

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Study

It is clear that everybody must have heard about advertisements. When people watch television, they will see advertisements. They will see the pictures and hear the language which is used in the advertisements. When they turn on the radio, they will also hear some advertisements in the middle of enjoying the music or the news. Besides television or radio, people see advertisements in the magazines or newspapers. So, it is true that we must deal with advertisements consciously or unconsciously in our daily life.

Advertising means 'telling and selling'. Or as the American Marketing Association puts it: "Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor" (in William,1970:4). Advertaising is non-personal because the seller doesn't see the customer. It is impossible for manufacturers,wholesalers, and retailers to send salespeople to everybody who might buy their products. So, they use advertising to deliver their sale messages to a large number of people at once. In addition, advertising is used as a way to telling the customer about a product. Here, an advertisement is like a bridge between the producer and customer. Through

advertisements, the producers inform their products to large numbers of customers.

In this thesis, the writer chooses “*FamilyCircle*” magazines as the media since they reach their readers. The advertisements in the *Family Circle* magazine is complete. There are advertisements **for** father (i.e. car), for mother (i.e. oven), for children (i.e. ice cream, candies, toys). Here, the writer is interested in using kids-products advertisement since they cover food, medicine, and toys.

Since advertisement is used **as** a medium of offering products to customers, the language used in advertisement should be simple, well-arranged, effective and communicative. This strategy has been applied so that customers may find it *easy* to understand. In this case, the use of adjectives is usually dominant. Adjectives used in advertisements are often closely related to the quality and description of the products to sell or to offer. Furthermore, the word adjective refers to “a word that describes a noun” (Longman Dictionary of English Language and Culture:13). It is a word **whose** function is to qualify, describe, and give state to a noun. This can be seen in the example below:

<p><b><i>Cool, Calm, and Confident. (St. Dupont)</i></b></p>
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St. Dupont is a name of cigarettes. “Cool, **Calm**, and Confident” in the advertisement above are all adjectives. Those adjectives **show** the reader how the cigarettes make people who **smoked** “St. Dupont” **will** feel cool, *calm*, and confident. In this case, the writer see how the adjectives describe the taste of the cigarettes.

The writer is interested in researching the adjectives in kids-product advertisements on *Family Circle* magazine because she thinks that adjectives **may** be applied in various ways **as** seen in the advertisements, to serve the needs of language users in communication.

#### 1.2. Statement of the Problem

By doing her research, the writer wants **to** analyze adjectives in the kids-products advertisements. The writer deals with the following questions:

1. What are the functions of adjectives in the kids-products advertisements of *Family Circle* magazine?
2. What kind of forms of adjectives are used in the kids-products advertisements of *Family Circle* magazine?
3. What are the types of adjectives in the kids-products advertisements of *Family Circle* magazine?
4. How is the frequency of each form, function, and types?

#### 1.3. Purpose of the Study

The purposes of analyzing adjectives in kids-products advertisements in *Family Circle* magazine are to find out the functions, forms, and types of adjectives in those advertisements, and also the frequency of each function, form, and types.

#### 1.4. Significance of the Study

Through this study, the writer hopes that this research will be useful for them who work in the advertising business, especially copy writers. The writer thinks that a copy writer is the one who usually has an idea what a copy to write to get customer's action. Here, the writer shows how adjectives work in those advertisements. She provides information about the act of using adjectives in advertisements to sell and to promote goods. Moreover, the writer wants to show the readers that adjectives are persuasive since they indicate sense and reference. In talking sense, the writer show adjective in relationship to language. On the other hand, reference dealing with language and the world. Finally, the writer hopes that this study will be worth enough to be an additional reference for those who want to make further study in this field.

#### 1.5. Scope and Limitation

In this thesis, the writer limits her study to kids-products advertisements because she thinks that those advertisements cover food, toys, and medicine. She takes four advertisements of food, two advertisements of toys, and two advertisements of medicine, from *Family Circle* magazine, April 2001 edition. In this analysis, the writer wants to concentrate on the discussion of adjectives. She investigates the adjectives from those advertisements, then analyze them with the theory from semantics.

## 1.6. Definition of Key Term

1.6.1 Adjective: a word that describes the thing, quality, state or action which a noun refers to. (Richards et al, 1992:5)

1.6.2 Attributive adjective: an adjective which is used before a noun, such as “good” in “*a good book*” (Richards et al, 1992:5)

1.6.3 Predicative adjective: an adjective which is used after a verb, especially after the verbs “be, become, seem, etc.”. For example: “*good*” in “*The book was very good*” (Richards et al, 1992:5)

1.6.4 Comparative adjective: the form of an adjective which is show comparison between two things. In English the comparative is formed with the suffix “-er” or with “more”. For example: “*This is better than that*”, “*This is more useful than that*” (Richards et al, 1992:50)

1.6.5 Superlative adjective: the form of an adjective which shows the most or the least in quality, quantity, or intensity. In English, the superlative is formed with the suffix “-est” or with “most”, For example: “*She is the tallest in the class*”, “*She is the most beautiful in the class*” (Richards et al, 1992:50)

## 1.7. Organization of the Study

The study begins with Introduction which covers the following parts: Background of the study, Statement of the problems, Purpose of the study, Significance of the study, Scope and limitation, Definition of key term, and Organization of the study. Following the Introduction is Chapter II which consists of Review of related literature. The research methodology of the study

will be found in Chapter III. Chapter IV contains the presentation of analysis and the findings of the study. Finally, the writer will conclude her study in Chapter V.