#### **1.6. Need of the Research**

This study shall investigate the area with the hope that it will be beneficial to:

##### **a. Students**

1. To give a better understanding about how to investigate magazine advertisement by using syntactical features.
2. To gain understanding in linguistic field especially in syntactical features.
3. To give wider insight and knowledge about variety language usage and the classification and name of variation itself.

#### 4. **Other researchers**

To the other researcher who need more reference regarding to linguistic in term of stylistic.

#### 5. **English Department**

To enrich the reserach of linguistic study for those who might be conducting future research on a related topic and for those that interest in linguistic stylistic analysis.

As a suggestion of object in teaching learning material of linguistic subject that learn linguistic is not only about analyzing such as complex discourse, but also advertisement text most people think it is a useless thing.

#### 1.7. **Assumption**

There are some syntactical features that found in the magazine advertisement.

#### 1.8. **Definition of The Key Terms**

In order to avoid misunderstanding in this research, definition of terms are given as follows:

1. Stylistics is a branch of applied linguistics which the focus of study is in aesthetic linguistic with all the uniqueness and specification of various texts, like literary text, advertisement, or another discourse. (Al ma'ruf, 2009)



2. Stylistic analysis is a process, way to investigate the whole of language usage intended to explain relationship between language with aesthetic function and its meaning or purpose. (Nurgiyantoro:2010)
3. Magazine advertisement is a printed paid advertisement which is one of mass communication technique to announce or spread information about certain product and service that offered by the advertiser. (Suhandang in Susanto:2015)
4. Advertisement is part of communication and process to inform message, it is information about products or services. (Vera, 2014:43)

#### **1.9. Grand Theories**

The resaercher used qualitative descriptive analysis to described linguistic description and described the function of certain linguistic description found in magazine advertisement. In conducting this research, the researcher used some theory from different experts. In analyzing the linguistic description and aesthetic of magazine advertisement, the researcher used Crystal and Davy's (2013), Verdonk (2002), and Al ma'ruf (2009) model of linguistic stylistic approach as the foundation of theory. For analyzing syntactical features is used Grey's theory. Another theory from the other experts also involved in this research, such as the theory from Nurgiyantoro (2014) and Grey (2008) so forth.

## **1.10. Research Methodology**

### **1.10.1. Research Design**

This research is designed as descriptive qualitative research, because this research is full of description analysis in words than numerals and to study its object in natural setting. According to Cresswell (2009:4), qualitative research is a research problem that can be understood by exploring a concept or phenomenon. It means that an interpretation of data will be presented. It includes developing a description of an individual or setting, analyzing data for themes or theoretically, stating the lessons are learned, and offering further quwstions to be ask.

Meanwhile, as quoted from Denzin and Lincoln (1994:2),

“Qualitative research is multi method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative research study in natural setting, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them. Qualitative research involves the study use and collection of variety empirical materials”.

In conclusion, based on two experts of theories above, qualitative research is a research method that analyzes data from its natural setting by exploring a concept and interpreting or describing phenomenon in terms of the meanings people bring to them. In addition, according to Rugaiyah (2016:44), descriptive analysis research as a problem resolved process which investigated by drawing situation of research object based on appearance of its existence facts.

Therefore, this research adopted descriptive qualitative research because it is described and explained phenomenon of language style that is found in magazine advertisements.

### **1.10.2. Source of Data**

According to Emzir (2012:2), qualitative research is descriptive. Hence, the data collected is referred into words or picture than numerals. Furthermore, according to Emzir (2012:6), in qualitative research, data is mostly from texts or words and picture form.

Based on the explanation above, the source of data in this research is selected printed advertisements which come from The Inclover. The sources of theories are taken from books, journals, articles, and website address which related to the topic.

### **1.10.3. Instrument of The Research**

Due to this documentary research, the instrument of this research is documentation from published magazines.

As cited in Rugaiyah (2016:23), documentation is a tool to help researcher in collecting data or information from reading letters, announcement, official publications, and other written materials. Documentation is very necessary since it can be applied without bothering the object and its research situation. Researcher who studies those documents can be able to recognize culture and values in object of research.

Based on the quotation above, selected advertisements from newspaper is to be the document object. Then, the next process is to identify and classify the style

marker of those advertisements to describe its particular style which researcher found. Also this study is discussed and described the effect made by certain style is used.

#### 1.10.4. Data Collection Technique

This research was categorized as a qualitative research. According to Myers (2009) qualitative research is designed to help researchers understand people and the social and cultural contexts within which they live in.

The data in this research is collected from some advertisements are taken from Inclover magazine (2017). Because of instrument in this research is documentation, there is no particular technique for getting the data. Just collect those advertisement data in The Inclover magazine.

The first step is counted the most appeared advertisement find from the sources. Second, after looking and reading closely toward the data, it is chosen 15 advertisement magazine from the most appeared advertisement in the sources. It is chosen ten advertisements from all advertisement find in magazine. Third, the researcher gathered the data by choosing the clauses and phrases from magazine advertisement which show some syntactical features such as incomplete sentence and ambiguity. Last, the researcher numbered on every advertisement and then numbered on every clause or phrase which used syntactical features.

**Table. 1 Example of Clauses and Phrase Classification**

Advertisement	No	Clauses	Phrases
A	1.	New the rocket volume express	.....



Table 1 was used to list the sentences from advertisement magazine written advertisement which were related to the syntactical features. The researcher took the sentences which consisted of the syntactical features into the table and classified them.

#### **1.10.5. Data Analysis Technique**

Analysis of the data includes activities with data, organize, choose, and arrange into units, synthesizes, looking for the patterns, find out what is important and what learned, and deciding what will be exposed to others, Miles and Huberman, in Gunawan (2013:210) propose there are three steps that should be implemented in analyzing the data, such as reduction, data display, conclusion drawing/verifying. Moreover, data reduction is an activity in summarizing, data display means select main things, focused on an important thing which looking for the syntactical features. Data display can be implemented in graphic, chart, phie or describe form.

Therefore, based on the theories above, in this research followed some procedures or steps:

1. Researcher collecting and reading the data from English magazine entitled "*Inclover*".
2. Researcher classifying the data into syntactical features based on Grey's theory, such as short sentence, long-noun phrase, ambiguity, use of imperative, present tense, association, ellipsis, simple and colloquial language, syntactic parallelism incomplete sentence.

3. After that, identifying the syntactical features that found in the magazine advertisement.
4. Researcher analyzing and describing the data based on the classification of the data.

