

CHAPTER I

INTRODUCTION

1.1 Background

The growing numbers of product and service enterprises enhance the rivalry among the competitors. One type of food could be provided by so many brands. For example, instant noodle being produced by more than 10 companies in Indonesia. Companies who have similar product most likely will fight over the same target consumers.

In markets where the intensity of rivalry and competition are increasing and buyers have greater choice, identification and understanding of the product intrinsic values become critical. (Fill as cited by Setini & Caesar, 2019)

A company might dominate fifty percent of the market share. Meanwhile another company takes only five percent of the market share because of the lack of promotion, unworthy product, or bad service. For example Sari Roti dominates 90% of bread product market share in Indonesia, and the rest is managed by other brands. Therefore, to win the competition companies must be aware of the competitors' performance.

The phenomenon proves that the need of advertisement is a defining factor to gain best company performance. In influencing the decision of society companies need to consider the best way of introducing their product, in order to make sure they are not wasting time producing things without gaining big percentage of market share. The next step is to make sure that the promotion works well. And the last step is doing evaluation and innovation to the advertisement to suits the current condition. That is why, the innovative promotion is highly recommended for a company to keep alive.

Different companies use different strategies to represent their product based on how they want their product being recognized. Some companies use famous people to influence society to follow their lifestyle. Some others use catchy slogans to motivate people buying their product. The methods depend on the output that the company intended to make. If they want to introduce product, it is better to use informative advertisement to show the product and the benefit. If

the company wants to make a classy image, the company usually use glamorous video on the advertisement.

Making impactful advertisement requires specific skill on how to persuade people such as visual skills of making a good photograph, graphic or animation, short story, or even writing slogans. A good visual could help advertiser deliver the message through video or image. Meanwhile, the story would support the advertisement deliver the benefit through dialogue, and plot. In other side, writing a good slogans also define who the product is. In brief, many factors is needed in making a good advertisement.

Widyanto (2018) stated “*Pemanfaatan diksi dalam iklan bertujuan supaya iklan menarik bagi konsumen*”. It means, choosing a right sentence or even word is crucial because a short slogans should be able to attract people in the blink of an eye. It can be through showing the benefit, testimony or quality of the product. Some experts of Linguistics have done many discussions on how to persuade people using a specific style of writing. The statement of the slogans can be impressive and memorable if the writer uses certain features of language. Therefore, the writer of an advertisement should consider the Linguistics features being used in advertisement.

The awareness of Linguistics features usage is matter not only for company but also for language learner. “The power of language has affected dan hidden in advertisement then it has become social infrastructure which has a total power. This power of language can effect perspection, attitude, behaviour, and point of view of society” (Widyahening, 2015). In Status Quo most of people only focus on researching the market and the platform of advertisement, without analyzing how the detail aspects of a persuasive sentence made, and how it works in the advertisement. The lack of awareness on the role of Linguistics features impacted on some Linguistics learners that do not understand how to influence people through persuasive sentence. Even though, the knowledge of the Linguistics features will always being developed day by day. “Language data and Linguistics features can theoretically and practically be used in the processes of any language learning”. (Jufrizal, 2017). In other words, the identification of

Linguistics features helps future Linguistics learner to develop the way of communicating to the audience, especially in terms of persuasion.

One of the biggest companies who succeed in maintaining sustainable customers through non-stop innovation of advertisement is Coca-Cola. It is one of the beverages companies which already established since 1886 (source: www.coca-colacompany.com). The advertisement slogans of Coca-Cola reflect the time they keep showing new advertisement even after 120 years. The continuous advertisement is not only the parameter of sustainable company. The company also has to adapt to the current time to make the advertisement. In this case, the existence of expertise is crucial in designing the slogans. The effort of Coca-Cola company is not useless, because we see how their product survive with hundred brands of beverage. To sum up, we can say that Coca-Cola is succeed in keeping their advertisement stand for decades.

In this research, the writer will identify the strategies in using Linguistics features to persuade people. The writer took the sample of the Coca-Cola advertisements.

1.2 Problem Formulation

Understanding the fact that the research of Linguistics features of advertisement is still insufficient, but the need of advertising is always increasing. The writer decides that the problem formulation of this report is “what are the Linguistics features used in Coca-Cola Advertisement?”

1.3 Problem Limitation

In this research, the writer will focus on the Linguistics features used in Coca-Cola advertisement. The reason for choosing Coca-Cola is because the brand already done doing advertising since 1906 (source: www.coca-colacompany.com). The writer will only use the advertisements that contain slogans as the object of the study.

1.4 Research purpose

The writer's aim in this study is to identify the Linguistics features used in Coca-Cola advertisement slogans.

1.5 Significance of the study

The benefits of this final report are:

a. For the students

To increase the knowledge about Linguistics features on writing an advertisement

b. For State Polytechnic of Sriwijaya

This research is expected to contribute the additional knowledge, especially for English Department. The report also expected to become reading material in the library and provide references for other students.

c. For the writer of advertisement

To give suggestion for advertisers about Linguistics features usage in making persuasive slogans of advertisement.