CHAPTER I

INTRODUCTION

In this chapter, the writer will explain about background of the study, problems of the study, objectives of the study, significance of the study, scope and limitation, and the definition of the key terms.

1.1 Background of the Study

Language is a system of pronounced sounds, used by people as tool of having relationship in their society. Language is the system of human communication by means of a structured concurrence of the sound. Language is a fundamental aspect of human life. To communicate and establish relationship with others, people use language as tool of their communication (Wardaugh, 1985:29). To communicate means to transfer ideas from one person to the others. If people did not have a tool to communicate, every people's activities and interactions would be stagnant (Wardaugh 1986:1).So, it can be concluded that language plays very fundamental role in human life.

Basically people use language in two ways for communicating each other's; in spoken and written form. In spoken form means people directly send and receive messages or information orally, while in written form the messages are transferred from the addressor to the addressee through writing. In this study, the researcher is interested in analyzing language

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used in written form. Instead of choosing other written forms of communication, the language used in advertisement attracts the researcher's attention a lot based on some considerations that advertisement must be created effectively and meaningfully. The language presented in an advertisement is although not too long but it conveys meaningful messages inside. Advertisement has secret power behind its language used because through reading it, the readers will be attracted to the company's intention, wanted to buy the products.

In this research consist about commerce. Koran as the main source of Islamic knowledge also teaches us how to understand other people commerce. In *Al- Baqarah (The cow)* Verse 275 said Allah said

"*But Allah has permitted trade and has forbidden interest"*

In this globalization and industrialization era, in which many goods are produced in a very large amount every day, the existence of advertisements becomes out of burst too as its result. Companies utilize advertisements to sell their products. Therefore it is so easy for us to find out advertisements such as printed on newspapers and magazines we are reading, often appear on the internet while we are surfing, presented on the billboards in side of roads we are taking, and many more.Rowseand Rolan(1957: 37) stated that advertisement is as tool of communication from advertiser. Advertising originally meant 'taking note' or 'considering', however, its meaning later changed to 'persuading'. It has

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many purposes, they are to introduce a new product, to familiarize consumer with product uses, to sell goods, to introduce styles and costumes, to attract the costumers, and to get customers to enter a store and prepare the way for the salesmen. There is a fact that because of the use of effective advertisement, the consumption of the promoted products increases massively. Moreover, recently good advertising has often successfully persuaded and is still persuading people to buy specific consumer goods that they do not necessarily need. By now, advertising has become a competitive war against commercial rivals for a share of the market.

In advertising, there is one element which holds an important role to make an advertisement can attract people's attention. It is popularly called slogan. Slogan is image or sign of company. It is a phrase that comes and goes with particular lines of products on all its adverts whatever the campaign. (Goddard 1998:105). So, it is kind of image the companies try to deliver to the consumers through best words chosen that comes with the particular lines of products in all the advertisement adverts. So that is why language becomes the important tool in slogan. Almost all products have the slogans.

Other concept of slogan comes from Tom Altstiel (2008:165); he 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. The advertisers choose the creative and interesting words to be the language of

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their slogans. The language of slogans represents the particular product. The slogans of a product have the characteristic that is different from other product. For instance, we can say that slogan is a tool to create the product offered being interesting. Most companies are creating their slogan more attractive by benefiting metaphorical languages either implicitly (implicit metaphor) or explicitly (explicit metaphor)in order to make their slogans more interesting instead of using another style of language.

Metaphor includes into one aspect of figures of speech. The basic structure of metaphor is so simple, there is something we talked about and something used to compare with something that we talk about. A typical dictionary definition of metaphor is "the use of a word phrase to mean something different from the literal meaning" (Oxford Advanced Learner's Dictionary). Metaphors are the figure of speech that becomes the most common way taken by marketers to be used extensively in their persuasive communications to consumers within their advertisement slogans. These metaphors make implicit or explicit statements or suggestions that a product, service, brand, or company is some unique idea or concept. Marketers use metaphors to achieve many objectives; i.e., to gain consumer attention, evoke imagery, provoke comparisons, suggest similarity between a product and a concept, explain a complex or technical product, or influence consumer beliefs and attitudes.

This research objects are slogans of computer brands used in advertisements. The writer is interested in investigating this object is

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because as we know that nowadays technology has taken parts with almost all parts of our lives so that there are a lot of companies which compete to produce the best technological devices to fulfill the public demands; one of them is computer. Computer now becomes a thing needed by almost everyone. Consequently, loads of computer advertisement has also arisen. Therefore, every computer brand must provide the slogans which is carefully designed and thoughtfully planned to attract many people's attention toward the advertisement and at last, buy the products. Because of this competitive aspect, every company must also compete to use language more effectively and communicatively to create its slogan to attract people the most. So, it must be really interesting to investigate computer brands slogans.

One example of interesting computer brand slogan is coming from Apple. This computer brand states "**Apple Macintosh, the power to be your best**" for its slogan. That advertisement slogan is an explicit metaphor. Apple Macintosh is a kind of computer brand. In this case, the readers should find why it is said **the power to be your best.** They should connect the lexical meaning with the illustration of the picture of the advertisement. From the picture, the writer can find that Apple is the name of a computer brand. Apple is the computer which gives more over plus to the users because of its application. **The power to be your best**, this sloganmeans that with all the over plus of Apple brand, it will make the

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users feel satisfied because of its power which will make them to be the best.

Some of the researchers actually have done the study about analyzing slogans in advertisements. The first researcher who had done such study is Rudik Sanjaya (2002), entitled *"A Study of Metaphors used in Cars Advertisement"*.He analyzed metaphor used in cars advertisement. This research applied Wahab and Tanaka's theory and used descriptive studies approach. The most finding is the nominal predictive metaphor also can be in the form of dead and life metaphor, in other word a single metaphor may have two categories.

Another on is done by Nitajuz Zahidah (2011), entitled *"An Analysis of Metaphor in Advertisement Slogan in Time Magazine"*. She analyzed the Furnish and Bath's theory of metaphor. The writer analyzed whether the slogans contain implicit and explicit metaphor. She used slogans which were used in "Time Magazine". Based on those two earlier studies, then the writer is interested in conducting this study which is also doing an analysis on slogans. From the previous studies mentioned earlier, this research has similarity and difference with both the researcher above. The similarity is the focus is on analyzing slogans. The differences are the object which is taken and also the theory which is used.

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Based on the explanation above, the writer decides to accomplish this study by the title *"An Analysis of Metaphor Used in Computer Brands Slogan Advertisement"*.

1.2 Statement of Problems

Based on the background of the study above, researcher formulates the problem as follows are:

a. What kind of metaphors is used in computer brands slogan advertisement?

b. How are explicit and implicit metaphors used in computer brands slogan advertisement?

1.3 Objectives of the Study

Related to the previous above, the objective of this study are;

a. To know the types of metaphors used in advertisement computer slogans.

b. To describe how explicit and implicit metaphor used in advertisement computer slogans.

1.4 Significance of the Study

The significance of this study is that the researcher hopes that this research will contribute in adding some knowledge in Semantics fieldanalysis especially about metaphor which is used in an advertising slogan for computer brands. Moreover, this study can show the advantage

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of using metaphorical sentences in advertising so it will help the advertiser to be able to make the slogans more attractive and also make the sentence shorter in order to be more easily remembered by people but it has been effectively enough to deliver the messages so that the aim of advertising is successfully achieved; attract people's attention and finally buy the products.

In addition, the writer also hopes that the study can give contribution to the theory of figure of speech that is to prove that theory which is combined with advertisement theory can give solution to the problems in understanding some advertisements.The research is expected too to be a helpful reference for those who are interested in conducting further research.

1.5 Scope and Limitation

This research is focused on investigating kinds of metaphor used in computer brand slogan advertisements from the best 10 computer brands based on http://microsoft-id.blogspot.com; they are Acer, Apple, Asus, Dell, HP, Lenovo, MSI, Sony, LG, and Toshiba. The researcher uses theory from Furnish and Bath based on their book entitle *Reading Poetry: an Introduction*.

1.6 Key Terms

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In order to avoid misunderstanding and misinterpretation about the basic concepts used in this research, the researcher would like to give some definitions of the key terms as follows.

1. Figure of Speech: is a poetic or non-literal in using language (Berry, 1974:49).
2. Metaphor is the use of word or a phrase to indicate something different from the literal meaning (Ortony, 1993: 15).
3. Slogan is image or sign of company. It is a phrase that comes and goes with particular lines of products on all its adverts whatever the campaign. Goddard (1998:105)
4. Advertisement: is a tool to provide information which is persuade about goods, ideas and services to people on many media (Wright in lliweri: 1992:20).

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