CHAPTER I

INTRODUCTION

This chapter provides the background of the study, the statement problems, the objectives, the significance, the scope and limitation and the definition of the key terms.

1.1 Background of the Study

Advertisement is a tool of communication which can be delivered verbally, nonverbally, or both, to let people know about certain products. We can find advertisements when we read a magazine and a newspaper, listen to the radio, watch the television, browse to the internet, or just walk. Based on Goddard (1998;10) advertisement is not just about the commercial promotion of branded products, but can also encompass the idea of texts whose intention is to enhance the image of an individual, group or organization. It means that advertisement is the existence of information which not only about a product, brand, company, or shop, but also can be service, important information, job vacancy and others. Thus, advertisement is a communication process that aims to persuade, to influnce, to inform and to introduce about something, so the people can take the benefit from it.

Nevertheless, not everyone can be influenced by advertisement. It needs a good language in order to attract the consumer. Language in the advertisement is the important tool, because it represents the product. It is arranged as as good as

possible to get people's attention. It aims at persuading the consumer to use the product or the service. By using good, creative and effective language, the consumers will get impression of the product offered.

The language of advertisements has their own characters. According to Stan Rapp and Tom Collins (1955:152) that the language of advertisement must be able to arouse, to informative and to persuade. By the word arouse means that the language of advertisement must pay attention to people's necessary. It can give the solution for what the consumer need at that time. Then, to informative, it means the language used in advertisement is communicative. It is simple, clear and make people easy in comprehending the message. By comprehending the message the consumer can attract about the product. While by the word persuade means that the words used in advertisement make the consumers be interested and curious in products offered. The producer tries to persuade the consumer to follow what the advertisement said. Thus, language of advertisement should be as creative as possible. It must be persuative, suggestive or invitative to make people attracted.

Making an interesting advertisement not only needs a good language but also an interesting slogan. Language and slogan are the most important parts which make success the advertisement. Slogan is motto or phrase which used on the context of politic, comercial, religion, health and others, as expression of an idea or a purpose. Tom Altstiel (2008:165) mentioned that, slogans are usually in form of a short phrase or sentence, which gives space for readers to explore the meaning of it freely. Slogan can be tool for the producer to share the information

to the consumer, through the slogan, can make the consumers feeling curious and increasing the interest of consumer to get or use the product.

In addition, based on the researcher's experience reads some media of advertisement such as magazines, brochure, billboard, and others, the language used in slogan advertisement is mostly English than national or local language. It is caused English is the language which used to interaction with other people around the world. It used and learnt most of people in this world. So by using English in slogan the copywriters want to reach the consumer widely. They hope can get the good respond to built a good reputation of the product.

However it is not easy to have a successful slogan. The successful slogan is not only depent on the language used but also there are some aspects which must be considered. The first aspect is society. Society is the target of producer to promote the product. The right target and laguage used in slogan will success the slogan campaign. In example the slogan of projector, *World Brightest Full HD 3D Projectors*. This slogan will be understood by the people who usually work using projector, but if this slogan is read by children, absolutely they do not understand.

The second aspect is the picture or color. Picture and color are part of slogan which can interest the consumer. The bright color makes the good impression in consumer's eyes while the picture can be support of the message that slogan conveyed. In example the slogan of health information, *Hidup Sehat Tanpa Rokok*, this slogan is usually found with the smoke picture is scratched using red line. The picture here is as the support of the slogan message that smoke is not good and dangerous for the health.

The third is beautification or uniqueness. The main purpose of slogan is to atrract, to persuade and to influnce the consumer, so the words used in slogan usually contain of beautifiction or uniqueness. For example the slogan of Dancow milk, Aku dan Kau Suka Dancow. This slogan is nice to say because it has the same end rhyme. The word choice of that slogan considers the beautifiction to The uniqueness of the slogan will make it easy to attract the consumer. remember. Then, the last aspect is meaning. Language and meaning is a unit which can be separated. Language of slogan has various kinds in order to interest and influence the consumer. Through knowing and undertsanding the meaning of the slogan language, the consumer can know the function or benefit of the product. The consumer also able to be interested and influenced for the product offered. For example, the slogan of television LG product, Smart Technology Comforts Your Eyes. Throught that slogan, LG company wants to inform the consumer that LG television has good quality which does not make your eyes irritation with the light from the television. So the consumer can enjoy and comfort when they are watching it.

Language and slogan are interesting to be analyzed, from those aspects, study of slogan and language can be analyzed from some linguistics fields. The society aspect can be analyzed in sociolinguistics field. The picture and color of slogan can be analyzed using semiotics. The beautification and uniqueness of the slogan language can be analyzed using stylistics. The meaning of language slogan can be analyzed using semantics and pragmatics. Semantics deals alot with literal

meaning while pragmatics deals with the meaning of intended meaning of utterence.

In this study the researcher only takes one point to be analyzed. The researcher focuses on the study of semantics. Based on Saeed (1997: 93) semantics is the study of meaning communicated through language. It means that semantics is the study of meaning which used to understand human expression through language. It is the knowladge of the individual who speaks and hears other speaking, or description of units words and sentences. As the researcher experience about the language used in slogan is mostly English. Using English in slogan is good but the meaning of English slogan cannot be undertood directly by seeing, reading or listening it. It really affects to the advertisement targets if they do not understand about the meaning of the slogan. They will not be able to catch the message or information of the advertisement. By analyzing the meaning of the slogan it can help the consumer to know about that.

In semantics field, there are many topics discussed but this reseach focus on analyzing the interpretation meaning and the types of meaning used in the English slogan advertisement. Moreover, the previous researchers that have mentioned above are different with this present study. In this present study, the researcher has different media and analysis. The researcher only chooses one kind product to analyze, that is English slogan of gadget advertisement especially; smartphone, laptop, tablet, and camera. The English slogan is got from PC media magazine, brochure, banner and billboard. It only focuses on semantic analysis by analyzing the type of meaning and the interpretation meaning of gadget English

slogan advertisement. The theory used is from Leech to differ the type of meaning. Based on Leech (1974: 18), there are seven types of meaning they are conceptual, association which is divided to be five, they are connotative, social, affective, reflected, and the last type is thematic. All of the types have their own function as their use in a phrase, clause or sentence.

The researcher chooses the printed electronic slogan as the object to observe because this study only concern on the meaning of word, phrase or sentence in advertisement, without taking any consideration about the color or the gesture. In addition the gadget advertisement is commonly found in printed advertisement such as the magazine, billboard, brochure, newspaper and others. Whereas the gadged products are choosen because nowdays the people cannot be separate with the high technology. Gadet is one of them which can help to do their job and activity in their daily life. Most of people also often to look for the gadget things as their requirement, such as mobile phone, laptop, camera and others.

However, the language of slogan was choosen as the object because their unique characteristic aims at persuading the consumer. The researcher hopes by undertsanding English slogan of advertisement, everyone wil be easy to choose and inspire the best product offered.

1.2 Statement of the Problems

Based on the background of the study, there are two statements of the problems, they are:

- 1. What are the types of meaning used in English slogans of gadget advertisements especially smartphone, laptop, tablet and camera product?
- 2. What is the interpretation meaning of English slogan of gadget advertisements especially smartphone, laptop, tablet and camera product?

1.3 Obejctive of the Study

Based on the stated problems, this study aims to:

- 1. To find out the type of meaning used in English slogans of gadget advertisements especially smartphone, laptop, tablet and camera.
- 2. To describe the meaning in English slogans of gadget advertisements especially smartphone, laptop, tablet and camera.

1.4 Significance of the Study

An advertisement should be interesting which is consist of a brief message which easy to understand because an advertisement is a communication tool for the producer to the consumer. In this study the researcher analyzes the interpretation meaning and the kinds of meaning used in English slogan of gadget advertisement especially smartphone, laptop, tablet and camera in PC Media magazine, brochure, banner and billboard in the Hitech mall Surabaya. Therefore, the significant of this study to enrich the knowladge about the slogan meaning and

the type of meaning usually used in gadget advertisement so there will not be misunderstanding to understand the slogan advertisment language. Furthemore, the result of this study can use as an example when another researcher want to do the similiar study about the type of meaning in other objects. Also, the result of this study is expected to the student for helping them understand more about the linguistic feature in advertisement slogan. Hopefully this study can give suggestions some ways for the copywriter of getting great impression on customers' minds through word.

1.5 Scope and limitation

This study focuses on semantic which concern with the types of meanings. It is limited in some gadget slogans from PC Media magazine, edition of January – March 2016, brochure, banner and billboard that showed off in Hitech mall Surabaya on 23 of May 2016. The researcher analyzed the English slogan of gadget advertisement especially, laptop, tablet, and camera mobile phone product. The laptop, tablet and camera which is used as the data are from all kinds type and brand. While the kinds of mobile phone which is taken as the data is only smartphone types from all of brand.

1.6 Definition of the key term

a) Advertisement is something (such as a short film or a written notice) that shown or prsented to the public to help sell a product or to make an announcement.

- b) Slogan is a simple phrase or a short group of words which is easy to remember, easy to pronounce and pleasing to the ear. It is used on the context of politic, comercial, religion and others as the expression of the idea.
- c) Gadget is a small tool or a machine, used for a particular purpose. It is a tool or an aplication that can enhance your experience on a computer or mobile device.
- d) Type of meaning is kinds of meanings which is used to differ the meaning based on the situation and condition. According to Leech there are seven kinds of meaning, they are conceptual and assosiation, assosiation meaning is devided into five, they are connotative, social, affective, reflected and collocative, then the last type is thematic.
- e) Printed advertisement is a form of advertising that uses physically printed media, such as magazines and newspaper