

# CHAPTER I

## INTRODUCTION

### 1.1. BACKGROUND OF THE STUDY

Language is a significant medium for human beings in order to communicate, share information, share knowledge, express ideas, demonstrate feelings, and give opinions. It is also one of the most important elements in building a good connection and relationship with other people. In short, people use language every day to communicate with others and to express themselves in a social relationship that enables them to take part in a variety of activities (Agha, 2006). Even when people think that they are not using language or when they are not talking, they are actually using language. Without realizing, people are still thinking, arranging words in their brain, or using signs, or body language to express their purposes. For this reason, the writer shall argue that language plays a major role in human life and the reason the world keeps running.

Thousands of languages are spoken by people all over the world. Each country, even each tribe, has its own language. Thus, everyone in this world understands at least one language. Among all languages, there is one most spoken language that is considered as the most essential language in the world is English (Mahu, 2012). English has become an International language these days. It can help people with different mother tongues to talk to each other. In Indonesia, English is a compulsory subject for students of elementary school to tertiary school. Moreover, a lot of schools run special

class called “immersion” or “international class”. This class uses English as the main language for students and teachers. The aim of this class is to improve the quality of Indonesian students and help them to achieve a good future. Consequently, Indonesians study English from an early stage of education. Nowadays, there are a lot of English courses in Indonesia which offer help to the students to deepen their knowledge on English and to teach students to speak English. English is not only used in the academic field but also in the business field.

Within the field of business, English has become one of the tools in an advertisement. Advertisement can be interpreted as a text that uses appropriate and effective language in order to gain people’s attention (Goddard, 1998). In carrying out this purpose, the advertisers scatter the information of their products using enticing language in order to persuade the consumer to buy their products or services. In other words, language succeeds to achieve its purposes which are to enlarge the audience's knowledge, entertain the audience, and convince the audience to buy a commercial product or service (Dyer, 2008). Therefore, nowadays, English is used broadly as a tool for advertising some products, especially products that are world-wide or popular. Since their consumers are world-wide, they usually use the English language whether spoken or written. In spoken language, people can find some advertisements that use English on television, radio, movie, etc. On the other hand, they can also find some English in advertisements in the form of written language such as in a magazine, newspapers, billboards, pamphlets, etc. In short, there are many kinds, types, and ways of English language that can be found in advertisements, one of them is a pamphlet.

Speaking of the pamphlet, here, in this research, the writer wants to use this medium to spread the information about his business which is an English course for elementary and junior high school students. Moreover, in this project, the writer uses English language as the main language in the pamphlet as a medium of advertising. The researcher wants to know whether the pamphlet written in English can give more benefits than the one written in Indonesian language, especially in an English course. A study of a related topic had been conducted by Jasmine Mutiara in *The Use of English in Advertising as a Means of Promoting English Language Centers in Indonesia* (2014). In this research, the writer was analyzing the consumer's opinion toward the English language in the advertisement. Moreover, the writer also searched the power of the English language in advertisements like how strong it is in persuading the consumer. Furthermore, a study about the use of the English language in the advertisement also had been conducted before by Marco Modric on *Advantages of the use of English in advertising: Attitudes of Croatian speakers* (2016). In this research, Marco was searching about the advantages of the English language in advertising and he was concerning the research on the attitudes of the speakers towards the use of English in the advertisement. However, compared to those related studies conducted before, in this study, the writer concerns about the parent's perception of the use of the English language in the advertisement especially pamphlets on the English course business.

This research project arose out of the researcher's interest in parents' perception of the use of the English language in the English course pamphlet. To obtain the data of the parents' perception, the writer constructs some statements to ask the parents

about their opinion toward the pamphlet written in the English language. For these reasons, therefore, in this research project, the research is conducted in a paper entitled *Parents' Perception of the Use of English Language in Pamphlet as Advertising Medium on English Course*.

## **1.2. FIELD OF THE STUDY**

The field of study in this research is focused on the creative industry focusing on the use of the English language in the advertisement of an English course.

## **1.3. SCOPE OF THE STUDY**

In this study, the parents' perception is analyzed in order to know the effectiveness of English language used as the main language in the pamphlet as a medium for promoting the writer's business, English course.

## **1.4. RESEARCH QUESTIONS**

Based on the background of the study explained above, the writer elaborates the problems of the study into some questions as follows:

1. How is the parents' perception of the use of the English language on English course pamphlets?
2. Does using the English language in the English course business pamphlet gives benefit for the business itself?

## **1.5. OBJECTIVE OF THE STUDY**

Referring to the research questions declared above, the writer presents the objectives of the study as follows:

1. To know the parents' perception of the use of the English language on the English course pamphlet.
2. To know whether using the English language in the English course business pamphlet gives benefit for the business or not.

#### **1.6. SIGNIFICANCE OF THE STUDY**

This study concerns the parents' perception of the pamphlet as one of the advertising mediums written in the English language for the writer's business, an English course. Thus, through this research, the writer hopes that this gives various benefits for the writer himself, and the readers especially those who are interested in the business field.

1. For the writer

Through this research, the writer wants to explore more about the use of the English language in this business field. He hopes that after he conducts this research, he can get an effective way to spread the information for his new business so that he can maximize the promotion of this business.

2. For the readers, especially entrepreneur

The researcher also hopes that this research can be useful and helpful for the readers especially those who are interested in the business fields such as entrepreneurs who want to promote their product or service. The writer hopes that those can promote their product maximally.

#### **1.7. DEFINITION OF TERMS**

1. Perception

Perception is an observation of objects, events, and relations by summarizing information and interpreting a message (Rakhmat, 1994).

## 2. Advertisement

Advertisement can be interpreted as a text that uses appropriate and effective language in order to gain people's attention (Goddard, 1998).

## 3. Pamphlet

According to Wikipedia, a pamphlet is an unbound book with no hardcover or binding. It may consist of a single sheet of paper, printed on both sides and folded in half, thirds, or fourths. It may also consist of a few pages that are folded in half and stapled at the crease to make it like a simple book.

## 4. Advertising Medium

Advertising Medium is any kind of communication tool that is used for promoting products or services in advertisements (Dahlén & Edenius, 2007).

