

CHAPTER I

INTRODUCTION

This chapter contains the background of research, research questions, research objective, research significance, previous studies and definition of key terms.

1.1 Background of Research

Advertisement is a media that contains a promotion of a brand. It can be found through media like newspapers, magazines, billboard, radio, and television. But those are not all media people nowadays own. People nowadays are in digital media era that considered gives more quickly news spread. It is when the newspaper they usually read becomes a digital news that is in website they can enjoy it in one click, and an advertisement they usually see in billboard becomes a video ad they see through YouTube or other medias. In term of video advertisement, it takes more duration of prospect's attention in accepting the idea of the advertisement. However, the digital advertisement can give more explanations about the product than printed because of its duration in delivering.

Regarding the aforementioned case, advertisement is actually needed to be in good communication for getting a good reaction of the prospects, watching all the elements contained in the advertisement. In conveying its message, advertisement is hardly separated from various codes and styles. Codes and styles in advertisement are intended to make prospects understand the intent of its message, and to attract and increase the purchasing—after it is promoted—or at least stabilize its purchasing statistic.

Knowing language takes a big role in persuading and assuring prospects for the products, it is such as a must to have some powerful words for getting the

prospects' attention. In This case, advertisement aims to have persuasive language. In persuasive language, words are constructed in attractive way so that it is easier to attract prospects' attention. Persuasive language is chosen to use as its tool in creating an advertisement. Advertisers clearly use language to influence the prospects' attention to buy what are offered. Persuasion can help people to extend their message and purpose.

The art of influencing people directly or indirectly is known as rhetoric. Rhetorical discourse crafted according to the principles of the art of rhetoric. In rhetoric, there will be some category of the use of language. There are such as argument, appeals, arrangement, and aesthetic. Rhetorical discourse bears a certain mark of this crafting. It delivers knowledge for conquering someone's mind. Therefore, advertisers use rhetorical discourse to create an advertisement which includes persuasive language. One kind of commercial advertisement that takes big role in the daily life is cosmetics advertisement, knowing that cosmetics have taken huge users of it.

It may seem a little weird that a small beauty tool in a cute packaging can change someone's life. However, it explodes rapidly these days. Cosmetics widely have been an unforgettable thing to women whatever it shapes. For some woman probably would think that they do not really care about their look. But they cannot deny once they are applying a hand-body lotion to themselves, they have got a thing to be in responsible. A hand-body lotion is one of beauty item.

Nowadays, cosmetics have been a significant product in social life. Especially, applying cosmetics for some reasons are kind of supported factor in someone's appearance to reach a good-looking level. It is clear that cosmetics complete a trend fashion. Since it is considered as the women premier tool, woman and cosmetics are kind of two things cannot be separated. It is supported by the proof that the majority

of cosmetics user is women itself. Actually men can do it to, but still women got their huge number in using it.

The researcher chooses the Maybelline advertisements as the object. As one of international cosmetic products from New York, Maybelline produces a lot of products to cover people's need in appearance such as powder, lipstick, mascara, eyeliner, etc. It offers many innovations in beauty products. Through its long journey for producing cosmetic, therefore, Maybelline can be concluded as one of the pioneers of cosmetics, knowing it has passed many ages. It will have more experiences of making and distributing the product.

Maybelline offers the product not only for American, but also people all over the world. Maybelline Company is known as one of the oldest cosmetic company. Hence, it is fair to find out how the rhetorical applied in its language of advertisement of cosmetics pioneer is especially in its utterance that exists in the video advertising. Therefore, it is interested to know for what Maybelline does in its advertisement, reminding it can be said as the pioneer of cosmetics.

Summing up the description above, this study will analyze the persuasive language used in Maybelline advertisement which focusing to its rhetorical discussed which is concluding the discussion about the rhetoric discourse and features of rhetoric.

1.2 Research Questions

The background of research above automatically deals with the problem in this research. An analysis of rhetoric discourse and features of rhetoric has only been focused on the utterances inside the Maybelline advertisement. Therefore, the primary goal of the present research is to seek the answers to the following questions:

1. What are types of rhetorical discourse found in Maybelline advertisement?
2. How are persuasive meanings constructed by the features of rhetoric in Maybelline Advertisement?

1.3 Research Objective

Dealing with the research questions above, this research has two objectives gained by the researcher. This research aims to:

1. To find and analyze rhetorical discourse used in Maybelline advertisement.
2. To find and analyze the persuasive meanings through features of rhetoric used in Maybelline advertisement.

1.4 Research Significance

This research can give advantages for the development of linguistic field, especially focused on rhetoric study. In addition, it will bring new knowledge to know about the rhetoric discourse and feature of rhetoric in Maybelline advertisement, and other significance from this research as follow:

1. Theoretically, the result of this study is expected to be useful for linguistic studies in general, in the realm of rhetoric study.
2. Practically, this research will be beneficial for the researcher and the reader who have interesting of rhetoric study. This research can be useful as a reference and alternative information for others especially English literature student who are willing to have the same topic research.

1.5 Previous Studies

Several studies have been done to analyze the use of rhetoric persuasion. Euis Fatimah (2013) analyzes the use of rhetoric style in the slogan of beauty product

advertisement on television. In this research, she uses some theory coming from Holman, Halliday, Martinich, McArthur, Larson, and Keraf. The study explains the advertisement contain language style such as personification, climax, assonance, repetition, erotesis, anaphora, alliteration, epistrofa, homonym, metaphor, rhetorical question and mesodiplosis. Toward those language styles, consumers respond in buying the product increases.

Evin Maya Aulia Rizkia (2016) investigates the persuasive techniques used in Nike Advertisements. In this research she used the theory by Keraf and Aristotle. The result for analyzing this object, she figures out that there are some types of persuasive strategies those are retionalization, identification, conformity, hypnotic, compensation and displacement. The implementing of persuasive strategies such as ethos, pathos, and logos are also used in the research. Thus, it is found that Nike advertisement keeps using athletes in promoting their product.

Wida Widiawati (2016) analyzes the usage of rhetoric expression in the slogan of beauty product advertisement. She states there are some shape construction used in advertisement language such as alliteration, climax, rhetorical question, hyperbole and personification.

1.6 Definition of Key Terms

To avoid misunderstanding about some basic concepts in this research, there are some explanations about the key terms used in this research that can help the readers in understanding this thesis.

Persuasive Language : A powerful device for getting people's need. Persuasive language is used for many reasons, for example to help people sell products or services or to convince people to accept a view or idea (Jamieson, 1985).

Maybelline : A major American cosmetics brand sold and distributed worldwide.

Advertisement : A media of marketing or promoting products or services. It is a part of marketing that helps a company to sell goods, services, and ideas to prospect (Klepper, 1986).

