

CHAPTER I

INTRODUCTION

This chapter consists of five subchapters. The first is background of this study that shows the reason of conducting this study. The second subchapter is about the statement of the research problems of this study. The third subchapter is about the objectives of the study. The fourth is about the significances and the last is the scope and limitation of this study.

1.1 Background of the Study

Language has a very important function in human's life. People use language to convey idea, opinion, information, and many more. Language has a function as a means of communication and usually relates to communication devices. One of the communication media that we can use in order to communicate with other people is advertisement. Advertisements have become important media for people's lives today. These are used to disseminate information about newest products.

The advertisement is a form of communication used to persuade audience (viewers, readers or listeners) to take some actions with respect to products, idea and services. In a simple sense, the word advertising means 'drawing attention to something,' or informing somebody about something'. Language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages

with the intention of influencing people is very important. Visual content and design in advertising has a very great impact on the consumer, but it is language that helps people to identify a product and remember it (Dyer, 1982,p.1).

According to Jannedy, Palleteo and Weldon (1994:240), advertisement is basically classified into two major types, such as printed advertisement and broadcast or commercial advertisement. Printed advertisement consists of newspapers, magazines, books, and brochures, also board spaces that located in some areas where can people easily see. Broadcast or commercial advertisement consists of radio or television broadcast, also from youtube.

An advertisement has some texts which provide information about product being advertised. Advertising producers regularly produces texts which are as highly wrought as any piece of literature by using fully the resources of language and creative language. It has purpose to catch the reader's attention. Typically it contains discourses that consist of short phrases, utterances and sentences that act as a kind of slogan and finally the name of the company and the name of the product.

There are so many commercial advertisements which are broadcasted on radio, television and the internet such as tourism, beverages, cigarettes, foods, insurances and many more. Among these advertisements, tourism advertisement is interesting because it shows the uniqueness pictures of the various regions and could attract more viewers. It promotes private firms such as travel agencies, hotels, cruise agencies, non-governmental organizations. The tourism advertisement often run their own advertising campaigns to promote their

existence, mission, or services or goods offered to the consumers. On the other hand, advertising made by governments themselves, such as through tourism ministries or government-owned private sector enterprises, sometimes intends to convey more than simply the value of the product, service, or experience. The governments can use tourism advertisement as a channel for communicating directly to the public of other countries because tourism is a common and internationally encouraged industry. Then they publish the tourism advertisement regularly every year with the different theme.

The tourism advertisements are chosen because they have texts that involve the words contain persuasive sentence and also the government is aggressively promoting the tourism to increase revenue for their country. This study focuses on the texts and utterances which provide information that shows in Southeast Asian commercial tourism advertisements during the videos broadcasted. The spoken or the text of the tourism advertisement explain the beautiful tourism places of each country using extra ordinary sentences that made the viewers interested. This research analyzes the tourism advertisement of the countries which included as Southeast Asian, they are Indonesia, Malaysia, Singapore, Brunei, Vietnam, Philippines, Myanmar, Laos, Cambodia, Thailand, East Timor. To analyze the texts and utterances, the theory of figure of speech is chosen.

1.2 Statement of the Research Problems

Through this research, the writer emerges the following questions:

- a) What types of figures of speech are used in Southeast Asian commercial tourism advertisement?
- b) What types of figures of speech are dominantly used in Southeast Asian commercial tourism advertisement?
- c) What are the function of the dominant types of figures of speech in Southeast Asian commercial tourism advertisement?

1.3 Objective of The Study

Based on the statement of the problems above, this study is intended reveal the following:

- a) to identify the types of figures of speech in Southeast Asian commercial tourism advertisement.
- b) to identify the types of figures of speech that dominantly used in Southeast Asian commercial tourism advertisement.
- c) to explain the functions of the dominat types of figures of speech in Southeast Asian commercial tourism advertisement.

1.4 Significance of the study

There are two significances of the study. Theoritically, the study enriches the knowledge related to the figurative language. This study also gives understanding of figurative language especially in commercial tourism

advertisement of Southeast Asia countries member. This study is expected to give inspiration and motivation to other writers to conduct the next research dealing with figurative language in advertisement.

Practically, by knowing figures of speech, the reader able and easier to find the real meaning or literal meaning in tourism commercial advertisement and the other advertisements, so it prevent the reader as customer to be or wouldn't easily be fooled by the words, sentences, and utterances of advertisers.

1.5 Scope and Limitation

The scope of this study is the figures of speech based on Perrine's theory (1973) as found in the commercial tourism advertisement of countries member Southeast Asia.

The writer limits object of investigation in the oral or utterances and written text in commercial tourism advertisement of countries member Southeast Asia that contained figures of speech, entitled "Wonderful Indonesia-Feeling is Believing" (2008, June 7), Brunei- "The Green Heart of Borneo" (2008, Oktober 9), Cambodia "Kingdom of Wonder" (2011, March 2009), Laos "Visit Laos" (2008, June 7), Philippine "My Favorite Philipines" (2013, October 1), Malaysia "Malaysia is Truly Asia" . (2014, January 1), Thailand "Welcome to Amazing Thailand" (2012, March 18), Vietnam "Timeless Charm" (2012, September 21), Myanmar "Welcome to the Golden Land" (2008, July 19), Singapore "Visit Singapore-A World of Contrast" (2008, December 6), East Timor "Discover East Timor" 2011, December 30)