CHAPTER I

INTRODUCTION

This chapter discusses about the background of study, the research problem, and the objectives of the study. This chapter also includes the significance of the study, the scope and limitation of the study, and the definition of the key terms.

A. Background of the Study

Advertisement is one of mass media that contain of the purpose to persuade audiences, readers, listeners, and viewers to take some actions on products, services, and ideas. Advertisements can be used to refer to text, audio, video, photography, and graphic design. Advertisements can be channeled through many tubes like newspaper, magazines, radio, television broadcasts, web site, etc. "Advertising is the most influential way of socialization in modern society" (Jhally, 1995:62). "There are many advertisements that advertise beauty products influencing women and beauty that have become an absolute imperative religious for women, thus pressuring them to do their best to hold their beauty" Baudrillard (2005:277). "Advertisers use visual and linguistic means to persuade their audiences" (Jhally, 1995:62).

The stiff competition in potentially attracting customers has forced advertisers to employ vigorous advertising strategies such asconstructingthe

problem that can only be solved by using their products. Similarly, companies of beauty products advertise their products to convince women. Website is a good example of a powerful media which all of the people can know it. It provides quite a lot of information such as the background of the product that includes price and advantages of the products briefly. These advertisements tend to manipulate readers especially for the women to a certain extent into believing whatever that is advertised is indeed true.

"The emergence of advertising refers back to the 1950s and 60s. In those days the goal of this new industry was hard-selling; however, with not very subtle strategies" (Vahid, 2012:37). Advertising has been a subject for many studies and the analysis of advertising is of growing importance. Most people consider advertising is something to encourage or persuade them to buy a special product. "There are non-product advertisements as well that without promoting any products only advocate a change in behavior. The non-product ads are used in different campaigns and they show the effects of adopting the advocated behavior" Cook (2001:61). There are many advertisements that people can know them easily. "Advertising has been involved with our everyday lives: its mirroring of society and vice versa, its transmitting of meaning and message, and its social significance have lead people to consider it as a discourse type" (Vahid, 2012:37).

The hidden texts of the beauty product advertisements that can be analyzed namely Critical Discourse Analysis (CDA). Critical Discourse Analysis centers on authentic everyday communication in institutional,

media, political or other locations rather than on sample sentences or sample texts constructed in linguists' minds. "CDA regards both written and spoken discourse as a form of social practice" (Wodak, 1999:8). In daily lives, we know both written and spoken that have hidden meaning. Many people have different opinion in understanding the texts.

The people should think critically when they find advertisements because there are many hidden meanings in the advertisements. According to Simpson and Mayr (2010:65):

> **"The aim of CDA, unlike traditional forms of discourse analysis that are concerned with the forms and features of texts, is to unmask ideologically permeated and often obscured structures of power, political control, and dominance, as well as strategies of discriminatory inclusion and exclusion in language in use" Simpson and Mayr (2010:65).**

Ideology could be defined as an entire system of ideas, beliefs, and values, which provides a restricted view of the world. It helps conceal social contradictions that lend legitimacy to those in power. Besides, ideologies are typically, though not exclusively, expressed and reproduced in discourse and communication, including non-verbal semiotic messages, such as picture, photographs and movies.

According to Fill (2002:69), "since every person has her/his own ideologies; in other words, every person (advertisers are among these people) is affected by her/his own ideological constraints as well as ideological constraints of the dominant power relations in society". Every person has

different ideology. The people can understand argumentation based on their opinion. Besides, they have different opinion about the problems that are explained.

There are many advertisements that have unclear meaning or connotational reference based on quality, situation, value and inference. "CDA explains the phenomenon that relates to the social elements. In the advertising discourse, for example, we might say that there is almost no purely denotative communication" (Hall, 1973:12). Advertisements can be considered as a kind of discourse that in its center power and ideology interact and can be used to express and impose one's ideology. As a result CDA could be used to analyze this type of discourse to unmask the implicit ideologies behind the advertisement. CDA could be analyzed the hidden meaning of the advertisements that have many connotational meaning.

In the society, there are many different ideas, values, cultures that are influent advertisements. The producer would like to transmit them when they find misunderstanding. "The production initiates the message, but production and reception are both determinate moments as it is here that the communication will work out or fail to fulfill its designated function" Vahid (2012:37).

The previous studies were found in several references that can influence in this research. The researcher knows that CDA is a part of Discourse Analysis (DA). The first research is in a journal entitled *"Beauty Product Advertisements: A Critical Discourse Analysis"*. It explains about

beauty product advertisements on two local women's magazine, Cleo and Women's Weekly which manipulate women in society (Kaur et al, 2013). The beauty products include face powder, eye cream, lipstick and mascara from these magazines.

The second research was conducted by Nielsen (2013) with the title *"The Magic of Advertising: An Analysis of a Beauty Product Advertisement."* In this research, there was an account for an analysis of SK-II's employment of a celebrity endorser in an advertisement and how the celebrity becomes a part of the overall argumentation. In this context, the chosen advertisement introduces the SK-II Facial Treatment Essence, which is a facial cream that will moisturize the skin. In addition, Cate Blanchett as the celebrity endorser for SK-II skin care and her face is the image surrounding the product.

In this research, the researcher focuses on analyzing the linguistic features of beauty product advertisements on website and how the use of strategy can manipulate women beliefs based on the content of the advertisement. The researcher conducts this research because there are many beauty product advertisements that are easy to persuade women. The advertisements have hidden texts that are interesting to analyze. This analysis uses Fairclough's theory (2001) about CDA that consists of two main dimentional boxes. Those are linguistic features (micro level) and strategy of advertisements (meso level) that analyze the hidden texts of the advertisements.

Advertisements are easy to persuade the readers' beliefs by using good texts or images. "Advertising has been subtly distorting reality and manipulating consumers to make them buy the products" Lau and Zuraidah (2010:42). Thus, it is important to conduct this research because the researcher wants to know the hidden texts of beauty product advertisements on website that can influence many people especially women to buy and use their products with the languages and pictures used in advertisement.

Based on the hidden texts available on advertisement, the researcher would like to analyze beauty product advertisements, under the title **"A Critical Discourse Analysis of Beauty Product Advertisements on Web Site."**

B. Research of the Problems

Based on the background of the study, the problems are formulated as follow:

1. What are the linguistic features of beauty product advertisement on website?

2. How do the advertising strategies manipulate women beliefs based on the content of the advertisements?

C. The Objectives of the Study

In accordance with the research problem, the objectives of the study are:

1. To analyze the linguistic features of beauty product advertisements on website.

2. To investigate the advertising strategies to manipulate women beliefs based on the content of the advertisements.

D. Significances of the Study

The researcher hopes that this research will be useful for:

1. Students

It can be used as reference to make a research and add a few of knowledge for them about analyzing Ctitical Discourse Analysis (CDA) especially beauty product advertisements. This research is able to persuade the students to study more about Discourse Analysis (DA) especially in CDA.

2. Readers

It can obtain new knowledge of the readers about this analysis. In addition, it can help themunderstand on howbeauty product advertisements are analyzed by using the theory of CDA byFairclough's theory (2001). Besides, it can motivate the readers to be interested in studying CDA.

3. The next researchers

It can be used to improve knowledge about CDA. The researcher knows that this research is still far from satisfactory. The researcher hopes that the next researcher uses it for reference to conduct the research.

E. Scope and Limitation of the Study

To make this research more effective, the researcher makes the scope of limitation of this research to be good thesis. The scope of this research is a Discourse Analysis (DA) which is focused on employing Critical Discourse Analysis (CDA) that investigates beauty product advertisements on website based on micro level and meso level. The products are face wash, eye cream, lipstick, face cream, deodorant, and mascara. The limitation of this research is the CDA of beauty product advertisements that include face wash, eye cream, lipstick, face cream, deodorant, and mascara on website that are analyzed by using the theory of Fairclough (2001). The theory includes two types of CDA that are linguistic features (micro level) and strategy of advertisement (meso level).

F. Definition of Key Terms

To avoid misinterpretation and misunderstanding, the following terms are provided:

1. According to Jorgensen and Philips (2002:63), "Critical Discourse Analysis (CDA) is critical approach in the sense that it aims to reveal the role of discursive practice in the maintenance of the social world, including those social relations that involve unequal relations of power". Its aim is to contribute to social change along the lines of more equal power relations in communication processes and society in general.

2. Beauty product advertisement is the promotion of cosmetics and beauty products by the cosmetics industry through a variety of media. The advertising campaigns are usually aimed at women wishing to improve their appearance, commonly to increase physical attractiveness and reduce the signs of ageing.

3. Norman Fairclough is a Professor of Language in Social Life at Lancaster University, UK. He has published seven books in the area of Critical Discourse Analysis, including New Labour, New Language? (Routledge, 2000), Critical Discourse Analysis (1995), and Language and Power second edition (2001). His research centers on Discourse Analysis (DA) especially Critical Discourse Analysis (CDA). He classified CDA into three types, they are text (micro level), discursive text (meso level), and social text (macro level).

4. Website is a good example of a powerful media which many of people can know it. It provides quite of a lot of information such as the background of the products. "Website is a related collection of World Wide Web (WWW) files that includes a beginning file called a home page. A company or an individual tells you how to get to their website by giving you address of their home page" (Rouse, 2017:"para").