

CHAPTER I

INTRODUCTION

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

1.1 Background of the Research

Certainly every people known before what a music pamphlet, music pamphlet is media of advertisement to bring news about music events. That makes me interested in researching about music pamphlet because it is very rare to others researching the theme about music pamphlet meaning. In addition I really interested about music especially music events because with music pamphlet in the university madding and school madding and in Wall Street every people knew about music events. So music pamphlet of advertisement is important as news music events. Perhaps through the medium of music pamphlet others would be interested in reading this research.

Language is a way of people to communicate with others. As a result, by language people are able to communicate and say about everything what they feel in one condition in the society. In this case, there are many kinds of communication. One of them 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 (2007: 92) says, the standard of good advertising is the presence of a unique selling proposition a message about what the product is and can do for consumers and the purpose of good advertising is to sell the product.

In advertisement, language is very helpful to send a message from producer to consumer that is called as advertisement such as pamphlet music. In this case, the researcher tries to analyze pamphlet music advertisements because music is one of best events products in the world certainly in Indonesia and many people now days use music as inspiration of life. Besides, music is not only heard from mp3, radio, and television but music could also be heard and watched live in music events. Therefore, producer music has an idea to make consumer interested with music events with music pamphlet advertisement to make consumer music easy joining and watching live music in music events.

Semantics is a study to know the meaning of language. It is a knowledge that discusses the meaning of sentence. Saeed (1997:3) 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. Supporting Saeed, Damers et. al (1981:225) state, 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 (1984:136) says, 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 music pamphlet using 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. In this sample the researcher uses one sample of music pamphlet, which is music pamphlet event “Sound of the future”. R1 (student) said with use lexical method is the music pamphlet event tell about music from the future. R1 (student) said with use contextual method is if you come and join in that’s event you will feel more enjoy than the other music event before, because the music event has amazing performance from guest stars and has music better than other music event before. So, it is the reason why you will feel enjoy and interesting when you join in that event. R1 just understand the pamphlet only word by word from dictionary with use lexical method, but if use contextual method R1 not only understanding with word by word from dictionary but to tries understanding of music pamphlet events meaning. From that argument, the researcher finds different definition about understanding from R1 with lexical method and R1 with contextual method about the pamphlet of the music event.

Some researchers observe about meaning in advertisement which is relevant to this research. The first relevant study was revealed by Iktanbullah in 2008 entitled “The Contextual meaning of cigarette advertisement slogans”. In his research, he used lexical and contextual meaning to analyze the cigarette slogans. The researcher was telling about slogans advertisement such as print advertisement (banner, billboard, brochure, magazine and pamphlet). He tried to find contextual meaning of slogan from one site, the reference with this research to analyze meaning and function meaning itself by respondent, although the same site.

Another researcher observes about advertisement by Sulastri in 2012 entitled “The signification of slogan in car brand name”. She tries to analyze the research by Ferdinand de Saussure theory such as signified and signifier. This research is analyze slogan in car brand name and background of brochure cars meaning. The difference between this research and the previous research is source of slogan. Lilis took a car brand name to get the slogan for the research. Meanwhile, the researcher took a music pamphlet to get the slogan for this research.

1.2 Statement of Problem

The researcher has formulated research questions about the research as follows:

1. What kinds of meaning are understood by 6th semester students of English Department music pamphlets meaning?

2. What the difficulties are encountered by 6th semester students of English Department understanding music pamphlets meaning?

1.3 Research Objective

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

1. To know what kinds of meaning are understood by 6th semester students of English Department music pamphlets meaning
2. To identify what the difficulties are encountered by 6th semester students of English Department understanding music pamphlets meaning

1.4 Significances of the Research

The significance of this research study theoretical and practical. Theoretical, this research gives benefits describe English department students understanding language in music pamphlets. Practically, it can be classify their opinion about language in music pamphlets with their different social background the difficulties to understanding the meaning of music pamphlets.

In doing this research, the researcher hopes that the reader get additional knowledge about semantic particularly in how to understand about the meaning of music pamphlets in semantic method and to help them in creating better quality of process to writing music pamphlets.

1.5 Clarification of Key Term

Student

Students 6th semester of English Department UIN Sunan Gunung Djati Bandung.

Understanding

Understanding of music pamphlets meaning in the Student 6th semester of English Department UIN Sunan Gunung Djati Bandung.

Music

Music is a pamphlet media to analyze the research understanding the meaning of music pamphlet.

Pamphlet

Pamphlet is a media to analyze the research understanding the meaning of music pamphlet.

1.6 Organization of Writing

This paper is divided into five chapters. They are:

Chapter I : Introduction, this chapter consists of Background of the research, Statements of Problem, Research Objective, Significance of the Research, Clarification of Key Terms and Organization of Writing.

Chapter II : Theoretical foundation, this chapter serves some theories, including: language as communication, advertisement, Semantics, translation, and meaning.

Chapter III : Research method that contains of research design, research site and participant, the research object, technique of collecting data, technique of data analysis.

Chapter IV : Discussions. It elaborates of data analysis related to the finding and the further discussion the data that will be presented in this part.

Chapter V : Conclusion and recommendation. The conclusion toward the result of the investigation is given. In this chapter also, there is not only conclusion but also recommendation based on the investigation is given in order to give constructive input on the analysis of the understanding.