

CHAPTER I

INTRODUCTION

This chapter presents background of this study, statement of problem, research objective, research significance, and definition of key terms.

1.1 Background .

Television is a combination of media and images can be delivering the information of politics, education, entertainment and even a combination of those three. Jefkins (1997: 20) believes that effective communication is always largely determined by a combination of words and images, so right when the chosen television media as a means of delivery of advertisements. The delivery of the messages is contained in the advertisements on television as if directly between the communicator and the communicant. The purpose of the advertisement is delivered to make it easy to understand as clear as in the audio and visual look.

The television media has the power of information perfectly effective because it is able to induce a strong influence with emphasis on two senses at once, namely audio and visual so that the effect is more powerful. The relation of words and images is capable of airing on television, so that it will be true if television media is chosen as a means of advertising. Information about the goods or services can easily be known directly through the advertisement on television, especially new products and dependable products.

“Many advertising is designed to promote and introduce new products from one society into another. Often this results in radical change in life-styles, behavior patterns of a society, for example stimulating the adoption of fast food, casual attire or hygiene and beauty products” Douglas and Craig (2006: 5).

Despite the development of the Internet, television is still one of the most important sources of information. It plays such a significant role in people’s everyday lives that it is almost impossible to imagine how we would live if there were no Television. There are a lot of advantages making television so popular. The main reason why so many people choose television is because the television gives information and entertainment by its simplicity and convenience.

If you spend the time to watch the advertisement which always shows up or intersperse the program on television, most of them almost certainly contains of beauty product advertisement care products for women.

Therefore, cosmetics advertisement (a beauty product) for example, face whitening advertisement always features beautiful models, attractive, and popular so that it can increase the confidence in the product, which in turn is able to “force” the target audience to buy the advertised product which is especially supported by using a style that promises in order to add the interest of television.

Visually, the advertisement is very interesting because the depicted female figure is a representation of a beautiful woman. One of the techniques that advertisers could sell products marketed to women is “not normal” as iconic products. By utilizing the psychology of women, they always consider themselves and their bodies are not perfect.

Then the perfection of the body of a woman in beauty product advertising is imaged and idealized as the figure of a woman who has many differences from the other women because they are not like the models in various facial skin care advertisements aired on television, they are competing to buy these products so that they could be like the models that are promised in a beauty product commercials on television.

That picture is clear because it is too many advertisements that appear on television. Many kinds of advertisements always appear or intersperses a series of programs on television. It is certainly able to make the customers interested in a product. because the advertisements are so incessant, they are interested in it. The language of advertisement usually also have expertise utilizing Publisher's stylistic use. Allied with expertise in the use of words, style demanded must uphold the values of honesty, clarity, and effectiveness.

According to Williams (1986), "an agency calls an advertisement successful if it first makes people buy things, and then makes them continue to buy. They become loyal to the brand. This is called "brand loyalty"

In general, the advertisement uses language as a primary means of channeling the message. Generally, the language of advertisement is persuasion. It is impossible for advertisement in using the standard language because it will become less attractive.

David Ogilvy (1985: 7) in his book says: "I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to tell me that you find it 'creative'. I want you to find it so interesting that you *buy the product*."

Furthermore, it is very interesting to analyze further due to the use of language style on advertising beauty products because it is as one of the things that gives affect the community in deciding a course of action to use the advertisement product or not. Regarding that phenomenon, an advertisement can be analyzed in respected using the language style. This study is started with the basic science of language, the language style (stylistic).

There is previous research done early before. The previous research with the emotive meaning theme comes from Astuty (2006). her research concluded that: 1) there is the emotive meaning of advertisement impressions on television, the emotive meanings there are positive and negative emotive meaning, 2) the type of style that is found in advertisements on television includes style hepatitis, simile, hyperbole, asyndeton, erotizes, litotes, climax, assonance, synecdoche, alliteration, eponymous, and redundancy.

Research conducted by the writer differences with previous research that examined the same object despite the advertisements on television. These differences bring something new which the writer tries to analyze *The Use of Rhetorical Style in the slogan of Beauty Products Advertisement on Television.*

Based on the above phenomena, the researcher wants to analyze the use of stylistic analysis in beauty product advertisement on television and how are people's respond to the language used in the slogan of beauty product advertisement on television. It aims to know the development of the theory and repertoire knowledge, both linguistic and disciplines outside the language suggests that advertising can be assessed with using these theories.

Thus researcher will analyze the language style which is used to make consumer interested in buying products especially in beauty product. Information respond people to the language used on the slogan of beauty product advertisement on television with reality, sometimes many beauty product advertisements are used to make many people proud of using product and sometimes buyers choose a product because of an advertising slogan. Therefore, the researcher is interested in analyzing people responds to the language which is used on the slogan of beauty product advertisement and finding out the rhetorical style used in the slogan of beauty products advertisement on television. In this study, researcher tries to present namely advertising slogan. It aims to develop the theory, a science of language and language disciplines outside the show that advertising can be assessed by using these theories. The researcher tries to examine slogan beauty products on television advertisement by the title *The Use of Rhetorical Style in the slogan of Beauty Products Advertisement on Television*.

1.2. Statement of Problem

The researcher formulated the problem of inquiry as the following general questions:

1. What rhetorical styles are used in the slogan of beauty products advertisement on television?
2. How are the people's responses to the language used in the slogan of beauty product advertisement on television?

1.3. Research Objective

The aims of the researches are:

1. To find out the rhetorical styles used in the slogan of beauty products advertisement on television.
2. To analyze people's response to language in the slogan of beauty products advertisement on television.

1.4 Research Significance

By the result of this study, the researcher expects that this will be useful either academically or practically for education, observation, analysis, and study in the future.

This study is expected to be particularly useful for researcher and readers in general. Results of this study are expected to have benefits for adding a wealth of research in the field of language in particular the use of rhetoric style in the slogan of beauty product advertisement on television if also expected can the understanding of language use in particular language advertisement.

1.5 Definition of Key Terms

- Rhetoric: Rhetoric is the study and practice of communication that persuades, informs, inspires, or entertains target audiences in order to change or reinforce beliefs, values, habits or actions.

- **Symbol:** Something that represents something else by association, resemblance, or convention, especially a material object used to represent something invisible.
- **Slogan:** an advertising tag-line or phrase that advertisers create to visually express the importance and benefits of their product. By and large,
- **Advertisement:** a means to attract and promote a product or service. It usually includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand.
- **Product:** anything that can be offered to a market that might satisfy a want or need.

