

CHAPTER I

INTRODUCTION

This chapter presents background, statement of problem, research objective, research significance, clarification of key terms, and organization of paper.

1.1. Background of Research

Language as human culture has been developing since the ancient people were born thousand years ago. It is the important and influential thing in human life and also used for communication. It allows people to say something each other and express their needs. Language is the needs of society, allowing people to live, work, and socialize with others. Language defined as a system of arbitrary vocal symbols used for human communication. It means that the most important part from the definition of language is communication. Communication is the activity of exchanging meaning, ideas, feeling and information. There are several ways of communication, they are interpersonal communication, small group of communication, and there is speech as one way of communication (Wardough 1972: 4).

English is a foreign language that is very essentials nowadays. It is part of the global communication that everyone will require to communicate globally. Learners of English as a foreign language have a choice of language variety to a larger extent than second language learners (Broughton, 2003: 07).

Slogan is the language or terminology used by particular communities or group of people of certain profession or interest. Nowadays, many slogans can be found on everywhere and anywhere. They can be found on television, internet, and magazine. It

can be seen on many strategic places such as banners and billboards. Advertising is used some product involved by mass media to attract people to buy their products. People always deal with mass media every time, and accordingly they watch advertisements on the media (World Lung Foundation, 2008: 2).

In this case, many slogans are used in some motorcycle communities. Every community of motorcycle has the slogan. Nowadays, many motorcycle clubs or communities in Indonesia such as classic, scooter, and sport has their unique slogan.

The researcher has collected some samples of data from motorcycle communities and motorcycle clubs of various motorbike backgrounds. For example: BATMAN (Bandung Touring Mania): “Still Brother Forever”, IBS (Indonesia Bikers Solidarity): “We can together. By Together, we can”, Asooy 13 C (Automatic Sotoy 13 Community), Tangerang: “Keep safety, keep brotherhood”, HMCKI 125 R (Honda Motor Club Kuningan 125 R): “One Heart One Soul in Brotherhood”, YMCJ Bandung: “We Are not Club, We are Family”, and Ladies Biker Community Karawang: “Brother Forever”.

Those are slogans used in some motorcycle communities and motorcycle clubs in Indonesia. There are some researchers observed about meaning in slogans. Then the researcher found some researches which are relevant with this research. The first relevant study revealed by Sari (2007) who uses Pragmatic theory to analyze the slogan. It analyzes the styles in titanic movie and their relations to the intended meaning of the utterances and conversations.

The researcher found another research which is relevant with this research. The study is 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, and use participants.

There are differences between Sari's research and Ikhtanbullah's with this research. Ikhtanbullah tries to find contextual meaning of slogans from one side. The difference with this research is the usage of respondents in analyzing the meanings and functions. Sari tries to find the intended meaning and stylistic (denotative and connotative meaning).

As described above, the researcher tries to elaborate the meaning of slogan from some motorcycle communities and clubs in Indonesia. Therefore, the title of this research is **“An Analysis of Slogan of Motorcycle Communities and Motorcycle Clubs”**.



1.2. Statement of Problem

In conducting the research, the researcher restricts the scope of the study in semantics as Alan Cruse (1998:2) states that it deals with meaning. This research is guided by the following questions:

1. What are the meanings of motorcycle communities and motorcycle clubs's slogans in Indonesia?
2. What are the influences of slogans on the motorcycle clubs and communities?

1.3. Research Objectives

According to the statement problems, the purposes of this research are:

1. To know the meaning of the slogans of motorcycle communities and motorcycle clubs in Indonesia.
2. To know the influences of the slogans on those motorcycle communities and motorcycles club.

1.4. Research Significance

This research is expected to give benefits to the others. Generally, the significances of this research are:

1. To give information for people about certain slogans.
2. To give understanding about semantic for those who always speaks slogans.
3. To give the benefit for the next research in doing further research of semantic.

1.5. Organization of Writing

The writing of this research is arranged into five chapters.

- Chapter I : This chapter comprises background of research, statement of problem, purpose and significance of research, conceptual framework, methodology, and organization of writing.
- Chapter II : This reviews of related literature. It consists of definition of semantics, function of semantics, tipes of meaning, meaning and its relation to language style, characteristics of language forms, slogans, and the understanding of slogans.
- Chapter III : this chapter is research method. It provides an overview of a set of method which is used in conducting the present research. this

chapter consists of type of research, the source of data, technique of collecting data and technique of analyzing data.

Chapter IV : this chapter is finding and discussion. this chapter contains the full report of the study. It concerned with the analyzing of slogans in motorcycle communities and clubs.

Chapter V : this chapter is conclusion and suggestion. This chapter contains conclusion of the research which are based on the findings and discussion in the previous chapter. This chapter also presents the suggestion for further research.

