

## **CHAPTER I**

### **INTRODUCTION**

In this chapter included background of the study, limitation, research question, objective of the study, significant of the study, definition of key term. Each of sub topic are discussed as follows:

#### **A. Background of the Study**

Persuasive language becomes common language at present because the language can be found in some fields of life, for instance religious sermon recommends Muslim to do thing that are good and leave the bad. The instructors are trying to persuade people to choose the appropriate study with their expertise. The teachers ask the students to study diligently and do tasks that they provide, but the students do not know what persuasion is and what an advertisement text is. Moreover, in English textbook do not explain the persuasion itself. When the students do some task or any else question about persuasion and advertisement, of course they do not report to answer the question.

Beside that, the teachers ask the students for interpreting the implied meaning of the advertisement that they have. It means that they have to describe what they have read and explained about the implied meaning in the advertisement text. Thus, it is still most problem in English textbooks to identify the type or the strategy of persuasion in advertisement text of English textbook.

In addition, in applying persuasive way, people need strategies to influence and persuade the readers. For instance, while promoting the products, advertisement texts use some proves and argumentations to persuade readers that the product is good one. The use of words choice or dictions also supports promoting the product, moreover, influencing or persuading the consumers to buy the product. This explanation makes the researcher realize the importance of persuasive strategies.

Furthermore, the persuasion is used since it is as a communication process to persuade others to do something that is appropriate with the speaker's purpose (Austen, p.20). Nevertheless, there is no violence or coercion to take decision in persuasion. To get response in persuasion, the speaker must stimulate the interlocutor. As

O'Shaughnessy (2004, p.115) stated that communication is the process by which an individual transmits stimuli (usually verbal) to modify the behavior of other individuals.

Although many studies have discussed about persuasive strategies (Fahrudin; 2008, Zainudin; 2010, Sari; 2012), few have analysed about it in text of advertisement text in English textbooks. Therefore, this study aims to describe the persuasion language strategies in advertisement texts of English textbooks for twelfth grade of senior high school.

### **B. Limitation of the Study**

This research focuses on persuasive language strategies in advertisement texts of English textbooks for tenth grade of senior high school. This study uses English textbooks published by PT Bumi Aksasra entitled "Let's Learn English" year 2016 and published by Erlangga entitled "Pathway to English" year 2017.

### **C. Research Question**

Major problem that the researcher wants to answer in this research is what are persuasive language strategies included in advertisement texts of English textbooks for tenth grade of senior high school?

### **D. Objectives of the Study**

Based on the statement above, the purposes of the research aim to describe the persuasive language strategies in advertisement texts of English textbooks for tenth grade of senior high school.

### **E. Significance of the Study**

To be able to know the persuasion language strategies in advertisement texts of English textbooks, this study is important because it can help increase knowledge in English language lesson and know about kinds of strategy in persuasion. The writer hopes that this research can be used as the reference for the other people:

1. Students

This research is significant to help them understand the persuasive language strategies in advertisement text of English textbooks.

2. Teachers

This research will help the teacher to improve their ability in teaching persuasive language strategies of advertisement text in English textbooks.

3. Other researchers

The result of the study are expected to be references to conduct the research about persuasive language strategies.

## **F. Definition of the Key Term**

The researcher gives some definition of key terms to make clear and to avoid misunderstanding.

1. Persuasion, as an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the present time (Austen, 1995).

2. Persuasive strategy is that speaker must adapt to their audiences using those factors which are most persuasive in the speeches delivered. The strategies are the speaker's nature and credibility (ethos), the speaker's ability to control interlocutor's emotion (pathos), the speaker's arguments or fact give (logos) (Austen, 1995).

3. English Textbook; Textbooks are so pervasive in educational systems throughout the world. Indeed, textbooks provide the backbone for the courses many educators teach (Ferris & Hedgcock, 2005, p. 125).

4. Advertisement text; Advertisement is a part of marketing that help the company to get the product into the consumer's hand in a textual (Shaughnessy, 2004).