

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is an important aspect and cannot be separated from human life. Language is a fundamental aspect of human life because language uses to communicate, Wardhaugh, (1972:p.3-8) mentioned that language is used for communication, and language can be interpreted as an essential means used by humans to make it easier to interact with each other. Language consists of spoken and written symbols that a particular country uses for speaking or writing. Edwards states that humans use language as the primary tool in communication (2009, p.55). Communication means a process when a person or group, organization, or society creates and uses the information to connect with other people.

Language in advertisements has an essential role in conveying meaning because language is very functional for people from various parts of the world to bring their ideas, thoughts, or opinions to others. Besides that, the function of language is also to persuade readers or listeners through writing or speaking expressed by a person, group, or organization. Persuade means an attempt of action taken to convince something. Trimmer and Nancy (1984) clarify that persuasion is a communication that makes people having a particular judgment or change their previous decision to accept a new one which they do not believe before. Persuasion can be found in everyday life, especially in various advertising languages.

Nowadays, advertisements could be easily reached by anyone and anywhere. People could find advertisements on television, radio, newspaper, magazines, billboards, social media, and even displayed over the internet media. Advertisements can persuade consumers' desire for the product or service in society through persuasive language, and language has a powerful influence on the advertising or marketing field. Advertising is one helpful tool for companies to sell goods or services. Advertisement can be interpreted as a

message that is intended to inform, convince, or influence people to be interested in the goods or services offered. White (1988) states that advertisement is one of many tools that help the company sell what it provides.

There are many ways for companies to create attractive advertisements to attract people's attention. The choice of language style is significant to convey messages to influence people. Advertisements can be spoken or written form, a spoken advertisement can be found in digital devices, commercial breaks, or displayed over the internet, and written advertisement can be found in brochures, pamphlets, or billboards, etc. To attract people's attention through advertising, companies should understand the conditions and situations required by consumers. In this case, during the Covid-19 pandemic, many companies have felt the adverse effects of the Covid-19.

The world was startled by the Covid-19 virus outbreak, which infects almost all countries in the world. Covid-19 is an infectious disease caused by a Covid-19. The spread of this disease has had broad global impacts. One of the actual impacts of Covid-19 is the decline in consumer interest in fast-food restaurants. Initially, fast-food restaurants became one of the best restaurant choices and popular among many groups. The spread of Covid-19 indirectly affects the existence of fast-food restaurants, and several fast-food restaurants were forced to temporarily close or even permanently closed due to social distancing and self-isolation regulations.

Fast-food restaurants have exciting ways of advertising or promoting the food or drink. Advertisements in fast-food influence consumers through various promos or introducing new menus. Fast-food advertisements could be found in multiple media such as television, newspapers, brochures, and even different online and digital channels. Digital advertising is an effective medium of advertising because people could easily reach digital media over the internet. One of the digital advertising media that fast-food restaurants use is the official account on their Youtube channel. Therefore, fast-food restaurants need to survive during the pandemic to persuade consumers through advertisements during Covid-19.

This research focuses on analyzing the style in linguistic features and persuasion techniques used by fast-food advertisements during Covid-19. Before conducting the research, the writer makes an observation. There are many types of language style could be analyzed on videos advertisement in several fast-food official account YouTube channels. The examples are as follows:

(1)	<i>your country needs you to stay on your couch and order in</i>
(2)	<i>Staying home doesn't just make us all safer, it makes you a couch potattriorts</i>
(3)	<i>Litte Caesars has the lowest price Pizza delivered guaranteed</i>
(4)	<i>we are now offering zero contact delivery for your peace of mind</i>
(5)	<i>can I offer you a cup of normal, when the world is giving you a large not so normal</i>

Those examples confirm that several language styles could be analyzed. For example (1), the speaker advises people to order food and stay on the couch during the quarantine of Covid-19 time. This sentence shows the types of Humor in the advertisement, ‘**stay on your couch**’ means a recommendation for people to stay at home due to self-isolation regulations. Example (2) the word ‘**potattriorts**’ is indicated as an interesting type of advertisement that needs to be discussed further about the language style. Similarly, the example of language style used by fast-food ads in numbers 3-5 is interesting for further investigation.

Based on the observation above, the writer is interested in researching the linguistic features and persuasion techniques in fast-food advertisements during Covid-19.

1.2 Identification of the Problem

This research focuses on analyzing the linguistic features and persuasion techniques in advertisements used by fast-food restaurants during Covid-19 time. Based on the description above, the writer formulates the following research questions as follow:

1. What are linguistic features found in the advertisement used by fast-food restaurants during Covid-19?
2. What types of persuasion techniques are used in fast-food advertisements during Covid-19?

1.3 The Objectives of the Research

Based on the research questions above, this research aims to analyze, classify, and describe the types of linguistic features and persuasion techniques in advertisements used by fast-food restaurants during Covid-19 time. The objective of this research can be described as follow:

1. To analyze the types of linguistic features of advertisement used by fast-food restaurants during covid-19.
2. To find out the types of persuasion techniques used by fast-food restaurants' advertisements during covid-19.

1.4 Scope of the Research

This research focuses on analyzing the types of linguistic features and the persuasion techniques of advertisements used by fast-food restaurants during Covid-19 time. The writer chooses sixteen advertisement videos from ten popular and largest fast-food restaurants in the U.S. Advertisement videos are taken from each official fast-food account on their Youtube channel. The writer took the advertisement videos published during the Covid-19 time in early 2020-2021 as a limitation. Then, the scope of this research is to analyzes the types of linguistic features based on Grey's theory (2008) and classify types of persuasion techniques in an advertisement based on Kleppner's theory (1986).

1.5 Methods of the Research

1.5.1 Source of the Data

The source of data for this research is obtained from ten fast-food restaurants' official account YouTube channel. Since the topic focuses on the language style of advertisement during Covid-19 time, this research is limited to the advertisement video on YouTube those published during the covid-19 time in early 2020 until 2021. The writer chooses 16 ad videos from ten fast-

food restaurants' YouTube Channels as the source of the data published on their YouTube channel.

This is the URL (Uniform Resource Locator) of the data of the research. It contains ten official account Youtube channel, the duration of each video is about 30 seconds until 1 minute 15 seconds.

1. "Stay Home of the Whopper" and "Safet & In Restaurant Procedures" on BURGER KING channel:

<https://youtu.be/IsQ7Wto0FJg>

<https://youtu.be/Yi8O9NFZnYk>

2. "Still the Same" and "Contactless Order & Pay" on McDonald's channel:

<https://youtu.be/6MzwfeBAPh4>

<https://youtu.be/gzCqRIvzlEg>

3. "Welcome Back to Starbucks" and "More Starbucks stores to welcome customers-here's what to expect" on Starbucks Coffe channel:

<https://youtu.be/BcUVLce3TOU>

<https://youtu.be/Qyjbwse37Sw>

4. "Grab life by the buckets!" on KFC channel

https://youtu.be/0A1y_i-FGJQ

5. "Domino's Carside Delivery" and "Domino's Zero Contact Delivery Instructional Video" on Domino's Pizza

<https://youtu.be/lrYu3q2kH8o>

https://youtu.be/_N1CND2qBuc

6. "We're Here For You" on Taco Bell Channel

https://youtu.be/S106j_RXwtw

7. "Deion Sanders Steps Up to the Curb" and "Go Pro for Double the protein on your fave Subway footlong or NEW Protein Bowl!" on SUBWAY Restaurants channel

<https://youtu.be/B088raTOx20>

<https://youtu.be/0ZKjJ3SO6Rc>

8. “Bad Day at Big Pizza” on Little Caesars Pizza channel
<https://youtu.be/wNFGmCFTbg8>
9. “Pizza Hut – Contactless Delivery” and “Now offering Contactless Delivery and Pick Up at Pizza Hut” on Pizza Hut AU channel
<https://youtu.be/b5uGMojoy-Ew>
<https://youtu.be/hhKZjMzkU-M>
10. “Welcome to Dunkin’” on Dunkin’ channel:
<https://youtu.be/7segbY9mDHU>

1.5.2 Collecting the Data

In collecting the data, the writer uses the observational method with non-participant and note-taking methods. An observation method is a form of data technique without manipulating the object under study, and usually, the observation method is complemented by note-taking or recording (Zaim, 2014).

The data is collected by following some steps:

- Firstly, the writer searched the list of fast-food restaurants on the internet, and the writer only chooses ten popular and largest fast-food restaurants in the U.S.
- Secondly, open the YouTube website on www.youtube.com to find the source of data.
- Thirdly, searching the advertising videos during Covid-19 time published from each fast-food restaurant companies Youtube Channel.
- Next, downloading those several videos already mentioned above, and after that watching and observing those videos.
- The last thing to analyzing the linguistic features of advertisement based on Grey’s theory, and classify types of persuasion techniques of advertisement based on Kleppner’s theory (1986) that found in the videos.

1.5.3 Analyzing the Data

In analyzing the data, the writer used the distributional method and substitution technique. The distributional method analyze language based on

the behavior of the lingual unit of the language under study. This method tries to analyze the lingual unit of language concerning other lingual units (Zaim, 2014). The substitution technique is to replace the elements of a lingual unit with other aspects of the lingual unit concerned (Zaim, 2014), the substitution technique is helpful for determining the class or category of substituted elements. The data is analyzed by referring to Grey's (2008) and Kleppner's (1986) theories to determine the types of language style of advertisement. The types of linguistic features identified using Grey's theory (2008), while types of persuasion techniques of advertising were determined by referring to Kleppner's theory (1986).

1.5.4 Presenting the Result of Analysis

The analysis presented descriptively in written form to classify the types of linguistic features and persuasion techniques used by fast-food videos advertisements during Covid-19. Words or interpretations explain the types of linguistic features and persuasion techniques presented in a sentence or statement. In certain aspects, there is a classification table of dominant and types linguistic features and persuasion techniques to make it more apparent to the reader. In the end, all of the data are attached in the appendix.

