

CHAPTER I

INTRODUCTION

This chapter deals with background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitation of this study. Each point provides the information related to the study.

1.1 Background of the Study

In this modern era, the existence of advertisement cannot be separated from society. Undoubtedly, advertisement is everywhere even it is beyond our attention. Recently, the role of the advertisement is becoming more complex for company or organisation. Besides the fact that it attracts the customers, advertisement also creates a subconscious image of its product. People gather knowledge about products through advertisement. After watch the advertisement, people feel that they know which product is good for them. Advertisements use persuading words to sell the products and influence the customers.

The development of advertisement can be seen on television, magazine, pamphlet, or even a huge billboard and heard from radio. It plays an important role in the process of creating the world and its culture. Through advertising, a company tends to persuade the customers and make them interested with the product. Davidson (1992) defines advertising as “a social language, a genre of spectator/reader experience, a technique of persuasion [...] almost a world in its own right, with its own languages, customs and history, and one that sets the tone

and pace for large parts of our lives. Advertising is a topic which both causes and reveals existing social divisions.” (as cited in Vahid & Esmae’li, 2012, p. 37). As we know, in each advertisement, there is always word play, puns, photography, rhythms that the meaning refers to the something out of the text in which considers as discourse. According to Fairclough (1989), language is a kind of social practice. He states "Discourse refers to the whole process of social interaction of which a text is just a part" (p. 24). On the other word, a discourse is the possible set of statements which are representations of life. Take for example, the use of iconic words “GO AHEAD” in cigarette advertisement as the strategy for the company to deliver the hidden agenda related to health campaign and smoking issues. By common words which are widely used and easily memorized by people, “GO AHEAD” is defined as the way forward. They try to persuade customers by the words “GO AHEAD” to continue smoking even though health hazards and threats are lurking at them.

Advertisement is useful for cigarette company to commercialize the cigarettes. It is called as product advertisement. This kind of advertisement is usually made by a company which has such purpose to commercialize the products and to increase the profit of the company. On the other side, there is also non-product advertisement related to the cigarette. The non-product advertisement is usually made by the governments and has such purposes to inform and warn people. This kind of advertisement is created not for promoting any cigarette product but it is used as a health campaign.

However, cigarette has become a complex issue in Indonesia since few years ago. Just like two sides of the same coin, pros and contras always emerge whenever this notion comes up. Some people directly support the idea of stop smoking to prevent everyone from the aftereffect of it, while the others completely ignore all the issues and continue their habit to smoke. It cannot be separated from the role of both cigarette company and the government as the opposite parties which strongly affect people's perspective. In this case, advertisement is used by both parties as an advanced strategy to dominate and persuade people. Therefore, the study of Critical Discourse Analysis of cigarette advertisement is chosen because it has a large effect on society. Advertisement has created a great deal about product acknowledgement that inevitably accompanies such a social change.

The regulations in Indonesia forbid cigarette advertisement to directly show the product and the activity of smoking. Cigarette advertisement persuades the customers by the text that is displayed in advertisement. It then makes the study about Critical Discourse Analysis in cigarette advertisement is interesting to be analysed. Through the advertisement, this study examines the way discourse in advertisement contributes to the domination and persuasion of some customers through common assumption by using Fairclough's Three Dimensions Framework (1989). Moreover, it explains the effects from the influence toward customers by using Media Effects Theory proposed by Potter (2012).

The previous studies that related to Critical Discourse Analysis were found. The first study was conducted by Shubarna Rosul (2011) under the title *A Critical*

Discourse Analysis of Fairness-Product Advertisement for Women and Men. And the second study is Wicaksono's (2017) *Critical Discourse Analysis of Sampoerna Mild Cigarette Advertising 'Tanya Kenapa' Editions*. Rosul focused on investigating the influence of fairness product that occurred in Bangladesh society. While Wicaksono mainly investigated the forms of diction and the referred the meaning in A Mild cigarette advertising discourse of 'Tanya Kenapa' edition.

Djarum is an Indonesian kretek (clove cigarette) brand founded in April 21, 1951. It has come a long way since its humble beginning in the 1950s. Growing from strength to strength, *Djarum*'s high-tech mass production lines produce cigarettes from both the domestic and international market. As one of the largest cigarette manufacturers in Indonesia, advertisement becomes the strong strategy for the company to commercialise its products. As well-known brand from Indonesia, *Djarum* cigarette advertisement is chosen to reveal the way discourse can contribute to the domination and persuasion of some customers and in what matters do the advertisement can affect the change of society.

To go over the main point, this study is chosen because the writer finds it is interesting to know that language use in cigarette advertisement can contribute the domination and persuasion toward the customers. Cigarette advertisement has created a great deal about product acknowledgement that inevitably accompanies such a social change. This study can indicate that all of advertisement especially *Djarum* cigarette advertisement creates a product acknowledgement and contributes to the domination and persuasion of some customers. Furthermore,

this study investigates the effects that occur from the advertisement. Thus, this study is under the title “*Critical Discourse Analysis of Djarum Cigarette Advertisement*”

1.2 Statement of the Problem

Based on the background of study, there are two statements of research problem which can be noticed, those are:

1. How do the discourse in *Djarum* cigarette advertisement contributes the domination and persuasion of some customers?
2. What are the effects of the discourse in *Djarum* cigarette advertisement toward customers?

1.3 Objectives of the Study

Based on the statement of the research problem, this study is intended:

1. To examine the way discourse in *Djarum* cigarette advertisement contributes to the domination and persuasion of some customers.
2. To explains the effects from the influence of discourse in *Djarum* cigarette advertisement toward customers.

1.4 Significances of the Study

This study extends to give important information and knowledge related to the issue both in theoretical and practical significances. Theoretically, the study is

useful for other researchers who want to analyse the influence of cigarette advertisement by using Critical Discourse Analysis approach.

Practically, this study is useful to build awareness among society that they get influenced by the use of discourse in any kind of cigarette advertisement. In addition, this study guides awareness among society toward the cigarette advertisement that the manipulating discourse in cigarette advertisement does exist and does affect them.

1.5 Scope and Limitation of the Study

Based on the theory which is applied to analyse this study, the scope of this study is Critical Discourse Analysis on the discourse in cigarette advertisement. By using this approach, the data is analysed in three dimension framework of discourse which proposed by Fairclough (1989) to investigate the way discourse in cigarette advertisements dominate and persuade the customers. This study is also investigating the effects from *Djarum* cigarette advertisement toward the customers, the data is analysed in media effects theory purposed by Potter (2012).

In this study, the limitation is in the discourse which are used in fifteen cigarette advertisements from *Djarum* cigarette company which published from 2014 until 2018.