CHAPTER I

INTRODUCTION

This chapter explains such as the background of the study, research problems, the purpose of the study, scope limitation, and the definition of key terms.

A. Background of the study

In this era, education is a learning to produce goals. Education is a learning and planning to create a learning atmosphere and learning process. The development students' potential actively to have religious spiritual strength, self-control, personality, intelligence, the noble character skills needed by student's self, society, nation, and country. [1]

Education is very important for humans. Currently, school is the main educational institution for all children and youth in the world, including in Indonesia. Education with high standards that must be achieved in school with minimum standard for midterm exams, final semester exams, class promotion exams, even for the National Examination. Using development of technology, there has been a shift in the learning process at school and direct guidance.[2]

Technology advance is very influential for people. Technology is one of the tools created by humans that it is used to facilitate human work. Along with the times, technology has developed in information technology.[3]

Technology is one of the factors that considered to be able to shape the economy and cultural change, the influence of technology on a person depends on how person uses technology in culture or daily habits. Society's dependence on technology is to provide power for technology to be able to change the existing culture, including culture in communication technology. Technology is the application of science to solve problems related to communication. Communication is an effort to create togetherness in meaning.

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[1]Antika Damayani, *Penggunaan Aplikasi Ruang guru Sebagai Media Pembelajaran Online Bagi siwa Unggul SMAN 1 Baturetno,* (Surakarta: University of Muhammadiyah Surakarta)

[2]Edo Agasiswanto, *Marketing MIX Bauran Pemasaran Pada Aplikasi Bimbingan Belajar Ruangguru (Jakarta: University Paramadina, 2020)*

[3]Yesi Violita, *Penggunaan Aplikasi Ruangguru Terhadap Minat Belajar Siswa SMA*, (Sumatera: Universitas Sumatera Utara,2020).

Thus, communication technology is the application of science to launch efforts to achieve togetherness in meaning between people in society.[4]

One of the technology advances is education, where online learning applications are emerging in Indonesia, such as the Ruangguru application, Quipper, Zenius, etc., Ruangguru is one of the largest educational technologies in Indonesia and has been named the recipient of various awards from Google Developers, Unicef, Bubu Awards, MIT Solve, Atlassian Foundation, Department of Foreign Affairs and Trade Australia, KINSES, and Rice Bowl, and also in 2019 Ruangguru is increasingly booming in Indonesia, where almost every television broadcasts the promotion of Ruangguru.[5]

Many online learning applications in Indonesia make companies have to compete with other companies, another impact of many online learning applications is raising doubts for students or parents to choose the right online tutoring. One factor what affects interest in using online learning applications is the trust factor, because trust is an important foundation for a commitment or promise.[6]

Every human is using language as communication tool. Language has an important role in the activities of human life from human activities. Every day humans communicate is using language according to function and form. All humans have activity is related with language.

One way to convey messages in formal and non-formal situations is language use. Therefore, situations and conditions are adapted language use in everyday life. A good language use is language use based on situation and conditions, while use correct language is language use accordance with the rules or grammar.

One of the most effective media to increase consumer interest in a technology is using advertisement. In communicating activities that involve other people, language is as a communication tool that has a purpose. The language used in communication has many varieties and certain meanings including language use as associative meaning such as

[4]Yesi Violita, *Penggunaan Aplikasi Ruangguru Terhadap Minat Belajar Siswa SMA*, (Sumatera: Universitas Sumatera Utara,2020).

[5]Muhammad Romy Firdaus, Analisis Sentimen Dan Topic Modelling Dalam Aplikasi Ruangguru", *Jurnal Sains Komputer & Informatika* 4, no 1 (2020).

[6]Wulan Fuji Restu, "Analisis Iklan Ruang Guru dan Brand Ambassador Dalam Meningkatkan Kepercayaan Konsumen Pengguna Ruang Guru, *Syntax Idea* 2, no. 9 (2020).

connotative meaning, social meaning, affective meaning, reflective meaning, and collocative meaning.[7]

Tutoring is one of the non-formal education ways that it can be followed by students. The phenomenon of the emergence on tutoring institutions at this time shows a rapid change in the pattern of education. The students who take tutoring outside of school hope that it will be easier to understand subject at school.

Online tutoring has become a new style among students in this era. Learning is not face to face with a teacher. Just enough to use a gadget, all materials, lesson questions, and complete discussions are available. Companies are competing to present applications and online tutoring sites with interesting content. Promotions and launching of online tutoring were held on a large scale to attract student's interest. In addition, in advertisement is used by the company, it has an interesting meaning for users of online services to be interested in online tutoring. The researcher is interested in meaning contained of educational in advertisement. The researcher also looks for language differences in advertisement between printed and audio-visual advertisement.

In Indonesia, there are many developing tutoring institutions that help students in academic and non-academic fields. The current phenomenon in online tutoring is experienced in the world of education. The students are increasingly aware of the importance of education, making this opportunity used as well as possible by tutoring institutions to provide educational services to students to get additional lessons, tips working on exam questions, tutoring for students will continue on to college.

Marketing is a familiar thing in the community, as well as educational marketing. Wijaya explained marketing for educational institutions is very necessary, educational institutions will be known by the wider community if they carry out their marketing functions well. In this case, public relations (PR) educational institutions have a fairly large role in carrying out educational marketing. Faizin explained that the purpose of educational marketing is to provide information to the public and increase interest in

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[7]Iin, Retnowaty & Kiftian, "Pergeseran Makna Assosiatif pada Lirik Lagu Iwan Fals Di Album Musikal", *Basataka*, (2019)

educational institution products, provide assessments, provide advantages and disadvantages. Stabilize the existence of educational institutions in society.[8]

In service companies, marketing is the process of planning, execution, pricing, promotion of goods and services to create exchanges that satisfy individual or organizational goals. Therefore, companies need to apply appropriate management policies in marketing their products or services. In facing the development of the current digital era, many companies are developing their business and utilizing internet technology as a platform that they use, one of which is education section. One of the new types of business is discussed considering the promotion period or the new school year is online tutoring business. This online tutoring has recently stolen a lot of attention from the public because it claims to be at a cheaper price than offline tutoring and the various facilities and features provided. startup company engaged in education, namely online tutoring.

Online tutoring companies attract students to use online tutoring services is using by attractive, easy to understand language. To understand a language use contained in advertising services, students must know the meaning of online tutoring advertisements for students are interested using online tutoring services. An interesting and unique language can make students interested using online tutoring services. So, the students should be understanding in language used. A language use will lead to uniqueness and distinctiveness. The use of language in advertisements has an interesting thing to be researched, because it has language as an attraction for getting the attention of consumers. The researchers choose to analyze educational advertisements because language and the type of word in advertisement has its own language for promote a product. Language in advertising is required to be able to attract, identify, and communicate messages cooperatively to the audience. Language is a characteristic or character of a particular. Language has its own style to make the language interesting and liked by the public, and advertising language should have not monotonous language. One of the unique and interesting use of language style is find in the advertisement, interesting language can make students will try to use online tutoring services.

A communication tool used by humans is language. Language is a game and manipulation by companies to sell to the public. Language has a different meaning. As a

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[8]Aditia F. Strategi Pemasaran Pendidikan Dalam Meningkatkan Citra Sekolah. *Al-Idarah: Jurnal Kependidikan Islam 1,* no.1 (2020).

result, consumers play victims to language fraud. Sometimes, language items are not suitable, the items are sold out not because they buy for priority needs but only a trend.[9]

Furthermore, language becomes important thing for transferring information from one to another. The language is used by others to be understood. The message can be conveyed from the speaker to the listener without any misunderstanding. In addition, the message must be useful for listeners by using words that are effective, communicative, to the point, and easy to understand.[10] Language is expected to have an influence on improving online tutoring services.

Language is considered to be able to make a big contribution to the development of human civilization. language and humans are two things that cannot be separated. Language can be broadly interpreted as a person's disclosure both in symbols and words. The basic function of language is a means of community communication. Language is always connected with social life. because through language, humans are able to convey ideas, express feelings, and develop thoughts. Language is apart from being a medium of communication, also has an important role in marketing management. In the field of marketing, language is used as a promotional medium in offering a product or service to buyers. The variety of languages in promotional media is very diverse. Pratiwi argues the use of interesting terms in an advertisement is able to attract attention, increase imagination and facilitate the reader's memory. Advertising language is a language that is rich in style and choice of words. The style of advertising language uses special language and happy to play with the selection of words that are interesting and even manipulate.[11]

The development of language follows the flow of the development of an era. Language development is closely related to the level of success in creating and using new vocabulary and terms well. Not infrequently the terms used can be understood differently, it will affect the message to be conveyed and further language development. Language is able to play a role in facilitating communication in learning and interpreting something in certain situations and conditions. Language is also able to represent a condition of the community environment from one generation.

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[9]Kusumawati, *Analisis Pemakaian Gaya Bahasa pada Iklan Produk Kecantikan Perawatan Kulit Wajah di Televisi (*Surakarta: Universitas Sebelas Maret, 2010), 4.

[10]Ulfatul Hasanah & Samsi Rijai, "The Analysis of Associative Meaning in Lexical Relation Used by Najwa Shihab on Mata Najwa", *ProsidinNational Conference on Mathematics, Since, and Education,* (2018).

[11]Ni Putu Cahyani Putri Utami, "Analisis Ragam Bahasa Istilah Dalam Iklan Pariwisata Di Media Digital Pada Masa Pandemi Covid-19", *Journey*, (2021)

Advertising language has characteristics that make language different from using language for purposes other. Kriyantono said advertising language, or advertising language refers to the use of advertising language to facilitate consumer understanding of a product or service offered by a company.[12]

Language used in an advertisement has a purpose to get a response or response from the target audience. The advertising language must have the ability to attract interest, arouse, identify products or services, and communicate messages to audiences cooperatively. Besides being aimed at getting attention, the advertising language must also be easily understood by the audience, simple and the language used is a positive language, not negative language. The words used in the advertising language must be short, clear, communicative, friendly and able to highlight the important attributes of a product, service or entity being advertised.

In general, advertisement language combines more than one type of language, namely verbal language in the form of words, phrases, or sentences and nonverbal or paralinguistic language which can be in the form of facial expressions, gestures, sound quality, or images and is intended to complement verbal language. A good advertising language is a persuasive language, namely: have a persuasive effect on the target audience. Persuasive language emphasizes the use of the most effective way to influence the attitudes and behavior of the target audience. Submission of messages in an advertisement generally uses adjectives, figurative language, phrases, short sentences, euphemisms, language terms and figurative language.

Advertising has an important as a marketing tool that helps sell goods, provide services and ideas through certain channels is forming persuasive information. In other words, advertising is an activity that aims to influence consumers to buy or use their products. Therefore, language must be persuasive, its attracting consumer interest. The words in the advertising language must have a high appeal and are promotive. The sentence structure must be well structured. Likewise, the style of language used in advertising language must be attractive.

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[12] Ni Putu Cahyani Putri Utami, "Analisis Ragam Bahasa Istilah Dalam Iklan Pariwisata Di Media Digital Pada Masa Pandemi Covid-19", *Journey*, (2021)

Basically, advertising is a communication effort that effective and efficient. Advertising serves to introduce and sell an idea or product. In addition, advertising serves to form patterns thoughts in the minds of people about an idea or product.

Agusmanto argues advertising cannot be separated from language. Language has become a commercial tool in the business world, namely the use of language with various unique features in the fields of advertising and the economy. The language use in advertising aims to attract the attention of the audience. [13]Therefore, the presentation of advertisements is made attractive. In the form of appearance and of language use. Advertising is deliberately made attractive without reducing the advantages and functional value of the product being promoted. Language in advertising usually persuasive, the audiences can be influenced and use the products offered. The persuasive nature of advertising language means that the language used is suggestions or invitations to use or buy the products offered. The uniqueness of the advertisement cannot be separated from the choice of diction or language style and sentence structure used. The language use in advertising has the most effective function in attracting the attention of the audience. The language use in advertising of goods and services. Advertising is usually made in short, clear, and concise language units. However, the nature of the advertising language is very interesting, it becomes an attraction.

The diversity of language variations in advertisements and the way they are delivered is an interesting matter to be discussed in very depth. In this research, it can be realized that language development as a commercial tool in the world of business and trade. Based on the study of language in advertising, it can certainly open the paradigm of society that the importance of learning a language as a gift from God with various benefits and functions in life.

Determining diction or language style in advertisements is certainly not simple. There are many advertisers competing in their language features. Competition is a language used in advertising has an impact on the interest of the audience, the better advertising power of a product. This is having a good impact on the selling value of the advertised product. Based on this study, the writer's interest in making advertisements as research subjects.

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[13]Maulana et.all, Analisis Gaya Bahasa dan Pola Sintaksis Pada Slogan Iklan Makanan di Televisi. *Jurnal Educatio* 7, no. 3 (2021). pp. 1289-1297

In addition, the selection of advertisements as a data source for the analysis of this research because the language contained in the advertisements has diversity, variety, language politeness. There are no elements of sara, pornography, and racism. Based on these criteria, this data is needed in the analysis and is in accordance with the criteria for the analysis requirements. The results of the analysis will be used as new knowledge.

Based on the explanation above, it can be concluded that advertising language innovation is needed to remember change and social conditions occur so quickly and can affect the language used. Advertisers should be able to adapt or adapt advertising language used to suit changes and trends that are happening in society. This variety of language will make a product or service better known than other competitors' products.

Learning and understanding meaning associative in education advertisement through online tutoring application. The researcher intends to conduct research to get learning in more detail even though the data is taken only through data from the education company's web. In previous studies, the researcher is not found educational advertising on associative meaning before.

On this occasion, the researcher wants to learn language used in education advertisements using associative meanings. Most of previous studies on associative meaning are used in songs, electronics, and so on. In previous studies, there is no explanation before for using the object of education advertisements through online tutoring application on associative meaning. Through associative meaning, it can be known that language has a meaning and certain purpose by advertisers. Advertisement users find many words in the ad text. Advertising has a purpose in life. Advertisement users feel touched by words of wisdom through writing rather than listening to speeches or advice delivered directly. It can be concluded that through associative meaning emphasizing language, a message can be conveyed to the user or listener of the advertisement well.

Language is spoken by paying attention to the value of taste, it will be more easily accepted by advertising users, and advertising listener. Advertising is a message that offers a product that addressed to the public through a medium, the most popular is media public. This encourages producers to flocking to advertise various types of goods and services them to the public through advertising media. Education advertisements are unique in terms of using language as a medium of delivery. One of the uniqueness of education advertising can be seen from the style of language used. Then, this research is to complement and enrich previous studies, and the researchers expect associative meanings can be used in education advertisements.

This research examines associative meaning of education advertisement using Geoffrey Leech's theory. Language has been used as a tool of communication for humans. Language is a human expression that language has a message in meaning of the word. Meaning of the word in education advertisement has message and can make easier to convey the message. The research objective of this research is to describe associative meaning of education advertisements, printed advertisement, and audio-visual advertisement[14]

B. Research Problem

According to the statement in the background of the research the researcher wants to explore the types of associative meanings that found in Education advertisement more specifically,

1. What are types of associative meaning used in Printed advertisement?
2. What are types of associative meaning used in Audio-Visual advertisement?
3. How is Education advertisement in Printed media different from that in Audio-visual media?

C. The objective of the study

Based on the research problem, the purpose of this research in types of associative meanings that found in Education advertisement are:

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[14]Masriyah, Zulfadli, Iskandar, "An Analysis of Associative Meanings in Two Song's Albums of Lorde", *English Education Journal,* (2019).

1. To find out types of associative meaning used in Printed advertisement
2. To find out types of associative meaning used in Audio-Visual advertisement
3. To find out the difference Printed media and Audio-Visual media in Education advertisement.

D. Significance of the study

The research finding of this research aims to expected to be useful for the readers both theoretically and practically in some aspects such as:

1. Theoretically, the finding can be useful for enriching the theories on semantics, particularly for improving and widening the knowledge about type of semantics meaning specially in associative meaning.
2. Practically, the finding can be useful for everyone who studies semantics. Moreover, the point of view of the finding can significantly be useful to be used for:
   a. The teachers
      The teachers are expected to improve and maximize students' achievement in understanding on meanings of semantics.
   b. The students
      Students are expected to increase their understanding of many meanings of semantics, especially students in English Department, who want to do a similar study about semantics, this study is expected can be the references.
   c. The readers
      To give contribution to the readers who are interested in studying semantics in English, particularly in the types of associative meanings.
   d. The other researchers
      To increase knowledge to analyse the semantics on associative meaning in English.

E. Scope and Limitation of study

In this research, the data is taken from internet. The researcher just focuses on associative meaning and the functions. The data analysis uses meaning through education

advertisement. The data analysis are words, sentences, phrases, and clauses in education advertisement.

F. Definition of Key Terms

The definition of key terms is presented.

1. Associative meaning

Associative meaning consists of connotative meaning, affective meaning, social meaning, reflected meaning, and collocative meaning. furthermore, Leech stated that associative meaning has a variant of person experience. Jones argues that associative meaning is examining of word associations, internalization of words, phrases by readers or listeners. Meaning has a message conveyed with words, sentences, and symbols in a context. Linguists is a examine meaning of words. Leech divides meaning into seven types are conceptual meaning as denotative meaning, connotative meaning, affective meaning, social meaning, reflected meaning, collocative meaning, and thematic meaning.[15]

2. Advertisement

Advertising is a promotional tool used by companies to sell products, services or ideas. It shows that the advertising language has a well-received message. Advertising language is a unique language, advertising language has a purpose to influence potential consumers and to represent the products offered. advertising language can determine the success or failure of the product offered to consumers. Language in advertising must have power over the product being offered. Advertising language must be able to have an appeal for promotion. Promotional activities have the aim of persuading potential consumers to buy the products offered in order to have an impact on sales results.[16]

3. Education Advertisement

Education advertisement is advertisement have content relate about education. Education advertisement has material to invite the audience, giving announcement, giving information, or persuade the audience for the certain purpose.

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[15]Masriyah, Zulfadli, Iskandar, An Analysis of Associative Meanings in Two Song's Albums of Lorde, *English Education Journal,* (2019).

[16]Anisa Dimas Tutik, Nur Fitriani & Elen Indreasari,"Variasi dan Fungsi Ragam Bahasa Pada Iklan dan Slogan Situs Belanja Online Shopee", *Imajeri: Jurnal Pendidikan Bahasa dan Sastra Indonesia* 2, no. 2 (2020):137-148.

Some of education advertisement usually is used advertisement as to promote school or campus in formal and non-formal. It starts from elementary state school, elementary private school, Islamic school, junior high school, senior high school, vocation high school, university, foundation, and online tutoring.

In this research, the researcher uses some of online tutoring applications, those are eight by Khan Academy, BYJU'S, Udemy Online Courses, Quipper , EDX, Duolingo, Coursera, and Ruangguru [17]

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[17]Mendasari, Arfika. *Eror Analysis of Auxiliary on Ruangguru Bimbel online no 1 Youtube*. (Medan: Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara, 2020.