CHAPTER I
INTRODUCTION

1.1 Background of Study

Language is an inseparable element of society’s life. It helps human to communicate their thought and ideas. It affects the society boundlessly. Sociolinguistic is the scientific area of study on relationship between language and society (Wardhaugh, 2006). Focus of sociolinguistic is the effect of society on language. It explains how language develops beyond the level of communication but as well as extending to societal aspects such as gender, ethnicity, religion, education, economic status and etc. Sociolinguistic has some branches area of study to explain the phenomenon between the language and society, one of branches called as discourse analysis.

Discourse analysis is language beyond the level of the sentence. ‘A discourse analysis is based on the details of speech (and gaze and gesture and action) or writing that are arguably deemed relevant in the context and that are relevant to the arguments the analysis is attempting to make’ (Gee, 2011: 117). It is tightly related with content analysis and context analysis. Content or text analysis is viewed as a level of discourse analysis in initial stage, including characterizing and determining the structure of discourse (Fairclough: 2003). Meanwhile, Context analysis is properties of the immediate interactional situation in which a communicative event takes place (Wodak, 2011: 108). Context analysis is required for better understanding
on interpreting the text because it connects the text with context of situation. Discourse analysis sees writing and conversation beyond the structural meaning but also its contextual. The objects of discourse analysis are various from writing, conversation, politic, media, gender, and advertisement.

Advertisement has taken its place on society’s life. A lot of advertisements appear on newspaper, television, and internet on daily basis. There is, however, interaction between advertisement and audience. The way of advertisement targets audience through the language or visual used on its content count as creating discourse. As Cook (1992: xiv) stated there is somehow the relationship between participant and advertisement, it can be deemed as discourse and such discourse should make linguistic.

Subliminal message is one of advertisement elements. Subliminal message is a hidden message in advertisement used to represent particular idea indirectly, the messages presented fast, softly, or masked by other messages that one is not aware of seeing or hearing them (Hawkins: 2008). It conveys the interest of advertising agent to engage the audience with certain issue in a subtle way.

One of interesting advertisements to discourse is petroleum advertisement. Petroleum advertisement has unique features on its content. It can be seen on petroleum companies’ advertisement in late of 2000’s. As the issue of global warming has been becoming major lately, petroleum companies change their content of advertisement significantly compares to some decades ago. The ‘Supermajor’, the world’s five or six largest publicly owned oil and gas companies, advertisements mainly focus on environmental issues. They try to appear as the environmentally
friendly companies. Those companies try to alter the mindset of society about petroleum company through the advertisement massively and intensively. There are, indeed, the subliminal messages serve on those advertisement. It requires academic skills and specific knowledge to analyse the discourse on it. On this regard, the researcher applies discourse analysis to analyse the message behind the petroleum companies’ advertisement.

There has not been much literature that can be found specifically on discourse of advertisement. However, there are two studies closely related to this paper. Those were written by Lailia (2009) and Kurniati (2009). Lailia (2009) concerned about advertisement of representative member election. She analysed the advertisement during the campaign moment. She tried to see the local newspaper construction on the political advertisement whereas Kurniati (2009) focused her discourse analysis on news content of religious days commemoration appearing on local television. She tried to analyse the reason why the local television broadcast the different religious celebration in different amount of duration respectively.

On this research, the researcher applies discourse analysis not only based on content analysis but as well as the contextual. The previous researchers have the local media as the actor to discourse only, but this research has the petroleum company as the actor who creates advertisement to counter attack the environmental issue on society. It will result on the different content and context analysis. The researcher analyses the advertisement more into scientific study of sociolinguistic.
1.2 Statements of problem

Based on the background above, the problems are as follow:

1. What is the subliminal message conveyed by the content of petroleum advertisements?

2. What is the subliminal message conveyed by the context of petroleum advertisements?

1.3 Purposes of Study

The purposes of this study are:

1. To analyse the subliminal message conveyed by the content on petroleum companies’ advertisement

2. To analyse the subliminal message conveyed by the context on petroleum companies’ advertisement

1.4 Significance of Study

The researcher believes this research can be used to understand the discourse of petroleum advertisement through discourse analysis. It can increase the readers’ awareness regard to advertisement. It is not solely ordinary text and visual composition but there are particular messages conveyed to audience. Especially the advertisement relates to environment issues. It enriches the understanding of sociolinguistic particularly in discourse analysis area of study.
1.5 **Scope and Limitation**

The research concern is about the discourse analysis on petroleum companies’ advertisements. The scope of this research is petroleum companies’ advertisement. The limitation is on the content and context analysis on the print advertisement.

1.6 **Definition of Key Terms**

These are the definition of key terms of this research:

**Discourse analysis** is the study of language patterns above the sentence (Widdowson, 2004).

**Advertising** is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media (Rodgers, 2012).

**Petroleum company** is profit-oriented corporates, which operate to drill oil as the major revenue.

**Subliminal message** is messages presented briefly or covered by other messages that one is not aware of seeing or hearing them (Hawkins: 2008).

**Content analysis** is a method for studying the content of communication through text (Baker & Ellece, 2011: 21).

**Context analysis** is a method of analysis that helps in the interpretative process of linguistic phenomena as well as providing explanations (Baker & Ellece, 2011: 21).