CHAPTER 1

INTRODUCTION

This chapter presents a brief description of the study. It consists of background of the study, problem of the study and research questions, purpose of the study, significance of the study, scope and limitation, assumption, theoretical framework, definition of key terms, and organization of the study.

1.1 Background of the study

Communication is one of the characteristics of human beings. People need communication to convey their ideas and feelings. They also do it to understand what other people have in mind. Thus, as one of the characteristics of human beings, communication is a means used in the process of sending and receiving information, signals or messages by talking, gesturing or writing. Baran (2011), for example, points out that communication is the transmission of sending a message from a source to a receiver.

Baran (2011) states that the culture of communication is oral (preliterate) and written(literate). Oral communication does not involve any written language. Thus it must be face to face, and this helps define the communication culture, its structure, and its operation. Written communication involves ability to effectively and efficiently comprehend and use written symbols.

Through time, people tend to frequently use written communication in everyday life. Such written communication takes various kinds, like those done through short message service, electronic chatting, electronic mail, advertisements, and the like. 'Notesdesk' (http://www.notesdesk.com), for example, supports communicating environment in writing, which includes electronic mail, letters, proposals, telegrams, faxes, postcards, advertisements, brochures and news releases.

As one of the common means of written communication, advertisements can be found on televisions, brochures, the internet, and the streets. Advertisement itself is "a form of communication that consists of information and ideas about products and services that are proposed to the society in order to get good reception" (Sudiana, 1986, p. 1). Sudiana (1986, p.1) states further that "advertisements attempt to provide information, to persuade, and to convince people."

According to Baran (2011, p.339) advertising can be classified based on its purpose and the target market. They are 'institutional or corporate advertising', 'trade or professional advertising', 'retail advertising', 'promotional retail advertising', 'industrial advertising', 'national consumer advertising', 'direct market advertising', and 'public service advertising'.

Out of those types of advertising, the one most frequently found in daily life is retail advertising. Companies make use of retail advertising to sell products which must not be bought in bulk. Baran (2011) points out that a large part of advertising people see everyday focuses on products sold by retailers like Sears and Marcy's.

The users of retail advertising attempt to sell their products through many media like televisions, brochures, pamphlets and the internet. Recently the most popular way to advertise products is by using internet which is commonly known as online advertising. Wikipedia (https://en.m.wikipedia.org/wiki/Online_advertising), for example, is a website that supports online advertising.It is a form of marketing and advertising whichuses the internet to deliver promotional marketing messages to consumers. On the internet, people are allowed to learn deeply about the products. One of the examples is food product. Food product advertisements are usually supported by information about nutrition, ingredients and prices. It is very useful for consumers who want to know sufficient information about the product without wasting their time coming to the restaurants in person simply to get the information. They just have to browse information which is needed.

Nowdays, people cannot be separated from retail products. Those products must be needed in daily life especially the product of food. Busy people usually like eating Fast Food every day. It is the product of food which is cooked or served

quickly. According to Wikipedia (https://en.m.wikipedia.org/wiki/Fast-food), Fast Food is a term given to food that is prepared and served very quickly. It was first popularized in the 1950s in the United States. In Indonesia, Fast Food seems to have been very popular. There are many Fast Food restaurants in Indonesia like KFC, Mc Donald's, A&W and Pizza Hut.

The growth of Fast Food restaurants in Indonesia is very fast. Consequently, there is a tight competition among them. Because of that, their marketing agents must have the best way to make their products become popular. Certainly, they will get many consumers by creating advertisements. For example, they post billboards and pamphlets on the streets, distribute brochures to people or post advertisements online. By doing this, people know about their restaurants or their products advertised.

In creating advertisements, the advertisers have to attract the consumers' attention with appropriate message. Book and Cary (1970 in Sudiana, 1986, p.9) explain that message constitutes the contents and creation methods of advertisements as a totality which undertakes perception process of the readers. Such methods can be explained in terms of creative approach. There are three types of creative approach: (1) dogmatic approach, (2) reason-why approach, and (3) emotional approach. First, dogmatic approach is an approach where advertisers give direct propositions to consumers. For example, 'Pepsi cola is for the youths'. Second,

reason-why approach is the one which presents facts and arguments, and explains why goods or services should be bought. Finally, emotional approach is an approach which works with consumers' emotions in the forms of creation of sense appeals and fear appeals.

In addition to the use of creative approach, choice of sentence types used for an advertisement plays an important role in the success of sending the message, because creative approaches employ sentences. A sentence itself is a linguistic unit consisting of words that are grammatically linked. This is in line with what Trask (2007) points out that sentence is the largest linguistic unit which is held together by rigid grammatical rules. A sentence can includes words grouped meaningfully to express a statement, question, exclamation, request, command or suggestion. According to Finegan et.al. (1992, p. 121) a sentence is characterized in the terms of speech act it is generally used to perform: declarative, make statements; imperative, issue directive; interrogative, ask questions; and exclamative, to make exclamations.

The use of creative approach and the choice of sentence types in advertisements, as mentioned above, may bring some issues. One of the issues is that, in the real life, some advertisements do not employ constructions known as 'sentence', meaning that some advertisements are written using phrases or independent words. As regards the use of creative approach, it seems that each advertisement reflects a single approach. However, there is possibility for some to reflect the

combination of such approaches. This, hence, shows that there has not yet been a fixed pattern of the use of creative approach and sentence types in advertisements. This leads to evidence of the importance of conducting this study.

1.2 Problem of the study and research questions

The main problem probed in this study is the process of sending messages in advertisements, namely some ways may be implemented to send it successfully.

The problem of the study is formulated using research questions listed below:

a. Which creative approaches are used in Fast Food advertisements on the internet?

b. Which creative approach is the most frequently used in the advertisements?

1.3 Purpose of the study

In line with the research questions listed above, this study aims at:

a. Describing which creative approaches are used in Fast Food advertisements on the internet..

b. Describing which creative approach is the most frequently used in the advertisements.

1.4 Significance of the study

The results of this study are expected to be beneficial for English learners, English teachers, and future researchers. English learners can get knowledge in language

of advertisements, for example, about the use of creative approaches and sentence types in advertisements. To English teachers, the results of this study can be used as additional information which may support the provision of teaching materials. Different from English learners and English teachers, future researchers can use the results of this study as a reference regarding research topics or themes that are not deeply discussed here.

1.5 Scope and limitation

The scope of the study is the creative approaches used in Fast Food advertisements. In fact, advertisement itself has many aspects which can also be analyzed here, such as the media and mode of delivery.

As regards the limitation of this study, the results of this study will be more comprehensive if combinations between creative approaches and sentence types are analyzed. For example: dogmatic approach and imperative sentence have a same meaning. They mean order. However, those combinations are not analyzed here because it will take much time, much money and make this thesis longer.

1.6 Assumption

It is assumed that creative approaches and sentence types are used in Fast Food advertisements on the internet. In this case, one of the creative approaches and sentence types may be used most frequently among others. This occurrence is assumed to be influenced by certain reasons.

1.7 Theoretical framework

In creating advertisements, the advertisers have to attract the consumers' attention with appropriate message. Book and Cary (1970 in Sudiana, 1986, p.9) explain that message constitutes the contents and creation methods of advertisements as a totality which undertakes perception process of the readers. Such methods can be explained in terms of creative approach.

1.8 Definition of key terms

a. Online advertising: "a form of marketing and advertising whichuses the internet to deliverpromotional marketing messages to consumers"(https://en.m.wikipedia.org/wiki/Online_advertising)

b. Creative approach: methods of creating advertisements.

1.9 Organization of the study

This study consists of five chapters. Chapter one, the introduction of the study consists of background of the study, problem of the study and research questions, purpose of the study, significance of the study, scope and limitation, assumption, theoretical framework, definition of key terms, and organization of the study. Chapter two is the review of the related literature. It deals with theories used as the basis of the analysis. Research methodology is the focus of the chapter three, whereas analysis and the discussion of finding are presented in chapter four. Chapter five presents the conclusion and suggestion.

CHAPTER 2

LITERATURE REVIEW

This chapter presents theories that are used to answer the research questions. The theories concern with communication, advertisement, creative approach, and sentence types.

2.1 Communication

Communication is one of the characteristics of human being. People need communication to convey their ideas and feelings. They also do it to understand what other people have inmind. Thus, as one of the characteristics of human being, communication is a means used in the process of sending and receiving information, signals or messages by talking, gesturing or writing. Baran (2011, p. 4), for example, points out that communication is the transmission of sending a message from a source to a receiver.

2.1.1 Forms of communication

Commonly people can express their ideas and their feelings through some ways. Baran (2011) states that the culture of communication is oral (preliterate) and written (literate). The explanations of oral and written culture are listed below:

1. Oral (preliterate) communication does not involve any written language. Virtually, all communication must be face to face, and this fact helps define the culture, its structure, and its operation.

2. Writing (literate) communication involves ability to effectively and efficiently comprehend and use written symbols.

2.1.2 Media of communication

Media of communication are means that are used to deliver information. They are very important in this life to get some information. People need media to express ideas in order to communicate smoothly. According to Baran (2011) media of communication consist of books, newspapers, magazines, films, radio, televisions, video games, the internet, and supporting industries like public relation, and advertising.

2.2 Advertisement

As stated on the background of the study above, people tend to use written communication in everyday life. Such written communication takes various kinds, like those done through short message service, electronic chatting, electronic mail, advertisements, and the like. One of the common means of written communication is advertisements. Advertisement itself is "a form of communication that consists of information and ideas about products and services that are proposed to the society in order to get good reception" (Sudiana, 1986, p. 1). They can be found on televisions, brochures, the internet, and the streets.

Advertisement is a product of advertising, and advertising itself is a kind of business which focuses on advertisement services. People or companies use it to

introduce or advertise their products and services to consumers. By introducing their products and services through advertising agencies, consumers will know products and services that are advertised by them.

Advertising agencies have departments and the number of their departments are determined by the size and services of the operation. Baran (2011) classifies types of advertising agency departments:

1. Administration is the agency's management and accounting operations.
2. Account management is typically handled by an account executive who serves as liaison between agency and client, keeping communication flowing between the two and heading the team of specialists assigned by the agency to the client.
3. The creative department is where the advertising is developed from idea to advertisement. It involves copywriting, graphic design, and often the actual production of the piece, for example, radio, television, and web spots.
4. The media department makes the decisions about where and when to place advertisements and then buys the appropriate time or space.
5. Market research tests product viability in the market, the best venues for commercial messages, the nature and characteristics of potential buyers, and sometimes the effectiveness of the advertisements.

2.2.1 Types of advertising

Baran (2011, p. 339) states that advertising can be classified according to the purpose of advertising and the target market. The types of advertising are stated below:

1. Institutional or corporate advertising is a type of advertising where its companies do more than just sell products. They also promote their names and reputations.

2. Trade or professional advertising is a type of advertising where its messages aimed at trailers do not necessarily push the product or brand but rather product issues of importance to the retailer-volume, marketing support, root potential, distribution plans, and promotional opportunities.

3. Retail advertising is a type of advertising which focuses on products which are sold by retailers like Sear and Marcy's.

4. Promotional retail advertising is a type of advertising which focuses not on a product but on promotion.

5. Industrial advertising is a type of advertising of products and services directed toward a particular industry which is usually found in industry trade publications.

6. National consumer advertising is product advertising commissioned by the manufacturer of McDonald's, Honda, Cheerios, Sony, Nine, and aimed at potential buyers.

7. Direct market advertising is product or service advertising aimed at likely buyers rather than at all consumers.

8. Public service advertising is a type of advertising which does not sell commercial products or services but promotes organizations and themes of importance to the public.

2.2.2 Media of advertising

In advertising, media which are used are important. It means that by choosing the right media the advertisements will be accepted well by customers. They also influence the success of marketing. Sandage and Fryburger (1971) classify advertising media into seven types. They are newspaper, magazine, radio, television, direct mail, outdoor, and transit.

The first advertising medium is newspaper. Many advertisers choose it as advertising medium. According to Baran (2011), there are some reasons why do so many advertisers choose it. The first reason is its reach. It means that five out of ten Americans read a paper everyday, 85% in a week. The second, it is good demographics. It means that newspaper readers tend to be better educated, better off financially, and have more disposable income than the audiences of other media. The third, it is the most trusted and credible advertising medium when readers are looking to make a specific product purchase. Finally, it is local in nature. It means that supermarkets, local car dealers, department stores, movie theaters, and other local merchants who want to offer a coupon turn automatically to the paper.

The second advertising medium is magazine. It seems to be an attractive advertising medium. It has desirability for many people especially for adults. This is in line with what Baran (2011) points out that magazine industry research indicates that among people with at least some college, 94% subscribe to at least one magazine, and 84% of all adults subscribe to a magazine.

The third advertising medium is radio. As one of the broadcast advertising media, it has some facts that make many advertisers choose it. Baran (2011) states that radio is local, fragmented, specialized, personal, and mobile. Local means that local advertisers can afford radio more easily than television. Fragmented means that the fragmentation makes many stations serve many areas and make possible to specialize. Specialized means that format radio offers stations many advantages beyond low cost operations and specialized audiences that appeal to advertisers. Personal means that the listeners select personally pleasing formats, and they listen as an adjunct to other personally important activities. Mobile means that the mobility of radio accounts in large part for its personal nature. The listeners can listen anywhere, at any time.

The fourth advertising medium is television. As one of the broadcast advertising media, it is often selected by advertisers to advertise their products and services. Baran (2011) explains some causes that make it is often selected by advertisers. First, it is on for average of 8 hours 14 minutes a day in each U.S. household.

Second, the average male watches 4 hours 35 minutes a day, the average female watches 5 hours 14 minutes, and the average child, 3 hours 25 minutes. Third, it reaches more adults every day (90.2%) than any other medium, adults spend more time each day with it than they do with any other medium.

The fifth advertising medium is direct mail. Different from other advertising medium as stated above, it sends messages of advertisements directly to selected consumers by mail. It sends letters, folders, catalogs, and order forms.

The sixth advertising medium is outdoor advertising. Sandage and Fryburger (1971) classify outdoor advertising into four types: (1) store signs, appear either on the building itself or on boards or metal hanging street, (2) posters, appear on the streets and highways in various sizes, (3) painted bulletins, appear on buildings, bulletin boards, and wall panels, and (4) electric displays, appear at heavy traffic centers of cities.

The last advertising medium is transit. Sandage and Fryburger (1971) classify transit into three types: (1) car cards, found on the inside of public transportation vehicles, (2) outside displays, located on the fronts, backs, and sides of vehicles, and (3) station posters, placed in and around vehicle station such as subway station.

2.2.3 Functions of advertising

According to Bovee and Arens (1986, p. 8) the functions of advertising are:

1. To identify products and differentiate them from others.

2. To communicate information about the product, its features, and its location of sale.

3. To induce consumers to try new products.

4. To stimulate the distribution of a product.

5. To increase product usage.

6. To build brand preference and loyalty.

2.3 Creative approach

In creating advertisements, the advertisers have to attract the consumers' attention with appropriate message. Book and Cary (1970 in Sudiana, 1986, p.9) explain that message constitutes the contents and creation methods of advertisements as a totality which undertakes perception process of the readers. Such methods can be explained in terms of creative approach. There are three types of creative approach, they are explained below:

2.3.1 Dogmatic approach

It is an approach where advertisers give direct propositions to consumers.

e.g. "Pepsi-cola is for the youth"(Sudiana, 1986, p. 9)

The characteristic of dogmatic approach basically use the words simple, concise, interesting, and understandable. The advertisers show the product which is advertised directly. They do not give any direction or explanation about the product which is offered.

2.3.2 Reason why approach

It is the one which presents facts and arguments, and explains why goods or services should be bought.

e.g. "The new ARTISAN GRILLED CHICKEN – everything you love – nothing you don't – no artificial flavors – no added colors – no preservatives." (www.mcdonalds.co.id)

The advertisement of Mc Donald's which advertise the product of chicken above, can be seen that the advertiser gives the fact of the product, no artificial flavors, no added colors, no preservatives.

2.3.3 Emotional approach

It is an approach which works with consumers' emotions in the forms of creation of sense appeals and sense of fear.

e.g.

JERGENSKIN FIRMING MOISTURIZER

Now there is a moisturizer that firms skin in just 2 weeks.

Bet Your Bottom.

- Firms skin in just 2 weeks

- Reduces the appearance of cellulite in just 8 weeks

- Contain seaweed extract

- Nothing firms better

"The advertiser tries to stimulate the readers' emotion by involving sense of fear. It can be seen in, " ….cellulite in just 8 weeks". That statements can make the readers have a fear if they do not use the product." (Maya, 2006, p. 27)

CHAPTER 3

METHODOLOGY

This chapter covers the description about how this study is conducted. One of the factors that make the success of this study is appropriate methodology which is used. It includes research design, source of the data, data collection method, and data analysis.

1.1 Research design

This study is descriptive qualitative. Descriptive study is a study which focuses in describing facts which are found in the real life. Suryabrata (1987, p. 19) states that descriptive study is a study which describes situations and events. Qualitative itself is defined as a study which focuses on note of words than numbers. Heigham and Croker (2009, p. 5) explain that qualitative research entails collecting primarily textual data and examining it using interpretive analysis.

3.2 Source of the data

The data are taken from the internet. The data are in the form of fast food advertisements which use English. 15 advertisements of fast food are taken. The consideration of choosing them is based on the form of sentences used in advertisements.

3.3 Data collection method

The data of this study are taken in the form of sentences. The steps of collecting the data are:

1. Finding the site of fast food.

2. Opening each of the sites and finding fast food advertisements which are used English sentences.

3. Saving files of fast food advertisements on the computer's folder.

3.4 Data analysis

After collecting the data, they are analyzed through some steps. The steps are:

a. Classifying which creative approaches are used in those advertisements.

b. Classifying which creative approach is the most frequently used in the advertisements.

c. Finally, draw conclusion and suggestion.