

# CHAPTER I

## INTRODUCTION

This chapter describes the general outlines of the present study. It begins with background of the research, research problem, research objective, research significance, definition of key term, and the organization of writing.

### 1.1 Background of the research

The needs that people use to beautify themselves with involving artistic view creatively and uniquely depend on making over their face and even the body with cosmetics. Nowadays, the one of aspects making citizen attend to is the thing which increased due the developed technology. Industry has proved that it also becomes the most needed by people especially woman in order to satisfy themselves. This need made most marketers who have the brands compete to promote their cosmetics product. For example, the Switzerland brand named *oriflame*. It is included to cosmetics brand which served the variety of cosmetics forms. This brand promoted their costumers by advertising them.

Nowadays, advertising is a special form of communication to fulfill the marketing function with purpose of showing and making something unique to interest the public and then can influence them to become the consumers. Therefore, advertising is very important the meaning is for companies, especially companies that market products are not contained in main necessary and standing in with a high level of competition. Competition in industry especially in cosmetic product makes the company survive to be more active in advertising for products.

Relating to advertising, there is one main characteristic, namely the existence of women in it. Relating to self-image through facilitation, advertisements provide are emphasis on which body parts should be beautifully so as long as fulfill that certain beauty of criteria, such as face, hair, skin, hands, feets and body in general. For example, advertisements that display the pictures of nature are representations of nature in the world outside of advertising mass media.

In this era, the language of advertising must be aware of the desire of advertisers in publishing their products, advertising cannot be separated from kindest of codes and styles intended to make the audience understand the intent of the advertisement and to attract attention. There are some ways to attract the costumer; the one of them is formed slogan.

Regarding the slogan, the research is concerned to the data of languages which are used inside the catalogue. Then, the language definitely express. The meanings that produced by the audience or reader are usually different from the meanings that intended by the creator of advertisers and producers. The language which becomes the data is taken from the written language based on the catalogue.

Based on the previous literature, the researcher was inspired by Nouraldeen (2015) who analyzes the connection between meaning and context found in the conversation form for communicators, teachers, and translators. The findings of the discussion in this research are based on three perspectives. The communication appears the context of focusing the result in order to succeed the conversation with the addressee. Then, in teaching the context is improved by the course of language skill such as vocabulary, reading, and grammar. The last object is in the field of translation. Based on this study, meaning and context is the fundamental thing for translating itself.

The second study was the research made by Dash (2008). The analysis was entitled “Context and Contextual Word Meaning.” This researcher also elucidated the analysis the context in focusing the nature, type, and role of disambiguation of English used in linguistics. The result found the actual meaning in understanding the context caused by most suitable propositions and reference to other context.

The third study was inspired by Rahmat (2013) who analyzed “An analysis of Slogans of motorcycle’s community and motorcycle’s club.” The researcher also used semantic analysis. The researcher tries to elaborate the meaning of slogan from some motorcycle communities and club in Indonesia. The last study was inspired by Asher (2007) used the lexical and the role of context analysis. The research entitled “A Web of Words: Lexical Meaning in Context.” The finding is to indicate that lexical meaning is used to construct logical forms. Based on those previous literatures, the study focused on the using of lexical meaning and meaning of context applying in advertisement descriptive slogan.

Based on explanation above, the writer has made the research entitled **An Analysis of Lexical and Contextual Meaning in Slogan of *Oriflame* Brand Cosmetics on E-Catalogue Edition August 2019**. This research tended to find the shift of meaning in the slogan of *oriflame* based on lexical and contextual aspect. The e-catalogue in this research has been taken from the newest one of published e-catalogues since the study started to compile the research data.

## 1.2 Research Problem

Based on the above the explanation, there are some problems related to this research, the problems are as follows:

1. What are the meanings of slogan lexically found in slogan of *oriflame* e-catalogue 2019?
2. How to find the meanings based on context in slogan of *oriflame* e-catalogue 2019?

### 1.3 Research Objective

The purpose of the research is related to the questions above is to analyze the semantics. This semantics study is analyzed by two sides of interpreted meaning in *oriflame* Edition August (2019) advertisement slogan. Specifically, this research is aimed to make these two aims:

1. To describe the meanings of slogan lexically found in slogan of e-catalogue *oriflame* product.
2. To know the role of context found in slogan of *oriflame* e-catalogue 2019

### 1.4 Research significance

The significance of this research was believed that it will increase the horizon of linguistics field especially in semantics focusing of lexical and contextual meaning. Hopefully the result of this research will enrich the reader's understanding about semantics especially lexical and contextual meaning on advertisement slogan which found in e-catalogue *oriflame* product (2019). Include the other of significance from this Research as Follows:

1. Theoretically, this research can give many advantages for the development of linguistic field, especially in analyzing lexical and contextual meaning in the written language form slogan on advertisement which found in e-catalogue *oriflame* product. Furthermore, the outcomes of this research are expected to give input in

developing the study and analyzing on linguistics studies which it is expected to be more practical.

2. Practically, the students who learn English are expected to be able to recognize and analyze semantics lexical and contextual meaning used in spoken language. In addition, the result of the research is expected to be a contribution to others who are interested in doing the similar field of the research as a previous.

### 1.5 Definition of The Key Term

- **Advertisement**, advertisement is the act or process of advertising something.
- **Context**, the circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood.
- **Cosmetic**, cosmetic is relating to treatment intended to restore or improve a person's appearance.
- **Lexical**, relating to the words of vocabulary of a language
- **Oriflame**, oriflame is a natural cosmetics company from Sweden and was founded 1967 by two brothers Jonas Jochnick and Robert Jochnick.
- **Slogan**, slogan is a word or phrase which is interesting, striking, and easy to remember aiming to say something for advertisement a product.