

1. INTRODUCTION

This chapter is meant to set forth the direction of the thesis. In this chapter, the writer discusses the background of the study, which contains the reasons for choosing the topic and the reasons for choosing the invitation cards designed by Sayogo Enterprises as the data. Then, it also discusses the statement of the problem, purpose of this study, definition of key terms, scope and limitation, significance of this study and finally, the organization of this thesis.

1.1 Background of the study

People use language to share ideas, information and knowledge in a different and a kind of variety with others. That is why language plays an important role in our daily lives and we can call it as a means of communication. Language itself can be divided into two parts, which are spoken language and written language. Spoken language means the words, the ideas that we utter from our mouth. The simple examples of the spoken language are our conversation with our lecturers or our conversation with our friends. On the other hand, written language is a language used by the communicator in expressing his or her ideas through writing such as poems, articles in newspaper and so on. In expressing the idea, either the speaker or the writer has different ways. In other words, they might have different style whereas others could give any judgment to their personality, their mind, and also their capability in using the language. (Keraf; 1984)

Style in language can be defined as distinctive linguistic expression. (Verdonk, Peter; 2002, p.4) Stylistics, the study of style, can be defined as the analysis of distinctive expression in language and the description of its purpose and effect. Headline writers, for example, have a very specific style. Their one-liners or the main point of the news story they relate to must be put in a nutshell and at the same time capture the reader's attention. Therefore, an essential feature of headlines is typographical make up. They are usually in a larger and bolder typeface than that of

the articles they introduce. As a result of the size of the print and the restricted space available in the layout of the space, 'ellipsis' (which means that some words have been missed out) is very often a feature of the language of headlines. The result is succinct, pungent style, which has a direct effect and powerful on the reader. Usually the omission can be recovered or guessed from the context. "Life on Mars-war of the words", this example of a headline contains no verb; this is replaced by the dash (-). However, we might get something like "The life on Mars debates remains a war of words". (Verdonk,Peter; 2002)

Since the use of certain style could result in direct and powerful effect on the reader, the writing of invitation also uses style in order to capture the reader's attention. Sayogo Enterprises is an event organizer that organizes creative service in advertising, business promotion, and entertainment, including birthday parties. Sayogo Enterprises has a special style in writing an invitation, especially for a sweet 17th birthday invitation card in order to attract the reader. 17th birthday is considered as an important moment for a girl since it has meaning that a girl is already mature enough at this age. Many girls want their 17th birthday to be celebrated differently from their previous birthdays. This celebration is usually called as "sweet 17th birthday party". To make sweet seventeenth birthday party becomes special, Sayogo designs the party by a theme birthday party where the theme are mostly taken from legend (fairy tale) story. Because the birthday party has a theme, a little story of the party theme is also included in the invitation and it is written in English. Hence, the language style on the invitation also becomes the important point for Sayogo in designing it. The language used must be attractive and interesting to be able to arouse a strong feeling of curiosity for the reader to know how the party will go on and finally attract them to come to the party. In other words, the language should be able to make the readers get into their imagination. That is why Sayogo has its own style to design the invitation, which makes it very special and different from others. Style talks about a very distinctive way about how a person uses his or her own language consistently to express his or her ideas, in order to be different from other. (Traugott

and Pratt; 1980) Therefore, the cover, the color, the form and the language are designed uniquely by Sayogo Enterprises.

The writer had accepted the sweet 17th birthday invitation cards which are designed by Sayogo Enterprises three times. Besides the form, the color and the picture, the language of the little story of the party theme in the invitation had aroused the writer's curiosity. For example, "Discover mysteries of the deep, and unravel the secrets of under treasures hidden inside Diana's birthday party", made the writer expect the day and very eager to come to the party soon. At that time, these kinds of questions appeared in the writer's minds: "what mysteries are meant?" or "What kind of secrets of under treasure is that?" and so on. As a matter of fact, those words have no direct meaning. When the writer came to the party, the writer saw no mystery and no secret there. However, the writer finally could conclude that the words 'mystery' and 'secret' written in the invitation are the ones who celebrated the birthday herself who comes out from a pearl that becomes a treasure and target of the Pirate. Another example, on the writer's friend "Irene's showtime cabaret" party, the words such as 'glamour', 'mesmerizing lights', 'extraordinary dining', etceteras, were used and had made the writer think or imagine about how the party would be like, the setting, the atmosphere and other things. Eventually, when the writer came to the party, she only found a usual dining like on the other party and laser lights that is also used in many other special events.

Those kinds of curiosity and imagination are the result of the use of the style. The style, according to Keraf (1984), consists of two main aspects, non-linguistic aspects and linguistics aspects. The non-linguistic aspects will not be discussed in this research, because the writer deals with language. Thus, the non-linguistics aspects are excluded in this discussion. Linguistics aspects are classified into four parts. Those are style based on diction, based on tone, based on sentence structure, and based on meaning. In this study, the writer would only take two out of those four classifications. Style based on diction discusses the three kinds of styles, they are as formal, informal and spoken style. However, all the invitations designed by Sayogo use formal style because it is for formal situations. In addition, style based on tone

requires the sense of hearing. Therefore, style based on diction and tone are excluded. However, style based on sentence structure and based on meaning would be used to analyze the data because the writer thinks that those two theories are the most appropriate one. Style based on meaning also discusses the diction from different point of view. Eventually, based on those two classifications, the writer would like to investigate the language style on the sweet 17th birthday invitation card designed by Sayogo Enterprises.

1.2 Statement of the Problem:

In doing this research, the research problem is: How Sayogo Enterprises uses language style to describe each theme of the party in the language of sweet 17th birthday invitation card that could attract people to come to the party? For the investigation, the writer has two questions to figure out the answer of the problem, i.e.:

1. What language style based on meaning is mostly found in all invitation cards?
2. What language style based on sentence structure is mostly found in all invitation cards?

1.3 Purpose of the study

The purpose of analyzing the language which is used in the sweet 17th birthday invitation card designed by Sayogo Enterprises is to find out what language style in terms of style based on meaning and based on sentence structure mostly found in all invitations and to find out how those two dominant styles could attract people to come to the party.

1.4 Definition of key terms

- Stylistics: the study of that variation in language (style) which is dependent on the situation, in which the language is used and also on the effect the writer or

the speaker wishes to create on the hearer or the reader. (Longman Dictionary of Applied Linguistics; 1985).

- Style: the results from a tendency of a speaker or writer to consistently choose certain structures over other available in the language. (Traugott & Pratt; 1980).
- Style based on sentence structure: a linguistics style which concerns with where an important element of a sentence will be put in the sentence. For example: Climax, Anti-climax, and Repetition. (Keraf; 1984)
- Style based on meaning: linguistics style which is measured from the directness or indirectness of the meaning, whether the meaning has a denotative meaning, connotative meaning, or another beyond line meaning. For example: Rhetorical (Overstatement, Litotes, Paradox, etcetera) and Metaphorical (Irony, Metaphor, Simile, etcetera). (Keraf; 1984).

1.5 Scope and Limitation

The area of this study is stylistics because it deals with the analysis of distinctive expression in language and description of its purpose and effect. In addition, the study concerns on language style that is based on two aspects; language style based on sentence structure and language style based on meaning. The writer observes the language on little story of the party theme from the 12 sweet 17th birthday invitation cards designed by Sayogo Enterprises. The writer also uses discourse analysis in order to investigate the language.

1.6 Significance

Through this study, the writer hopes that the reader will know about the importance of language style in written language, especially on birthday invitation card. In addition, it can contribute a more appropriate understanding of language use in invitation, which in turn will provide the theoretical and practical basic knowledge of the relationship between linguistic style, specifically about style and birthday invitation card by Sayogo Enterprises. Finally, the writer hopes that this study will be

worth to be an additional reference for those who want to make further study in this field.

1.7 Organization

This thesis is divided into five chapters. The first chapter is the introduction that consists of background of the study, statement of the problem, purpose of the study, definition of key terms, scope and limitation, significance and organization of the thesis. Chapter two explains the theories of the experts. In chapter three, the writer explains approach and the methods that are used in collecting and analyzing the data. Chapter four shows the result of the research and its interpretation. In chapter five, the writer draws a conclusion as a result of the study.