CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It contains of Background, Statements of Problem, Research Objective, Significance of the Research, and Definition of Key Terms.

1.1 Background

Language is a system of communication consisting of sounds, words and grammar. Findlay (103) tells that a language is a symbolic system used by communicators to construct and to convey information. Language is one of character in humans therefore humans have a language to convey something or to communicate. It means in human life, language is the important thing in which human interacts each other. It is very important for the humans" life because human can communicate, convey a message, expression, feeling, and emotions by using language.

Lyons (32) says that language has great role on communication. Language is a way of people to communicate with others. It is used by people in their daily life to make a conversation. As a result, by language people are able to communicate and say about everything what they feel in one condition in the society. There are many kinds of communication, one of that is to influence someone to make changing his feeling behavior that is called as an advertisement. Advertisement is designed to generate increasing consumption of those products

and services through the creation and reinvention of the "brand image". Kirkpatrick (350) says that as the advertisement demand attention, the creative advertisements should be unique and simple, clear, obvious, and catchy. To communicate the product advertisement need language. In advertisement, language is very helpful to send a message from producer to consumer that is called as slogans. In this case the researcher tries to analyze car advertisements because car is one of best seller products in Indonesia and many people nowdays use cars as lifestyle. Beside of that, car is private transportation that makes the owner comfort then uses the other private transportation like motorcycle, bicycle or use public transportation.

According to Caruba (6), slogans are words or phrases used to sum up or express the spirit or aim of a company and unlike a company name, logo, or trademark which can easily be changed to reflect new marketing strategies. So it means that slogan is one of the important things to make the consumer interest in their product. After the consumer interest, consumer will buy their product. In order to know what the advertisement redentionis, this research analyzes the words of slogan in advertisement uses semantics theories.

Bull (417) says slogan is easily remembered phrase use in advertising. It means slogan is a word or phrase that is easy to remember and to easy remember slogan must short and unique. So a nice slogan must be short, clear, unique and easy to remember.

According to Agustrijanto (78-83), the language of advertisement must have style and variety word. There are (1) to exploration, (2) narrative, (3)

argumentative, (4) rhetorical, (5) informative. The use of style and variety word every companies are different and each companies will make a effective word to convey the message of advertisement to consumer or buyer.

Semantics is a study the meaning of language. It is a knowledge that discusses the meaning of sentence. Saeed (3) defines semantics as the study of meaning communicated through language. From all statements, semantics is a study about meaning of language itself, such as word, phrase, clause, and sentence.

Damers, et. al (225) state that semantics is generally considered to be the study of meaning in language, while in logic semantic is generally considered to be the study of reference in language. Semantics concerns on aspects of meaning in language: work in semantic deals with the description of word meaning and sentential meaning. Lyons (136) states that there are many types of meaning, such as lexical meaning, grammatical meaning, sentence meaning, descriptive meaning, expressive meaning and social meaning, contextual meaning and conceptual meaning. In this research, researcher tries to analyze the slogans uses semantics theories based on lexical and contextual meaning, to make easy understanding the slogans generally using lexical and contextual meaning than the other because when using lexical the respondent just tries to meaning the words and when using contextual meaning the respondent just tries to meaning the words based on the contextual of the product.

In this case the researcher has collected some samples data from the English Department Students and employees. In this sample the researcher uses one

sample of slogans, that is Toyota Grand New Fortuner "The world is mine". R1 or student said "if from that slogan the product wants to be the first in the world". R2 or employees said "if you have a Fortuner and you ride you will feel more comfortable than the other products, because the car has sport style and has a superb facility inside the car. So, it is the reason why you will feel comfortable when you ride Fortuner". R1 or student just understanding the slogan based on word of the world is mine but R2 that know about their product tries to understanding not only based to the word but he to tries understanding based on facility. From that argument, the researcher finds different definition about understanding from R1 and R2 about the slogans of the product.

There are some researchers observe about the lexical or contextual meaning. Then the researcher found some researches which are relevant with this research. The first relevant study revealed by Ikbalullah in 2008 entitled "The Contextual meaning of cigarette advertisement slogans". In his research, he uses lexical and contextual meaning to analyze the cigarette slogans, and use student"s participants for his research.

The researcher found another research which the title is "The Signification of Slogans in Car Brand Name" by Lilis Sulastri in 2012. In her research, she uses branch of semiotics, especially about the signifier and signified to analyze her research. And she not only analyzes the slogans but the facility and the color in the brochure.

There are some differences between Lilis Sulastri"s and Ikbalullah"s research with this research. Ikbalullah tries to find the meaning of slogan from one

site that is from the students. Lilis Sulastri tries finding the meaning of slogan from her knowledge and this research found the meaning of slogan from two site, those are from the employees and the students. Beside of that, this research will comparison the employees and students argument then found the factor that make them have different meaning.

1.2 Statement of Problem

A phenomena show that there are different in understanding slogans of cars advertisement between student and employee. For Focusing on this research, the inquiry would be guided by the following general questions:

1.   How do employees understand about the slogans of car advertisements?

2.   How do students understand about the slogans of car advertisements?

3.   What are the factors that make them have different understanding about slogan in car advertisements?

1.3 Research Objective

Based on the research question formulated above, the aims of study are:

1.   To know about employees understanding about the slogans of car advertisements in their product.

2.   To know about student of English Department understanding about the slogans of car advertisements.

3.   To identify the factors that make them have different understanding about the slogans.

1.4 Significance of the Research

The study has benefits theoretically and practically. Theoretically, this research gives benefits to describe the types of meaning in the slogans of advertisement analysis. Practically it can be reading material and references to enlarge linguistic study, particularly semantics.

1.5 Definition of Key Term

Understanding

Understanding is know or realize the meaning of words, a language (Bull 2004:483).

Employee

Employee is a person employed for wages or salary (Bull 2004:146).

Student

Student is Person who is studying at a college or university (Bull 2004:441).

Slogan

Slogans are words or phrases used to sum up or express the spirit or aim of a company and unlike a company name, logo, or trademark which can easily be changed to reflect new marketing strategies (Caruba 2007:6).