

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

In this digital era, communication is one of the important things, especially in the world of work. Communication happens when someone or group in organization make an interaction and get information. Good communication is considered so desirable by employers around the world: accurate, effective, and unambiguous communication is actually extremely hard. There are two communications which are verbal and non-verbal. Communication process happens by source message. In communicating, of course, language is very important because language unites the nation. Language is a characteristic that becomes a means of communication between residents in a country or region. Every country generally has an official language or several official languages that are recognized and used in official communication, education, administration, and daily life.

Language is a complex communication system used by humans to convey information, ideas and feelings through symbols, words or signs that have meaning. Language has a very important role in our lives. People use language to convey and express their ideas, desires and feelings through the process of communication with others. Language and culture are two different sides of a coin, but the relationship between the two cannot be separated, because language is a mirror of culture and the self-identity of its speakers. Mastery of these linguistic aspects is very important in communicating well and effectively in various social, cultural and professional contexts. By understanding these linguistic aspects, one can speak, write, and interact more fluently and be understood by others. In addition, understanding linguistic aspects also helps in understanding the true meaning of the message conveyed by others and avoiding mistakes in communication. Talk about linguistik The relationship between

copywriting and linguistics is very close, although they are different disciplines. Linguistics is the scientific study of language, including the structure, use and meaning of language, while copywriting is the art of writing persuasive texts for marketing and advertising purposes."sprite" is a brand of soft drink that has a lemon-lime flavor. Sprite is one of the beverage brands produced by The Coca-Cola Company. Social media is a digital platform or service that allows users to interact, share content, and connect with others online. Through social media, users can create personal or business profiles, post text, images, videos, and various other types of content, and communicate with other users through private messages, comments, or through other features provided by the platform. Some examples of popular social media platforms include Facebook, Instagram, LinkedIn, YouTube, and Twitter. Twitter is a social media platform that allows users to share short messages or "tweets" with a maximum length of 280 characters. India is also a big market for carbonated beverages, including Sprite. In this country, Sprite is one of the most popular drinks among consumers. So, Therefore, the researcher excited to focus on studying to analyze the Social Media copywriting used by India's sprite X account (@sprite\_india).

### **1.2 Formulation of the problem**

The problem is formulated into “ how are the social media copywriting used by India's Sprite X account”

### **1.3 Scope and limitation of the problem**

Each system, of course there are advantages and disadvantages of each. However to simply the writing proposal. Based on the background and identification of the problem above, this research limited on tone of voice, style, purpose and technique

### **1.4 Object of study**

Based on the formulation of the problem, the objectives of the study is to analyze how are the copywriting social media used by India's Sprite X account.

### **1.5 Significance of the Study**

Based on the information of the problem there are significance of the study:

1. For researcher

To knowing and learning expand the way researcher thinking in studying and information material for further.

2. For Faculty

As an additional references medium science and technology reading resource for other readers want to know and learning about copywriting.

3. For Readers

As a means to add insight and knowledge about copywriting in post.