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**Judul** : **A comparative study of tenor in school advertisement texts: Sekolah Pelita Harapan, Raffles International Christian School and Sekolah Ciputra Issued In Garuda Magazine (based on systemic functional linguistics)**

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Research Background**

In reality, communication is the essential thing in human's being life. It is a link to make the relationship between the people to others. It is a means of the people to interact one each other. Through it people can spread their ideas, feelings, messages or information easily. According to Gamble and Gamble, "a communication involves people who send and receive messages, sometimes simultaneously. The role of sender and receiver is not restricted to any one party to the communication process; instead, they play both roles" (1989, p. 4). Communication itself can be done directly by face-to-face conversation or indirectly by using the mediums or instruments to produce and transmit messages to the other people.

Nowadays, people use mass media as one of the mediums of communication to maintain the relationship with others. Mass media are significant part in our life that function to deliver the information to various people who are in different time and spaces. They give the ease in accessing the new information in the world. "Mass media are channels through which a message travels from the source to the receiver"

(Dominick, 1996, p. 25). Mass media play an important role in conveying the message efficiently. That's why media are the vital link for advertising world. They carry the advertiser's message to promote and persuade the target markets to consume or use the product advertised.

Mass media itself can be divided into 2 parts, i.e. printed media such as magazines, books, newspaper, etc and the electronic media, like television, radio or even internet. The electronic media provide more attractive information and entertainment since they are equipped by audio aspects that can create the feeling of intimacy and friendliness. Although the printed media do not have the audio aspects, they can produce and describe the information in more detail, concrete and descriptive way.

Magazine is one of printed media giving the news or information in more detail. Some of magazines present the luxurious and attractive performances with their colors, illustrations and the information to attract the reader's attention toward them. The cost of magazine tends to be higher than the newspaper, but it appropriates with the appearance of the magazine itself. Numerous magazines are designed to appeal the consumers in terms of lifestyle, activities, interests or the profession. "Magazines are published periodically (traditionally, less frequently than newspaper) in a bound format, have a durable paper cover and contain better quality paper" (Gamble and Gamble, 1989, p. 126). Every magazine has different style in conveying the information including news, article, opinion, entertainment or even advertisement.

Advertisement is one of the important things in the development of magazines since magazines can get the profits from the products advertised. It is used by the

company to give the information about the products with its facilities and services to the audience. It functions as the persuasion of the company in order that the consumers are interested to use or consume the products advertised.

In the present time, the competition of the advertisement is getting higher and higher. Many companies compete to their products by performing the attractive advertisement in order that they can appeal the reader's attention to consume the products. Therefore, the advertiser has to attempt hard to present the new innovation to attract the target markets. The presence of the advertisement in media is to produce the profits that depend on the product sold. The success and the failure of the advertisement depends on the capability of the advertiser in establishing a good interpersonal relationship between the producer and the consumers in the advertising world, as stated by Arens that " advertising is the structured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media" (1999, p. 7).

That is why, to get the reader's attention in order to use the products advertised, the advertiser has to create creative and innovative advertisement in promoting the products to the audiences. The advertiser has to build good communication between the producers and the consumers in order that the consumers believe on the products advertised. Good communication itself can be attained through verbal and non-verbal communication. Verbal communication deals with oral or spoken communication such as dialogue, conversation, speech, discussion, etc while non-verbal communication refers to the process of sending and receiving wordless messages that

can be communicated through gesture, body language or posture, facial expression, eye gaze, and paralanguage (features of speech like voice quality, emotion and speaking style).

In this research, the researcher takes school advertisement texts to analyze. They are good choices for the public particularly well-educated people that are involved in academic field. These advertisements use Garuda magazine as the media since Garuda magazine is an appropriate media for the readers. It has a lot of attractive appearances to promote the products to the audience. The advertisements that are chosen are coming from the different school advertisements namely *Sekolah Pelita Harapan*, *Raffles International Christian School* and *Sekolah Ciputra*. This research tries to study and compare the language used in the school advertisements that are issued in Garuda magazine. Garuda magazine is in flight monthly magazine that are published by Garuda Indonesia Company. The way of the advertiser of the advertisement expresses her idea in promoting the schools can be seen from the use of interpersonal meaning as a form of action of the advertiser in doing something for the readers.

Systemic Functional Linguistics (SFL) is “a study of language that focuses on language used, which is interpreted as a system accompanied by forms through which the meaning can be realized”. It puts the forms of language in a different perspective. It is functional in the sense that is designed to account for how the language is used. It is also systemic since it is theory of meaning as choice (Halliday, 1994, p. xiii). In SFL, the meaning of advertisement texts is realized in register, particularly tenor. In analyzing the texts, tenor is one of the aspects of Systemic Functional Linguistics that is favorable to

explore. Tenor concerns about the negotiation of social relationships among participants. Within register, it is the projection of interpersonal meaning and so is realized primarily through the interpersonal metafunction in language. It deals with the semiotics of relationships that covers status, contact and affect. Status refers to the relative position of interlocutors in a culture's social hierarchy; contact discusses the degree of institutional involvement with each other and affects concerns about the degree of emotional charge in the relationship between participants (Martin, 1992, p. 525). It means that the status discusses about the equality and inequality between participants, affect explores the judgment of the writer to the participants in the text and contact deals with the familiarity of the language whether it is simple or difficult for the readers (Santosa, 2003, p. 52). The realization of tenor can be known from the analysis of lexicogrammar, cohesion, text structure and genre of the text.

From the background above, the research focuses on tenor having three dimensions, i.e. status, contact and affect realized in school advertisement texts. That is why, the researcher composes a research entitled "A Comparative Study of Tenor In School Advertisement Texts: *Sekolah Pelita Harapan, Raffles International Christian School and Sekolah Ciputra* issued in Garuda Magazine".

#### **B. Problem statement**

From the explanation above, the problems of the research are:

1. How is the status of the school advertisements in Garuda Magazine realized?
2. How is the affect of the school advertisements in Garuda Magazine realized?
3. How is the contact of the school advertisements in Garuda Magazine realized?

4. What are the similarities and differences of school advertisements in Garuda Magazine?

### **C. Research Limitation**

The research only focuses on the school advertisement texts namely Sekolah Pelita Harapan, Raffles International Christian School and Sekolah Ciputra. The data were taken from Garuda magazine on August 2005, November 2005 and January 2004.

The research is limited on the analysis of three dimensions of tenor, i.e. status, contact and affect of the advertisement texts in Garuda magazine by using Systemic Functional Linguistics (SFL) approach.

Tenor of each advertisement text can be discovered through the description of lexicogrammar, cohesion system, text structure and genre. Furthermore, the research also tries to discover the comparison of each text and then find its similarities and differences.

### **D. Research Objectives**

This research purposes to analyze tenor of school advertisement texts. The objectives of the research are:

1. To describe the status realized in the texts.
2. To describe the affect realized in the texts.
3. To describe the contact realized in the texts.
4. To discover the similarities and differences of the texts.

### **E. Research Benefits**

This research was composed to analyze tenor in school advertisements: Sekolah Pelita Harapan, Raffles International Christian School and Sekolah Ciputra.

Therefore, it is hoped that research will give the benefits to:

1. Advertisers

It is expected advantageous for the advertisers as the input in promoting the products advertised to the target markets.

2. Students

The result of this research should increase and improve the understanding and ability of the students who are interested in Systemic Functional Linguistics in analyzing tenor by using SFL perspective.

3. Lecturers

It will be beneficial for the lecturers as the additional references in handling language teaching of SFL particularly three dimensions of tenor namely status, affect and contact.

4. Other researchers

It will be useful for other researchers as the knowledge in their research by using different points of views of Systemic Functional Linguistics.

### **F. Research Methodology**

This research applies a qualitative employing descriptive method, in which it collects the data, analyze data and draw the conclusion based on the data. The data of the research are in the forms of lexicogrammar, cohesion, text structure, and genre of

all texts. In addition, the research employs comparative method, which discover the similarities and differences of the advertisement texts. The source of the data of the research are advertisement texts. The research also uses total sampling technique that was conducted by taking all data provided by the texts.

#### **G. Thesis Organization**

Chapter I. INTRODUCTION concerns about Research Background, Problem Statements, Research Limitation, Research Objectives, Research Benefits, Research Methodology, and Thesis Organization.

Chapter II. LITERATURE REVIEW covers Advertisement, Magazine, Garuda Magazine, Profile of The Schools, Systemic Functional Linguistics, Text and Context, Register, Tenor as The Realization of Interpersonal Meaning, Lexicogrammar, Cohesion, Text Structure, Genre and Generic Structure Potential.

Chapter III. RESEARCH METHODOLOGY discusses Type of Research, Data and Source of Data, Sample and Sampling Technique, Research Procedure, Technique of Collecting Data, and Technique of Analyzing Data.

Chapter IV. DATA ANALYSIS consists of Data Description, Data Interpretation, and Discussion

Chapter V. CONCLUSION and RECOMMENDATION

BIBLIOGRAPHY

APPENDICES