

CHAPTER 1

INTRODUCTION

This chapter presents a wide-ranging description of the research. It comprises the background, formulation of the problem, operational definitions, aim of the study and significance of the study.

1.1. Background of the Study

Language as a means for communication (Finin, Fritzsion, McKay, & McEntire, 1994; Piantadosi, Tily, & Gibson 2012; Hassani, Medvedev, Haghighi, Ling, Zaslavsky, & Jayaraman, 2019) actively gets involved in influencing and constructing someone's belief or opinion besides being used passively (Zheng, 2015). However, there exists a half-conscious faith that language is a natural growth and not a tool that is shaped for our purposes (Orwell, 1994), such kind of belief is ideological nature. Language is ideological in another sense; it also involves systemic falsehood in the service of class interests and hence it is a tool for control and communication (Xin, 2008).

In contact with an advertisement, which delineates means of language, visually or orally, the idea of an advertisement is to grab the viewers' attention toward introduced-wares because of every advertisement constructs the ideology behind (Kates et al., 2010; Soar, 2009; Kinasih, 2015) with the main goals are promoting and persuading people towards something introduced. This constitutes the producers of advertisements willing the viewers to accept their beliefs. Therefore, every advertisement has to be able to establish

communicative and effective communication. Therefore, language as a means of communication has function to inform and promote the institution given. This is in line with Richards, *et al.*, (2009), “advertisement also can persuade people to take some action”. Thus it determines whether or not the viewers give a response to the issues given (Malik *et al.*, 2008).

In advertisements, ideology is rather important for internalizing the willingness of the producer to the viewers. The previous study exhibits that ideological construction exists in advertisements (Arum, 2008; Kinasih, 2015; Mihayo, 2018). The study demonstrates that ideological construction within the advertisement of Obama’s campaign influenced the viewers to choose Obama as the next president by using the language of inclusivity to society (Arum, 2008). Moreover, the employment of vocabulary choices, metaphor within the political campaign advertisement of PDIP, implicitly construct the ideology by persuading the viewers that Jokowi is the best candidate by showing Jokowi as a good social worker and trying to gain support for the presidential election from the most influential social classes of Indonesia such academics and workers (Kinasih, 2015). Additionally, the research is done by Mihayo (2018), examines the language of online advertisements in telecom companies in Tanzania which mediates the cultural ideologies of women and men, it shows that online advertisements of the companies are ideologically representative by assigning stereotype of women with positive roles that hand in hand with the appealing taste of the consumers of the services and products of the companies

An excess of valued acumen is generated by previous studies about ideological construction within advertisements; however, relatively little is known about ideological construction by using discursive analysis of educational-based advertisements, especially University of Indonesia (hereafter UI). Hence, to fill the gap, the present study reports on how Critical Discourse Analysis (Fairclough's ideological critical discourse analysis) analyzes educational-based advertisements. The aim of Critical Discourse Analysis (CDA) is to scrutinize the critical and social quality as represented by the legitimate language use or discursiveness (Wodak, 2001).

In this research, ideological construction within the advertisement profile video of University of Indonesia will be the main focus. Profile video is considered as advertisement according to Arifin (2016), based on its goal to inform people about the institution, to promote the institution and persuade future higher students to enroll in the institution. The reason for choosing UI's video as the main data is, (1) UI is the oldest university in Indonesia (since 1849) which has the vision to be one of the leading research universities and the most outstanding academic institution in the world, (2) according to Scimago Institutions Rankings UI is in the first rank in Indonesia for Research Rank and Overall Rank, (3) UI is the multicultural university with Indonesian and international students from 26+ countries. Besides, there is one point that makes it unique to be analysed. The video uses English to demonstrate the superiority of Indonesia University, though the location of the university is in Indonesia. It could be the reason why this video uses English because in order

to be understood globally (Smokotin et al., 2017). However, the University of Indonesia did not create the same video in Indonesian language version. Therefore, it intrigues the writer to explore ideology within the advertisement by observing the language feature of the video and exploring the broader view through discourse analysis.

To get more reliable findings in exploring the ideological construction by using CDA, the researcher conducted the escort of Systemic Functional Linguistics (SFL) in the process of analysis. SFL is the new theory of grammar proposed by Halliday. The use of SFL will be focused on transitivity processes. It is the new theory of grammar that views the clause as the representation (Gerot & Wignell, 1994). It explores who does what to whom, who/what is what/who, when, where, why, or how to function. All in all, the researcher will explore more CDA as multidisciplinary means it can be merged with another sub-transdisciplinary (Wodak & Meyer, 2001). Hopefully, this present study will give new findings and will be a good reference for the readers, especially for linguistics learners.

1.2. Formulation of the Problem

The question of the research is formulated as follows: what ideology is constructed within Indonesia University digital advertisement?

1.3. Operational Definitions

In order to avoid misapprehension about the terms set out in this study, the researcher provides some delineation interrelated to this study, as follows:

1. **Ideological construction:** Ideological construction constitutes the construction of a value that is subtly fabricated by University of Indonesia digital advertisement.
2. **Discursive viewpoint:** Discursive viewpoint is the viewpoint in which one sees language as discourse and social practice with the framework of Fairclough for Critical Discourse Analysis.
3. **Digital Advertisement** It refers to the video profile of University of Indonesia on YouTube, which has directions to promote the university and persuade future students to enroll.

1.4. Aim of the Study

This research aims to explore the ideology within Indonesia University digital advertisement.

1.5. Significances of the Study

1.5.1 Theoretical Contribution

Theoretical contribution of this study is to expand Fairclough's approach within Indonesia University digital advertisement.

1.5.2 Practical Contribution

Practical contribution of this study is to provide a brief preview for English Department students especially for those who learn transitivity processes of Systemic Functional Linguistics to understand the transitivity processes and how the transitivity processes can be used to reveal ideology within the advertisement.

1.5.3 Empirical Contribution

Empirically, this study will fill the gap of the previous research by Arum (2008); Kinasih (2015); Mihayo (2018) about ideological construction within advertisement.