

CHAPTER I

INTRODUCTION

1.1 Background

Communication is a process whereby information is enclosed in a package and is channeled and imparted by a sender to a receiver via some medium. The receiver then decodes the message and gives the sender a feedback. All forms of communication require a sender, a message, and an intended recipient, however the receiver need not be present or aware of the sender's intent to communicate at the time of communication in order for the act of communication to occur. Communication, according to Adhikary, requires that all parties have an area of communicative commonality. There are auditory means, such as speech, song, and tone of voice, and there are nonverbal means, such as body language, sign language, paralanguage, touch, eye contact, through media, i.e., pictures, graphics and sound, and writing (2008, p.54).

According to Bhatia (2009, p.3), communication is noteworthy in current world. Either verbal communication or non-verbal communication should be used to communicate with people. Non-verbal communication can replace verbal communication. But in above quote, verbal communication, specifically verbal accents cannot be replaced by silent communication, non-verbal communication through actions. In the writer's perspective, the two types of communication are equally important to enjoy an effective communication. Consequently, it is essential to define communication and business communication thereby knowing the difference between these two. To define communication it is a two way process, sending and replying, just exchanging ideas and sharing information between sender and receiver. An understanding of how communication works can help one to understand and improve one's communication. According to Scott in Bhatia (2009, p.4) business communication means, "administrative communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals".

Knapp (1984, p.4) says that the basic communication model consists of five elements of communication: the sender, the receiver, the message, the channel and feedback. A sender plays the specific role of initiating communication. To communicate effectively, the sender must use effective verbal as well as nonverbal techniques. Speaking or writing clearly, organizing one's points to make them easy to follow and understand, maintaining eye contact, using proper grammar and giving accurate information are all essential in the effectiveness of one's message. One will lose one's audience if it becomes aware of obvious oversights on one's part. The sender should have some understanding of who the receiver is in order to modify the message to make it more relevant.

A receiver means the party to whom the sender transmits the message. A receiver can be one person or an entire audience of people. In the basic communication model, the receiver is directly across from the speaker. The receiver can also communicate verbally and nonverbally. The best way to receive a message is to listen carefully, to sit up straight and to make eye contact. Do not get distracted or try to do something else while one is listening. Nodding and smiling as one listen to the sender speak demonstrate that one understand the message.

A message may be the most crucial element of effective communication. A message can come in many different forms, such as an oral presentation, a written document, an advertisement or just a comment. In the basic communication model, the way from one point to another represents the sender's message traveling to the receiver. The message is not necessarily what the sender intends it to be. Rather, the message is what the receiver perceives the message to be. As a result, the sender must not only compose the message carefully, but also evaluate the ways in which the message can be interpreted.

The message travels from one point to another via a channel of communication. The channel sits between the sender and receiver. Many channels, or types, of communication exist, from the spoken word to radio, television, an internet site or something written, like a book, letter or magazine. Every channel of communication has its advantages and disadvantages. For

example, one disadvantage of the written word, on a computer screen or in a book, is that the receiver cannot evaluate the tone of the message. For this reason, effective communicators word written communications clearly so they don't rely on a specific tone of voice to convey the message accurately. The advantages of television as a channel for communication include its expansive reach to a wide audience and the sender's ability to further manipulate the message using editing and special effects.

Feedback, the last element of effective communication, describes the receiver's response or reaction to the sender's message. The receiver can transmit feedback through asking questions, making comments or just supporting the message that was delivered. Feedback helps the sender to determine how the receiver interpreted the message and how it can be improved.

Non-verbal communication is important same like verbal communication. Both of them have correlation in communication process. Dominantly people use non-verbal communication to complete and change verbal communication in order get a meaning easily in communication process (Arni: 2002, p.130).

Communication can be transformed through advertisements in which verbal and non-verbal communication are commonly used. On television advertisements, the thoughts or ideas that the advertisements want to deliver to audiences cannot successfully be understood. The limitations happen because advertisement have time limitation deliver the message as a whole, sentences used in the advertisements make no sense, and there is no correspondence between the actor advertisement and products advertised.

In short, successful communication in advertisement involves focusing on a certain audience with information that meet the group's needs. There are three main reactions that a good advertisement can trigger from these intended viewers. The first response is emotion, getting the target audience to feel something because of your message secondly, you cannot potential customer to think about what you have to say. And the third objective to encourage them to take action, such as purchasing your product.

Advertising can be seen to fall into three main categories: (1) consumer advertising, which is directed towards the promotion of some product or service to the general public; (2) trade advertising, which is directed to dealers and professionals through appropriate trade publications and media, and (3) public relations advertising, which is directed towards society by citizens or community groups, or by politicians, in order to promote some issue of social concern or political agenda. The focus of this paper is on the first category namely, consumer advertising.

To know the message conveyed and understand the purposes hidden of television advertising, implicature with nonverbal language can be used.

1.2 Research Focus

In communication there are two ways to deliver our message that is verbal communication and non-verbal communication. Verbal communication is the way in delivering message by using oral communication and non-verbal communication is usually understood as the process of sending and receiving wordless. Verbal message uses word as the basic element of language and non-verbal message is more-simplified than verbal message although they lack of sound and words but non-verbal language can be communicated through gesture, body language or posture, facial expression and eye contact.

On advertisement, there are many verbal communication and non-verbal communication used. Verbal communication is communication which uses words orally. It can be concluded that verbal communication is a type of communication which in application uses words to deliver a message to the receiver. Body language and non-verbal communication is an interesting lens to apply to the advertising world. Many people have no idea that there even are non-verbal cues in advertising. Hidden non-verbal cues are often the secret sauce to successful campaigns. Additionally, the right advertising is all about finding the right body language cues to put the right brand messaging into every aspect of your campaign. In this writing of final report, the writer discusses the usage of non-verbal communication on television advertisement.

1.3 Problem Formulation

Non-verbal communication is the single most powerful form of communication. It is more than voice or even words, nonverbal communication cues are to know what is on another person's mind. The best communicators are sensitive to the power of the emotions and thoughts communicated nonverbally. Hand and arm gestures, touch, and eye contact are a few of the aspects of nonverbal communication.

The formulation of the problem is "What kinds of Non-Verbal Communication are used on Television Advertisements?"

1.4 Research Purpose

The purpose of this report is to identify the kinds of nonverbal communication that the actors and actress use in advertisements when they interact with viewers.

1.5 Research Benefit

The benefits of this final report are written as follows :

For the writer :

- The writer can inform all the students of Sriwijaya state Polytechnic, especially the students of English department about the usage of non-verbal communication on television advertisements.
- The writer can inform all the students of Sriwijaya state Polytechnic about the kinds of non-verbal communication and to increase knowledge about the functions of non-verbal communication on television advertisements.

For the readers :

- The reader can get information about the usage of non-verbal communication in television advertisement.
- The reader can get information about the kinds of non-verbal communication in television advertisements.

The reader can know about the functions of non-verbal communication in television advertisements.