

CHAPTER I

INTRODUCTION

The first chapter is divided by some subject matters. In this chapter the researcher explains about the background of the problem, limitation of problem, statement of problem, the purpose and significant of research and organization of writing.

1.1. Background of Problem

Nowadays, many people compete to make a creation of advertisement using unique slogan and picture both in online media or printed media. Advertisement is one of tools for mass communication in commercial with purpose of showing and making something unique to interest the public and then can influence them to become the consumers.

Kassaye (1999:170) argues the use of internet is the unique way to that compared with other advertising media and web usually has target readers. According to Coulter and Sarkis (2005:167), there are a lot of alternative media used to advertise some products such as internet, magazine, newspapers, radio, and television. People can read advertisement everywhere, now it is very easy to find any advertisement of products, for example people can easy to find shoes advertisements that very unique characteristic in aspect of slogan and picture in internet. According to Soedarsono (2004: 4), people move their eyes and also use

their mind, when they read an advertisement it means advertisement should use unique words and pictures to make the readers interested to read that advertisement.

According to Concise Oxford English Dictionary (2008), Internet is a global computer network providing a variety of information and communication facilities, consisting of interconnected network using standardizes communication protocols. So, internet is media online to find varieties of information. One of them is the information about advertisement there are a lot of advertisement that provide information about the product. People use internet for advertising products because using internet is very easy, cheap and practical for the people if compare with advertisement in Television or magazine, by using internet people can read many of advertisements every time and anywhere.

Taylor (1992) argues that a cultural context does exist between design and designer; therefore the design process must be viewed from the perspective of the culture or society. Visual languages through pictures, according to Kress and Leeuwen (2006), are not transparent and universally understood; they are culturally specific. So a picture in an advertisement has important role to give information about the product.

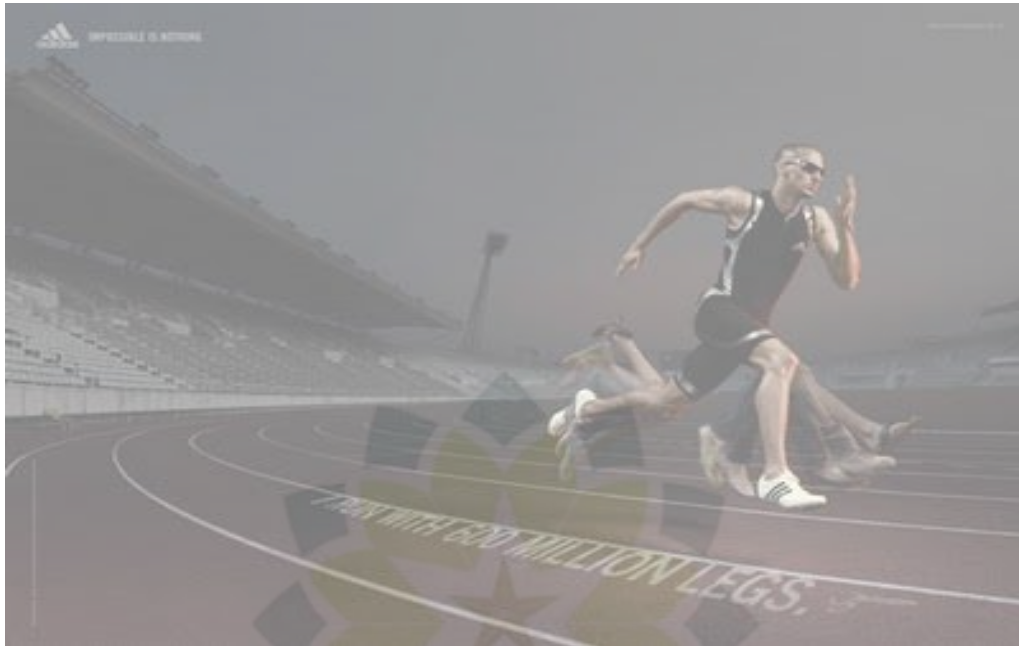
According to Schindler in Suhandang (1970:70), advertisement is one of method to introduce the product of vendor such as commodity service or concept to public. The message of seller is sent by advertisement with a language through media (Kasali, 1992:9).

Advertisement became one part of social activity in the world. For example product advertisement will influence the consumers to buy the product by unique words and pictures.

Language use aims to send message that cannot be separated from that real meaning. According to Saeed (1997:3), semantics is the study of meaning through language.

The vendor usually makes advertisement such as slogan, headline or banner, using pictures or logos. So the vendor tries to send information about the product by using verbal and visual language, many vendor use picture and special slogan to persuade the consumers to buy the product by unique, strange, funny, fresh advertisement.

The writer wants to conduct this research to investigate product advertisement in internet. The writer tries to analyze that slogan of shoes advertisement in internet, because it really interested to be analyzed, that advertisement has specific slogan and picture that differs with other advertisement. For example:



Adidas: I run with 600 million legs.

Picture 1

One of the examples of shoes advertisement is “*Adidas shoes*” advertisement it has slogan “I run with 600 million legs”. That advertisement shows someone as runner and many seen shadow of legs with unique picture, picture of shoes is created like he has many legs. Based on the description in the shoes advertisement above, the researcher has interpretation of slogan:

- ❖ When you use Adidas shoes you can run as the runner with 600 million legs, so you can become the best a runner.

Based on the explanation above, the researcher wants to analyze the language of shoes advertisement by semantics approach.

1.2. Statement of Problem

This research applies internet advertisement because internet advertisement can explore more and easy to get more varieties of shoes advertisements.

This research tries to explain the use of unique slogan and picture in shoes advertisement. This uniqueness can be seen from meaning and symbol. The statements of problem are formulated by following questions:

1. What is the meaning of slogan in shoes advertisements?
2. What are the characteristic of slogans in shoes advertisements?

1.3. Research Objective

The aims of this research based on the statement of problem are:

- 1) To find out kind of meaning the text of shoes advertisement.
- 2) To explain about the characteristic slogan in shoes advertisement.

1.4. The Significance of Research

This research expected to contribute especially to students of BSI in relation to linguistic study. It is also expected to enrich research on semantics among language students, because an advertisement has meaning in unique words and picture. This research can be analyzed with semantics analysis and then for the development of advertising field especially in semantic.

1.5. Organization of Writing

The organization of this research is presented into five chapters:

Chapter I: Introduction. This chapter consists of background of problem, limitation of problem, statement of problem, purpose and significant of problem, and organization of writing.

Chapter II: Theoretical Foundation. This chapter provides the theories that are relevant to the research. It describes the theories about word meaning and characteristic of slogan advertisement.

Chapter III: Research Methodology: this chapter point out the research methodology into method of research, data of research, data resource, technique of collecting data, and the steps of data analysis.

Chapter IV: Analysis the Data . This chapter contains the result of the analysis of product. In this chapter the researcher will answer the statement of problems, they are: the meaning of slogans in shoes advertisements and the characteristic of slogan in shoes advertisements.

Chapter V: Conclusions and suggestions. In this last chapter, the conclusion will be drawn and the suggestions will be put forward by the researcher.