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CHAPTER I

INTRODUCTION

A. Background of the Problem

Discourse Analysis pays much attention to the criteria of textuality. Two of the criteria are cohesion and coherence. Cohesion and coherence fulfill the form of expressing ideas and a good paragraph composing a text. Both of them cannot be separated because they build the totality of meaning in text and context. Discourse Analysis puts the criteria of textuality as the most important frame, especially when the tendency of linguistic analysis leads to discourse analysis.

The study and analysis of language in use is the goal of text and discourse analysis. Michael Halliday, one of the linguists credited with the development of systemic linguistics and functional grammar, defines text as any authentic stretch of written or spoken language. According to Halliday (1994: xiv) the historical study of linguistics first involved studying the morphology of language followed by studying the meaning of words at the sentence level. Ultimately the goal of such analysis was to find out the meaning of the forms of language. However, in Halliday's view, the reverse approach is more meaningful: "A language is interpreted as a system of meanings, accompanied by forms through which the meanings can be

expressed.” Beyond the grammar and lexis of language, understanding the mechanisms for how text is structured is the basis for his work. What makes any length of text meaningful and coherent has been termed texture. Texture is the basis for unity and semantic interdependence within text and a text without texture would just be a group of isolated sentences with no relationship to one another.

The most important function of language is delivering a message. To make it meaningful to people, a part of language system known as cohesion need to consider profoundly. Cohesion contributes relation of connectedness and unity in the conversations, utterances, texts or other forms of language especially written ones, it will help people involved to be able to percept and understand the language both grammatical and lexical cohesions.

Cohesion shows relationship between two elements; the presupposing and the presupposed which are dependent on each other in the interpretation process. Therefore, cohesion at least is potentially integrated into a text. As described “the concept of cohesion is a semantic relation; it refers to relations of meaning that exist in the text” (Halliday and Hasan, 1976: 4).

The cohesion of a text analysis has a tie which includes not only the cohesive elements but also the presupposed by it. As Halliday and Hasan (1976: 4) outline that a tie is best interpreted as a relation between the cohesive elements and the presupposed elements. In addition, the concept of texture which functions to express the property of being a text is also profoundly important to



note. A text has texture and this is what distinguishes it from something that is not a text. Text derives from this texture that functions as ‘a unity to respect its environment’ (Halliday and Hasan, 1976: 2).

Advertisement is one form of communication that develops at the same time of the advance of technology. The development of technology allows people to communicate each other in many ways, whether it is in oral or written ways. Ads that can be found in the Jakarta Post newspapers are kinds of text. Therefore, it constitutes a discourse. Referring to Brown and Yule’s classification of discourse, advertisement in the newspaper is included in transactional discourse since its stress on the expression of message to intended consumers. According to the process of production it is a written text. So, this research is not an analysis on the visualization of the advertisements, but this research is focused to analyze the linguistics aspects.

Van Dijk (2001: 96) “Critical discourse focuses on social problems especially the role of discourse in the production and reproduction of the domination power”, the domination power can be a government, giant companies, etc. Therefore, advertisement means of selling ideas, goods, or services. They can be found in television, radio, newspaper, etc.

Advertisement should be able to persuade customer to buy goods that are being advertised. They are thought to be better at getting attention and to remember some products by using pictures, because picture without words are



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meaningless. Therefore, they must work in combination to create a concept, so what they want to convey of the products must be cohesive.

In order to understand the text, it is very important for us to study cohesion because it is included in the component of a discourse. Cohesion means the unity or relation between sentences in the text. Sentences in the text must be related each other. Cohesion is the connection that results when the interpretation of a textual element is dependent on another element in the text (Renkema, 1993: 35).

Cohesion consists of grammatical cohesion and lexical cohesion is very essential in order to get a deep understanding in the text. Analyzing grammatical cohesion means that we analyze the surface structure, while from lexical cohesion we can analyze the deep structure that is focused on the content. According to Halliday, cohesion is divided into five types, namely substitution, ellipsis, reference, conjunction and lexical cohesion.

The principles of referencing, substitution, ellipsis, conjunction, and lexical cohesion put forth by Halliday and Mattiensen (2004: 524) will be applied to the article and analyzed to demonstrate the relevance of the cohesive elements that are present in texts which contribute to the overall meaning of the text. Understanding how cohesion functions within text to create semantic links could be beneficial to students of English as a second or foreign language to help decode meaning.



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This study has previous studies in the same field, Ririn Setyowati (2008) in her thesis a Study of Cohesive Devices Found in the Main Character's Utterances of Drama "Mcbeth" by William Shakespeare. She analyzed the utterances in the main character by using Halliday and Hasan theory, in the result of her thesis she didn't connect the term of text into the functional grammar as the way to construct the meaning.

The second previous study was conducted by Erna Rosita (2008), in her thesis a Discourse Study of Cohesive Devices Used in the Universal Declaration of Human Right Article, she analyzed thirty articles than classified the cohesive devices of the thirty articles into the types of cohesion without concluding which one of the cohesive devices which had the most frequently used to affect in the whole of articles.

The third previous study was researched by Siti Aisah (2008), she analyzed the reference in the advertisements of Jakarta Post. In her study she took the only one aspect of cohesive devices; reference. In the result, she found that the personal reference was commonly used in the advertisements. Based on the previous studies above, the writer has the different way in conducting this research, the three previous studies that have been mentioned before didn't analyze the discourse in the fully explanation without concluding and connecting to the functional grammar. Here, the writer finds that the new technique in analyzing the discourse is by elaborating the discourse with systemic functional grammar.

Considering the reason above, it is very important for the writer to conduct this research. In order to understand the text well and create more qualified advertisement that can invite the audience to read and understand it easily because the writer finds people do not want to read the text. So, by conducting this research, language of advertising should be effective and efficient. Therefore, the writer focuses on **A Discourse Analysis on the Cohesion in the Advertisements of “Jakarta Post”**.

B. Identification of the Problem

1. The Field of The Research

The field of the research of this thesis is Linguistics.

2. Kinds of the Problem

The kinds of the problems are discourse analysis in the advertisement and the cohesion of the text.

3. The Main Problem

The main problem is to describe the pattern of the discourse analysis on the cohesion in the selected advertisements of *Jakarta Post* published between May and June 2012.



C. The Limitation of the Problems

This study focuses on the types of cohesion and the functions of each type that enables the researcher to determine the types and the functions of each Jakarta Post advertisement. This study is conducted on the selected written advertisements of goods and services of the Jakarta Post on May-June 2012 since they are often used by people. Goods and services are their needs to satisfy their life.

D. The Questions of the Research

Based on the above-mentioned background, the researcher formulates the problems of the research as follows:

1. What are the types of cohesion found in the selected advertisements published in the Jakarta Post between May and June 2012?
2. What are the functions of cohesion found in the advertisements published in the Jakarta Post between May and June 2012?

E. The Aims of the Research

The aims of the research are:

1. To identify the types of cohesion found in the selected advertisements published in the Jakarta Post between May and June 2012.
2. To describe the functions of cohesion found in the advertisements published in the Jakarta Post between May and June 2012.



F. The Uses of the Research

The uses of the research can be viewed from two different sides, theoretically and practically. Theoretically, this research gives a valuable finding to the field of discourse studies, especially about cohesion.

Practically, the result of this study dealing with discourse analysis on the cohesion found in the advertisements of Jakarta Post newspaper is expected to give more factual information to the researcher about the utilization of cohesion found on it. Furthermore, this study gives a valuable input for the advertisers in their attempt to create more qualified advertisement that can invite the publics to read and understand better.



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