CHAPTER I
INTRODUCTION

In this chapter, the researcher presents background of the study, statement of the problem, purpose of the study, significance of the study, scope and limitation of the study, and definition of key terms.

1.1 Background of the study

Language is a means of communication for human being. It has a very important role in human life. People use the language to communicate with one another, either spoken or written. It is obvious that human being will always use language in all aspects of human lives, individually or collectively as Fishman said that man is constantly using language, spoken, written or printed language (1975:45).

Besides spoken language, the written language has been used as a means of communication in the letter, newspaper, magazines and so on. It has its own characteristics. In advertisement field, the role of written language has an important role to match the messages it conveys. Since the advertisement has to be written in a short, simple sentence, and it match the idea of the advertisement to be expressed. The idea of advertisements is conveyed in short or uncompleted words or sentence. The readers can understand the point of the advertisement, although it is written different from formal written language.
Everyday, the researcher of this thesis reads Jawa Pos daily newspaper and finds so many advertisements, on advertisement page. One of them attracted her to read clearly and slowly to catch the point or the idea of the advertisement. It was uncompleted letter or sentence which said “Jl. cpt rumah, t76/It 153 P.jati blok MW 7 SBY, 8051478 bisa nego”. After reading and observing the advertisement more and more, soon the researcher understood the meaning of the point of the advertisement it conveyed. It was about someone who wants to sell a house. Jl = (sold), cpt = (quick), rmh = (house).

The word or sentence used in the advertisement is called Register. Previous research conducted by Lady Wuri Handayani (2002) on the “A Study of Register used at UPI as Internet Service Provider” found that a certain group of people uses register which is related to a sector and used by the language communicates, such as in bank, psychiatrist, advertisement etc. If register is used in public area, which has many kinds of community, it will cause misunderstanding except certain terms that have been known by the public. Since register is one of the written languages, it will only occur when there are social interaction and vice-versa. Thus, it is different from a formal written language and it really exists, as we often find it in magazine, letter, advertisement and any other formal written language. It is in line with what Elaine Chaika stated that language can be developed in anyway depending upon who uses it and when it is used. It tells us that language is not static, and language can change in anyway, as the speaker needs and wants. Every language has built into its very structure the mechanisms of change. People can encode and convey new ideas because grammar rules enable speakers to combine words, phrases, and sentences in
new ways. Then listeners use strategies for decoding, such as matching utterances to
the context to figure out what the speakers could possibly have meant (Chaika, 1992: 8).

1.2 Statement of the Problem

The register used in advertisement in the form of the written language, looks
strange and different from structural written language. They do not follow the
formal structural language. However, these forms of language exist, too. Based on
the background of the study, the statements of the problems are as follows:

1. What are the registers used in the “Iklan Jitu” section of the “Jawa Pos”
daily newspaper?

2. What is the meaning of registers used in the “Iklan Jitu” section of the
“Jawa Pos” daily newspaper?

1.3 Purpose of the study

Relating to the statement of the problems, the purposes of the study are as
follows:

1. To analyze the register used in advertisement in the “Iklan Jitu” section
of the “Jawa Pos” daily newspaper.
2. To identify the meaning of registers used in advertisement in the “Iklan Jitu” section of the “Jawa Pos” daily newspaper.

1.4 Significance of the study

By conducting the research, the researcher greatly expects that the findings will be useful to enrich sociolinguistic study, especially as a reference to conduct a research. The researcher also hopes that the findings will be beneficial to enlarge our insight about the meaning of register used of the advertisement in the “Iklan Jitu” section of the “Jawa Pos” daily newspaper.

1.5 Scope and Limitation of the study

The research is intended to analyze register written in “Iklan Jitu” section of the “Jawa Pos” newspaper. In this study, the researcher wants to limit her research to the three main problems, namely, register concerning with automative advertisement, register concerning with housing advertisement, and register concerning with job advertisement.

1.6 Definition of the key terms

1. Register: the range of vocabulary, grammar, etc used by speakers in particular social circumstances or professional context.

2. Advertisement: a public notice offering or asking for goods, services, etc.
3. Iklan Jitu : name of advertisement section in Jawa Pos.

4. Newspaper : a printed publication appearing daily or weekly and containing news, advertisements, and articles on various subject.