

CHAPTER I

Introduction

1.1 The Background of the Study

We, as human beings, need to communicate with others in our daily life. There are so many ways that we can choose in order to communicate. Advertisement is one of the ways to communicate. As a means of communication, advertisements can be used as a medium to relate the needs of the producer or the owner of goods or services and the customers who need information about goods or services they want or need. The advertisement is made in order to fulfill the needs of those two sides. Furthermore, advertisement is used to create a market in order to support a distribution of products, and it can provide important information for the customer's guide. Basically, advertisement will use its strong influence, especially in journalism, to persuade customers. That is why, it should be interesting, widely spread, in weekly or even daily papers. Furthermore, the newspaper can be the most powerful medium to inform customers about the advertisement.

The most important function of advertisement is to provide factual information for people in order to influence and persuade them to believe what is being advertised. In order to fulfill the function, the language of the advertisement should be simple, well arranged, effective, and communicative, so that the advertisements are easy to be understood. To be communicative, the text or the

article should be arranged in such a proper way that there is a unity and coherence between one sentence and another. In order to be coherent the advertisers should arrange sentences in a logical order, and use words, phrases, and other cohesive devices that make the relationship between the sentences clear.

In analyzing the mini advertisements, the writer will use the cohesive devices' theory based on Halliday and Hasan's *Cohesion in English*. They said, "Cohesion is a necessary condition to create a text" (1976: 296). They also said, "Cohesion refers to a semantic relation that exists within a sentence as well as between sentences" (1976: 4). Cohesion refers to the relation of meaning that exists within a text and that defines it as a text. Cohesion devices create the relation. According to Halliday and Hasan, there are two major types of cohesion, namely grammatical cohesion and lexical cohesion. Reference, substitution, ellipsis, and conjunction are included in the grammatical cohesion. Reiteration and collocation are included in the lexical cohesion.

In this study, the writer conducts a comparative analysis of mini advertisements found in *The Jakarta Post (JP)* and *The Asian Wall Street Journal (AJ)*. She chose *JP* and *AJ* because she wants to compare English newspapers that is published in Indonesia with the one that is published from outside. She chooses *JP* as the newspaper that is published in Indonesia and *AJ* as the one that is published from outside Indonesia. A mini advertisement is chosen because it is one of the texts in a newspaper, which is considered to have not only sufficient information but also persuasion. The advertisement has enough information to satisfy the curiosity of the readers. A mini advertisement which is written in

incomplete sentences, uses syntactic or morphological deletion, has lots of abbreviations, also uses inversion of utterances is considered communicative, in a sense that with the simple form of sentence it still can deliver the message to the readers. Through this paper, the writer tries to investigate the cohesive devices that are mostly used and the similarities and differences from comparing the two newspapers.

1.2 Statement of the Problem

As the writer has mentioned in the background, in this research she would like to discuss the cohesive devices in mini advertisements in *JP* and *AJ*. In this research, the writer will deal with these following questions:

1. What cohesive devices are mostly used in mini advertisements in *JP* and *AJ*?
2. What are the similarities and differences from comparing *JP* and *AJ*?

1.3 The Purpose of the Study

In this research, the writer attempts to find out the answer to the problems stated in the statement of the problems. The writer wants to identify the types of cohesive devices that are mostly used in the mini advertisements. Then, the writer wants to know the similarities and differences from comparing *JP* and *AJ*.

1.4 Significance of the Study

Through this study, the writer wants to discover the use of cohesive devices in mini advertisements to contribute a better understanding of language used in advertisements and the lying complexity and delicacy. Then, the findings of this research are supposed to help the readers to learn more about cohesive devices. Moreover, the findings of this research are also supposed to give a contribution to the Faculty of Letters students, especially for those who take Linguistics as their major. The writer also hopes that this research will provide a better method or technique for other researchers to conduct further research about cohesion.

1.5 The Scope and Limitation

The scope of this research is text linguistics because the sources of the data are the texts. The writer will use the theory of cohesion in English by Halliday and Hasan.

1.6 Definition of Key Terms

In order to use some terms accurately, it is necessary to define the key terms of the research. The key terms in this research are cohesive devices and mini advertisements.

According to Halliday and Hasan in their *Cohesion in English*, a cohesive device is a device that is used to stick one clause to another in a sentence

and one sentence to another in a paragraph, and make the text communicative (1976: 299).

According to Rosenberg in his *Dictionary of Marketing and Advertising*, mini advertisements, which is also called classified line or classified display advertisements, are special sections in newspapers, sometimes called supplements, and devoted to one product, service, or cause (1995: 55).

1.7 Organization of the Study

The organization of this research consists of five chapters. The first chapter is introduction that consists of background, problem or question, purpose, significance, scope and limitation, definition of key terms, and organization. The second chapter is review of literature that consists of linguistics theory, non-linguistics theory, and related study. The third chapter is methodology that consists of research design, the source of the data, instrument, and data analysis. The forth chapter is an analysis that consists of analysis of the cohesive devices and analysis of the similarities and differences. The fifth chapter is conclusion. There are also bibliography and appendix.