

# CHAPTER I

## INTRODUCTION

This chapter covers research background, research questions, research purposes, research significances, and research scope.

### A. Research Background

Nowadays, there are several ways to get the information required, printed or electronic mass media. Printed media can be newspapers, tabloids, magazines, brochures, and banners, while electronic media can be television, internet, social media, and radio.

Another way to communicate and share information is by advertisement. Advertising is becoming an important way for people to launch and sell products, services, activities, or business ideas. Advertising is a means of communication used to encourage audiences (viewers, editors, or listeners) to take action on goods, ideas, or services. Advertising or broadcasting is in the form of advertising, announcements, statements, or writing by hiring something to introduce or say something through mass media. People can see advertisements on TV, the internet, the newspaper, the magazine, or the radio.

Culture and language style plays an integral part in conveying messages through advertising. The vocabulary of advertising is used to draw interest, improve creativity, and make it easier to recall. The style of language is a means of communicating emotions by language that represents the soul and personality of a writer or speaker (Keraf, 2006). The vocabulary of the advertisement is lightweight,

persuasive, friendly, and communicative. Language style should completely represent the features of the language structure and the use of the language. Individuals can use language to be convincing in a particular communication<sup>state</sup> (Z. Liu et al., 2020).

There is two way to expression in language, spoken and written. The first, spoken language, is the word made up of sounds, such as conversation, speech, storytelling, debate, radio, television broadcasting, and more. The second, written language, is the word made up of written types, such as stories, comics, newspapers, journals, emails, and books. When people express or convey ideas, feelings, or expressions, whether spoken or written, people would have a style of their own, which applies to social issues. These three types apply to the choice of language structures used to communicate social or artistic effects. Style can be used as a series of instructions (Finegan & Chaika, 1985). Other comments that the style is the ability to spell sentences correctly (Keraf, 2006).

Considering the above issues, the researcher will focus the research on language style because style correctly forms communication and determines how to conduct social interaction (Finegan & Chaika, 1985). In this case, the style determines how the speaker speaks and how the audience correctly understands the meaning of the communication, whether profound, humorous, suspicious or other possible feelings.

According to David Berlo, there are four components in communicating, namely, (1) source or communicator, who is the person who sends the message. (2) messages, in the form of symbols used in sending messages such as words, pictures,

numbers, or gestures. (3) In its delivery, media required media such as television, radio, newspapers, magazines, or interpersonal communication. (4) The most important thing in communicating is that recipients or listeners are listeners of the information conveyed. Instead of that in advertising, the information conveyed must be easy to understand by the recipient.

The advertisement can make the recipient or listener of the advertisement affected and change their perception of the product until they are finally interested in buying the product. The text language style can be reflected in several ways, such as narration, description, and slogan forms, explicitly targeting the advertisement message and giving a simple and understandable impression to the viewer. In comparison, people use figurative words to communicate their feelings towards goods and convey a sense of transcendence through metaphors and exaggerations (Fogelin, 2011).

People use words to express thoughts, feelings, or expressions in written language. Advertising is an example of written language created by humans. Advertising is one of the human life activities in radio, television, magazines, newspapers, and other sources (Lapanska, 2006).

According to the British Institute of Advertising Practitioners, advertising is the most persuasive sales message directed at the most potential prospective buyers of certain goods or services at the lowest possible cost (Jefkins & Robert, 1996). Viewed advertising from the positive side, advertising is a way to sell through the dissemination of information. Of course not, just any information needs to be stated, and not all information is advertising. Advertising is a means by which advertisers

convey a message about a product marketed to people using available advertising media. In making advertisements for a product, language is an integral part of it because language is a communication tool used by humans to convey their thoughts and feelings both in writing or in speech. Therefore, language is a tool for conveying ideas, information, and emotions in feelings in communication.

For the following reasons, advertising was selected as the data used in this study. First of all, advertisement is a type of written communication that evolves at the same time as oral or written technology. Technology advancement helps us to interact with each other in several ways. Second, in linguistic analysis, digital media advertising in transactional discourse is conveyed by advertisers to customers due to pressure. Third, these four advertising languages are compact and persuasive, unlike most other languages used in daily life.

The language used in advertisements is expected to be understood by consumers and can draw their attention to these products. Advertisements are deliberately made with various styles and attractive without reducing the accuracy and excellence of these products. The essence of the language of advertising is the persuasive element, which aims to influence others to use the products or services offered. Therefore, advertising uses language style as a way to attract consumers. Advertising is a media channeling news to the general public. Advertising is a persuasive means to invite people to use products advertised through the language style conveyed in the advertisement.

An advertisement is created to influence people's mindset and behavior in responding to the delivered advertisements. The appeal of advertisement is built to

remind the audience of a particular image. Imagery arises from using the style of language used in an advertisement, so consumers are interested in the product offered. The use of language style can at least assess a person's personality, character, and ability to use specific languages. The better the style of language, the better people's judgment about it, the worse a person's style of speech, the worse his judgment is given (Keraf, 2006).

Advertisers aim many sides in marketing their products to the public in terms of language and form. Advertising can change the image or view of the community towards a product (Pujiyanto, 2013). In advertisements that are often seen or heard from various media, be it electronic media such as television, radio, social media, or print media such as newspapers, magazines, brochures, and pamphlets, there will be exciting things of words or word order. Words that sometimes make us think of certain products just by hearing or reading the advertisements. Advertising is a medium for channeling news to the public. Advertising to be persuasive means inviting the public to use the product advertised through the style of language delivered in the advertisement. An advertisement was created to influence people's mindsets and behavior. The appeal of an advertisement is built to remind the audience of a particular image (Afifuddin & Ahmad, 2012)

Every company needs the media to spread its products to people, the consumers of its products. Advertising has become the most popular medium because many companies use advertisements for specific purposes. Advertising is a compelling communication method to help companies achieve their marketing

objectives (Harold W. Berkman, 1986). To meet this need, companies must present the best advertising in the most appropriate language.

Advertising language is used to persuade or induce people to buy their products (Asher & Simpson, 1994). It means that advertising uses persuasive language to attract consumers. Advertisers need to know which persuasive language is appropriate for a particular product and convince consumers of its product. There are persuasive elements in every language used in advertising to attract people affected by advertisements and buy the advertised product. That is the reason for the close connection between language style and persuasiveness.

The fast-food brand is one of the brands with a high customer level. It is in line with the high level of community consumption. Advertising is one way for fast-food product brands to attract customers to buy their products. Advertisers aim from many sides in marketing their products to the public. In terms of language and terms shape, advertising can change the image or public opinion. At first, the product is not attractive to someone, but it can change its view after seeing the advertisement.

This research focuses on the advertisement in fast-food products. The products of fast-food were chosen in this study because there are elements of language style that are interesting to be investigated in the advertisement they have. The researcher has surveyed the presence of language styles in advertisements before conducting further research.

It attracts consumers by using an excellent and practical style for advertising. Nowadays, there are containers for publishing products, such as TV, newspaper, radio, Internet (Facebook, Twitter, blog, website, Youtube, and more). Generally,

manufacturers are very keen to install their publications. They will see the media that is widely used and fascinating. In this case, digital media.

In this research, the researcher uses this object to analyze because the fast-food brand is everywhere and very easy to find some fast-food restaurant in someplace. One of their strategic marketing is using language style to attract the consumers. In the advertisement for every fast-food brand, a language style used to make the advertisement is more interesting to watch. That can help this research because there are some types of language styles used in every brand advertising in fast-food advertisements. Attractive advertisements using language styles can make consumers influenced by the style given in each advertisement.

## **B. Research Questions**

Based on the research background can be formulated into the research questions as follows:

1. What kind of language style used in the advertisement for the fast-food brands?
2. How can language style in the advertisement of fast-food brands influence customers with persuasive techniques?

## **C. Research Purposes**

Based on the above research questions, the research aims to:

1. To analyze the types of language style used in the advertisement of the fast-food brands.

2. To analyze the uses of persuasive technique in language style to influence customers in fast-food brand's advertisement.

#### **D. Research Significance**

The significance of this study is divided into two kinds; they are theoretically and practically.

##### **1. Theoretical Significance**

Theoretically, this research is expected to increase the wealth of research in linguistics related to the advertising language style in the advertisements of fast-food brands. Besides, this research is also expected to contribute to linguistic theory in linguistics and literature.

##### **2. Practical Significance**

The benefits of this research are expected to make significant contributions to consumers, students, and teachers. When viewing these advertisements on TV, social media, or other advertising media, consumers' research proceeds can make them interested in buying fast food products. For students, this research can enrich their communication styles and help them know how to choose and arrange an attractive language. For teachers, the results of this research can contribute to or supplement language course materials.

#### **E. Research Scope**

The researcher described the language style and persuasive techniques used in fast-food brands in English commercials. The researcher found that certain



aspects can be analyzed, but this is limited in this study. The researcher intends to describe why the language style in English advertisements of fast-food brands is mainly used in English advertisements and finds out the persuasive power of language styles in English advertisements of fast-food brands.

