CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter reviews several theories as to the guidance of conducting this research. Here the researcher explains some opinions considered relevant to her study and presents them here. The contents are theoretical framework consists of language, language function, advertising, utterances, and Make Over, Maybelline and previous studies to support the analysis.

2.1 Theoretical Framework ✓

Arikunto (2013) said that a theoretical framework is a vessel to explain the subject matter contained in the research. The theoretical framework contains several theories relating to research problems that can be used as a prior material of thought and reference subject matter contained in the research. In this case the theoretical framework is compatible with research activities which are the theoretical framework that usually includes expert opinions related to the research subject. In this research, there are five theories that researcher used to guide her research.

2.2 Language

According to Verderber et.al (2012) language is the body and the system of words for their use in communicating that are common to the people of the same community or nation, the same geographical area, or the same cultural tradition. In social life, we need language, when we will talk to someone such

as friends, our family, and our social life we always need language to transfer information with each other. Language is not only used to transfer information but also can be used to communicate, share knowledge, and construct ideology.

Language is not only presented in oral form but also symbols and written text (Crystal, 1997). In the oral form, people always use it in their daily activities in communication form. Communication itself can be understood if the language has a good meaning and can send the message to the hearer. So, the hearer can understand what the speaker means and the information can be received. As a symbol, such as gestures, signs, objects, signals, and words, language provides clues to understanding experiences by conveying recognizable meanings that are shared by societies. In written text, language conveys the information from the writer to the reader through words.

2.3 Language Function

In general, language function is theg oal of speaking that sentence or phrase. According to Jakobson (1987), language function must be investigated in all the variety of its functions. There are six function of language function based on Jakobson's theory, they are: referential function, emotive function, conative function, phatic function, metalingual function and poetic function.

1. Referential Function ✓   Information

    Referential is denotative or cognitive function which is oriented toward the context to show things or facts (Jakobson,1987). Jakobson that

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cited in sign adds that the referential function relates to the thing spoken of. It means in the referential function people possible to deliver concrete and abstract things. According to Holmes (2001) referential function is a function to convey information and this is done through different forms of speech, such as declarative or interrogative statements.

For example: "Water boils at 100 degrees". "The earth is round".

2. Emotive Function ✓   Expretion / mengekpresikan perasaan

    Emotive is also known as "expressive function". This function focuses on the aims of a direct expression of the speaker's attitude toward what he or she is going to speak about. Newmark (1988) defines that the core of expressive function is the main of addresser to express his feelings irrespective of any reason. This function comes out when the speaker wants to express their emotions although they do not speak to give information.

    In this function, the speaker communicates for themselves more than other people who hear us or not. For example, the interjections, which are words or phrases used to express sudden surprise, pleasure, or annoyance such as: "*Bah!*" , "*Oh!*" , "*Ouch*". They are not components but the equivalent of sentences. Moreover, as Roman Jakobson's example in "Linguistics and Poetics", only from the changes in the sound shape of the same two words (like "this evening"), we can make a list of forty or more emotional situations by diversifying its expressive tint.

3. Conative Function ✓

   Conative function is an orientation toward 'addressee'. This function finds it purest grammatical expression in vocative and imperative sentences, and it helps us to make people do something and it includes orders and prayers. For example: "Drink!" or "Go Away".

4. Phatic Function ✓

   Phatic function is opening or checking the channel that it is working which sets for 'contact' establishes, prolongs, or discontinues the communication (Cook, 1989). People use this function to know whether the channel works or whether the contact is still there. The purpose of this function is to maintain contact with the person who is talking to. For example: "Hello!" "Are you listening?" "Do you hear me?".

5. Metalingual Function ✓

   Metalingual function is using utterance to analyze language on the code which is used whenever the addresser and the addressee need to check whether they use same code and when the language is used to speak about language. For example: "What do you mean by *krill*?", "What is plucked?".

6. Poetic Function ✓

   Poetic function is orientation toward "message" and focus on the message for its own sake. This function includes more than poetry, linguistics cannot limit itself just to the field of poetry. When addressee say "John and Margery" instead of "Margery and John" or when addressee say

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"horrible Harry" instead of " terrible Harry , dreadful Harry" which have same meaning, addressee uses the poetic function of language.

2.4   Advertising   (Iklan)

Advertising is a communication technique that involves running a complex persuasive process, for whose realizations are used a number of specific tools, able to cause psychological pressure on the concerned public Bai (2018). The initiator of the advertising communication actions is the sponsor, who in order to achieve communication objectives, wants to send aim personal message to a well-defined audience regarding the enterprise, its products or services (Popescu, 2004).Another definition, advertising is a form structured and impersonal communication, composed from information, usually persuasive in nature, regarding the products, in the broad sense, paid by an identifiable sponsor and transmitted through various media" (Arens, 2002).

Starting from descriptive analysis of advertising, the researcher can highlight a number of its features:

(1) Primarily, advertising is a form of impersonal communication, the associated messaging being transmitted by means of extremely large addressable media (the mass media). Impersonal nature of it is given in the opinion of the some authors by the lack of immediate feedback from the receivers (Belch and Belch, 2002).

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2. Advertising is persuasive in nature. The goal of those using advertising is to persuade the public to adopt a product, service, idea, etc.

3. Advertising is paid by a sponsor. In the opinion of some authors this feature is even a condition which clearly distinguishes advertising from other forms of marketing communication. Publicity, for example, does not fall under the definitions above (O'Guinn et al, 2003).

4. The subject of this form of marketing communication consists of both tangible and intangible products (services, ideas).

These are not all of the advertising features, but they give only outline that is necessary in delimitation from other elements of marketing communication. In this respect, the above definitions add a possible point at which advertising discussions should start.

2.5 Utterances

Parera adds that an utterance is the use of a piece of language, such as sequence of sentences, or a single phrase or even a single word of addresser (2004). An utterance does not exist in written language in representation does. It can be represented and delineated in written language in many ways. It is represented in anything written between single quotation marks. Utterances as a spoken language which is delivered by the addresser.

2.6 Cosmetic

Cosmetic is products that have managed to have dominant impact on our lives, fashion, culture and history (Martinez, 2017). The reason for the

popularity of cosmetic products is the important physiological and psychological benefit they impart to the consumer. Several studies have shown that, apart from the physiological effects, "there are very real psychological and social benefits to be gained from the use of cosmetics. It is these benefits that ensure cosmetic products are, and will remain, an integral part of life" (King, 2013).

2.5.1 Make Over

Make Over is a product has the tagline "Let you worry, and be unstoppable". The estimated direct tagline is more target audience good at leaving all doubts, and being yourself. Product make Over has quite complete variants, starting from primary makeup, shape and cover, final make-up, decorative eye color, eye definer, cheeks decorative color, decorative lip color, care and care as well as clean and fresh too cosmetic equipment.

2.5.2 Maybelline

Maybelline is a product that found in 1915 by 19 year old entrepreneur named Tom Lyle Williams Maybelline New York is the number one global cosmetics brand and is available in over 129 countries worldwide. Maybelline is also to be the official makeup sponsor of thirteen fashions worldwide. Offering more than 200 products, Maybelline New York combines technologically advanced formulas with on-trend expertise to create accessible cosmetics with a cool, urban edge and a spirited style. The Maybelline New

York's mission is to offer innovative, accessible, and effortless cosmetics for every woman.

2.2 Previous Studies

The researcher is expected to find some previous studies researches which have the same subject or subject. The first research is language function of Toyota India Website by Istingatun Aliyah (2015). This research focuses on analyzing the headline taken from Toyota India website. This research is analyzed by using linguistic features and language function theory of Roman Jakobson. She used a descriptive qualitative research. It describes the language features of the headline, analyzes grammar.

The second research is a thesis entitled "Language Function Use in Maybelline Advertisements" by Yuni (2018). The aim of this research is to find the language function use in Maybelline advertisements. The researcher takes 20 videos from YouTube as the data. Based on the result of data finding there are five from six types of language function categorized by Roman Jakobson. There are 177 utterances in Maybelline advertisements. Those are referential, emotive, conative, phatic, and poetic. The most dominant use in Maybelline advertisements is referential function with totally use in 52 utterances. Poetic function is considered as the second most frequently use in 45 utterances. The third is conative function with totally use in 38 utterances. Phatic found in 23 utterances and emotive was 9 utterances.

The third research is a thesis entitled "An Analysis of Language Function in Air Asia Airline Advertisements" by Maerobah (2018). The research aims to describe the language function used in the advertisement. The data was taken from Airasia's website and Facebook. The result of this research showed that there are eight data using referential, conative, phatic and emotive function. Seven data use referential, conative, and phatic. One datum uses referential, poetic, and conative. Seventeen data use referential, conative, and phatic. Six data use referential and conative. One datum uses phatic and conative. The researcher conclude that the advertisements is design to attract attention (phatic), to convince people and to get people to do something (conative), to provide information to the addresser toward the context (referential), to report feeling (emotive), and to explore the aesthetic feature of the language (poetic)