

CHAPTER I

INTRODUCTION

This chapter provides the background of the study, the research questions, the purposes of the study, the significance of the study, the scope of the study, and the previous related studies.

1.1 Background of the Study

Every nation in this world certainly has an interest in what the others have. If a country does not have what they need for their country, they will grab the others' in various ways and that makes imperialism happened. Sometimes people do not aware the existence of imperialism and take it for granted for example in housing advertisement, the housing that only for those who have a lot of money. People with no possession are colonized by the rich unconsciously. They receive the thinking that the housing complex only for rich people. As Feurer said that the regressive imperialism identified with pure subjugation, assertive exploitation, eradication or reductions of undesired people, and settlement of desired people into those territories (1989: 4). Imperialism is one of ideologies contained in every side of human life. Imperialism influences not only military, economic and political matters, but also in cultural, and communication and technology cases (Galtung, 1971: 91).

Many studies have discussed about imperialism, such as *Imperialism* by J. A. Hobson (1902), William I. Robinson (2006) entitled "Beyond the Theory of

Imperialism: Global Capitalism and the Transnational State”, Sara Koopman (2008) entitled “Imperialism Within: Can the Master’s Tools Bring Down Empire?”, Murray Noonan, BA (Hons) (2010) entitled “Marxist theories of imperialism: evolution of a concept”, Gregory P. Nowell (2003) entitled “Imperialism and the era of Falling Prices”, Jeffrey C. Stone (1987) entitled “Imperialism, Colonialism and Cartography”, K. P. Misra (1971) entitled “Intra-State Imperialism”, Gérard Duménil and Dominique Lévy (2004) entitled “The Economics of US Imperialism at the Turn of the 21st Century”, Rhys Jones and Richards Phillips (2005) entitled “Unsettling Geographical Horizons: Exploring Pre-modern and Non-European Imperialism, and many more. All of them discussed only about imperialism in relation to territory, Marxist, empire, state, etc.

In recent days, many tools can be used to deliver imperialism ideology for instance through magazines, newspapers, television, web sites, etc. Imperialism can be communicated through many kinds of media. Media delivers various information including imperialism quickly and accurately. Kinds of media anything both written and spoken are called discourses (Young and Fitzgerald, 2006:7). No longer a secret, media contains not only news and information but also propaganda, it can be movements or product advertisements. People often smuggle the imperialism ideology through media. The media discussed in this research is magazine.

Media cannot be separated with advertisements. Advertisement is can be a place where imperialism is occurred. Advertisements are used by the producers or the advertisers to persuade people buying their products. Everybody cannot avoid seeing

the advertisements everyday and everywhere. Denotatively, advertisements are printing or electronic notices, pictures, or films informing people about a product, a service or a job vacancy in newspapers, websites, television, billboards, etc. By this commercial public announcement, the advertisers try to make the populace pay attention and take some actions toward the products.

The mass media is the medium for the advertisers in marketing their products, also managing and controlling consumers markets as well. Until the 1980's high-income of mass media advertising has been the focus of advertisement agencies exclusively (Brierley, 1995:2). Any messages including advertisements are conveyed by many kinds of mass media to get amount of people as the potential consumers (Wells in Namsa, 2012:1). Message and medium are criteria to classify the advertisement. Based on the message, there are political, health, and sport advertisements while based on the medium there are two kinds of advertisements, advertisement in print and electronic media (Bovee and Arens in Purwanto, 2012: 2). Generally, an advertisement not only delivers persuasive messages about the product or service but also brings propaganda and certain ideology.

Actually, imperialism exists not only is past time, but also in modern time. However, in the modern era imperialism is can't be seen clearly. This ideology is placed in many kinds of media that is consumed by people everyday. Many people unconscious about imperialism but actually it happens in every side of human life. Sometimes one nation colonizes the others but the colonized countries do not realize it due to the greatness of the superior country. Further, the previous studies about the

existence of imperialism above only related to the empire, state, Marxist, territory of some nations and nation economic. No one has discussed imperialism in a discourse for example imperialism in newspapers, magazines, advertisements, etc. So, the writer wants to lift imperialism as the focus of her study.

As one of printed media, magazine is chosen to be discussed in this research. Magazine is one of media that is quite often read by many people. Each magazine also has specific theme and topic. The news and the topic of magazines are more specific than newspapers. There are sport magazine, fashion magazine, health magazine, etc. Since every magazine has different topics, it also has various kinds of reader, so everything in magazine including the advertisements can influence the readers with many kinds of ideology, for example imperialism. In magazine, there are many different advertisements that appropriate to the topic.

People cannot avoid many kinds of advertisements everywhere. As people already know, advertisements are media that closes to people. It can affect people with imperialism implicitly whether in economic, political, communication, military and cultural issues. So, advertisement is chosen to be discussed in this study at once.

In order to reveal the imperialism in English advertisement, this study uses Systemic Functional Linguistics of M.A.K Halliday as the appropriate approach, especially metafunctions. This study which is in textual level only focuses on advertisement text. This study concerns in Halliday's metafunctions that are consist of three meanings: ideational, interpersonal, and textual meanings.

1.2 Research Questions

Based on the background of the study above, the research question of this study is how is imperialism shown in English advertisement?

1.3 Purpose of the Study

This study aims to investigate the imperialism shown in English advertisement.

1.4 Scope of the Study

The writer limited the problems that she wanted to analyze in this study. The writer only analyzes the English advertisement texts in magazines. Other kinds of advertisements such as motion advertisements will not be included in the analysis. This study only encompasses the choices of words and grammatical used contained in English advertisement in magazines. The picture, symbol, form of writing and other elements of the advertisements will not be analyzed in this study.

1.5 Significance of the Study

This study applies one of the knowledge that the researcher got during her study. By conducting the study the researcher learns that understanding Systemic Functional Linguistics (SFL) can improve her consciousness of the language use

especially in English advertisements in magazines. Hence, the researcher hopes that the readers could also experience the same thing.

The researcher expects that this study can help the readers in understanding the function, characteristic, and reason of using certain words in English advertisements in magazines in the context of linguistic and discourse study. The readers are hoped can get the theoretic implication. That is Systemic Functional Linguistics (SFL) can be used as an inspiration to the supported theory. The researcher hopes the study will be an alternative way to read a text in advertisement. If the advertisement is studied with linguistic aspect, the advertisement text can indicate the interest of capital owners, ideology, identity, and representation. This study is expected triggering the appearance another typical research and being the reference of the future study.

1.6 Previous Related Studies

There are some scholars who have conducted researches in revealing ideologies or representations in discourses using SFL before. Some of them also combined the SFL with Critical Discourse Analysis to get deeper analysis towards certain issue in a discourse. One of them is Retno Satiti K (2011) entitled “Liberalism of Peter Ferrara’s *What is an American?*” She focused on investigating the liberalism reflected in Peter Ferrara’s essay. She used CDA combined with Halliday’s theory of

Systemic Functional Grammar (SFL) as the approach in investigating the ideology of liberalism. Dini Larasati (2012) investigated the representation of *Hijab* in *The New York Times* Newspaper. She conducted her research using SFL as the approach.