

CHAPTER I

INTRODUCTION

1.1 Background

These days, advertisements have been booming in the society. It causes the society to get informed about the products. The advertisements are aimed at influencing the society to use such products. However, the products advertised are not only those for all ages like the newest camera, fashion, food. The advertisements are also used to advertise products for adults such as alcohol, cigarette, tonic, condom, and others.

Nonetheless, the producers and also the government might get a great deal of income from the product selling such as Cigarette, Condom and other products for adults that may give negative impacts. For example, consuming cigarettes could cause some diseases, condoms might be misused by unmarried people and tonics might be consumed and they may give bad impacts on their health especially for men.

This has been possibly influenced by advertisements. There are many branded Cigarettes, Condoms and Tonics for Men in Indonesia, including in Semarang, Central Java. Semarang itself still keeps the existence of any traditional drink products especially branded Tonic. The advertisement caused the consumers to buy things as the advertisements have been spread out through many kinds of mass media such as television, billboard, and others.

Advertising in Indonesia seems more developing every year. This was proved by appearing many creative advertisers who made many advertisements more than what the prospective consumers think. Those advertisements almost attract the consumers to do the purchase of the product advertised. It includes some Indonesian advertisement in Semarang, Central Java. In this case, the Indonesian advertising refers to adult products such as Cigarettes, Condoms, and Tonics for Men. Those kinds of product might be performed with certain attractive words and absolutely with wider meanings among the prospective consumers.

This has motivated the writer to analyze more deeply toward some advertising texts especially Cigarettes, Condoms and Tonics for Men written in Indonesian language. Hopefully, it can show syntactic and semantic features of the adults' products above.

1.2 Field of the Study

The field of study is Linguistics.

1.3 Scope of the Study

This study is within the area of syntax and semantics as it describes the syntactic functions and semantic roles. This study serves specific explanation that advertising texts have syntactic functions and semantics roles to be communicated to the prospective consumers by the advertisers. Thus, it covers Semantics and Syntax fields.

1.4 Problem Formulation

In this research, there are two problems to be investigated. They are:

1. What are the syntactic functions of cigarettes, condoms, and tonics for men in Indonesian advertising texts?
2. What are the semantic roles of cigarettes, condoms, and tonics for men in Indonesian advertising texts?

1.5 Objectives of the Study

The objectives of the study can be elaborated as follows:

1. To analyze the syntactic functions of cigarettes, condoms, and tonics for men in Indonesian advertising texts
2. To highlight the semantic roles of cigarettes, condoms, and tonics for men in Indonesian advertising texts

1.6 Significance of the Study

This study examines the syntactic and semantic analysis of Cigarettes, Condoms and Tonics for Men ads texts. In fact, the advertising texts persuade the consumers interestingly and good image is formed by the consumers about those adult products. The syntactic functions of each sentence on the advertising texts are revealed and every proposition of the advertising texts are semantically analyzed to find out the semantics role. It is expected that the analysis of advertisement texts at syntactic functions and semantic roles could improve the knowledge of the students especially in Linguistics.

1.7 Definitions of Terms

In this part, the writer tries to define some words used in her study. They are defined as follows:

a. Syntactic Functions

Kridalaksana (2002: p.50) stated that syntactic functions are certain big syntactic entity comes from smaller entities which are connected each other functionally.

b. Semantic Roles

Kreidler (1998: p.88) defined that Semantic Roles are certain roles of a varying number of referring expressions, or arguments to determine the meaning of predicate.

c. Advertising

Arens (2004: p.7) said, "Advertising is structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media."

d. Printed Advertisement

Leech (1966: p.95) pointed out that printed advertisement is generally clear-cut advertisement, and coincides with the difference between running text and typographically isolated sections, such as headings, titles, and lists."

Arens (2004: p. 434) also shared that printed advertisement is an advertisement media which its elements for writing print ads are headlines, subheads, body copy, slogans, seals, logos, and signatures.