A STUDY ON ADVERTISING LANGUAGE ON
BMW, MERCEDES-BENZ AND TOYOTA CAR ADVERTISEMENTS
IN TIME MAGAZINES ISSUED IN 1996-1997

A Thesis

Presented as Partial Fulfillment of The Requirements to Obtain The
Sarjana Sastra Degree in English Letters

By

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ENGLISH LETTERS STUDY PROGRAM
DEPARTMENT OF ENGLISH LETTERS
SANATA DHARMA UNIVERSITY
YOGYAKARTA
1998
A Sarjana Sastra Thesis

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April 25, 1998

April 25, 1998
ACKNOWLEDGEMENT

At the time when I learned about sociolinguistics in class, I was interested in how language can be connected with any other disciplines. It inspired me to write something slightly different from those that my friends write for their thesis. And, I realize that this thesis would not have finished without the help and guidance that I have received from various sources.

First of all, I would like to express my deepest gratitude to God for his bless, love and guidance for helping me to finish my work on time. Many people have helped me to complete this thesis. I owe an immeasurable debt to Dr. Fr. B. Alip, M.Pd, M.A. as my major sponsor. At the very beginning of this work, he helped me in organizing and making things workable. In the middle of his intense business, he has sacrificed much of his valuable time to guide me and give me a lot of constructive criticism and suggestions. I am also much obliged to Drs. A. Aryanto, M.A. as my second sponsors, who helped me a lot in improving my writing skill. I thank him for the time he has spent to correct my work again and again and for the guidance that has enabled me to finish my work on time.

I would also thank Mrs. Enny Anggraini for lending me the books, Mrs. Ni Luh Putu and Mr. Tatang Iskarna for always encouraging and supporting me and also for Mr. Hirmawan Wijanarka for spending much of his time to give me a lot of useful suggestions.
My gratitude also should be directed to Arland Martian, my beloved friend, who always supports me with his kindness and affection, my friend Ade Kristanti for her support, my beloved classmates, Harum Natali and Julia Wirjadi, and all of my friends in the English Department. My friend Alviko also helps me a lot by lending the books that I needed and spending his time to give me suggestions, for which I am very grateful.

Above all, I dedicate this thesis to my beloved parents, FX. Eko Hermawan and M.M. Indra Rosmurti, my beloved brother, Williard, and all the member of my family who have supported and encouraged me with their unending love, support and kind attention. Those things really helped me in finishing my study in Sanata Dharma University.
ABSTRACT


Language is a communication system that is used by human beings to communicate one to another. The choice of a certain language styles and techniques depends on the purpose of the communication. One form of communication is advertising communication. The main goal of the advertising communication is to persuade the readers to use or buy the advertised product. To convince the readers, the advertisers use particular language styles and techniques in making their advertisements more attractive. The problems that the present researcher wants to explicate in this thesis are; the kind of language style used to advertise cars, the techniques, and also the reasons why the company uses the language style and techniques to advertise cars in TIME magazines.

To answer those problems, the present researcher conducts both field research and desk research. The approaches that the present researcher used were the linguistic approach and the marketing approach. It tried to answer the problems from the linguistic and also from the marketing point-of-view. Firstly, the present researcher collected the samples of the advertisements of BMW, Mercedes-Benz and also Toyota from TIME magazines issued in 1996-1997. After collecting the samples, the present researcher tried to find out what kind of language style used to advertise cars based on particular criteria. The next step was to group the advertisements based on the techniques used. And finally the present researcher tried to answer the reasons why the company uses the language style and the techniques to advertise cars in TIME magazines.
From the data, the present researcher finds that the advertisements use the descriptive style and the persuasive style. It has to be admitted that it is difficult to distinguish whether an advertisement uses the descriptive style or the persuasive style because the advertisement may use both of them. The grouping here is based on the criteria showing the style that is more dominant. From the advertisements that use descriptive style, the present researcher finds that the techniques used are the subjective description and the dramatic order. From the advertisements that use persuasive style I find that the techniques used are ethical appeal and logical appeal. The reasons why the company uses those kinds of language styles and techniques depend on the company’s aims and market target. Since the advertisements are put in TIME Asia magazines, the market target here is clear. They are educated Asian people. Usually educated people concern more about the quality of the product that they are going to buy. In terms of cars, educated people concern more about the feature and the safety system of the car, not only the performance. Therefore, the emphasis on the details of the feature is important. The aim of the advertisements can be to introduce new product, to remind the consumer about the product or the company, to build company image, and to maintain current market position, as it is stated by Kotler and Kleppner.
ABSTRAK


Bahasa adalah sistem komunikasi yang digunakan oleh manusia untuk berinteraksi dan berkomunikasi satu sama lain. Pemilihan gaya bahasa dan teknik yang akan digunakan tergantung dari tujuan komunikasi tersebut. Salah satu bentuk komunikasi adalah periklanan. Tujuan utama dari periklanan adalah untuk membujuk pembacanya supaya menggunakan atau membeli produk yang diiklankan tersebut. Untuk meyakinkan pembaca, pengiklan menggunakan gaya bahasa dan teknik tertentu agar iklan yang mereka buat semakin menarik. Masalah yang akan dibahas dalam skripsi ini adalah; gaya bahasa apa yang digunakan untuk mengiklankan mobil di majalah TIME, teknik apa saja yang digunakan dan alasan mengapa perusahaan menggunakan gaya bahasa dan teknik tersebut untuk mengiklankan mobil di majalah TIME.

akhirnya peneliti mencoba menjawab alasan mengapa perusahaan menggunakan gaya bahasa dan teknik tersebut untuk mengiklankan mobil di majalah TIME.

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Chapter 1
Introduction

1.1. Background of Study

As we know, language is a system of communication used by people to communicate. One of the functions of language is to give an information from one person to another. To tell someone about some information simply can be done through direct communication or conversation, but it is impossible if the information given is directed to so many people in different places. A company that wants many people to be aware and to recognize its product faces this communication problem. To solve this problem, a company can create a medium where they can conduct indirect communication. The media is advertisement. According to Warren J. Keegan in his book *Global Marketing Management*, advertisement is defined as any sponsored paid communication placed in mass medium vehicle (1995:554). Therefore, through advertisement a company can inform about its product to the public.

Why is the advertisement important? It is important, primarily to the company, because it can influence people to buy a certain advertised product from the company. How can advertisement influence people? It is because what and how the advertisement describes or presents will create a certain perception and understanding in a person’s mind. The company of course wants the advertisement
to create a positive or good perception of the advertised products in such a way that people, who are their market target, are interested in buying the products. Besides, advertisement can also increase the brand awareness of a product. Why is brand awareness important? David Aaker (1991:69) says it is because high brand awareness is then always followed by high equity of the brand. Thus, a brand can have equity because they have high awareness. Consumers prefer high-equity brands because they find it easier to interpret what benefits the brand offers, feel more confident of it, and get more satisfaction from using it.

Hermawan Kartajaya (1997:48) also writes that basically, customer is familiar with the brand more than with the product itself. They relatively trust a brand that they already know and they are willing to pay a little bit higher for the branded product. In another part of his book he also mentions that a product is something that the company makes, but a brand is what the consumer buys in the market. Brand shows the conclusion of the product's entire characteristic in consumers' mind. It is clear here that the consumers always buy the brand (1997:93). No matter what brand they buy, basically they choose the brand because here different consumer differently perceives the brand, and this perception is what makes the consumer buy the product (1997:94). Therefore advertisement is important to strengthen consumers brand awareness. If the advertisement is interesting and easy to remember, it will be stored in a person's mind. Anytime when he needs the product he will recall that advertisement, not other advertisements.
The medium for the advertisement can be the television, newspapers, magazines, radio, or even the Internet. The company or the advertising agent hired by the company tries hard to make creative, attractive and innovative advertisement that can position the product properly. The most important thing here is that the advertisement is just like a promise. Therefore, it must tell the facts about the advertised product.

Since there are many categories of products that can be advertised for many different people, the selection of media in which an advertisement advertised is important. The company or the advertisement agent has to choose the right media for an advertisement. They have to consider about whom their target market are and who the advertisement is directed to. Ronald Wardhaugh said in his book *An Introduction to Sociolinguistic* (1992:11) that there are some possible varieties of relationships between language and society. One of them is that the linguistic structure or/and behavior may either influence or determine social status. Therefore, the use of certain language will determine what social class someone belongs to. The language, or more specifically, the choice of words, can describe someone's social status. In relation with advertisement, a certain language may work better in certain products for a certain social class. For example if a company wants to sell a multivitamin to the mid-lower class society who live in the village, people of that kind of society may not understand what multivitamin is. They do not need any explanation about its compositions or further information about the products because
they think they do not need it. It is different if the company positions its multivitamin product to be an aphrodisiac or a traditional formula like the jamu in Indonesia. People will buy it because they understand what the product is and they think they might need it.

The topic that the present researcher wants to discuss in this thesis is somewhat similar to the illustration above. Here, the present researcher wants to analyze the advertisements in some editions of a particular English magazine, TIME, issued in 1996 and 1997. Of course here, in TIME magazine, the products being advertised are offered to TIME readers, who are segmented in a particular social class, which may be different from the readers of other magazines. From its contents, the present researcher can conclude that the magazine is relatively the reading of educated or perhaps business people (just like Gatra or Forum magazine of Indonesia). Those people are concerned with the quality of a product. Therefore the products advertised in the advertisements must meet the need of those kinds of people. Moreover, the way the product is advertised and offered also influences the perception of the readers.

The present researcher chooses this topic because she sees that the using of certain language can create perception that might become further consideration for buying the product. The language used in the advertisements in TIME magazine is a little bit different from the language used in advertisements of other magazines, Cosmopolitan for example. The present researcher finds out that the four biggest
advertisement categories advertised in TIME magazine are the advertisements for cars, computers, hotels and telecommunication. After she has observed those advertisements she decides to make an analysis only in car advertisements. The present researcher chooses to analyze car advertisements because if somebody wants to buy a car, he usually needs many considerations before at last he decides to choose one. In car advertisements, different company has its own way to advertise its products but the goal is the same, to persuade people to buy the product. Therefore there must be something different in those car advertisements. There are some car companies that put their advertisements in TIME magazines. They are Daimler-Benz Group, BMW, Toyota, Opel, Volvo, Daihatsu, Mitsubishi, Honda, etc. Since there are so many brands the present researcher will analyze only the advertisements of Daimler-Benz, Toyota, and BMW cars.

The reasons why the present researcher chooses those car company's advertisements because in addition to some version of a company’s advertisements, it is also interesting to analyze how the car companies try to persuade the prospect buyer through the advertisement in TIME magazine.

1.2. Problem Formulation

The problems that the present researcher wants to explicate in this writing are:

1. What kind of language style is used to advertise cars in TIME magazine?

2. What kinds of description and persuasion techniques are used to describe the advertised cars?
3. Why does the company or the advertising agent use this kind of language to advertise its cars in TIME magazine?

1.3. Aims of Study

The aims of this study are to provide the information about what kind of language is used to advertise cars in TIME magazine and also the reason why the company or the advertising agency uses the language to advertise the product. The purpose of this study also to examine how the language used in the advertisement describes the advertised product in order to persuade people to buy the advertised products.

1.4. Benefit of Study

The benefit of this study is to provide the information about the relationship between language and other discipline, in this case, economics, because here language is used in advertisement, which is a part of promotion mix. It is hoped that this writing can give the present researcher herself and also other students studying both the English language and economics a better understanding about how language plays its role in economics, especially in marketing field. The present researcher thinks that in this case, there is a relation between language and advertisement. Therefore this thesis maybe useful for both Economic and English language students who want to work in marketing department or advertising agency. In addition, it can
serve as a reference for future researchers studying the English language, or more specific Sociolinguistic, and as a collection that enriches the English Letter Department of Sanata Dharma University.

1.5. Definition of terms

In order to understand this study better, there are some terms necessary to clarify. The first term to be defined is advertisement. According to Warren J. Keegan in his book Global Marketing Management, advertisement defined as any sponsored paid communication placed in mass medium vehicle (1995:554). The second is brand. Brand is a name, phrase, symbol or plan, or the combination of all that, used to state the goods or service from a seller or a group of sellers and to differentiate certain good from their competitor's.
Chapter 2
Theoretical Review

This chapter presents theories relevant to the analysis of the advertisements. The theories here are taken from some books about language, advertisement and also marketing management.

2.1. Review on Related Theories

2.1.1 Language and its relation to advertising

The topic that the present researcher is going to analyze is in the use of language in advertisement, that is, in the field of sociolinguistics, the study of language in relation to society. According to Ronald Wardaugh (1992:13), sociolinguistic is concerned with investigating the relationship between language and society with the goal being a better understanding of the structure of language and what is the function of language in communication. In other words, in sociolinguistics we study society in order to find out as much as we can about what kind of thing language is.

In his book, Wardaugh also mentions (1992: 10-11) that there are some possible relationship between language and society. The first possibility is that social structure may either influences or determines linguistic structure and/or behavior. If someone is better educated he or she will speak better language. In relation with advertising, we can see how the advertisements in TIME magazine differ from those
in other magazine. Or, there may be different varieties of language because of geographic, social status and also certain field. In relation with the using of language in different social structure, there are people using what we call jargon, dialect, sociolect, and many more.

The second possible relationship is that the linguistic structure and/or behavior may either influence or determine social structure. It is that the choice of certain variety of language will influence the way people behave. For example, in Javanese community, if a person speaks with high speech level Javanese language (kromo inggil) he or she tends to behave politely or formally.

The third possible relationship is that the influence is bi-directional, that language and society may influence each other, while the fourth possibility is that there is no relationship at all between language and social structure and that each is independent of the other.

2.1.2. Factors influencing the choice of language.

When people communicate one to another in their society, they have reason why they communicate. They also have to decide what kind of language they will use. There are some factors that influence what language that people decide to use. Of course in order to understand each other’s messages they will choose a language that both of them understand. If they already find the language(s) that they share, and then the consideration will be which language they should use to communicate effectively and efficiently, and then eventually the choice of language depends on
the speech event. The model of communication as drawn by Alip in his dissertation is like this: (1993 : 39)

Figure 1. A Model of Bilingual Communication

In choosing the language, including that in advertisement, people are also influenced by situational components. The situational components of interpersonal communication that may also influence the language choice as presented by Hymes (1967) and quoted by Alip (1993) are:

- **Setting and scene**, which refer to the general physical make-up of the speech event, such as time, place and atmosphere.

- **Participants**, which consist of speaker, the addressee(s) and the hearer(s) in the speech event.

- **Ends**, which refer to the speaker's and the addressee's goals in participating in the speech event as well as the real outcome of such participation, which might turn out different from the targeted goals.
- Act sequence, which consists of how and what is said in the speech event.
- Key, which represents the manner and the mood of the communication in progress.
- Instrumentalities, which include the channels of communication (spoken or written) and the speaker's language variety, which will surely influence the listener's and/or hearer's variety in case they have to produce their own utterance.
- Norms, which include the standard procedure of the interaction in the speech event.
- Genres, which stands for the linguistic forms of that particular speech event.

Although the functions of communication are already included in the 'end' component, Alip (1993) also quoted Hymes' (1968) categorization about the functions of communication as follows:

- Expressive (when conveying a strong feeling)
- Directive (when asking that something is done, so it includes conative, pragmatic, rhetorical, and persuasive functions)
- Poetic (when focussing on the form of the message)
- Contact (when checking the transfer of the message)
- Metalinguistic (when concerned with the code underlying the communication, such as in making language corrections)
- Referential (when focussing on the topic or point of reference)
- **Contextual** (when relying on the speech context for the interpretation)

  Another categorization of language functions quoted by Alip (1993) presented by Bell (1976) is:

- **The cognitive function**, where language is used to express ideas, concepts and thoughts.

- **The evaluative function**, where language is used to convey attitudes and values.

- **The affective function**, where language is used to transmit emotions and feelings.

### 2.1.3. Language Styles

The language used in daily conversation may be different from the language used in formal situations like seminars or speeches. Also, language used in scientific books is different from language used in novels. Thus here we can classify the language used in writing from its style. Gillespie (1986) and Trimmer (1992) divide language styles used in writing into:

- **Narrative**: According to Trimmer (1992: 127), narration tells a story that makes a point. The purpose of a narrative is to share a main idea (p. 213). It is used to introduce or illustrate a complicated subject or in an extended way to give a detailed, personal account of “what happened.” Narration shares the main idea by telling what happened one by one.
- **Descriptive**: Description is the writing that describe something. The function is to assess the environment through senses (p.215). While, according to Trimmer, description presents a verbal portrait of a person, place, or thing and identifies the subject's significant features by evoking all senses (p.129).

- **Expository**: According to Gillespie (1986:258), expository writing shows the meaning of things. The sub-types of exposition are comparison and contrast, definition, and division/classification. The comparison and contrast is a type of exposition that notes similarities and differences between two or more things. Definition is a type of exposition that explains the meaning of a word by bringing its characteristics into sharp focus. Division/Classification is a type of exposition that divides something large into its constituent parts and useful when clarifying and explaining the relationship of parts to the whole and to one another.

- **Persuasive**: According to Gillespie (1986: 294), persuasive writing use all the technique of exposition, narration, and description, but for their own purpose, that is, to create in an audience the desire to do or believe something. They create the desire by appealing to the reader's emotion (emotional appeal), by establishing the present researcher's credibility (ethical appeal) and by showing how logical thinking and sound evidence lead to certain conclusions (logical or argumentative appeal).
2.1.4. Description and Persuasion related to advertisement

Advertisements always try to describe the advertised product and try to persuade the prospects to buy and believe that they need it. To create that desire in the prospect's mind, the advertiser can use descriptive and persuasive style in the advertisements.

Gillespie, et al write that in description the present researcher need to order the details in some appropriate way, dramatic, spatial or chronological. The present researcher can use dramatic order, that is, building up to the most important details, with any kind of description, visual, olfactory, and the likes. If the description is visual, the advertiser can use spatial order, beginning with the foreground and moving toward the farthest point, or vice versa. However, it may be necessary to combine spatial, chronological and even dramatic order in one description.

Another consideration is the level of emotion that the advertisers will put in the description, that is, its level of objectivity or subjectivity. Objective description is factual and exact, while in contrast the purpose of subjective is to give an emotional or personal interpretation or to create a mood. Therefore, since description is unified around a dominant impression, if the company or the advertiser can decide what impression he wants to create, such as sinister, grotesque, innocent, calm, grand or intimate, he may be able to provide more unity through his choice of vocabulary. The tone, the diction and the number of senses that the advertisers bring to the description will influence its effect to the reader.
As written above, in persuasive writing there are three appeals that can be used to create readers' desire. Both Gillespie and also Trimmer mention about these appeals. The first one is the emotional appeal. Trimmer (1992:166) says that some people think that the emotional appeal is suspect, because it relies on the feeling, instinct and opinion of reader. However, the emotional appeal should never replace more rational appeal, but it can be an effective strategy for convincing the reader that they need to give attention to what is said.

The second is the ethical appeal. Trimmer (1992:168) writes that the character of writer, not the writer's morality, is the basis of the ethical appeal. It suggests that the writer or the advertiser is someone to be trusted, a claim that emerges from a demonstration of competence as an authority on the subject under discussion. In relation to advertisement, it means that the advertiser or the company can be trusted in giving the information to the reader. The company master very well the product that they sell and they can provide the argument why the reader need to buy the advertised products.

The third appeal is the logical appeal. Gillespie writes that the type of persuasion that appeals to the reader's sense of logic is argumentation. An alternative to support this appeal is through a cause-and-effect writing. The structure of cause and effect is a series of events or conditions the last of which, the effect, could not occur without the preceding one(s). In relation to advertisement, the company has to convince the reader that the purchase of certain product will cause
something positive. For example if the prospect buy a certain car, he will be more self confident.

2.1.5. Marketing and its relation to advertising

Kleppner (1988:22) writes in his book that advertising is a method of delivering a message from a sponsor, through an impersonal medium, to many people. Advertising function within a marketing framework. Kleppner also quoted definition about marketing in *Marketing Definitions: A Glossary of Marketing Terms* (1985) that marketing is “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.”

Advertising can go into various media: magazine and newspaper space; radio and television; outdoor displays (posters, signs, skywriting); direct mail; novelties (matchboxes, blotters, calendars); cards; catalogs, and the likes.

There are several uses of advertising according to Kotler (1986):

- long-term buildup of the organization’s image (institutional advertising),
- long-term of buildup of a particular brand (brand advertising),
- information dissemination about a sale, service, or event (classified advertising),
- announcement of a special sale (sale advertising), and
- advocacy of a particular cause (advocacy advertising).
According to Kleppner (1988:22) advertising may attempt to:

- stimulate awareness and trial of a product
- introduce new product to the market
- relaunch an unsuccessful brand
- maintain current market position
- change consumer attitudes
- show support for the sales force
- elicit a direct response from the consumer (couponing, write-in offer, and the likes).

Kotler also classifies the advertising objectives as to whether their aim is to inform, persuade, or remind.

- **Informative advertising** figures heavily in the pioneering stages of a product category, where the purpose is to build primary demand. This kind of advertising is used for example to tell the market about a new product, or suggest the new uses for a product, inform the market about price change, correct false impression, explain how the product works, etc.

- **Persuasive advertising** becomes important in the competitive stage, where company's purpose is to build a selective demand. This kind of advertising is used to build brand preference, encourage to switch to particular brand, persuade the customer to purchase now, etc.
Reminder advertising is highly important in the mature steps to keep the consumer thinking about the product. This kind of advertising is used to remind consumers that the product may be needed in the near future, or remind them where to buy it, keeping in their minds during off seasons, and to maintain its top-of-mind awareness.

However, Gilson (1980:61) also writes that advertising communication used to serve two function, that is, to inform and to persuade. But, with the advent of greater competition, where more marketers offering similar products, it was no longer adequate simply to inform people. it became necessary to place greater emphasis on persuasion.

2.1.6. Planning the Advertising

The first step in creating the advertisement is deciding what the objective is, that is just what the advertiser wishes to accomplish. Of course in general the goal is to persuade prospects to become customers. However, there are numbers of things to be identified or defined first. Holtz (1988:19) writes some questions that need to be answered as the minimum starter:

- The readers- who/what are the readers to be (who are the suitable prospects for whatever you wish to sell)?
- What are their probable motivations; (what promise is most likely to persuade them to buy what you are selling?)
How will you convince the readers? (what proofs will you offer to back up your promise?)

By what means do you plan to reach them? (what kind of piece are you going to write?)

First, the company has to decide for whom their product are made and where they will put the advertisement. According to Kleppner (1988:328) dividing a total market of consumers into groups whose similarity makes them a market for products serving their special needs is defined as market segmentation. There are several types of market segmentation such as:

- **geographical segmentation** which means designating customers by geographical area.

- **demographics segmentation** which means identifying consumers by their age, sex, education, and other factors.

- **product user segmentation** which means identifying consumers by the amount of product usage, and.

- **lifestyle segmentation** which means identifying consumers by combining several demographics and lifestyles (p.78-81).

Then the company has to think about the probable motivations that likely to motivate or persuade the target market to buy their products. In his book, Holtz (1988:82-83) also writes that one of the ways to persuade the prospects to become customer is by invoking their emotions. He writes that emotions motivate human
actions far more than do logical or rational considerations. People tend to base their
decisions on emotional drives and then rationalize those decisions to persuade
themselves that they act intelligently and with good judgement. There are some
emotional appeals that can be the motivator of human acts. They are:

- **Greed**: According to the dictionary, greed is an eager desire for more of
  something than it is necessary or fair for someone to have. Advertising,
sometimes, interests the victim in prospect of getting something for nothing and
proves it true—convince the victim that she/he will get something for nothing and
presents a convincing case of the necessity for certain advertised product from
the victim.

- **Desire for gain**: The desire for gain something more can be created in
  advertisement through its wording. Advertisement headline such as “Introducing
  the new HP VL PC with remote management. Now you can keep track of all
  your computers without leaving your seat!” or “Turn your printer into a high
  speed labeling system!” incorporates a promised direct benefit in its wording.

- **Fear**: Fear is a powerful motivator because it usually incorporates the promise to
  provide a remedy that for that which is to be feared. There is also a gain factor
  such as peace of mind or a greater sense of security, but that result from the fear
  that threatens one’s peace of mind and causes a sense of insecurity. The example
  is the advertisement from banks that offer secure saving or the advertisement of
A **mood or image** builds an evocative mood or image around the product.

1. **Production**. This creates an audience around the product or its use. For example, the brand and styling is quick with the other Scotch ad shows a handsome middle-aged man holding a glass of Scotch in one hand and saying, "This is what the new instant noodle brand tastes like."

2. **Life style**. This emphasizes how the product fits in with a life style. For example, a family sitting at the dinner table might express: "This shows one of more persons using the product in a normal reader. Koeller (1981-1982) classifies the execution styles in which the message can be and words and phrases selected for executing the message in such a way that can convince the reader and what people they will offer to back up their promises. Advertising appeal, how the company also has to think about how they will convince the

modern by wearing certain clothes.
through suggestion. An example is cigarette advertisement like Kennedy cigarette that creates moods.

5. **Musical.** This shows one or more person or cartoon character singing a song involving the product. Examples are soft drink or cola advertisements.

6. **Personality symbol.** This created a character that personifies the product. The character might be animated (Koko Crunch, Tony Tiger) or real (Marlboro man, Gadis Belia).

7. **Technical expertise.** This shows the company's expertise and experience in making the product, for example, Swatch emphasizes its many years of experience in watchmaking.

8. **Scientific evidence.** This presents survey or scientific evidence that the brand is preferred to or outperforms one or more other brands for example, Pepsodent advertisement.

9. **Testimonial evidence.** This features a highly credible or likeable source endorsing the product. It could be a celebrity like Scottie Pippen in Ginzana energy drink, or ordinary people saying how much they like the product.

Then the company has to think by what means they plan to reach the reader.

Advertisements need to be attractive to drag people's attention. Holtz (1988:10) writes that there are two basic ways to capture people's attention in print advertisement. The most common is through its headline, usually a caption in bold type to dominate the advertisement as the first thing the reader's eye is directed to.
However many advertisements use illustrations as their most prominent feature like cartoons, photograph, or drawing placed above, below, or beside the headline. Holtz (1988:34) also writes that one of the most common and most serious mistakes some copywriters make is trying to be clever. If the copywriter falls to this temptation, sometimes he creates subtleties that only he understands. He must remember that people are rarely interested enough in spending their time studying and interpreting the meaning what he writes. They are only interested in their problems, desires, daydream, and wants. Even when they appear interested in other matters, they are serving their own interests. But it does not mean that there is no room in copywriting for a true cleverness, cleverness that creates forceful and successful copy while still being simple, direct and clear.

2.2. Theoretical Framework

In this part, the writer will try to develop some theories written above to solve the problem in the problem formulation of this thesis.

2.2.1. Language style used in advertisement

Problem number one deals with the type of language style used to advertise car in TIME magazine. To answer this problem the present researcher will use both the theories about language and advertising.

There are some factors that influence the language choice in communication. If we look at Hymes’ theory of SPEAKING, the present researcher can say that
language is used dependently on its purpose (End). What is the goal of the communication? The goal of advertising communication is to persuade people to buy the advertised products. To persuade people the advertiser has to provide enough information, facts and arguments, why people need to buy that product. Therefore the language style used in advertisements are descriptive and persuasive language.

Advertisements use descriptive language, because it has to give description about the advertised product so that the reader will understand what the company sells. The description may be the description of the product itself, its features, its advantages and many more. Moreover, it can be the objective description that is based on the facts, or the subjective description, in which the company can create certain impression of the products.

What the present researcher means by advertisements that use descriptive style are those which tend to describe the product or the features more than to persuade the reader to purchase it, thus fulfil these criteria:

1. The advertisements describe the car, for example its features, its advantages, so that the reader can get clear portrait of the car.

2. The advertisements present verbal portrait of the car and identify the car’s significant feature by evoking all senses.

3. The advertisements present the detailed description either in dramatic, spatial or chronological order.
Besides descriptive language, advertisement also uses persuasive language. It is because one of the goals of advertisement is to persuade people to buy the advertised products. The persuasion effect can be created through the choice of words used in the advertisement. Those words can create either emotional appeal, ethical appeal or logical/argumentative appeal.

2.2.2. Writing Technique Used in Advertisement

The second problem deals with the kind of description and persuasion techniques are used to describe cars in TIME magazine. First the present researcher will discuss about the description techniques. Almost all advertisements describe something, either the product itself or the company that make the product. The kind of description here can be divided into two. First is that the description can be classified by its order, that is, dramatic, spatial or chronological.

The advertisements that use dramatic order in its description are those which describe the car by building up to the most important details. The advertisements that use spatial order are those which describe the products or the features one by one, from one side to the other side. While, the advertisements that use chronological order are those which describe the product or the feature through time, presenting the details as they occur from the beginning to the end.

And the second is that description can be divided into objective and subjective description. The advertisements that use objective description are those
which describe the products or the features of the products in factual and exact way without given any emotional interpretation. While, the advertisements said to use subjective descriptions if they describe the products or the features and also given emotional or personal interpretation.

The car advertisements in TIME magazine are both objective and also subjective. It is objective because the advertisements provide the factual and exact information about the advantage and the features of the car. But, it is also subjective because the advertiser put certain dominant impression on the advertised car. This subjective description can also invoking the reader’s motivations such as greed, desire for gain, and fear.

Then, the present researcher will discuss about the persuasion technique. The advertisements which use persuasive style can be divided into three groups based on the appeal that the advertiser use to invoke the reader’s desire to do or to believe what the advertisements say. The three appeals are emotional appeal, ethical appeal and logical appeal.

The advertisements which use the emotional motivation are those which elicit an emotional reaction from the reader. The advertisements that use the ethical appeal are those which establish the company credibility, while the advertisements which use logical or argumentative appeal are those that show the reader how logical thinking and sound evidence lead to certain conclusion. But, it is also very possible if
the advertisement use more than one appeal. The grouping here only based on which appeal is seems dominant in an advertisement.

After that the advertiser also has to think about how they will convince the reader and what proofs they will offer to back up their promises. There are 9 ways of execution style in which the message can be presented, but the present researcher thinks that there are only three execution styles that applicable to the advertisements analyzed. They are technical expertise, scientific evidence and testimonial evidence.

The advertisement using technical expertise shows the company’s expertise and experience in making the product. The scientific evidence in an advertisement presents survey or scientific evidence that the brand is preferred or outperform one or more other brands. While advertisements which uses testimonial evidence features a highly credible or likeable source endorsing the product. It could be a famous people or ordinary people saying how much they like the product.

2.2.3. The Reason of Using Certain Language Style

The third problem deals with the reason why the companies or the advertisers use this kind of language style to advertise its cars in TIME magazine. We can see this problem through some different views. First, we can see this problem from the aim of the advertisement. There are several uses or aims of advertisements. The car advertisements that the present researcher analyzes may attempt to:

a. long-term buildup of the organization's image
b. Long-term buildup of a particular brand

c. Stimulate awareness and trial of a product

d. Introduce new product to the market.

After that the present researcher can analyze the advertisements using two of the four minimum starter questions from Holtz. The first question is about the reader. Who are the readers. Here of course the reader is the reader of TIME magazine. Therefore the market target is the TIME reader. The present researcher can say that the TIME readers here relatively belong to the same market segment.

The second question is what their probable motivations are and what promise is most likely to persuade them to buy what the company is selling. Here the company has to examine what motivator can influence the readers and motivate them to buy the advertised cars. Then the advertiser can create an advertisement in which the motivator can be presented. The motivators such as greed desire for gain and fear may be the motivation that can motivate the reader to buy the car.
Chapter 3
Research Methodology

The advertisements that the present researcher chooses to be analyzed are taken from TiME Asia magazines issued from 1996 until 1997. There are many car advertisements in TiME magazines, but the present researcher only chooses the advertisement from BMW, Mercedes Benz and Toyota cars. There are eight advertisements from Mercedes Benz, six advertisements from BMW and four advertisements from Toyota.

The list of advertisements by its headlines are as shown below:

1. **BMW advertisements**
   - "The Prototype and The Finished Article" (about security of the car key)
   - "The Prototype and The Finished Article" (about ASC+T)
   - "The Prototype and The Finished Article" (about aluminium suspension)
   - "The Prototype and The Finished Article" (about deceleration)
   - "Never Knew Performance Could Feel so reassuring" (about BMW 7 Series)
   - "Each Generation Has Its Own Ideals. This Could Be One Of Ours." (about BMW 7 Series)

2. **Mercedes Benz Advertisements**
   - "Down Boy." (about The Mercedes-Benz SLK)
"Paint isn’t the only thing we spray our car with.” (about automobile paint)

"At least there’s one thing from the 70’s you won’t mind being seen in today”
(about Mercedes-Benz 350 SL)

"It could just save your marriage” (about separate air-conditioning controls and other driving convenience)

"Electro-sensitive pads at all four corners? It must be a Mercedes-Benz.”
(Mercedes-Benz safety features)

"(symbol of Batman) ? (symbol of Mercedes-Benz) !” (about Mercedes-Benz 1939 T80)

"After extensive consumer trials, Mercedes-Benz introduces the coconut tree as a headrest” (about Mercedes-Benz’s environmentally friendly technologies)

"Does anybody really care that the light in our factory never kill flies?” (about Mercedes-Benz’s environmentally friendly technologies)

3. **Toyota Advertisements**

"David shares his skills at kendo. And when he works for you.”

"Agung keeps tradition alive in her dance, And when she works for you”

"On the weekends, Shahri is a football hero. The rest of the week he works for you.”

"On the weekend, Maggie works with kids. On weekdays she works for you.”
The approaches that the present researcher uses in writing this thesis are the linguistic and marketing approaches. It means that the present researcher will analyze the advertisements from the linguistic and marketing point of view. Therefore, the theories used to analyze the advertisements are theories from linguistic and marketing fields.

The present researcher starts the study by looking for the data in TIME magazines issued in 1996 and 1997. And then, the present researcher looks for the reference book in the library. After collecting the data (car advertisements) and the supporting reference, the present researcher starts to write the thesis.

In presenting the analysis of this study, first the present researcher will analyze the advertisements using both the theories of linguistic and also marketing. The research results will be presented in Chapter 4, while the explanation and the analysis will be presented in Chapter 5. Below are the orders of the research on the advertisements.

Problem number one deals with the language styles used to advertise car in TIME magazine. From the theory, we can see that there are four groups of language styles that can be used in writing. They are; narrative, descriptive, persuasive and expository. After analyses the advertisements, the present researcher can divide the language used in the advertisements into two groups. The first group is the advertisements that use descriptive style and the second group is the advertisements that use persuasive style.
The criteria which are used to categorize whether the advertisements use
descriptive or persuasive style are already describe in the theoretical framework.

The second problem deals with the description and persuasion techniques
used to describe cars in TIME magazine. As we know before, the descriptive
writing can be divided into two groups, objective description and subjective
description. While the persuasive writing can be divided whether they use dramatic,
spatial or chronological order. But, it is also very possible if the advertisement use
more than one appeal. The grouping here only based on which appeal is seems
dominant in an advertisement.

To convince the reader and provide proofs to the reader, the advertisement
can use one of some execution style explained by Kotler. There are 9 ways of
execution style in which the message can be presented, but the present researcher
thinks that there are only three execution styles that applicable to the advertisements
analyzed. They are technical expertise, scientific evidence and testimonial evidence.

The advertisement using technical expertise shows the company's expertise
and experience in making the product. The scientific evidence in an advertisement
presents survey or scientific evidence that the brand is preferred or outperform one
or more other brands. While advertisements which uses testimonial evidence
features a highly credible or likeable source endorsing the product. It could be a
famous people or ordinary people saying how much they like the product.
The last problem deals with the reason why the company or the advertisers use this kind of language style to advertise car in TIME magazine. To answer this question, first the present researcher will classifies the advertisements based on its attempt and use. According to Kotler, there are many uses of advertisements. However, here the present researcher will only takes two uses of advertisements that can be represented by the advertisements that the present researcher analyses. The two uses are long-term build-up of the organization's image and long-term build-up of a particular brand. The criteria on which the categorization based are already mentioned in previous chapter.

Beside the two uses of advertisement defined by Kotler, there are also advertisements' attempt defined by Kleppner. They are; to stimulate awareness and trial of a product, introduce new product to the market and maintain current market position.

After analyze the uses and aim of the advertisements, the present researcher will also tries to answer problem number 3 by answering two of the four minimum starter question from Holtz (see page 18-19).

The first question deals with the reader. The readers here are the readers of TIME magazine Asia. Therefore it is clear that the reader are English speaking people who live in Asia. As we know that English is not the first language in Asia, there are not so many people can speak English fluently and read English magazines. Only educated people can speak English very well. Therefore we can
conclude that the reader of TIME Asia are educated Asian people. We can also notice that the magazine's contents are factual things and articles about health, technology development, economic and politic issues and the likes. In other words the people who read TIME belongs to a certain market segment, for example the group of executives or business people.

The second minimum starter question deals with the motivation that most likely to persuade the reader to buy what the company is selling. As Holtz also says there are three motivations that can motivate human acts. They are greed, desire for gain and fear.

The advertisements said to evoke greed if they interest people to get something more that he actually need and also make the consumer believe that they really need it.

The advertisements said to evoke the desire for gain is they present optional advantages or promise direct benefit in its wording. While the advertisements said to evoke fear if they provide the promised remedy for that which is feared.
Chapter 4

The Result of the Analysis

In this chapter, the present researcher will report the research findings from the analysis of the advertisements. The order of the research presentation will be based on the order of problem formulation, starting from number one, followed by problem number two and then problem number three.

4.1. Language Style Used in Advertisement

Problem number one deals with the language styles used to advertise cars in TIME magazines. After analyzing the advertisements, the present researcher can divide the language used in the advertisements into two groups. The first group is the advertisements that use the descriptive style and the second group is the advertisements that use the persuasive style.

Based on the criteria of the language style, the research finding of whether the advertisements are using descriptive or persuasive style can be seen in Table 1.

Table 1. Advertisements that use descriptive and persuasive style

<table>
<thead>
<tr>
<th></th>
<th>Descriptive</th>
<th>Persuasive</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Mercedes Benz</td>
<td>2</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>TOYOTA</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>12</td>
<td>18</td>
</tr>
</tbody>
</table>
From Table 1, we can see that there are 6 advertisements that use the descriptive style and 12 advertisements that use the persuasive style. The most important thing here is that although the language style of the advertisements are divided into two groups, it does not mean that one advertisement can be categorized as the one using descriptive or persuasive language style only. It is very possible that the advertisements use both descriptive and persuasive language styles.

4.2. Techniques Used in Writing Advertisements

The second problem deals with the description and persuasion techniques used to describe cars in TIME magazines.

As we know before, the descriptive writing can be divided into two groups, objective description and subjective description. The research finding of whether the advertisements using objective or subjective description can be seen in Table 2.

Table 2. Advertisements that use objective and subjective description

<table>
<thead>
<tr>
<th></th>
<th>Objective</th>
<th>Subjective</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>B M W</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mercedes Benz</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>TOYOTA</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>0</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

From Table 2, we can see that from 6 advertisements that use descriptive style, all of them are using subjective description, which means that all the 6 advertisements are give emotional or personal interpretation.
Besides being grouped on the base of their emotional level, the advertisements that use descriptive style can also be divided by its presentation order, whether they use dramatic order, spatial order or chronological order.

The research finding whether the description of the advertisements use dramatic, spatial or chronological order is shown in Table 3 below:

Table 3. Advertisements that use dramatic, spatial and chronological order.

<table>
<thead>
<tr>
<th></th>
<th>Dramatic</th>
<th>Spatial</th>
<th>Chronological</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Mercedes Benz</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>TOYOTA</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
</tbody>
</table>

From Table 3 we can see that all of the advertisements that use descriptive style use the dramatic order in presenting the details, that is building up to the most important details.

Beside advertisements that use descriptive style, there are also advertisements that use persuasive style. The advertisements that use persuasive style can be divided into three groups based on the appeal that the advertisers use to invoke the reader’s desire to do or to believe what the advertisements say. The three appeals are emotional appeal, ethical appeal and logical appeal.
However, it is also very possible that the advertisement uses more than one appeal. The grouping here is only based on which appeal seems dominant in an advertisement.

The research finding whether the persuasion in the advertisements creates the desire of the reader using the emotional appeal, ethical appeal or logical appeal can be seen in Table 4.

Table 4. Advertisements that use emotional, ethical and logical appeal

<table>
<thead>
<tr>
<th></th>
<th>Emotional</th>
<th>Ethical</th>
<th>Logical</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Mercedes Benz</td>
<td>0</td>
<td>5</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>TOYOTA</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>11</td>
<td>1</td>
<td>12</td>
</tr>
</tbody>
</table>

From Table 4 we can see that there are 10 advertisements that use the ethical appeal, that is, emphasize the building of company’s credibility and image, and there are 2 advertisements that use the logical appeal.

Next, the company also has to think how they will convince the reader and what proofs will they offer to back up their promise. There are 9 ways of execution style in which the message can be presented, but the present researcher thinks that there are only three execution styles that applicable to the advertisements analyzed. They are technical expertise, scientific evidence and testimonial evidence.

The research finding of the execution styles used in analyzed advertisements can be seen in Table 5.
Table 5. Execution styles used in advertisements

<table>
<thead>
<tr>
<th></th>
<th>Technical expertise</th>
<th>Scientific evidence</th>
<th>Testimonial evidence</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Mercedes Benz</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>TOYOTA</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>2</td>
<td>2</td>
<td>18</td>
</tr>
</tbody>
</table>

From Table 2, 3, 4 and 5, it can be concluded that there are some ways in which the advertiser can advertise the products, in this case the car. The advertiser can use the subjective descriptive, dramatic ordered descriptive and also ethical and logical appeal persuasion to advertise the car.

4.3. Reasons for Using The Techniques

The last problem deals with the reason why the company or the advertisers use this kind of language style to advertise car in TIME magazine. To answer this question, first the present researcher will classify the advertisements based on its attempt and use. According to Kotler, there are many uses of advertisements. However, here the present researcher will only take two uses of advertisements that can be represented by the advertisements that the present researcher analyzes. The two uses are long-term build-up of the organization’s image and long-term build-up of a particular brand.

The result finding of whether the uses of the advertisements are as institutional advertising or brand advertising is shown in Table 6 below.
Table 6. The uses of advertisements according to Kotler

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Mercedes Benz</td>
<td>4</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>TOYOTA</td>
<td>4</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>8</td>
<td>18</td>
</tr>
</tbody>
</table>

Besides the two uses of advertisement defined by Kotler, there are also advertisements' attempt defined by Kleppner. They are to stimulate awareness and trial of a product, introduce new product to the market and maintain current market position. Table 7 shows how the advertisements grouped based on Kleppner's theory.

Table 7. Advertisements’ attempts according to Kleppner

<table>
<thead>
<tr>
<th></th>
<th>Stimulate awareness and trial of a product</th>
<th>Introduce new product to the market</th>
<th>Maintain current market position</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Mercedes Benz</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>TOYOTA</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>4</td>
<td>8</td>
<td>6</td>
<td>18</td>
</tr>
</tbody>
</table>

Advertisements can also be classified whether their aim is to inform, persuade or remind.

Table 8 shows how the advertisements are divided based on their aims.
Table 8. Advertisements classified by their aim

<table>
<thead>
<tr>
<th></th>
<th>Informative</th>
<th>Persuasive</th>
<th>Reminder</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Mercedes-Benz</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>TOYOTA</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>9</td>
<td>4</td>
<td>5</td>
<td>18</td>
</tr>
</tbody>
</table>

After analyzing the uses and aim of the advertisements, this research will also try to answer problem number 3 by answering two of the four minimum starter questions from Holtz (see page 18-19).

The first question deals with the reader. The readers here are the readers of TIME Asia magazine. Therefore, it is clear that the readers are English speaking people who live in Asia. As we know, English is not the first language in Asia, and therefore there are not so many people who can speak English fluently and read English magazines. Only educated people can speak English very well.

Therefore we can conclude that the readers of TIME Asia are educated Asian people. We can also notice that the contents of the magazine are factual things and articles about health, technology development, economic and politic issues and the likes. In other words the people who read TIME belong to a certain market segment, for example the group of executives or business people.

The second minimum starter question deals with the motivation that most likely to persuade the reader to buy what the company is selling. As Holtz also says
there are three motivations that can motivate human acts. They are greed, desire for gain, and fear. Table 10 shows how the advertisements are divided based on their motivation.

Table 9. Advertisements divided by its motivations

<table>
<thead>
<tr>
<th></th>
<th>Greed</th>
<th>Desire for gain</th>
<th>Fear</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Mercedes</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Benz</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOYOTA</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>3</td>
<td>5</td>
<td>10</td>
<td>18</td>
</tr>
</tbody>
</table>

4.4. Summary of the analysis result

From the analysis above, we can conclude the following points:

a. The language styles used in the car advertisements are descriptive and persuasive. The advertisements used descriptive style because they need to describe the product (the cars). The advertisements use persuasive style because they want to create the reader's desire to buy the car.

b. It is difficult to divide the advertisements based on their language style because sometimes the advertisements have the characteristics of both description and also persuasion.

c. The advertisements that use descriptive style always use subjective and dramatic techniques.
Almost all of the advertisements that use persuasive style use ethical appeal because they want to build the company image and credibility.

The summary of all the analysis result is as shown below:

Table 10. The summary of the analysis result.

<table>
<thead>
<tr>
<th>No</th>
<th>BMW</th>
<th>Tab.1</th>
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Chapter 5
Discussion of the Analysis Result

5.1. Language Style and Techniques Used in Advertisements

In the previous chapter we can see the results of the analyses. In this chapter the results will be discussed further. In the first part, the present researcher will discuss the first and the second problems, that is, the language style used in advertisements and also the techniques used in the advertisement.

There are some factors that influence the language choice in communication, including that in advertising. If we look at Hymes' theory of SPEAKING, we can say that the language used is dependent on its purpose. In this case, we need to find the purpose of the communication. The goal of advertising communication of course is to persuade people to buy the advertised product. The advertiser can persuade the reader by using certain language style.

There are two language styles used to advertise a product in a media. They are descriptive style and persuasive style. Firstly, it has to be admitted that it is difficult to distinguish whether an advertisement uses a descriptive or a persuasive style because the advertisements may use both the descriptive and also the persuasive style. Therefore, here the present researcher will only classify the advertisements into two groups; that is, descriptive and persuasive, based on the
criteria discussed in the previous chapter. The advertisements that use descriptive style has at least one of these criteria:

1. The advertisements describe the car, for example its features, its advantages, so that the reader can get clear portrait of the car or its features.

2. The advertisements present a verbal portrait of the car and identify the car's significant feature by evoking all senses.

3. The advertisements present the detailed description either in dramatic, spatial or chronological order.

For the advertisements that use the descriptive style, they can be classified on the basis of the level of emotion put in the advertisements (subjectivity) and also on the basis of the order of presentation. When we talk about the subjectivity of the advertisement, we can divide whether the advertisements are subjective or objective. But, when we talk about the order of presentation we can divide them whether they use dramatic, spatial or chronological order.

The advertisements that use persuasive style are those which tend to persuade the present researcher to do the purchase or believe what the advertisements say more than to describe the product. Therefore the advertisements fulfil the criteria that the they can create in the reader the desire to do or to believe something either by using emotional appeal, ethical appeal or logical appeal.

In making an advertisement, like what Holtz says in his third minimum starter question, the most important thing is to convince the reader and provide
proofs that will back up the company's promise. Some ways of execution style in which the message can be presented are through technical expertise, scientific evidence and testimonial evidence. The advertisement using technical expertise shows the company's expertise and experience in making the product. The scientific evidence in an advertisement presents survey or scientific evidence that the brand is preferred or outperform one or more other brands. While advertisements which use testimonial evidences features a highly credible or likeable source endorsing the product. It could be famous people or ordinary people saying how much they like the product.

From 18 advertisements, there are 5 that use the descriptive style and 13 that use the persuasive style. From BMW advertisements, it is found that four from six advertisements use description style. They are the advertisements number 3 (about security system), 4 (about ASC+T system), 5 (about BMW 5 Series) and 6 (BMW M3).

The first BMW advertisement that uses the descriptive style is the advertisement about the security system in BMW cars. It describes how the security system works. It also tries to convince the reader that the BMW car, with its unique security system, is the best solution to solve the safety problem. The description can be seen from the sentence

"That's way our keys have been designed so that they transmit a unique security code that changes every time the key is turned. With over 79 thousand billion billion possibilities to choose from, a thief has more
chance to win the world’s biggest lottery four times in a row than he has of ever figuring out the key to our code."

The description in this advertisement is subjective because it only tells the advantages and the goodaess of the car. This advertisement uses dramatic order. First it says that BMW understands the temptation to steal in people. That is why BMW creates the unique security system. The climax is that the system is so unique that a thief has more chance to win the biggest lottery in the world four times in a row than figuring out the key code. In this advertisement, BMW uses the technical expertise to show that BMW is a highly experienced company that can make such a unique security system in a car.

Next, The ASC+T advertisement is said to use descriptive style because it describes the function and gives the information about ASC+T system in BMW car. It is shown in the sentence

"... Until then we have ASC+T, a system that takes control of the throttle whenever the grip is lost." and also "In fact, a degree of flexibility has been added to give the driver feel and feedback from the road, safe in the knowledge that the wheels have the tarmac firmly between their teeth."

Again, the description in this advertisement is subjective and dramatic. It only describes about the advantages of the ASC+T system. The dramatic character is shown in the last statement that stresses the comfort of driving knowing that the wheels will work properly. Again, this advertisement uses the technical expertise to show the company’s expertise in making an anti-slip system.
The descriptive style in BMW 5 Series advertisement is shown in the sentence

"In the new 5 Series, an aluminium suspension wasn't just used because the 36% weight advantage over steel sounded good, but because a lighter, more agile suspension rebounds faster to provide the driver with a far superior feel for the road."

The advertisement describes the advantage and the reason why BMW 5 Series uses aluminium suspension instead of steel. Like other advertisements that use the descriptive style, the technique used here is subjective descriptive and the order is dramatic. The climax of the dramatic order here is in the statement that the aluminium suspension used in BMW 5 Series is 36% lighter than ordinary steel suspension. This advertisement also uses the technical expertise by showing that the company can make a lighter suspension than any other car company.

The BMW M 3 advertisement also uses descriptive style because it also describes the advantage of BMW M3 brakes. It is shown in the sentence

"Designed to bite hard and fast at temperatures of up to 750 C, the brakes on our BMW M 3 can take you from 100km/h to a complete standstill in just 2.8 seconds. Grip enough to make even the jaws of a great white shark appear toothless by comparison."

The description here is subjective because it emphasizes the advantages of BMW technology so that it can make such a nicer deceleration than any other car company. The description also uses dramatic order and the climax in the comparison between the brakes and the jaws of great white shark. This advertisement also uses technical expertise.
For Mercedes Benz there are two advertisements that use the descriptive style. The first is the advertisement of The Mercedes Benz SLK. The advertisement advertises the new Mercedes Benz car, SLK, which can turn from a coupe, roofed car, into a convertible, roofless car. The advertisement describes the car in these sentences;

"A hard-top, asphalt-hugging, road chewing coupe on a second. An open-top, hair-blowing convertible the next. The Mercedes-Benz SLK isn't just wheeled transportation. It's a dream come true."

It describes the car as a very special car, not just a wheeled transportation, but something that can fulfill one's dream and desire. It also describes the engine in these sentences;

"Thanks this time to the SLK's range engine, including a supercharged Kompressor which propels it from zero to a 100 kph in 7.4 seconds. And then in no time at all, all the way to its top speed of 231 kph."

This is also a subjective description because it only talks about the goodness and the advantages of the BMW's SLK. The climax in the advertisement is that SLK is the most wanted car and has been booked up until 1998 and has a waiting list of 24 month.

Restraint is further advised. Due to unprecedented
Demand from the world over, every SLK has been booked
Up until 1998. And now has a waiting list of 24 month.
So, like we said earlier. "Down Boy." Sorry.

The saying "Down Boy" means that the future buyer has to be patient in buying the car. This advertisement uses technical expertise by showing the detail of the engine.
The second is the advertisement about the electro-sensitive pads at all four corners in Mercedes-Benz cars. This advertisement describes how the skid control in Mercedes-Benz car works by comparing it with a lizard. The description of how it works can be seen in these sentences:

It consists of sensors at each wheel, linked up to a central processing unit. As soon as the system senses an impending loss of stability, it responds to correct the problem, long before you're even aware of it.

This advertisement also uses the technical expertise to emphasize how good Mercedes-Benz is in making a car.

The rest of the advertisements use the persuasive style. It can be said that the advertisements use the persuasive style because they tend to persuade the reader more than to describe the product itself. Of course, there are also some descriptions about the product, but not as much as the advertisements that use the descriptive style.

For BMW advertisements, we have two advertisements that use the persuasive style. They are the two advertisements about BMW 7 Series. There is no need for further explanation that the BMW 7 Series cars are the most luxurious and expensive cars made by BMW. Therefore, it is clear that there are not many people who own that car. Its function, of course, is not only as a transportation vehicle. It also functions to increase the owner's prestige and confidence. Its owner could have bought a less expensive car, but there must be a reason why he has to buy the
expensive BMW 7 Series. The advertisements persuade the reader and make the reader believe that they deserve to have such a luxurious car. They make the reader believe that the outstanding performance, combined with technical safety innovation, is important to support their lifestyle. The persuasion can be seen in the headlines:

"Each generation has its own ideals. This could be one of ours." and "I never knew performance could feel so reassuring."

The headlines, although they are quotations from BMW 7S owner, can mean that the readers really need to own the car. Another sentence that shows the persuasion is

"Driving the BMW 7 Series is most definitely a rewarding experience."

It means that if the readers drive other cars, they will not have a rewarding experience in driving a car. The advertisements try to convince the reader, primarily the high-class executives, that they deserve to have BMW 7 Series. These two advertisements use the testimonial evidence because they feature a source that endorses the product.

From Mercedes Benz, we have six of eight advertisements that use persuasive style. The first one is about the Mercedes Benz S Class. The advertisement persuades the reader to buy the Mercedes Benz S Class because it has many advantages, such as separate air conditioning controls, the charcoal filter, double glazed windows, and the likes, in which those advantages can improves the comfort and also the driving. The persuasion can be seen from the sentences;

"Also, heated arguments are the last thing a driver needs. Because when you are behind the wheel, the
The persuasion here uses logical appeal because it emphasizes how the comfort of driving car can influence the driving itself. When two people are in the car and then they are involved in an argument that can make one of them emotional, the "hot" atmosphere can influence the driver's concentration in driving the car. The advertisements explain the reason why the availability of separate air conditioning control is important. It can cool the heated argument and improves the comfort in driving. The comfort of driving influences the driving that it could save lives and marriages. The advertisements want to say that one little detail like air conditioning control can save or ruin the most important thing in one's life, like marriage. This advertisement uses the technical expertise.

The second Mercedes-Benz advertisement that uses the persuasive style is about the Mercedes-Benz 1939 T80. The persuasion is that the company tries to make the reader believe that they need to have an audacious car, not just an ordinary car as a transport vehicle, but also a vehicle for pleasure. It is said that the car is certainly not just to travel from one place to another place, but it is also made to meet human's need of pleasure such as fun, thrill and excitement. It can be seen from the advertisement:

"And they also allow us to forge less tangible qualities."
Human ones, such as fun, thrills and excitement. These things are not created by computers. They are born, instead, amid the engine roar and scorched-rubber of the race track.”

and “...it was meant as a vehicle of pleasure. Not just for fetching the shopping.”

This advertisement uses ethical appeal because it tries to build company’s credibility. The company wants to create the image that Mercedes-Benz is not just a car. It is a special car, that is, the vehicle of pleasure. This advertisement uses technical expertise.

Two of the Mercedes-Benz advertisements analyzed here also use the persuasive style and the ethical appeal to show that Daimler-Benz is an environmentally friendly car company. Although it seems that the advertisements here are more to inform the fact rather than advertise its product, they do actually advertise the company. They need to make their prospect understand that it is very important to save our planet earth, and one of the ways is by using Mercedes-Benz cars made with environmentally friendly technologies. They want to show that Mercedes-Benz cares about the environment.

“As such, it's just one of many natural materials we're adopting in a bid to move over to environmentally friendly technologies.”

“But we certainly aim to prove something. That it is possible to build a beautiful motor car without harming the planet on which it is to be driven.

“... we now insist that all our paints are water-based. So no harmful paint solvents will ever leak into Earth's precious waterways and rivers.”
These advertisements use scientific evidence because they give proofs that the company really uses the environmentally-friendly technologies to reduce pollution and the extinction of natural resources.

The next Mercedes-Benz advertisement that uses the persuasive style is about the paint in Mercedes-Benz car. The persuasion can be seen from the headline;

"Paint isn't the only thing we spray our cars with."

It means that not only ordinary paint used to color the cars, but more than just paint, that is, paint and enzymes, that make the car survive from some of the most corrosive biological onslaught. The persuasion can also be seen in

"... that we make your investment in a Mercedes-Benz remain as attractive as ever. With nothing to damage our reputation. Or your resale value."

The company tries to convince the reader that the paint in the cars is so good that if the owner wants to sell the car to somebody else, the price will be still good. Some people do really consider the resale value of a car, in case they want to sell it. This advertisement uses the technical expertise.

The last Mercedes-Benz advertisement that uses the persuasive style is the advertisement about Mercedes-Benz 350 SL. The Mercedes-Benz 350 SL is the old-style car. This model reminds to the 70's, while the 70's itself, as described in the advertisement, is the decade taste forgot. Here the company tries to convince the reader that this old-style car made by Mercedes-Benz is different from any other old-style car. It seems that the company tries to make an excuse for making an old-style car by saying;
“Which is why the introduction of each new generation doesn’t always spell the extinction of the existing model.”

The company wants to convince the reader that to have the old-style Mercedes-Benz 350 SL is not an embarrassing thing, but it is something to be proud of. This advertisement also uses the technical expertise of the company in making the car.

Next are the TOYOTA advertisements. There are four different TOYOTA advertisements but all have the same type. All of the advertisements use the persuasive style and ethical appeal. These advertisements do not advertise a product, but it is more to advertise the company, TOYOTA itself. Actually, either the description or persuasion in the advertisement is not very clear. The only clear statements that show the persuasions are that the people in the advertisements work for TOYOTA and for the customers;

"David shares his skills at kendo. And when he works for you, David Chan works for us and for you. Our high standards are yours."

"Agung keeps tradition alive in her dance. And when she works for you, Agung Handayani works for us and for you."

"On the weekend, Shahri is a football hero. The rest of the weeks he works for you. Shahri Rambah works for us and for you."

"On the weekend, Maggie works with kids. On weekdays she works for you. Maggie Chow works for us and for you."

The company wants to convince the reader about the dedication, reliability and devotion of TOYOTA people. It also shows how the company can improve the people’s characters that will make them a better team who provide better service to
their customer. Those advertisements use the technical expertise because they emphasize the highly experienced human resources that work in TOYOTA. The company wants to show that there are a lot of expert and experienced people behind the company that will guarantee the satisfaction of its customers.

5.2. The Reasons For Using The Language Style and Techniques.

After the explications of the language styles and techniques used in the advertisements, it will be tried to find the reasons why the companies use those kinds of language styles and techniques to advertise the cars. Here I will answer the question from two slightly different angles. The first one is based on the attempt and aim of the advertisements as they are classified by Kotler and Kleppner, while the second is based on two of four minimum starter questions from Holtz.

According to Kotler there are many uses of advertisements. However, here seemingly there are only two uses of advertisements that are relevant to the analyzed advertisements. They are long-term build-up of the organization’s image and long-term build-up of a particular brand or brand advertising. The long-term build-up of the organization’s image, also called institutional advertising, gives emphasis more on the company itself in general. It does not refer to any particular car type made by the company, but more shows the company credibility. The difference between institutional advertisement and brand advertisement is that in the brand
advertisement the company also puts the type of the car, while in institutional advertisement we cannot find any.

According to Kleppner, there are several uses of advertisements, for example are to stimulate awareness and trial of a product, introduce new product to the market and maintain current market position. The advertisements that stimulate the awareness of and trial of a product usually describe the features and the advantages of the products made by the company. The advertisements also do not refer to a particular brand or model, but describe the company's product in general instead. Besides that, advertisements can also be classified whether their aim is to inform, persuade or remind. The informative advertisement figures heavily in the pioneering stages of a product category, where the purpose is to build primary demand. This kind of advertising is used for example to tell the market about new product, price change and the likes.

The persuasive advertisement is used to build brand preference, for example, to encourage to switch to particular brands or to persuade the customer to purchase now, and the likes, while, the reminder advertisement is important to keep the consumer thinking about the product. This kind of advertisement is used, for example, to remind the consumer where to buy it or to maintain its top-of-mind awareness.

The advertisements that introduce new product to the market usually indicated by the mentioning or emphasising the name or model of the new product
of the company. While the advertisements that maintain the current market position usually emphasize more on the credibility or image of the company, not the features or the model.

As for BMW, we have two advertisements functioning as institutional advertisements. They are the advertisements about the security system in BMW car key, and the ASC+T system. In the advertisements, no type of particular car is mentioned. This means that the security system and ASC+T system are available in more than one type of car, thus state that the BMW car are safe either from thieves or from being slipped. These two advertisements may function to stimulate awareness and trial of a product because they describe features and advantages of the car and they do not refer to a particular type of car. These advertisements are also included in the informative advertisements because they inform about the feature in BMW cars.

From Mercedes-Benz we have four institutional advertisements. They are the advertisements about the electro-sensitive pads, paint and the environmentally-friendly technology from Mercedes-Benz (two advertisements). In the advertisement about the electro-sensitive pads in Mercedes-Benz car, the readers are also reminded of other features that can be found in the car, which made the advertisement included in the reminder advertisement.

For that, you'll have to rely on the more traditional Mercedes-Benz safety features. Such as crumple zones, side impact bars and rigid passenger safety cells.
This advertisement also stimulates awareness and trial of a product because it describes the advantages like the electro-sensitive pads and other features.

The next institutional advertisement is that about the paint in Mercedes-Benz cars. The advertisement also wants to show that not only some types of cars made by Mercedes-Benz are protected by enzymes, but almost all of them. The enzymes protect the car from some damages. The advantages are, that the car still looking great, and that the resale value of the car is also still high. This advertisement also included in reminder advertisement because it reminds the reader of how important is the high quality paint that can make the car look great and have high resale value.

With the help of enzymes, they have ensured our car survive some of the most corrosive biological onslaught known to man.

With nothing to damage our reputation. Or your resale value.

Other institutional advertisements by Mercedes Benz are the advertisements that show about the environmentally-friendly technologies in Mercedes-Benz plants. They use natural sources that can be recycled and equipment that is harmless for the environment. This advertisement also functions to stimulate awareness and trial of the car. The advertisement belongs to the informative advertisement because it informs the reader how Mercedes-Benz uses their environmentally-friendly technologies to help to protect the earth from pollution.

All the advertisements for TOYOTA are institutional advertisements because they try to build the company’s credibility. Therefore they use persuasive style and
ethical appeal. The TOYOTA advertisements function to maintain current market position because it emphasizes more on the company’s credibility or image not the feature or the model of the product. The advertisements belong to reminder advertisement because they remind the readers how important the people behind the name TOYOTA are in assuring the customers to get better service and product.

Besides institutional advertisements, there are also brand advertisements, that is, advertisements which function as a long-term build-up brand image. The advertisements that belong to this group are those which emphasize more on the particular brand or certain type of a car. To recognize this kind of advertisement is not difficult because it always mentions the type or the brand of the car made by the company. Therefore, usually the brand advertisements function to introduce the products to the public, as it is said by Kleppner. There are four brand advertisements from BMW, that is, the advertisement of the BMW 7 Series, which also stimulate awareness and trial of the car,

Just how far the new BMW 7 Series has moved ahead of its rivals is underlined by recent international comparison test.

Driving the BMW 7 Series is most definitely a rewarding experience.

The advertisements of BMW 7 Series here are exceptional, because the advertisements do not introduce the new product to the market. Instead, the advertisement gives the comment from the owners' of the car, which means that the car is already used in market, not a new product anymore. These advertisements
belong to persuasive advertisement because they persuade the reader to choose BMW 7 Series among other luxurious cars.

Another is the advertisement about BMW 5 Series, which functions to introduce the car to the public because it mentions and emphasizes the name of the product.

*In the new 5 Series, an aluminium suspension wasn’t just used because the 36% weight advantage...*

This advertisement belongs to informative advertisement because it gives information about new feature in BMW 5 Series car. Another is the advertisement of BMW M3 car,

*Designed to bite hard and fast at temperatures of up to 750 celsius degree, the brakes on our BMW M3 can take you from 100km/h to a complete standstill in just 2.8 second.*

This advertisement also introduces the car to the public not only because it mentions the model of the car but also because it suggests the meaning that there are never cars that have such an exciting deceleration system. This advertisement can also be classified as informative advertisement.

There are also four brand advertisements from Mercedes-Benz, and all of them function to introduce new products, in this case new car model. They are the advertisement of Mercedes-Benz S Class,

*So, to fully insulate you, the Mercedes-Benz S-Class is the world’s first car with double-glazed windows as standard.*
This advertisement belongs to persuasive advertisement because it is used to build brand preference by performing special features. Another is the advertisement of Mercedes-Benz 1939 T80,

*Our 1939 T80 is probably one of the most audacious cars ever built.*

That advertisement also belongs to informative advertisement. Another brand advertisement, which also belongs to informative advertisement, is the advertisement of Mercedes-Benz SLK,

*The Mercedes-Benz SLK isn’t just wheeled transportation. It’s a dream come true.*

A brand advertisement which belongs to persuasive advertisement is the advertisement of Mercedes-Benz 350 SL,

*Quite possibly the only fashion statement which is still regarded today with envy, not with embarrassment.*

*It’s easy to dig why the Mercedes-Benz 350 SL has always remained so hip, cool and downright groovy.*

As it is already mentioned before, the present researcher will also answers the third problem by answering two of the four minimum starter question from Holtz. The first minimum starter question concerns with the readers, who they are.

When a company decides to advertise its products, whatever its product is, the first thing to be considered first is to whom the product is made. This step is called segmentation. According to Kleppner (1988,328) market segmentation is a process of dividing a total market of consumers into groups whose similarity makes them a market for products serving their special needs. There are several types of
market segmentation such as geographic segmentation, demographic segmentation, product user segmentation and lifestyle segmentation. The segmentation helps the company to decide what media can be used to advertise the product effectively. For example, if a company wants to market high-class women wear, they will put their advertisement in a high-class women magazine such as Vogue, Femina, not in a newspaper, a tabloid, and the likes. Here the company uses lifestyle segmentation because the company divides the market based on their lifestyle. On the other way around we can conclude that the product advertised in certain media is offered and directed to a certain market.

In this case, the present researcher takes the advertisements from TIME (Asia) magazine. Therefore, the present researcher can also conclude that the advertised cars here are directed or offered to TIME’s readers. From the content of the magazine we can guess its readers. The TIME magazine usually presents actual information about social-political, technology, ecology, economic, finance, business, and the likes. The information is actual and accurate. Therefore, we can conclude that the readers are those who are interesting in those staffs; businessmen, politic observers, and other intellectual people who of course can speak English. The segmentation even can be clearer as the TIME magazine used as the sample sources, is the Asian edition, which means that it is read by Asian people, whose native language is not English. Therefore, the readers must be highly educated people. Usually these kinds of people concern more about the quality of the car, not only the
appearance. We can also see that there some of the advertisements do not show the car's picture, but only the description of the car's features. They tend to take more considerations about the feature of the car and the expertise of the company in making the car. Even the profile of the company such as in TOYOTA advertisements, which emphasize on its people, can form certain perception and understanding in the readers' mind about TOYOTA cars. That's why those advertisements use persuasive and descriptive language style. It is important for the company to describe to or persuade the readers, not only by the picture of the car, but moreover by detailed descriptions.

The second minimum starter question concerns about the probable motives that persuade the consumers to buy the products. A car is not a primary need like food, clothes and house. Most people feel that they need to buy a car after they already fulfil their basic needs. Some people buy inexpensive car because they do not have more money and they just need the car as a transportation vehicle. But, some people also buy more expensive cars because they have more money and they think that the car is not only a transportation vehicle, but also a part of life style, a symbol of prestige to fulfil their need of self-actualization.

As written by Holtz, there are some emotional appeals that can be the motivator of human acts. They are greed, desire for gain and fear. From all the advertisements that are analyzed, there are three advertisements that evoke human greed. They are two advertisements of BMW 7 series and one advertisement of
Mercedes-Benz SLK. It can be said that the advertisements evoke human greed because it offers people something more than they actually need. They make the reader believe that they really need the car.

The BMW 7 Series is the most luxurious and expensive car made by BMW. The advertisements of the car are made in such a way that people believe that the car, BMW 7 Series, can fulfill their need of self-actualization. The car is not just a transportation vehicle, but it also symbolizes the owner. The advertisement makes the readers, especially the rich ones, feel that they are not rich or successful enough without owning the car.

There is also an advertisement from Mercedes-Benz that evokes greed. That is the advertisement about Mercedes-Benz SLK. The advertisement evokes greed because it suggests the meaning that it is not enough if the readers only have an ordinary roofed car. The advertisement offers a better alternative of having both the roofed and also convertible car.

The Mercedes-Benz SLK isn't just wheeled transportation.
It's a dream come true.

Can't decide between driving a coupe or a convertible?
No problem, you can convert the two-seater SLK from one into the other at the touch of a button, thanks to its electronically-powered, vario hard-steel roof.

Besides greed, advertisements can also evoke the desire for gain. It is, when they present optional advantages or promise direct benefit in its wording. There is one advertisement from BMW that evokes greed, that is, the advertisement about
BMW 5 Series. It is stated that the car uses aluminium suspension which is lighter, thus will make the suspension more agile and rebound faster that causing the driver to feel good.

From Mercedes-Benz, there are three advertisements that evoke desire for gain. The first one is the advertisement of Mercedes-Benz 1939 T80. The advertisement offers an alternative of having more than just a car, but a vehicle of pleasure. 1939 T80 is said to be a fast car that can make the driver feel fun, thrilled and excited. The car is certainly just to travel from one place to another, but it is also made to meet human's need of pleasure in driving a car.

Other advertisements that evoke desire for gain are the advertisements about Mercedes-Benz's environmentally-friendly technologies. The advertisements seem to try to assure that by using Mercedes-Benz car, the customer will get something more, that is, a kind of feeling proud that he has contributed in the save-the-earth program.

Beside greed and desire for gain, there is also fear that can be evoked by advertisements. There are three advertisements from BMW that evoke fear. They are the advertisement about the security system, about the ASC+T system and also about the brakes in BMW M3.

As explained before, the advertisement that evokes fear is the one which provides the promised remedy for what is feared. Since BMW is an expensive car, it is understandable that it will evoke the desire to steal in some people. Therefore, in
the advertisement of the security system, BMW offers a very secure security system
by designing special key in BMW cars that protects the car from being stolen.

At BMW, we recognise the powerful temptation that
We put in people's way. That's why our keys...

Another advertisement that evokes fear is the advertisement about ASC+T, a system
that takes control of the throttle whenever grip is lost. This system will assure the
safety of driving a car because the wheels have the tarmac firmly between their teeth.
The last advertisement from BMW that evokes fear is the advertisement of the
brakes in BMW M3. One of the important things to consider in choosing a car is the
safety feature of the car. The brake of the car is one of the safety features. By having
good brakes in their cars, people feel more safe. Moreover the BMW M3 offers
brakes that not only will stop the car in short time, but also will make the
deceleration itself an exciting experience.

Designed to bite hard and fast at temperatures of up to 750
celsius degree, the brakes on our BMW M3 can take you
from 160km/h to a complete standstill in just 2.8 second.

From Mercedes-Benz we have four advertisements that evoke fear. They are
the advertisements about Mercedes-Benz S-Class, the electro-sensitive pads, the
paint and the Mercedes-Benz 350 SL. In Mercedes-Benz S-Class advertisement it is
said that heated situation is not so good that it can influence the driving. That's why
the car is equipped with separate air conditioning control to keep the situation cool
and improve the driving. Besides that the car also has the activated charcoal filter so that the air is free of dust and other pollutants.

For all you know, it could save lives as well as marriages. Because when your comfort improves, so does your driving.

In the advertisement about the electro-sensitive pads in Mercedes-Benz cars, it shows how the system can prevent the car from being slipped. Thus it makes the driver feel more safe.

It consist of sensors at each wheels, linked up to a central processing unit. As soon as the system senses an impending loss of stability, it responds to correct the problem, long before you're even aware of it.

Next is the advertisement about the paint in Mercedes-Benz cars. The paint is improved with enzymes that will protect the car from scratch or other biological damage. Therefore the owner does not have to worry if some time they want to sell the car because the still good paint of the cars makess the cars look great and, thus, have a high resale value.

The last from Mercedes-Benz is the advertisement about Mercedes-Benz 350 SL, which looks like an old style car. In the advertisement, the company encourages the owner not to be ashamed of owning the car. It makes the owner feel more confident and not fear about being old fashioned.

Rather over time, it kindly confers upon them, a classical appeal. So while everything from the 70's may be as dead as disco, it is easy to dig why the Mercedes-Benz 350 SDL has always remained so hip, cool and downright groovy.
The advertisements from TOYOTA all evoke fear because they have the same type. The advertisements are said to evoke fear because they show how the good and dedicated people who work in the company will assure of the goodness of the product and service. The company, implicitly, assures that the customers will get the best because the employees are highly experienced, full of dedication and reliable. TOYOTA emphasizes more the company profile because the good company is the one which provides the good product and service.

5.3. The Summary of The Discussion

The choice of language used in communication depends on the purpose of the communication. The purpose of the advertising communication is to persuade the readers to buy the advertised product. The purpose leads to the use of certain language style. There are two kinds of language style used to advertise product, the descriptive style and the persuasive style. The advertisements use the descriptive style because they need to describe the products (the cars). The advertisements use the persuasive style because they want to persuade the reader to buy the car. It is difficult to distinguish whether an advertisement uses the descriptive style or the persuasive style. From the 18 analyzed advertisements, six use the descriptive style and twelve use the persuasive style.

The techniques used in the advertisements that use the descriptive style are always subjective and dramatic. They are called subjective because they describe the
feature of the cars and also give emotional or personal interpretation by saying the car is the best. The advertisements also use dramatic technique because they describe the car by building up to the most important details, for example, by comparing the brake of the car with a shark’s teeth, and the likes.

The techniques used in advertisements that use persuasive style are the logical appeal and the ethical appeal. The advertisements use logical appeal if they show how logical thinking and sound evidence lead to certain conclusion, for example the advertisement of Mercedes-Benz S-Class that tries to convince the reader that the comfort in driving can influence the driving itself. The advertisements use ethical appeal if their purpose is more to establish the company’s credibility. Almost all of the analyzed advertisements that use the persuasive style use ethical appeal because they want to build the company image and credibility.

Through advertisement, the company can convince the reader in some execution style. There are some execution styles used in the analyzed advertisements in which the messages are presented. They are the technical expertise, the scientific evidence and also testimonial evidence. The advertisements use the technical expertise if the company wants to show that they are really experienced in making the products (the cars). The scientific evidence in an advertisement presents survey or scientific evidence that the brand is preferred or outperforms one or more other brands. Advertisements which use testimonial evidence features a source endorsing the product, like in BMW 7 Series advertisement.
There are some reasons why the company uses particular language styles to advertise its product. First, let us look at the function of advertisement. According to Kotler, advertisement may attempt either to build the organization’s image or to build a particular brand image, while according to Kleppner, advertisement may function to stimulate awareness and trial of a product, to introduce new product to the market, or to maintain the current maker position. Advertisements can also be classified whether their aim is to inform, persuade or remind.

Another factor that also influences the choice of language style in advertisement is the readers. First, the company has to classify to whom their products are made and also in what media they will put their advertisement. The advertisements are taken from TIME Asia magazine. Therefore here the target markets are the TIME readers, who are highly educated and professional business people. These kinds of people are really concerned with the quality of the car. They do not really need the picture of the advertised car, but they concern more about the features, the company and also other details that will attract them to buy the car.

Besides that, we also need to know their probable motives that will persuade the consumer to buy the car are. There are some emotional appeals explained by Holtz. They are greed, desire for gain and fear. The advertisements are said to evoke greed if they offer the readers something more than they actually need. They make the readers believe that they really need the car. The advertisements are said to evoke desire for gain if they present optional advantages or promise direct benefit
from its wording, while advertisements are said to evoke fear if they prove the promised remedy for what is feared. Usually the advertisements that evoke fear use the technical expertise execution style to emphasize that the company is really experienced in making the car so that it can prevent the most possible accident or other inconvenience of the car.
Chapter 6
Conclusion

At the end of this study, important points in this thesis can be presented as follows:

Language, which is a communication system, is used to convey messages from the speakers to the receivers. Language also has a relationship with society. The study of the relationship between language and society is called sociolinguistics. One of the possible relationships between language and society is that the social structure may either influence or determine linguistic structure and/or behavior. Therefore, in relation with this study, we can see how the advertisements in TIME magazine differ from those in other magazines.

Referring to the first problem in this study, we have noticed that the choice of language may depend on some factors. One of them is on its purpose. The purpose of advertising communication is to persuade the readers to buy the advertised product. The advertiser can persuade the reader by using certain language style. They are the descriptive style and the persuasive style. It has to be admitted that it is difficult to distinguish whether an advertisement uses the descriptive style or the persuasive style, because the advertisements may use both the descriptive and also the persuasive style. Based on the criteria, it can be said that out of the studied samples
there are 6 advertisements that use the descriptive style and 12 advertisements that use the persuasive style.

The second problem of this study is the descriptive and persuasive techniques that are used in the advertisements. The descriptive style itself can be divided based on the level of emotion (subjectivity) and also on the order of presentation. When we talk about the subjectivity of the advertisement, it is very obvious that all the advertisements are subjective. It is said so because the advertisements only show about the goodness of the product. If, for example, the product has one little weakness, the advertisement will never show it.

The order of presentation in the advertisement that uses the descriptive style is usually dramatic. They use a dramatic order because they describe the car by building up to the most important details, so that the most important point the advertiser wants to deliver to the readers can be understood and remembered easily.

The advertisements that use the persuasive style may use either the ethical appeal or the logical appeal. Usually they use ethical appeal because the company wants to build its credibility. But it is also possible that they use logical appeal that shows how logical thinking and sound evidence leads to certain conclusion. Based on the criteria, it can be concluded that there is one advertisement that uses the logical appeal and eleven advertisements that use the ethical appeal.

To convince the reader, the advertisement can use one of some execution styles explained by Kotler (1986). The execution styles that are applicable in this
analysis are the technical expertise, the scientific evidence and the testimonial evidence. The company may use technical expertise to show that they are more expert and experienced in making a car, so that they can make the better one. When the company uses scientific evidence, they give scientific proofs about the goodness of the car or the company, for example they use natural resources that can be recycled, or they use environmentally friendly technologies, and the likes. However, the company that uses testimonial evidence usually shows some source endorsing the car or asks for their comment saying how much they like the product. From the analyzed advertisements, there are two advertisements that use the testimonial evidence, 14 advertisements that use the technical expertise and also two advertisements that use the scientific evidence.

The last problem of this study deals with the reason why the company uses these kinds of language styles. First we need to know why the company puts the advertisement in media. There are many uses of advertisement. According to Kotler, some uses of the advertisement are to build the company image or institutional advertising and to build brand image or brand advertising. In institutional advertising, the advertisement emphasizes the company image itself, so that the company obtains a good perception in the consumer's mind. Brand advertising emphasizes more the product or the features of the product, not the company. Based on the criteria, it can be said that there are 10 which belong to the institutional advertisement and 8 which belong to the brand advertisement.
According to Kleppner, advertisement may attempt either to stimulate awareness and trial of a new product, to introduce the new product to the market or to maintain the current market position. The advertisements that stimulate awareness and trial of a product usually describe the features and the advantages of the products made by the company. The advertisements also do not refer to a particular brand or model, but describe the company’s product in general instead.

The advertisements that introduce a new product to the market usually indicated by the mentioning or emphasizing of the name or model of the new product from the company. The advertisements that maintain current market position usually emphasize more the credibility or image of the company, not the features or the model. There are 6 advertisement that stimulate awareness and trial of a product, 6 advertisements that introduce the new product to the market and 6 advertisements that maintain its current market position.

Advertisements can also be classified whether their aim is to inform, persuade or remind. The informative advertising figures heavily in the pioneering stages of a product category, where the purpose is to build primary demand. This kind of advertising is used for example to tell the market about new product, price change and the likes.

The persuasive advertisement is used to build brand preference, for example, to encourage to switch to particular brand or to persuade the customer to purchase now, and the likes. While, the reminder advertisement is important to keep the
consumer thinking about the product. This kind of advertisement is used, for example, to remind the consumer where to buy it or to maintain its top-of-mind awareness. There are 4 persuasive advertisements, 8 informative advertisements and 6 reminder advertisement. We can see in the discussion that the persuasive advertisements always use the persuasive style.

Finally it can be concluded that there is a relationship between language and society. Social structure may influence or determine linguistic structure and/or behavior. The language of the high-class society is different from the lower class society. The use of the language depends on its purpose. The use of certain language style in advertisement is important because the main goal of the advertising communication is to persuade the reader to buy the advertised product. The improper use of certain language style or words may cause misconception and misperception of the advertised product.

BMW, Mercedes-Benz and TOYOTA are big car companies. They have succeeded in persuading their customers to buy their cars through their advertisements. For certain market segment they have created certain type of advertisements that may attract their readers. For executive or business people, the picture of the car will not interest them. They need more than just the picture. They need to know the feature of the car, the engine, the brake, the safety features and many other details.
BIBLIOGRAPHY


Praise is always welcome, especially when it is well-earned.

That's why we're particularly pleased with the above quotation from a BMW 7 Series driver here in Asia. It tells us we've succeeded in our mission to marry two apparently opposite ideals: Namely, taking the traditional notions of comfort, luxury and spaciousness, associated with top class motoring and combining them with the forward-looking dynamism and sense of innovation that have made BMW so successful worldwide over recent years. In other words, the best of traditional values with the best of the new. A successful formula that Asia knows only too well.

Just how far this new BMW 7 Series has moved ahead of its rivals is underlined by recent international comparison tests. In fact, Germany's leading specialist magazine [auto, motor und sport] praised it as being "simply the best". They were of course referring to the 750iL, the new 7 Series top model, that now awaits your personal test drive.
We couldn’t have expressed it better ourselves. Because that quotation from a new owner sums up perfectly what the gods we set ourselves when developing the new BMW 7 Series.

And that was to demonstrate that the renowned dynamic qualities of a BMW could not only go hand in hand with the highest standards of safety expected from an international luxury car.

But you can’t fail to be reassured by it.

Driving the BMW 7 series is most definitely a rewarding experience. One that more and more drivers throughout the world have already discovered to their distinct advantage.

After all, if there’s one car company in the world that has the ability to marry safety and luxury to the sheer pleasure of driving, it is BMW.

THE ULTIMATE DRIVING MACHINE
At BMW, we recognise the powerful temptation that we put in people's way. That's why our keys have been designed so that they transmit a unique security code that changes every time the key is turned. With over 79 thousand billion billion possibilities to choose from, a thief has more chance of winning the world's biggest lottery four times in a row than he has of ever figuring out the key to our code.
At BMW, form has never overridden function. Innovative lightweight engineering techniques are used sparingly to improve driveability, not marketability. In the new 5 Series, an aluminium suspension wasn't just used because the 36% weight advantage over steel sounded good, but because a lighter, more agile suspension rebounds faster to provide the driver with a far superior feel for the road.

The Prototype

The Finished Article
At BMW, we await the advent of the perfect road surface. Until then we have ASC+T, a system that takes control of the throttle whenever grip is lost. That's not to say your driving experience is compromised. In fact, a degree of flexibility has been added to give the driver feel and feedback from the road, safe in the knowledge that the wheels have the tarmac firmly between their teeth.
At BMW, we see no reason why deceleration can't be made just as exciting as acceleration. In fact, it's something we demand of all our cars. Designed to bite hard and fast at temperatures of up to 750°C, the brakes on our BMW M3 can take you from 100 km/h to a complete standstill in just 2.3 seconds. Given enough to make even the paws of a great white shark appear toothless by comparison.
It could just save your marriage.

Alas, heated arguments are the last thing a driver needs.

Because when you are behind the wheel, the best judge of the temperature that will keep you fresh and alert is you.

And not the person sitting next to you.

Which is why we've given our drivers and their front seat passengers their own separate air conditioning controls.

For all you know, it could save lives as well as marriages.

Because when your comfort improves, so does your driving.

And in order to raise your level of comfort, and safety, even further we've introduced the activated charcoal filter.

So the air you breathe is practically free of dust, odours, and all trace of irritating pollutants.

Of course there is no point in giving you the best air-conditioned air if it doesn't stay air-conditioned.

So, to fully insulate you, the Mercedes-Benz S-Class is the world's first car with double-glazed windows as standard.

Windows which refuse to mist over are one result.

While a formidable barrier against road noise is another.

A stress-free environment for drivers in every respect.

And when you consider our rear seats recline blissfully by a full 41 degrees, back seat drivers will have little to complain about either.

Which leads us to ask, who's going to argue with that?
One thing you learn very quickly in a foreign land is to know the difference between the educated and the uneducated. You will find that the educated are often the most difficult to deal with, while the uneducated are often the most friendly. Of course, the uneducated will often speak a language which is completely different from the one you speak, but they will nonetheless be friendly and helpful. It is important to remember that the educated often do not know their own country as well as the uneducated do. For that reason, you should try to communicate as much as possible with the uneducated, as they will be able to give you a more accurate picture of the country and its people.
After extensive consumer trials, Mercedes-Benz introduce the coconut tree as a headrest.

They say that the coconut tree is the most versatile plant on earth.
Over the years it has provided man with his food, his drink, his fuel, his clothes, his shelter. And now it even provides the headrest in his motorcar.

Our engineers have been working on a long term project to provide the indigenous peoples with economic alternatives to logging.

Our coconut fibre comes not from the shores of paradise, but from the Amazon Basin.

It's harvested there as part of a long term project to provide the indigenous peoples with economic alternatives to logging.

As such, it's just one of many natural materials we're adopting in a bid to move over to environmentally friendly technologies.

In addition, we're recycling everything from catalytic converters to brake fluid. And we're even using solar power in our factory at Bad Cannstatt, in Southern Germany.

We don't, of course, expect overnight results. But we certainly aim to prove something. That it is possible to build a beautiful motorcar without harming the planet on which it is to be driven.
Down Boy.

A hard-top, asphalt-hugging, road-chewing coupe one second. An open-top, hair blowing convertible the next. The Mercedes-Benz SLK isn't just wheeled transportation. It's a dream come true. And a Freudian one to boot.

That's because the SLK has been designed to appeal to man's basic instinct. Instinct like good old fun and unsophisticated excitement. After all, what's there not to love? There's no backseat. Therefore no backseat drivers.

Can't decide between Coupe or a convertible? No problem. You can convert the two-seater SLK from one into the other at the touch of a button, thanks to its electronically-powered, vario hard top roof.

As you can rightly expect, power is as readily on tap underhood as it is overhead. Thanks this time to the SLK's range of engines, including a supercharged Kompressor which propels it from zero to a 100 kph in 7.4 seconds. And then in no time at all to its top speed of 231 kph.

While the SLK is undoubtedly good for the id, it isn't recommended for the impatient.

Restraint is further advised. Due to unprecedented demand from the world over, every SLK has been booked up until 1998. And now has a waiting list of 24 months.

So like we said earlier: "Down Boy." Sorry.
Paint isn’t the only thing we spray our cars with.

Small steel balls, fired from a gun at a speed of 250 kilometres an hour will inflict more damage to automobile paintwork than any flying stones or gravel.

But then, the technicians in our stone-impact simulators are exceedingly fussy.

As their colleagues who wage an ongoing war against the droppings of birds.

And yes, even of bees.

With the help of enzymes, they have trained our cars to survive.

Some of the most corrosive biological onslaughts known to man.

For transport, we subjected these tests to essential.

Because in addition to being held as masterpieces of the engineer’s art, our cars also have to remain worthy to the Mercedes-Benz heritage of quality and reliability.

Which is why we won’t hesitate leaving our cars to bake for a whole year in some of the world’s harshest deserts. Or shrink our bodies shunts off the production line, in every eight-hour shift, to be scrutinised for any imperfections by laser. And laser, by bloodhounds.

It is only by setting our sight on the strictest possible standards, that we make your investment in a Mercedes-Benz remain as attractive as ever.

With nothing to damage our reputation. Or your resale value.

Mercedes-Benz
Engineers to move the human spirit.
At least there's one thing from the 70's you won't mind being seen in today.

Quite possibly the only fashion statement which is still regarded today with envy, not embarrassment.

Not surprising when you consider how our heritage has always prevented our engineers from ever designing cars which pander to the fickleness of fads.

That's because at Mercedes-Benz, our designers adhere to the principle called 'sensible progress'.

Which is why the introduction of each new generation doesn't always spell the extinction of the existing model.

Rather, overtime, it kind of confers upon them a classic appeal.

And more often than not, even further fiscal appreciation.

So while everything may be as dead as disco, it's easy to dig why the Mercedes-Benz 350 SL has always remained.

Mercedes-Benz

Engineered to move the human spirit
Does anyone really care that the lights in our factory never kill flies?

For reasons we can't quite explain, flies have an incredible habit of cutting their lives short by flying too close to lights.

To prevent such tragedies, the new Mercedes-Benz plant at Böblingen has installed lights which won't burn flies which may hover a little too near.

To most people, it may sound a tad excessive. After all, flies are rather distasteful things. However, they do make a very nourishing and delicious meal for frogs.

Besides seeing it that our little green friends feed well, we also ensure that they will live well. Which is why in some parts of Germany, we've even built (incredible as it may sound) frog tunnels under the roads.

To keep this pad ecologically sound, we now insist that all our paints are water-based. So no harmful paint solvent will ever leak into Earth's precious waterways and rivers.

Even the amount of water needed to produce each car has been drastically reduced. From twenty-two cubic metres to merely four.

To further improve water conservation, future production plants will be built with closed-loop water circuits. Guaranteeing that not one single drop of water will be wasted.

From the flies frogs feed on, to the rivers they call home, there is practically nothing Mercedes-Benz won't do to keep these amphibians from croaking. Not to mention their neighbours, the fishes and the ducks.

Mercedes-Benz
Engineered to move the human spirit
David Chan Khoon Sang works for Toyota in Kuala Lumpur. He's a Regional Manager who leads a team which is helping create more lifetime customers for Toyota in Malaysia.

During the week, David is like thousand of Toyota people around the world who are working to ensure

But three times a week, he uses his leadership skill to coach local children in the art of kendo.

David plays in the Malaysian national team and recently represented his country at the 10th World Championship.

The same dedication to teamwork and training which becoming a kendo champion also helped him

David recognises the values of good training. "The skill I shared at Toyota made me better at kendo and a better member of Team Toyota."

David Chan works for us and for TOYOTA
"Sri Agung Handayani works for Toyota in Jakarta. Her job is in the Training Department as part of the team responsible for teaching Toyota dealers and their staff about high technology automotive systems and the latest marketing procedures.

Agung is one of thousands of Toyota people around the world our customer Toyota showrooms will always find someone well-trained to help them.

The effort she puts into training others also goes into traditional Balinese dancing, which Agung has practised from the age of ten.

She loves to dance, because it carries on ancient traditions and because of the

Agung sees the benefits of passing on her knowledge to other people. She says "The skill I practise dancing makes me a better member of Team Toyota."

Agung Handayani works for us and for you."
On the weekend, Shahri is a football hero. The rest of the week he works for you.

Shahri bin Abdul Rahim works for Toyota in Singapore. He's a Pro Technician, trusted to lead a team of skilled mechanics who repair and maintain a range of Toyota vehicles.

During the week, Shahri is like thousand of Toyota people around the world, working hard to ensure that satisfied Toyota owners continue to receive the best possible service.

But on weekends, he satisfies fans as the goal keeper for Geylang United, a top team in Singapore's football league.

Shahri has been selected three times for Singapore's national team and travels the region as an ambassador for football.

The same dedication to teamwork.
Maggie Yuk Wah Chow works for Toyota in Hong Kong. She trained hard to reach her position as Marketing Officer in a team responsible for staging car shows and producing new car catalogues and brochures.

Maggie is one of thousands of Toyota people around the world to make a wise purchase decision.

On the weekend, Maggie's efforts go into her local Scout group. There she encourages the children in a range of different activities, giving them a better sense of trust and teamwork and using the challenge of rock climbing to improve their skill and confidence.

Maggie sees her own confidence...