

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Advertisement as a form of communication that is used to persuade customer to buy or to consume one particular of product or service has become a common thing that we encounter anytime and anywhere. Without realizing it, advertisement has become part of our daily life. Advertisement is created for the sole purpose to attract and persuade the target customer to buy the product which is advertised. The success of advertisement itself can be measured by how much consumer use the product or how memorable the advertisement is.

According to White (1980, p. 12), in order to make a successful advertisement, some criteria of good advertisement must be fulfilled. An advertisement must have attractive and persuasive words and image. Also advertisement must be presented in a simple form. These criteria must be fulfilled in order to create an advertisement which can attract and persuade the potential customer to buy the product.

Advertisers always use persuasively magical yet positive wording and image which show the goodwill of the product or service they offer. Furthermore, Pollay (1986, p. 50) stated that advertising tends to portray positive effect, materialism, status, and pleasure by consuming the products. Pollay implied that advertising is

mostly about convincing the potential customer and the advertisement creator portrays positive effect, materialism, status, and pleasure to mask their real intention which is to make consumer become addicted to the product and the service.

In reality, the pleasures and quality which portrayed by word, image and, color in the advertisement is different when we use the product or service. Those word, image, and sound are the things that function as a mean to attract and persuade buyer to buy product or service. The product and services that the buyers consume is different in term of quality, quantity, feeling and pleasure, but since their focus of buying the product or using the service is only because of advertisement, the pleasure they feel after consuming the product or service is the same as what is portrayed in the advertisement. These are the things that mess with people mind and thinking process.

Moreover, according to Felton (1992, p. 95), advertisement can alter someone's thinking process and create imagery effect of using the product. Therefore, just by consuming the service or product for several times will cause addiction. When an advertisement can cause addiction and influence people mind, it proved that the particular advertisement is a big success.

After analyzing most of nowadays famous products advertisements, the writer thinks that smartphone advertisement presents the most persuasive concept to persuade its customer. Not only that, most of smartphones advertisements are also

able to create addiction and imagery effect to consumer. Smartphone advertisement portrays a very persuasive text, image and color which mostly emphasize on technology advancement, freedom, modernity and intellectuality. The qualities of consuming the product which are portrayed in smartphone advertisement are supremacy, delightfulness, and amazing pleasure for those who consume it. For example, there is a smartphone advertisement which secretly portrays this “you cannot be seen as an intellectual and modern people if you do not have a smartphone”. That kind of advertisement sends connotative meanings to those who do not have smartphone. Simply the advertisement implies that if you want to be considered as an intellectual and modern people, go buy a smartphone.

Smartphone advertiser persuades people in buying their product by packing a very persuasive modern lifestyles concept in the advertisement they made. The fact is up until now the advancement technology of smartphone is not very innovative; the creator of the smartphone just adds some little improvement and names it as a new product.

People buy smartphone because they are under the influence of the advertisement and not because they need the so called “new technology”. Danziger (2008, p. 11) stated that people tend to buy things they don’t need; they buy it because they are under the influence. Also, according to White (1980, p.55) advertisements inform, persuade, remind, influence, change opinion, change emotion and attitudes. Advertisement change society, it makes people buy things they do not want.

Moreover, according to the data analysis of (Khan 2012, p. 55) Smartphone is one of the best-selling products in the world with the steady increase of usage at 16.7 % in a year. Also, according to (Steiner, 2013, p. 78) at this time smartphone dominates 11,7% of world market product and the most best-selling smartphone brands that contributes to that domination with its bestselling product are: Apple, Samsung, LG, and HTC. The first best-selling smartphone brand is Apple with its Iphone and Ipad. I phone has sold around 100 million of their product to world-wide with the steady increase of demand of 17,7 percent each year and the demand for the newer product is rising for about 30,7 percent which make Apple the king of Smartphone. The second best-selling smartphone brand is Samsung with its Samsung Galaxy Pocket, Samsung Galaxy Note and Samsung Galaxy Tab has sold around 90 million of their product with the steady increase of about 16,2 percent each year and the demand for the newer product is rising for about 30,5 percent. The third best-selling smartphone brand is LG with its Optimus series has sold around 75 million of their product with the steady increase of about 15,8 percent each year and the demand of the new product increase of about 15,7 percent each year. The fourth bestselling smartphone brand is HTC with its Titan series has sold around 40 million of their product with the steady increase of about 7,78% each year and the demand for the new product is rising for about 8 percent each year.

The example regarding the demand of the new product is in the most famous and advance gadget magazine in the world (T3 Magazine). Apple advertised their new

product which called Iphone 5s and it will be available at apple store America in 20 September. But a week prior before the launch of Iphone 5s launched, around 150.000 people are already lining up and at the first weekend of Iphone 5 launching, 9.000.000 Iphone are sold (T3 Magazine September, 2013, P.57).

The data above showed that smartphones advertisements are able to persuade the customer to buy the product and create addiction. When the potential customers have become addicted to a particular brand, they become a royal customer that will always buy the new product from that brand and buying it will be an unavoidable habit for the consumer itself.

Without realizing the persuasiveness of smartphone advertisement, people consumed brand new smartphone product because they are affected by persuasive advertisement they have watched. Image, text and color really put a big significant change in selling smartphone product because of its super persuasive modern lifestyles concepts.

Based on the background statement above, this study describes how the concept of modern lifestyles portrayed in smartphones advertisements. Specifically, this study focuses in analyzing the image, text and color which portrayed the concept of modern lifestyles. In conducting the analysis, the writer uses the Roland Barthes semiotic theory to find out on how did the concept of modern lifestyles are portrayed in the image, text and color in smartphone printed advertisements in T3 magazine.

1.2 Problem of the Study

Based on the background of the study above, the researcher formulated the problem of the study which is:

- How are modern lifestyles portrayed in smartphones printed advertisements in T3 magazine?

1.3 Purpose of the study

This study aims to describe and reveal the modern lifestyles which are portrayed in smartphones printed advertisements based on the printed advertisement design which consist of image, text and color.

1.4 Scope of the study

The researcher focused on analyzing image, text and color in 12 smartphones printed advertisements which consist of each 3 printed advertisements of Apple, Samsung, LG, and HTC in order to know more on how those printed advertisements portrayed modern lifestyles.

1.5 Significance of the study

The study of “Modern Lifestyles in Smartphones Printed Advertisements in T3 Magazine” is made by the researcher to give detail information to ED’s UNJ student about how modern lifestyles are portrayed in smartphones advertisements, so that the

reader can avoid buying smartphone because of modern lifestyles imagery concept which are portrayed in smartphones printed advertisements. Moreover, this study is also intended to enrich the reader's knowledge on how to create a good persuasive advertisement by using the example and reference from this research.