

CHAPTER I

INTRODUCTION

A.1 Background of the Research

Advertisements are progressively entering people's daily lives and playing a larger part in their lives. Advertisements may be found anywhere at any time, whether through old media tools like newspapers, books, or letters, or modern media tools like television, computers, mobile phones, or other network terminals, as though advertising has become one of the important aspects of human life. Goldman (1992), states that advertisement has been a part of our social lives in which we indirectly participate by decoding the images and the messages in advertising. Advertisement has a powerful ability to convince and influence people. According to Cook (2001) advertisements inform, persuade, remind, influence and perhaps change opinions, emotions and attitudes. With the rapid advancement of information technology, visual and language are becoming important in all aspect particularly in advertising.

As a global communication medium, internet provides advertisers with a variety of options for reaching target consumers. People utilize the internet for more than just entertainment and search information; they utilize it to help them in all aspect of their lives. Generally, advertisement can be divided into two categories, namely, commercial advertisement and Public Service Advertisement (PSA). The criteria for classifying the two types of advertisements are also quite simple, that is, whether they are profit-oriented or not. Public Service

Advertisement (PSA) is an important role to deliver message any public issue to the society. Mostly PSA strategy will be relating to educate, provoking feeling and reaction among target audience (Martiniuk et al, 2010). PSA is regarded as a free concept and idea in a specific type of institutional advertising that is more concerned with improving the welfare of a group of people and all of the audience, such as creating something to help them in preventing bad causes that can affect their lives. Public Service Advertisement (PSA) frequently used to promote a federal, state, or local government program or service.

Violence against children is a major human rights and public health issue that impede development across the world. According to the World Health Organization, violence against children encompasses all types of violence directed against children under the age of 18, whether done by parents or other caregivers, classmates, romantic partners, or strangers. Globally, it estimated that up to 1 billion children aged 2-17 years, have experienced physical, sexual, or emotional violence or neglect in the past year. Preventing and responding to violence against children requires that efforts systematically address risk and protective factors at all four interrelated levels of risk (individual, relationship, community, society). One of the ways to prevent violence against children is through campaign. Some organization such as Amnesty International and Unicef use Public Service Advertisement (PSA) for campaign violence against children to deliver message this public issue to the society.

Campaign advertisement for violence against children is an example of non-commercial advertisement that will consider the use of visual and verbal elements so that readers can understand the meaning of the signs transmitted by the advertiser. Meaning in communication is not limited to words alone. It can be constructed through a variety of visual, aural, behavioral and other codes' too (Hodge and Kress, 1988). Keeping in view this broader perspective, multimodal analysts have been doing work on various modes of expressions beyond the mode of language. Kress and van Leeuwen (2006, 2001) have done considerable work on images from posters, school course books, children's books, and artwork. Other research has been looking at analyzing page-based multimodal texts. Such studies have analyzed multimodal cohesion through the framework of intersemiotic complementarity as proposed by Royce. Some have interpreted the multimodal page through SFL theory.

In contrast to these frameworks, some other methods have also been used such as genre analyses for researching paper based and electronic newspapers, printed advertisements, and other types of texts. For PSA specifically, some of the multimodal analysis of text and PSA has drawn upon Kress and van Leeuwen's Visual Communication based on Halliday's Systemic Functional Linguistic (SFL). For instance Shuting Liu (2009) conducted a qualitative study following Kress and van Leeuwen's Visual Grammar based on Halliday's Systemic Functional Linguistic (SFL) in the Public Service Advertisement from World Wildlife Fund (WWF), goodparent.pl, and Cancer Patient Aid

Association. SH Bok (2008) conducted a multimodal analysis of Selected National loveLife HIV/AIDS Prevention Campaign Texts.

However, largely the scope of such research is limited to the visual. Not many researches have explored the visual and verbal modes' intersemiotic semantic relationship. In other words, it remains yet to be done to explain that what characteristics make multimodal text visually-verbally coherent. In this case, Royce (2001) has introduced descriptive framework which can analyze a multimodal text both at the verbal and visual modes of communication. It clearly show how visual and verbal mode complement to convey meaning. This is called to be intersemiotic complementary Royce (2001) which is used in the current study.

A.2 Problem of the Research

1. How the interpersonal meaning constructed in visual and verbal features of PSA?
2. How the intersemiotic complementary realize in the interpersonal meaning of PSA?

A.3 Objectives of the Research

1. To analyze how the interpersonal meaning constructed in visual and verbal features of PSA.
2. To discover how the intersemiotic complementary realize in the interpersonal meaning of PSA.

A.4 Significances o the Research

1. Theoretical Significance

Hopefully this research can give information knowledge in linguistic field especially on intersemiotic complementary analysis of Public Service Advertisement.

2. Practical Significance

Practically, this research is expected to be useful for the following parties:

a. Student

This research is significant to give information about the study of interpersonal meaning analysis in public service advertisement, particularly how the visual and verbal element construct interpersonal meaning and how the intersemiotic complementary realize in the interpersonal meaning.

b. Lecturers

This research can be used as the material and example in teaching about the intersemiotic complementary.

A.5 Limitation of the Research

In this study, the researcher focuses only on analyzing the interpersonal meaning on public service advertisement of selected violence against children prevention campaign. Four PSA (two PSA from Amnesty International and two PSA from Unicef) especially campaign on violence against children are chosen for

example analysis to have their multimodal discourse analyzed in intersemiotic complementary view.

A.6 Definition of Key Terms

1. Interpersonal meaning

According to Halliday (1985), interpersonal meaning is about the social relations between interaction and the evaluative attitudes that participants take towards each other and to the environment represented by the text.

2. Intersemiotic Complementary

According to Royce (2001), Intersemiotic complementarity is essentially a description of multimodal coherence. In this research this framework is employed to analyze the interpersonal meaning of PSA.

3. Public Service Advertisement (PSA)

According to Suggett (2017), Public Service Advertisement (PSA) is primarily objective to inform and to educate rather than to sell a product or service.

A.7 Organization of the Research Report

The writer arranges the writing system in order to be systematic as follow:

1. Chapter I: INTRODUCTION

In this chapter consist of Background of the Research, Problem of the Research, Objectives of the Research, Significance of the Research, Limitation of the Research and Organization of the Research.

2. Chapter II: REVIEW OF LITERATURE

It deals with literature review. It consist Theoretical Framework and Review of Related Study.

3. Chapter III: METHODOLOGY

This chapter describes research methods that contains type of the research, data and source of the data, method of collecting data, technique of collecting data, and method of analyzing data.

4. Chapter IV: DATA ANALYSIS

It consists of finding results and discussion.

5. Chapter V: CONCLUSION AND SUGGESTION

It contains the conclusion and suggestion of the study.

