

## **CHAPTER II**

### **LITERATURE REVIEW**

We may never think that making the advertisement is a hard work for the advertisement agency. Advertisements appear on news paper, magazine, and also on TV version should impress and interest readers. It is necessary for the copywriter to know the language function, particularly in advertisement. Furthermore, the copywriters should be able to read the trend and know their market well. Therefore, the advertisement can deliver their message to their targeted consumers and persuade them to buy the products. In order to analyze the women care products advertisement in *Femina* Magazines, the writer used the elements of Macro-functions of Guy Cook, which consist of the emotive function, the directive function, the phatic function, the poetic function, the referential function, the metalinguistic function and contextual function as the element to analyze the advertisement.

#### **2.1 Theoretical Framework**

##### **2.1.1 The Elements of Macro-Functions**

1. The emotive function: Communicating the inner states and emotions of the addresser ('Oh no!', 'Fantastic!', 'Ugh!', and swear words used as exclamations) (Guy Cook, 1989:26). This function is individualistic, it can be in form of apologizing, begging, expressing happy (Rani et al, 2004:20). The most common of expressive verbs are acknowledge, admit, confess, deny and apologize (Kreidler, 1998:188).

2. The directive function : seeking to affect the behaviour of the addressee ('Please help me!', 'Shut up!', 'I'm warning you!') (Guy Cook, 1989:26). This function can be used to give invitation, direction, ordering, warning, threatening (Rani et al, 2004:21). The imperative sentence cardinally is different from declarative sentence; it cannot be challenged by the question "is it true or not?" According to Kreidler (Kreidler, 1998:200), there are three kinds of directive utterances that can be recognized :

a. Commands

It is effectively only if the speaker has some degree of control over the actions of the addressee. For example: "Don't waste your money on that."

b. Request

A request is an expression of what the speaker wants the addressee to do or refrain from doing. A request doesn't assume the speaker's control over the person addressed.

c. Suggestion

Suggestion is the utterances we make to other persons to give opinions as to what they should or should not do.

3. The phatic function : opening the channel or checking that is working, either for social reasons ('Hello', 'Lovely weather', 'Do you come here often?'), or for practical ones ('Can you hear me?', 'Are you still there?', 'Can you see the blackboard from the back of the room?'),

‘Can you read my writing?’) (Guy Cook, 1989:26). This function can be on indirect communications, such as telephone calling (Rani et al, 2004:22). Phatic utterances is to establish rapport between members of the same society. Phatic utterances include greetings, farewell, polite formulas, sort comments of weather, asking someone about health, conveying someone to eat meal, beginning a voyage, undertaking a new venture, or celebrating a personal or social holiday (Kreidler, 1998:204).

4. The Poetic function: in which the particular form chosen is the essence of the message. The advertising slogan “*BEANZ MEAN HEINZ*” would lose its point if it were paraphrased as ‘If you are buying beans, you will naturally buy Heinz. (Guy Cook, 1989:26). This function has orientation on CODE and MESSAGE simultaneously. It means code of the language is specially chosen so it can provide place for message sent by the addresser. It can be in the form of rhythm, rhyme, and metaphor (Rani et al, 2004:23). According to Jakobson, “poetic message is foregrounding textual features” (<http://www.aber.ac.uk/media/Documents/S4B/sem08c.html>, 5 July 2008, 08.00 PM).
5. The referential function: is to carry information (Guy Cook, 1989:26). In Kriedler’s classification, this function is included in assertive utterances such as announce, agree, report, remind predict, and protest. The purpose of this function is to inform (Kreidler, 1998:183-184).

6. The metalinguistic function: focusing attention upon the code itself, to clarify it or renegotiate it ('What does this word here mean?', 'This bone is known as the "femur"', "'Will " and "shall" mean the same thing nowadays') (Guy Cook, 1989:26).
8. The contextual function: creating a particular kind of communication ('Right, let's start the lecture', 'It's just a game') (Guy Cook, 1989:26). According to Hymes, setting are terms of where the events is situated in place and time, and terms of the physical relations of the interactants with the respect to posture and gesture and facial expression (Brown and Yule, 1983:38).

### **2.1.2 The Women Language Characteristic**

1. Women tend to use affective function

Kuntjara (Kuntjara, 2003:7) and Holmes in (Wardough, 2002:320) state that women tend to use affective function in interaction more often. In conversation, women are more likely to use affective function to show their feelings. West et al said that women use fillers more often than men such as "you know", "uhm!", use term of endearment such as 'sweetie', 'dear', 'honey' in wider range of setting ;, they employ intensifiers such as 'quite', 'so', 'such' (Van Dijk, 1998:128).

2. Women do not use impolite words often

Brown (Coates, 1986:112) stated that women use the extremes of positive and negative politnes. Furthermore, O' Barr and Atkins (1980)

state that women language is also characterized by (super) polite form e.g. “would you please ...or I’d really appreciate it if....Godwin (1990) also added that women are more polite and boys more aggressive (Van Dijk, 1998:133).

### 3. Women tend to use tag question

Lakoff claimed that women use tag question ‘isn’t’ more often than men (Coates, 1986:103). He added that women use tag questions which undermine their own opinions by expressing uncertainty, for example, “the way prices rising is horrendous, isn’t it?” Women use significantly more tag questions that fill a facilitative function for conversation, such as generating ‘small talk’, for example, “sure, it is hot in here, isn’t it? (Van Dijk, 1996:129). Further, Coates added that women use interrogative forms more than men and that this may reflect women’s relative weakness in interactive situation: they exploit questions and tag questions in order to keep conversation going (Coates, 1985:106).

### 4. Women tend to maintain the social equality of commands and directive in conversation

Godwin observed that the modal auxiliaries ‘can’ and ‘could’ are used by girls to suggest rather than demand action; and the use of ‘maybe’ is to soften the directive (Coates, 1986:107). West et al issued that the subcultures of girls stress cooperativeness and equality. Therefore, it would encourage them for being active listener (Van Dijk, 1998:130). West et al also added that girls downgrade their directives more often by

modifying them with words like 'can', 'could', and 'maybe' (Van Dijk, 1998:133). Coates added that the girls preferred to use directives, which phrased as suggestions for joint action, for example, "we could go round looking for more bottles". Holmes strengthened this idea that women tend to use linguistics devices that stress solidarity more often than men do. Women tend to interact in ways, which will maintain and increase solidarity while men tend to increase their power and status (Wardaugh, 2002:320).

5. Women tend to use standard form of language

In society, women have lower social status than men so that they use standard and polite language (Kuntjara, 2003:7). He added that women use standard form of language more often than men in social context (Kuntjara, 2003:8). Further, Holmes stated that women use more standard speech forms than men because they are more status conscious than men and standard form are generally associated with high social status (Holmes, 2000:157).

6. Women pay attention on information on detail

Women always pay attention on something in detail (Kartajaya et al, 2004:24). They investigate something in detail. Moreover, they can analyze something more details (Kartajaya et al, 2004:16).

7. Women have their own characteristics in the area of morphology and vocabulary

O' Barr and Atkins state that women have special vocabulary, e.g. specialized color terms. Lakoff adds that women also maintain adjectives such as 'adorable', 'charming', 'divine', 'lovely', and 'sweet' (Wardaugh, 2003:316). Moreover, women have their own vocabulary for emphasizing certain effect on them; words and expressions such as 'so good', 'such fun', 'exquisite', 'lovely', 'divine', 'precious', 'adorable', and 'fantastic' (Wardaugh, 2002:316)

## 2.2 Review of Related Studies

A thesis written by Yesika Lamria Liajunese Siahaan (Siahaan, 2005) entitled "*An Analysis of Elements of Macro-Functions in Relation with Women Language on Advertisement (A study on Advertisement of Products for Women)*" by using qualitative method gives the writer many ideas on doing this study. She presented steps to analyze the advertisement for women on television, which make the writer interested using them in this study.

In her thesis, Yesika Lamria Liajunese Siahaan analyzed the language functions used by the advertisements, especially advertisements of product for women. She used elements of macro functions (main function of language) by Guy Cook to analyze the language advertisement of products for women. The elements of macro functions that she used are

*the emotive function, the directive function, the phatic function, the poetic function, the referential function, the metalinguistic function and contextual function.* She found that in every advertisement there are more than one macro functions used. Even, most of every sentence on the advertisement can use more than one element of macro function. On her research, she found that the most language function used in the sentence is *the referential function*. There are two reasons on how the referential function can be mostly used by the advertisement, particularly women product. First, an advertisement always contains a lot of information about the needed products. The more detail the information of the advertisements, the more attractive the advertisement for the women. Women tend to be interested on advertisement which serves much information in detail about the product. Second, as one of the women characteristics is paying attention on something in detail. These advertisements obviously provide more information, compared to other advertisement of products for men or kids.

Another thesis written by R.A. Diah Kusuma Indah Handayani (Handayani, 2004) entitled *An Analysis of Figures of Speech Found in Advertisements in Cosmopolitan and Men's Health* by using descriptive qualitative method also gives the writer many idea on doing this study. She presented steps to analyze the advertisements in *Cosmopolitan* and *Men's Health* which make the writer interested in using them in this study.



Handayani analyzed the different language use for women and men which were framed by using figures of speech as the data taken from advertisement in *Cosmopolitan* and *Men's Health*. The objective of her study was to find out the types of figures of speech used in advertisement in *Cosmopolitan*, the types of figures of speech used in advertisements in *Men's Health*, and the differences and the similarities of the use of figures of speech in the advertisement in both magazine, *Cosmopolitan* and *Men's Health*. She used three general frames of theories, which were language and sex theory, advertisements theory, and figures of speech theory. The figures of speech theory was focused onto *simile*, *metaphor*, *personification*, *hyperbole*, *litotes*, *paradox*, *metonym*, *synecdoche*, *erotema*, and *asyndeton*. The findings of this study were *Cosmopolitan* tended to use *hyperbole*, *simile*, and *asyndeton* and the *Men's Health* tended to use *erotema*. From the findings, Handayani concluded that the use of those three prominent figures of speech in *Cosmopolitan* is suitable with the language and sex theory that women tend to see something in detail and verbose. On the other hand, the use of *erotema* is prominent in the *Men's Health* showed that men tend to see something in direct, get the point across, give a very prominent cue, think in macro way, need to be shown the big picture, and less complex metaphors.

Furthermore, the thesis of the writer entitled *Language of Advertising in Women Magazine : A Study of Macro Function Elements Found in Women Care Products in Femina Advertisements*. The writer

uses the elements of Macro-Functions by which are the emotive function, the directive function, the phatic function, the poetic function, the referential function, the metalinguistic function and contextual function as the tool to analyze women care products advertisement in *Femina Magazine*.

# CHAPTER 3 METHOD OF THE STUDY