

Judul : A comparative study of register in product and institution
advertisement texts published by pt telkomsel and siemens
company (based on systemic functional linguistics)

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CHAPTER I

INTRODUCTION

A. Research Background

In their daily activities, people can not live alone, they must interact one with another. People basically do the interaction through a communication. The communication itself allows people to exchange information and knowledge, and to express their ideas, thought and feeling. Effendi (1990) defines communication is a process of transferring messages from one person to another. Moreover, according to Gamble and Gamble, communication involves people who send and receive messages, sometimes simultaneously (1989: 4). The communication can be done both directly and indirectly. The direct communication occurs when people communicate to each other face to face. Meanwhile, the indirect one happens when people communicate to each other through some media, in which this is also often named mediated communication.

Even, in the business activity, a company must undertake communication. Communication is crucially required in every company's activity, a good communication will make its all activities to run smoothly while the bad one will absolutely finish them. Wayne and Dauwalder argue that work at every level of the organization, from that of top management to workers on an assembly line, requires communication with other inside and outside the company. Action in every field – management, marketing, accounting, finance, computer information system and all other areas – is facilitated by efficient and effective communication (1994: 7). Later on, they also affirm that, at any stage of the marketing process, poor communication can lead to consumers not having access to or not understanding the value of the company's offering – no sales, no profit (1994:12). Furthermore, to communicate with their customers, most companies utilize one or more of these alternatives: advertisement, personal selling, sales promotion, public relation and direct marketing (Berkowitz, 2000:194). Advertisement, sales promotion and public relation are often said to use mass selling because they are used with groups of prospective buyers. Meanwhile, personal selling and direct marketing are customized for specific customers, in which their activities include face to face, telephone and interactive communication.

Specifically, advertisement is any paid form of non-personal communication about an organization, good, service or idea by an identified sponsor (Berkowitz, 2000: 495). Advertisement has some typical objectives such as supporting personal selling, reaching people inaccessible to the sales force, improving dealer relations, attracting a new market segment, introducing a new product and build a goodwill for

company. Berkowitz, then, states that advertisement may be purposed for different aims, but they basically consist of two types, product and institutional (ibid). Product advertisement focuses on selling a good or service. It takes three forms, that are: (1) pioneering (informational), tells about what a product is, what it can do and where it can be found; (2) competitive (or persuasive), promotes the benefits of a product compared with other brands; and (3) reminder, reinforces the knowledge of the previous product. On the other hand, institutional advertisement has a focus in building goodwill or an image for an organization, rather than promote specific good or service. This ads has four alternative forms as follows: (1) advocacy, states about the position of company on an issue; (2) pioneering, announces about what a company is, what it can do and where it is located; (3) competitive, promotes about the advantages of a company compared with what others have; and, (4) reminder, simply brings the name of company to the market again.

Siemens and Telkomsel are two leading companies in the world, they run their business in the telecommunication sector. Telkomsel is the leading operator of cellular telecommunications services in Indonesia by market share, has covered 5 continents and built a co-operation with more than a hundred operators in all over the world. Meanwhile, Siemens is a global powerhouse in electrical engineering and electronics, provides innovative technologies and comprehensive know-how to benefit customers in 190 countries, which is active in the areas of Information and Communications, Automation and Control, Power, Transportation, Medical, and Lighting. In communication, Siemens offers the telephone tools – home telephone,

cellular phone, wireless phone, and so on - in which its products have a tremendous market segment around the world.

PT Telkomsel Indonesia and Siemens company are not different with any other company. They also communicate with their consumers in promoting the company and the products by the use of advertisement. Through an advertisement in The Jakarta Post on May 27th 2002, PT Telkomsel promotes its institution while it also promotes its Halo Bebas product through an advertisement in The Jakarta Post on August 26th 2004. Siemens company also do the same thing, it promotes its institution through an advertisement in Newsweek on May 25th 1998, and promotes its Gigaset product in an advertisement text published by The Jakarta Post on May 27th 2002.

Since there is a basic difference between Product and Institution advertisement on their purpose – product ads promotes the product and services while Institution builds goodwill of the company, this study is enthusiastically encouraged to compare those two types of advertisement, institution and product. This study, afterward, is purposed to find out the similarities and differences of those two types of advertisement in the scope of Systemic Functional Linguistics. Systemic Functional Linguistics (SFL) is taken as the basis of this study since it is designed to account for how the language is used (Halliday, 1985: xiii). SFL studies language as a system of meanings, followed by the forms through which the meaning is realized. Further, how the advertisement texts are produced to bring their promotion message can be seen through their register. Riyadi Santosa explains that register is a semantic concept resulted by a meaning configuration or a contextual configuration between

field, tenor and mode in a certain context of situation. This configuration of meaning limits the use or choice of meaning and, also, the form to deliver a text (2003: 49-50). Based on the explanation above, this research is entitled **“A Comparative Study of Register in Product and Institution Advertisement Texts Published by PT Telkomsel and Siemens Company (Based on Systemic Functional Linguistics)”**.

B. Problem Statements

Problem statement is regarded as an essential element to be the guidance of this study in analyzing the data. As what has been stated in the research background, the major problem of this study is to compare the register between Product and Institution advertisement texts that are published by Telkomsel and Siemens, finding out how each type is produced and investigating the similarities and differences between them. Firstly, this research analyzes the advertisement texts published by Telkomsel, that are: Telkomsel advertisement published in The Jakarta Post on May 27th 2002 and HALO bebas advertisement text published in The Jakarta Post on August 26th 2004. Secondly, it also examines the register of Siemens' advertisement text as follows: Siemens advertisement text published in Newsweek on May 25th 1998 and Siemens Gigaset advertisement text published in The Jakarta Post on May 27th 2002.

Thus, the problem can be broken as follows:

1. How is the field of each text?
2. How is the tenor of each text?
3. How is the mode of each text?
4. What are the similarities and differences between those advertisement texts published by PT Telkomsel based on all aspects above?
5. What are the similarities and differences between those advertisement texts published by Siemens company based on all aspects above?

C. Research Limitation

The research limitation is required for not allowing the problems of this study to widen. Thus, this study is limited only in analyzing the product and institution advertisement texts, which are published by two leading companies in the world working on the telecommunication sector, that are PT Telkomsel and Siemens company. Subsequently, this study is more specifically limited in examining these following texts: Telkomsel advertisement published in The Jakarta Post on May 27th 2002, HALO Bebas advertisement text published in The Jakarta Post on August 26th 2004, Siemens advertisement text published in Newsweek on May 25th 1998, and Siemens Gigaset advertisement text published in The Jakarta Post on May 27th 2002.

D. Research Objectives

This study was conducted to answer those problem statements in above, in which the objectives of this study are as follows:

1. To describe how the field of each text is realized.
2. To describe how the tenor of each text is realized.
3. To describe how the mode of each text is realized.
4. To describe the similarities and differences in the register of the advertisement texts published by PT Telkomsel.
5. To describe the similarities and differences in the register of the advertisement texts published by Siemens company.

E. Research Benefits

This study is highly expected to give an additional reference explaining how to analyze advertisement texts, both product and institution, based on the scope of Systemic Functional Linguistics. This was undertaken to be beneficial to:

1) The students of English department.

English department students can take a benefit of this study in learning how to analyze register in the frame of Systemic Functional Linguistics, specifically on the advertisement texts.

2) Other researchers.

Since this study defines merely a short description containing the similarities and differences between product advertisement and institution advertisement, there are still many things that can be analyzed further by other researchers concerning with advertisement discourse analysis, such as analyzing advertisement based on its forms like pioneering or competitive, analyzing ads based on the media choice whether newspaper or magazine or, even, electronic media, and so on.

3) People who work in advertising.

This study is purposed to give an explanation of how those advertisement texts are produced for giving a good image to the readers about the institution or its products. Therefore, the result of this study can be taken by the advertisers as an additional reference in creating advertisements text that is considered to be the efficient and effective one for attracting and encouraging the readers to make use of the company with its product and services.

F. Research Significance

Advertisement has been an ultimate means to the company in marketing its company, products and services. Advertisement is designed to strengthen the image of the company itself, the products or the services so the readers are attracted and encouraged to have them, and this will make the company's sales revenue boosted.

This study was conducted to compare the register of Product and Institution advertisement texts published by Telkomsel and Siemens, which were set out to attract more market segment toward their company, product and services. The choice of the companies, Telkomsel and Siemens, is due those both companies have been well - known as a global and leadings telecommunication company, of which their credibility is undoubted. Later on, the comparison is based on many aspects identifying the register of the advertisement texts, that are lexicogrammar system, cohesion system and Generic Structure Potential.

G. Research Methodology

This study belongs to a qualitative research that applies descriptive method conducted by collecting data, analyzing data, and, finally, drawing conclusion. This research also uses contrastive or comparative method to find out the similarities and differences of those texts based on the frame of Systemic Functional Linguistics. Furthermore, This research employs a total sampling technique, which uses all the text elements to be analyzed.

The sources of data were taken from these following texts: Telkomsel advertisement published in The Jakarta Post on May 27th 2002, HALO bebas advertisement text published in The Jakarta Post on August 26th 2004, Siemens advertisement text published in Newsweek on May 25th 1998, and Siemens Gigaset advertisement text published in The Jakarta Post on May 27th 2002.

H. Systematic of The Research

This study is systematically organized to have a well arrangement so it can be easily comprehended. The organization of this study is described as these followings:

Chapter I contains the introduction of the research background, problem statement, the research limitation, the research objectives, the research benefits, the research significance, research methodology and systematic of the research.

Next, chapter II describes the Literature Review, which contains the details information about mass communication, telecommunication, mass media, newspaper,

The Jakarta Post, magazine, Newsweek, advertisement, Telkomsel, Halo Bebas, Siemens company, Gigaset and SFL with its all aspects.

Chapter III, afterward, exposes the research methodology: consisting of research type, the source of data, sample and sampling technique, research procedure, and technique of analyzing data.

Then, chapter IV is the analysis, which deals with the data analysis including the data description, the data interpretation and discussion.

Finally, chapter V closes this study with conclusion and recommendation.

