

CHAPTER I

INTRODUCTION

This chapter presents the general information about the research on this paper. It consists of background of research, statement of problem, purposes and significance of research, and definition of key terms.

1.1 Background of Research

Language is a means of communication which has very important function in human life. In line with Finocchiaro in Alwasilah (2000: 5), the most important function of language is as communication tool or the way for interaction. It shows that language is very helpful for supporting human activities which is used in various circles of life. As time went on, the function of language has been progressing not only as a communication tool for human interaction, but also as a means to talk and influence others to do some things. It is commonly used by businessmen to sell their products or services.

Today, in the cyber era where internet is used by many people in the world, language has been modified. There are many people who learn how to influence other with language, not only in spoken form but also in written one. It is because most of them believe that language has a great spirit to make someone (listener/reader) do what they want. Deddy Corbuzier (2002: 31) concludes “If

you can use the right words (language), you can do things that you had never imagined before.”

A businessman indeed is the one who focus on mastering how to use the words/language well as promotional strategy. In addition pursuant to Tony Attwood (2009: 1), promotion strategy using e-mail is one of communication processes which are built by producer to consumer. The e-mail promotion includes the non-verbal communication which has many forms. One of them is ‘Sales letter’. According to Bell (2009: 6), sales letter is a ‘trick of the trade’ that gets inside the head of the reader and prevents them from putting down their sale piece. Furthermore, the purpose of sales letter is to motivate the reader to take a specific action. Alwasilah (2000: 18) also stated that it is as directive function of non-verbal communication to manage other by suggestion, advice, attention, petition and persuasion.

Nowadays the development of sales letter particularly on the online media is growing rapidly. Most of them offer their products or services through direct e-mail. The language is modified to make the reader interest or what is commonly called as copywriting strategy. Barnet (2009: 75) defines copywriting as the act of writing copy for the purpose of advertising or marketing a product, business, person, opinion or idea.

Sales letter is closely related to copywriting or even can be associated that copywriting is part of sales letter. Sales letter and copywriting is like two souls in one body which cannot be separated. Agustrijianto (2001: 19) stated that copywriting is like a bridge between customer’s candidate and its action. The

combination of sales letter and copywriting is usually called sales-copy. It is as stated by Barnet (2009: 20) “Copywriting is a strategy, which makes a sales letter become valuable and influential”.

There are some sales letters which are sent through e-mail and have copywriting strategy with the right structure. For instance, to catch the reader’s attention, the writer uses the technique “Have you ever...? Are you noticing...?, Can you see...?”, etc. Then to make the readers do the action, the writer uses statement such as "Click the link to be one of the lucky first 100 customers who will no longer need to worry about frozen pipes during winter"

Based on the description above, the researcher is interested to analyze the form of genre, structure and strategy used by a copywriter to make a good sales letter. Genre is chosen due to there are some different which is found by the researcher and also another people who have e-mail account. Then, for the schematic structure is chosen due to it can help the reader to know and understand the structure of e-mail business sales letter, in order to think first before doing an action. While for copywriting strategy, it is important because as mentioned before that copywriting is the power of sales letter in e-mail. From analyzing the copywriting strategy, it can make the reader aware to all strategies are done by the writer of sender.

Meanwhile, the language focus is English sales letter. It is because everybody knows that English is an international language used by many people in the world. As stated by Strevens (1987:170), “English is used by more people

than any other language on the earth, although its mother-tongue speakers make up a quarter or a fifth of the total”.

1.2 Statement of Problem

If there is an e-mail business sales letter received, most people only read part and even do action directly after reading it. While not all of the e-mails are trusted, there are some fraud e-mails. Therefore, the receiver is better to read the e-mail comprehensively and consider the content first before doing an action. One of the best ways that need to do is considering about the genre, schematic structure and copywriting strategy used on the e-mail sales letter.

To make a distinction and in order to focus on the research, the researcher formulates the problem into three research questions. Those are:

- a. What are kinds of genre found on e-mail business sales letters?
- b. How is the schematic letter's structure used on e-mail business sales letters?
- c. How is the copywriting strategy set on that e-mail business sales letters?

1.3 Purpose of the Research

The purposes of this research are:

- a. To know the specific text of genre on e-mail business sales letter.
- b. To identify the scheme of sales letter form used on e-mail familiarly.
- c. To indicate the role of copywriting on the sales letter scheme, especially in the structure of e-mail.

1.4 Significance of the Research

The significances of this research are:

a. Theoretically

Theoretically, this research can give contributions for students who are interested or are still studying linguistics. It can help them finding a new object and theory on the same topic. This time is a cyber era where the language is used not only on the text book (printed media), but also on the online media. Therefore, the focus of linguistic analysis also needs to develop not only in traditional linguistic style as found in the text book, but also in a different media and broader context such as in online media / internet.

b. Practically

The result of this research can give contributions for many people in various circles. For businessmen as sellers, they can get to know the way to make a promotional way on selling their products or service in catchy and marketable sales-copy to get optimal result. Then, for the customers who have an e-mail account, they need to be careful not to register, open the link or do some actions directly before being certain to such as direct e-mail. They also have to check and learn more the contents of e-mail more comprehensively.

1.5 Definition of Key Terms

To avoid a miss perception, the researcher explains some terms related to this research, those are:

a. Sales letter

Sales letter is one of style that is used as a way on marketing product to be sold to the customer. Pursuant to Bell (2010: 12), sales letter is a document intended to generate sales, to place an order, to request for information about a product or service. The basic aim is motivate the reader to take a specific action.

b. E-mail/direct mail

E-mail is a method of exchanging digital messages from an author to one or more recipients. As stated by Edward (2013: 5), "Today's e-mail systems are based on a store-and-forward model. E-mail servers accept, forward, deliver, and store messages."

c. Genre

Genre is the term for any category whether written or spoken, audio or visual, based on some set of stylistic criteria, s deal by grouping the types of text. According to Martin (1997: 8), genre is a directed activity, patterned, gradual, and goal-oriented. In genre, language is seen as a source to establish the meaning or significance.

d. Schematic Structure

Schematic structure is a type of scheme learned by structure. On the sales letter schematic structure is the discourse structure of texts from a genre. According to Swales (1990: 35), “Schematic structure is type of a text which is arranged structurally to achieve a particular purpose within the text.”

e. Copywriting

Copywriting is a writing style which is used to inform, offer and order the reader to do some specific actions. Conforming to Barnet (2009: 27), “Copywriting is the act of writing copy for the purpose of advertising or marketing a product, business, person, opinion or idea.

