

CHAPTER I

INTRODUCTION

This chapter presents some aspect related to the topic studied. It 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 limitation of the study and the definition of key terms.

A. The Background of the study

Many advertisement are designed to generate increased consumption of those products and services through the creation of the brand image. For these purposes, advertisement sometimes embed their persuasive message with factual information.¹ Every major medium is used to deliver messages, including television, radio, cinema, magazines, newspapers, video games, the Internet, carrier bags and billboards. Advertising also tells the consumer what a specific product, brand or service should do when it is used and thus helps him or her to understand and evaluate experience with the products and services that he or she uses. On the other hand, by making people aware of products, service and ideas, advertising promotes sales and profits. Finally, advertising is one of the major forces that are helping improve the standard of living around the world. Combined with all these communicational marketing and social functions, advertising becomes indispensable in the modern world.²

¹ Rendra Widyatama, *Pengantar Periklanan*, (Yogyakarta: Pustaka Book Publisher, 2007), p, 13.

² Angela Goddard, *The Language of Advertising*, (London: Routledge, 1998), p. 3

The language used in advertisement are very important for promoting its products. Consumers will know and remember the product if advertisers use interesting language in the advertisements. Advertisers will try to make the language as maximum as possible to reach the meaning and the curiosity of the target about the product itself. It must have a make-sense power to them. To put it more simply, advertisement must have hidden power to flatter their readers.³

Naturally, advertisement in english have become an important means of communicating ideas, demonstrating a variety of linguistic features of its own. Advertising breaks the rules of normal language and language use. However, from the perspective of a professional linguist, few of these claims really seem to be supportable. Some of these varieties are informal spoken language and doubtless, not all of the text on advertising we can find will be standard english, at every level, language has a level of creativity that allows it to be ever-expanding.⁴ Advertisers have sought to respond to the problem of effectiveness by trying new creative treatments. Even the idea that there is a stock of words which constitute the English language cannot be upheld, because it is always possible to invent new words and new names in particular.⁵

In this case, the authors emphasize the analysis only in the ads, the form of communication that rely on the written language and printed. This paradigm is the communication in the printed text is a follow-up

³ Christina Spurgeon, *Advertising and New Media*, (New York: Routledge, 2008), p. 2

⁴ Ibid, 4

⁵ Rendra Widyatama, *Pengantar Periklanan*, p. 36

communication that requires intellectual intensity. Flexibility needed space and time in reading activities. In verbal ad meaning sometimes there is confusion between the creator of the ad (sender) and the ad reader (receiver), this is the problem which triggered the authors are interested to analyze the ads, especially the use of word formation.

In this case, the writer wants to explain and to analyze about the processes of word formation happen in the advertisement and types of word formation are utilized in the advertisement. So, the writer uses title "AN ANALYSIS ON THE WORD FORMATION OF THE ADVERTISEMENT LEXICON IN PRINTED AND AUDIO VISUAL MEDIA"

B. The Problem of the Study

Based on the background of the study, the writer has two problems to be discussed through this thesis, they are:

1. What types of word formation are used in the advertisement?
2. How do the processes of word formation happen in the advertisement?

C. The Objectives of the Study

A research is carried out to develop science and to invent some new inventions. The objectives of the writer are to find answer of the problem of study after the research activity is completely done. The objectives of the study that will discuss in this research are:

1. To describe types of word formation are used in the advertisement.
2. To know the process of word formation happened in the advertisements.

D. The Significance of The Study

The significances of this study are to give a brief and bright view and explanation about analysis on the word formation of the advertisements lexicon. The result of the research is expected to be useful for the English department student, the reader, and the English department lecturer.

Theoretically, the research will give contribution to anyone who interested in the pragmatics study especially about word formation of the advertisements lexicon or everything that deals with the topic presented by the writer in this research. Finally, it will enrich our knowledge in understanding types of word formation of the advertisements lexicon.

For the teachers, the result of this study is expected to be able to enrich the teachers' knowledge in term of teaching English can be considered to apply in conducting their job. They are able to use the theory when they are giving material in teaching English by using some kind of literary works such as word formation. The also are able to use some advertisements lexicon for sample.

Besides, for the students the research result can add the student knowledge in learning English and giving motivation for English department students. The study helps the students to understand about some kinds of word formation of the advertisements lexicon.

E. The Scope and Limitation of The Study

In this research the writer would like to focus her study on the use of tagline, especially the use the word formation style in :

1. Printed media : magazines (Femina, Kartini, Nyata, Nova, Ototrend, Soccer, Weekender, Gadis), newspapers (Kompas, Jawa Pos), pamphlet, billboard, and banner.
2. Audio visual media : Television (Global TV and Metro Tv) and Internet (Goggle)

F. Definition of Key Terms

To give the same perception and clear to some words or phrases, the definition of key terms are used in this research to avoid misunderstanding and misconception, the researcher needs to define some key terms and give clarification about the term used in this research.

1. Advertisements

Advertisement is the object of this study. In this research, the writer will analyze the lexical word of the advertisements that taken from magazines, newspaper, television, and internet.

2. Word formation

In this research, the writer will explain about types of word formation. To make it clearer, the researcher giving explanation and some example of the types of word formation.

3. Printed and audio Visual Media

In this research the writer would like to focus her study on the use of tagline, especially the use the word formation style in printed media (magazines and newspapers) and audio visual media (television and internet).