

CHAPTER I

INTRODUCTION

This chapter consists of the background of the study, the problem of the study, the objective of the study, the significance of the study, the scope and the limitation of study and definition of key term.

A. The background of the study

In this time education better than before, many people say that the education is significant. Young learners are the asset of future, what they had at the moment will be memorized until adult. Especially for young learners, study English language is very important, because language is way to communication and others. People cannot be separated from language. Language denotes an important element of human life. All people in the world have and use language in their activities. By using language they can express and share what they feel and what they think (feeling, opinion, and idea). They also can give and get the information to others by using language. Language plays a significant role in the human life.

The people have many ways to study about language. The people will easy to get the information about language. Not only used book are teacher give, but people can study with other ways is advertisement. Advertisement is a tool that is used by a company or organization to extend their quality of their products or services and persuade people to

use them. There are some types of media can be used to deliver these message of a company or organization (the service or products), such as newspaper, magazines, television, radio and mail or such websites and text messages. Many kind of advertisements, like cosmetics, electronics, snack, transportations, service, properties, and others. The other hand, (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement. The world is more modern. In advertisement the people can study about the language or communications are used. Verbal expressions are used in advertisements.

People can learn about that. Verbal expression means communication that use the language which is used in conveying opinion, feeling, or all people want to share to others. There are two kinds of verbal expression, oral and written. In this research, researcher chooses to analyze the written expression. It means the words; phrase or sentence that used in advertisements will be the focus of this research. On beside is the communication (in speech or writing) of your beliefs or opinions. The reader will find new of learning in language. The people or reader will get more information about kind of expression one of verbal expression are oftentimes in advertisement.

Many kind of mass media, it's to make easy the people or reader to study, and it's can benefitted. Advertisement can easy to find in mass media one of is news paper. In our country many kind of the newspaper, in our city such as Jawa post, Kediri post, Jakarta post and ect. And the

research used the Jakarta post to research and to find the advertisement. Because the Jakarta Post is daily English language newspaper in Indonesia. The Jakarta Post also features both a Sunday and Online edition, which go into detail not possible in the daily print edition. *The Jakarta Post* has won several awards and been described as being "Indonesia's leading English-language daily". The Jakarta Post is a member of Asia News Network. Its make the research choose the Jakarta post. So the research make the title in the research is" The Analysis of Verbal Expression in Advertisement at Jakarta post on Mei Edition"

B. Problem of the Study

Based on the statement of the background of the study above the problem of this study is formulated as follows:

1. What is the Verbal Expressions are used in advertisement at the Jakarta Post on May' edition 2015 based on cooperative principles?

C. Objective of The Study

Based on the problem that is stated in the previous point, this research is expect to find down "what is verbal expression used in advertisement in the Jakarta post to offer the products are match to these four maxims or not"

D. The Significance of the Research

The significance of the study is one of component in this analyze, this study is expected to be able to give contribution for English teachers and English students in analyzing verbal expression in advertisement at the Jakarta Post. This research can be useful for enhancing the society and furthermore to know how conversation can run well.

This research is expected to give some knowledge or information to the people, especially consumers of the product advertised to be careful in understanding the advertisement which appropriates to their need. So, the readers do not always get easily influenced by the language of advertisements then follow them without understand in first. In consequence, they must read and understand the advertisements accurately in order to identifying them to be clear and understand the Message that include to the advertisements.

E. Scope and Limitation of the Research

In this research, the researcher makes the scope and limitation to avoid readers from misunderstanding. it is used to make easy the reader to get the focus of the research. The scope of the study is a discourse analysis which is focused on analyzing verbal expression in advertisement at Jakarta Post on Mei edition 2015.

To make the researcher and the reader easier to understand this research, it would be made the limitation of the problem in this research.

Limitation in research most often applies to academic research; however, there is limitation to all forms of research because it is impossible to control all variables. The limitation of this research focuses on Verbal expression in advertisement. Advertisement is one of way to study about language. And advertisement can find in newspaper, television, banner and ect. Advertisement is a tool that is used by a company or organization to extend their quality of their products or services and persuade people to use them.

F. The definition of Key Terms

To avoid misunderstanding about the meaning of every word in this research, the definition of key terms is necessary to be given. The definition of key term in this research is given as follows.

1. Language

Language is a system of communication consisting of sound, words and grammar, or the system of communication used by the people of a particular country of profession. Language is very important to communicate, to make the people easy to communicate with different background. Language has many function and very important in real life.

2. Verbal Expression

Verbal expression means communication that use the language which is used in conveying opinion, feeling, or all people want to share

to others. There are two kinds of verbal expression, oral and written. In this research, researcher chooses to analyze the written expression. It means the words; phrase or sentence that used in advertisements will be the focus of this research. The other hand, is the communication (in speech or writing) of your beliefs or opinions.

3. Advertisement

Advertisement is a tool that is used by a company or organization to extend their quality of their products or services and persuade people to use them. There are some types of media can be used to deliver these message of a company or organization (the service or products), such as newspaper, magazines, television, radio and mail or such websites and text messages. Very kind of advertisement, like cosmetics, electronics, snack and others. The other hand, is something (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement.

Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet. An integral part of marketing, advertisements are public notices designed to inform and motivate. Their objective is to change the thinking pattern (or buying behavior) of the recipient, so that he or she is persuaded to take the action desired by the advertiser. When aired on

radio or television, an advertisement is called a commercial. According to the Canadian-US advertising pioneer, John E. Kennedy (1864-1928), an advertisement is "salesmanship in print."

4. The Jakarta Post

The Jakarta Post is a daily English language newspaper in Indonesia. The paper is owned by PT Bina Media Tenggara, and the head office is in the nation's capital, Jakarta. The Jakarta Post was started as a collaboration between four Indonesian media under the urging of Information Minister Ali Murtopo and politician Jusuf Wanandi. After the first issue was printed on 25 April 1983, it spent several years with minimal advertisements and increasing circulation. After a change in chief editors in 1991, it began to take a more vocal pro-democracy point of view. The paper was one of the few Indonesian English-language dailies to survive the 1997 Asian financial crisis and currently has a circulation of about 40,000

The Jakarta Post also features both a Sunday and Online edition, which go into detail not possible in the daily print edition. It is targeted at foreigners and educated Indonesians, although the middle-class Indonesian readership has increased. Noted for being a training ground for local and international reporters, *The Jakarta Post* has won several awards and been described as being "Indonesia's leading English-language daily". The Jakarta Post is a member of Asia News Network.