

# **CHAPTER I**

## **INTRODUCTION**

This chapter is an introduction to the study. It contains background of the study, research questions, aims of the study, research significance, definition of key terms and organization of the paper.

### **1.1 Background of the Study**

Mass media is growing so fast nowadays. With mass media, we can know the important information outside there. According to Cangara (2006, p.119), media is a tool that used to deliver a message from communicator to the public, in the other hand, the meaning of mass media is a tool that used to deliver a message from source to the public with using communication tools like newspapers, film, radio and television.

In mass media, we can found an advertising media that used to offer some product for the consumer. Advertising is used by the enterprises that have products for raising a sale to the public through mass media. Advertising is a form of presentation of the message conducted by the non-personal communicator to media addressed to the communicant by paying (Widyatama, 2005, p.3). It means that advertising gives a unique serving that contains in mass media to make buyers become interesting to that product. The way to make a display of product becomes attractive for a buyer, so the advertisements of the product should have a unique tagline that explains about the product itself.

Tagline is a part of an advertisement that purposed to make the product easier to remember by the consumer. Tagline in advertisements has an important role. Landa (2006, p.145) explained that a tagline is a short succinct phrase, catch phrase, or end statement that embodies the broad strategy of a branding program and/or an ad campaign, establishing something memorable, particular, and clear about the brand; along with the name, a tagline is the verbal articulation of a brand. Callen (2010, p.152) also explained that a tagline, slogan or theme line is a short phrase that summarizes your brand and signs off your communication. It usually accompanies your brand name: before, after, or next to your name. Arnold (2009, p.50) explained that tagline are short phrases that conveys important ideas to customers. Salver (2005, p.50) explained that slogans are short phrases that communicate descriptive or persuasive information about the brand. From the expert explanation above can be summarized that tagline is important thing in the advertisement. Tagline gives a big influence in the marketing of the product.

Tagline has many types to make a reader emotionally attracted to those words. Sometimes the tagline can inspire the people by its words. Here some types of tagline, there are; specific, provocative, imperative, descriptive, and superlative tagline. Each of those tagline's types has a different meaning and function in the advertisement, the variation types of tagline can make an advertisement more strengthen and unique in the market. Here are the types and example of tagline according to Brand (2015, p.1) there are five types of tagline, there are:

1. **Specific (e.g: Volkswagen – “Drivers Wanted.”)**: Describe a business or industry. If your company name does not describe your offerings, these taglines are typically most effective. With specific taglines, the challenge is found in creating emotional appeal.
2. **Provocative (e.g: Capital One – “What’s in your wallet?”)**: Provocative tag lines typically poses a question, and causes someone to consider. Once properly understood by the reader, provocative taglines have the potential to create a delightful connection.
3. **Imperative (e.g: Apple – “Think different.”)**: When looking to evoke feelings of motivation or commitment, imperative tag lines present strong, decisive statements and action. It should be noted that imperative taglines may not necessarily work for all brands or situations.
4. **Descriptive (e.g: Allstate – “You’re in good hands.”)**: A descriptive tag line serves to explain a service, brand promise, or vision. They typically enhance a customer’s understanding of what a company does, and the benefits offered.
5. **Superlative (e.g: Disneyland – “The happiest place on earth.”)**: Commonly employed by luxury brands, these taglines aim to position a company as the leader in it’s class.

The example tagline of Nike is “**Just Do It**”, this type of tagline is imperative tagline because that tagline present strong, decisive statements and action that can give motivational effect to the reader. Nike is an American multinational

corporation that is engaged in the design, development, manufacturing and worldwide marketing and sales of footwear, apparel, equipment, accessories and services. Nike's Company always displaying a nice picture and hidden meaning on the tagline which can make people impressed and become curious on that product. Nike becomes the big enterprise in the world because their products have a good quality and also Nike always make a good advertisement to promote their product by inspired tagline. That tagline on Nike's advertisements makes a buyer becomes attractive. Actually, every advertisements must have hidden meaning, through the relationship among a sign, signifier and signified. Its lead us in the direction of the hidden meaning, for example in the tagline or in the picture of Nike's advertisements. In this case, the writer interested on Nike's tagline advertisement using Ferdinand de Saussure about signifier and signified and I'd like to analyze the tagline in Nike's advertisement because their tagline always inspired the others but sometimes some people don't really understand what the meaning of Nike's tagline itself.

## **1.2 Statement of Problem**

This research is conducted to answer the following questions.

1. What are the signifier that described in Nike's tagline advertisements?
2. What are the signified that described in Nike's tagline advertisements?

### **1.3 The Aims of the Study**

The main purposes of this research are:

1. To analyze what the signifier are that described in Nike's Tagline Advertisement.
2. To analyze what the signified are that described in Nike's Tagline Advertisement.

### **1.4 Research Significance**

The significance of this research are:

1. Theoretically, this research is significant as a model sample of signifier and signified application in some Nike's tagline advertisement.
2. Practically, this research can be used as a reference for similar research.

### **1.5 Definition of key terms**

In this section, the writer would like to explain some key terms in this research, those are:

1. Advertisement: something that shown or presented to the public to help sell a product or to make an announcement.
2. Tagline: a word or phrase that is easy to remember and it used by a group or business to attract attention.
3. Signifier: an element of language, is a material representation of a linguistic sign.

4. Signified: the idea or concept associated with a signifier, which together constitute the linguistic sign.

### **1.6 Organization of the Paper**

The research paper consisted of five chapters. First, chapter I dealt with background of the study, statement of problem, aims of the study, significance of the study, definition of the key terms and organization of the paper. Second, chapter II focused on theoretical review related to the research. Third, chapter III discussed research methodology, the steps and procedures of the study and the data resources of the study. Forth, chapter IV focused on research findings and discussions. Last, chapter V explained the interpretation of the researcher in a form of conclusion and suggestion for further research.

