CHAPTER I

INTRODUCTION

1.1. Background to the Study

Advertisement is an important tool for presenting messages to customers. Customers cannot purchase an advertised product that they see unless media allows them to interact with the messages being delivered; then the advertisement perhaps can make the demand increase faster.

In order to achieve a successful marketing, the advertisers adopt a strategy or a plan to create a professionally designed advertisement. However, whatever the promotional strategies advertisement takes, language which is the most important tool of human communication has important role to influence customers in buying the advertised products. To achieve this awareness, it is important to have a good understanding of language characteristics in English advertisements and their goals. Therefore, an analysis of them is worthwhile to achieve successful advertisement.

This *skripsi* deals with the analysis of characteristics of language in English advertisement texts and their goals. The title is "The Language Characteristics and Goals in Headlines of Cosmetics and Skincare Products Advertisements." The *skripsi* attempts to approach the main language characteristics of English advertisement and their goals mainly from the angles of advertisement and linguistics.

This *skripsi* uses cosmetics and skincare products advertisements as data, such as Dove, Maybelline, Revlon, Pond's, Loreal and Nivea. These advertisements are chosen from these brands because they have been popular and the products have been sold in many countries in the world.

The study of language of advertisement has been raised by Dessy Marlina in Petra Christian University. The title is "The Figure of Speech and its Figurative Meaning Used in The Language of Cosmetics Advertisements in Cleo Magazine." She analyzes figure of speech used in the language of cosmetics advertisements such as hyperbole, metaphor and personification. She also describes its figurative meaning.

1.2. Research Questions

Advertisement owns its distinctive linguistic characteristics. The problems of the present study are formulated in the following questions:

1. What are the language characteristics of English advertisements in cosmetics and skincare products?
2. To which goals the characteristics of the language in English advertisements are applied?

1.3. Objectives

1. To describe the language characteristics of English advertisements in cosmetics and skincare products.

2. To describe which goals the characteristics of the language in English advertisements are applied

1.4. Significant to knowledge

This study is expected to be useful for the students to understand the language characteristics and goals in English advertisement. It is also hoped that the result of this study can add the readers' comprehension of language characteristics used in English advertisement text. It also can be used as further references about linguistic study in the language of advertisement.

1.5. Framework of the Theory

Leech (1966: 27), in his comprehensive study on English in advertising, has analyzed the characteristics of advertisement language. He has effectively related these characteristics with the goals of attention value, readability, memorability and selling power.

The language characteristics of advertisement based on Leech are: first, unorthodoxies of spelling and syntax and semantic oddities are some of the characteristics linked with attention value. Second, simple, personal, colloquial style and familiar vocabulary are connected with readability. Third, phonological devices such as alliteration, rhythm, rhyme, parallelism and repetition are related to memorability. Fourth, frequent use of imperatives, superlatives and hyperboles are connected with selling power.