CHAPTER I

INTRODUCTION

This chapter presents some aspects underlying the topic of the research. They are the background of the research, the research problem, the research aim, and the defining key terms.

A. Background of the Research

Discourse analysis examines how language, spoken or written, is used in real-life contexts to shape social identities, relationships, and shared meanings. Rather than focusing just on grammar, it explores how people use words, images, and symbols to perform actions and convey ideologies within cultural settings. In advertising, discourse analysis is particularly useful because ads use strategic combinations of language and visuals to persuade consumers, promote lifestyles, and convey broader social values and identities.[1]

In advertising, discourse plays a crucial role in establishing the brand image, influencing consumer perception, and constructing persuasive narratives. Advertising is one of the communication media used by advertisers to promote a product or service. Advertising aimed to inform, remind, and persuade people to take action on the product/idea advertised.[2] In making advertisement, the advertiser needs to be creative and imaginative, so people watching it will be

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[1] James Paul Gee, *An Introduction to Discourse Analysis: Theory and Method*, 2nd edn (Routledge, 2010).

[2] Santi Miharti and Fitrawati, 'Multimodal Analysis in Cigarette Advertisements', *English Language and Literature*, 11.3 (2022), p. 365.

interested. Nowadays, electronic media is being used in advertisements so that the message offered by the advertiser can reach more listener or viewer. Since the advertisement itself must persuade the viewer to buy and use the products, the language used has to be clear, appealing, and persuasive.[3] In other words, when promoting a product, the language used in advertising is crucial. People will buy a product if the language used is interesting. The language used in Advertising can influence and persuade consumers to buy products through language, image, sound, or gesture.

Given the explanation on how advertisements can deliver implicit messages and shape public perception, the researcher was interested in analyzing the 2023 ISOPLUS COCO advertisement through the lens of discourse analysis. This topic is important for several reasons. First, discourse analysis in the context of Indonesian advertisements is still relatively underexplored, making this study a valuable contribution to local academic research. Second, ISOPLUS COCO is one of the leading isotonic drink brands in Indonesia, recognized for its affordability, high vitamin content, and variety of refreshing flavors. Its marketing approach, particularly in the 2023 advertisement strategically uses youthful visuals, modern language, and cultural relevance to engage audiences. These factors make the advertisement a compelling subject for discourse analysis.

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[3] Burcu Turhan and Zuhal Okan, 'Critical Discourse Analysis of Advertising: Implications for Language Teacher Education', *International Journal of Languages' Education*, 1.Volume 5 Issue 4 (2017), pp. 213–226.

B. Statement of Research Problem

Based on the context of the study, the research problem is formulated as: How does each element in the ISOPLUS COCO advertisement contribute to the construction of its overall meaning and message?

C. Objective of the Research

In line with the formulation of research problem, the objective of this study is to identify and analyze how each elements in the advertisements contribute to the overall message being conveyed.

D. Definitions of Key Terms

To avoid readers being uncertain or confused, the researcher explains the key terms of the research.

1. Discourse Analysis

    A method of analyzing written, spoken, or visual communication to understand how meaning is constructed through language and context. In this study, it refers to the examination of communicative elements in an advertisement to uncover persuasive or ideological meanings.

2. Advertisement

    Advertisement is a persuasive media aimed at persuading and influencing the public. Advertising is one of the tools or methods advertisers use to market a product or service. The advertisement text contains the name of the products, ideas, and services that can benefit the user.

3. ISOPLUS COCO Advertisement

ISOPLUS COCO advertisement is an advertisement that promotes a product named ISOPLUS COCO, an isotonic drink brand produced by WINGS Food with excellent hydration containing 7 complete ions and the sensation of freshness of young Thai coconut water. ISOPLUS COCO is the newest excellent hydration product in Indonesia, it contains ingredients that are more quickly and easily absorbed by the body to help meet the body's daily fluid needs.

E. Scope and Limitation of the Study

This study focuses on the analysis of a single ISOPLUS COCO advertisement released in 2023. The analysis focuses on how various elements such as visuals, sound, setting, language, and character presentation are used to construct meaning within the advertisement. The expert interview included in this research serves solely as validation for the researcher's interpretation and not as primary data collection.