CHAPTER III

RESEARCH OBJECT AND METHOD

3.1 Research Object

This object of this research is the cigarette advertisement slogans. In doing the analysis, the writer uses semantic and advertisement theory to describe the usage of advertisement language in producing the cigarette advertisement slogans. The data are taken from the internet, banners, local, national and foreign TV stations, and billboards. The slogans have been produced from 2001 until 2010. The chosen objects are actually based on the interest to see the phenomena of the use of language in the advertisement that is differently unique in their structures and dictions.

The next focus is the choosing of the research data based on two kinds of meaning; namely denotative and connotative meanings. Then, by observing the slogans that appear on television, there are some questions; what are the features of meaning reflected in the cigarettes advertisement slogans and what effects are made in them.

3.2 Research Method

Characteristically, the research method used is qualitative approach since this study attempts to describe the linguistic phenomena in cigarette advertisement slogans covering what features of meaning build the characteristic of the slogan and what effects are made through the slogan language. Also, a qualitative method is used since the writer is interested in studying how the cigarette advertisement slogans occur, and how the advertiser/copywriter comes to certain choice of language used in the slogans.

To analyze a thing that typically refers to the social context, Creswell (1994:1) has assumed that.

> *Qualitative research is designed to be consistent with the assumptions of a qualitative paradigm. This study is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting.*

As Kutha Ratna (2004:53) mentioned:"*metode deskriptif analitik dilakukan dengan cara mendeskripsikan fakta-fakta yang kemudian disusul dengan analisis, secara etimologis deskripsi dan analisis berarti menguraikan*".

In addition, analytic descriptive will be used as the method of this research. This method will be operated through the analysis of research data collection so that there will be a description of this research.

3.2.1 Data Collection

The process of collecting data goes along with some procedures. The writer follows some stages below:

1. Preparing investigation or choosing the data source (observing).

   The writer did the library research and searched the homepages as well as website for some selected references, print advertisements, local, national and foreign TV commercial, and banners.

2. Collecting the data (cigarette advertisement slogans).

   In this process, the collected cigarette advertisement slogans were released from 2001 until 2010. The cigarette advertisement slogans were downloaded from website then they were transcribed to phrases and clauses, and were categorized into type of cigarettes. The data were taken from several sources such as internet *www.youtube.com* and *www.tvconair.com*

3. Choosing the data

   In this process, the data collected are the slogans concerning with cigarette advertisement. The 23 cigarette advertisement slogans are chosen as the data. Then, the data are classified into two kinds of meanings namely: denotative and connotative meanings. The classification data is purposed to find out the difference of the characteristic and the effects are made in the slogan.

4. Specifying data

   The writer classified 23 cigarette advertisement slogans into two kinds of meanings. There are: Denotative Meanings are *A Live with Pleasure, Fresh is Cool is, Others can Only Follow, Cool Groove, Make Up Your Today's Mind, Indonesia's Unique Clove Cigarette, Slim Smooth Square, My Life My Adventure, Cool.Calm.Confident, Enjoy the Adventure, Deeply Enjoyable* and Connotative Meanings are *Come to Marlboro Country, Come to Where the Flavor is, The Flavor of Adventure, Taste Me, Light Up the Night, Mild Plus for Male Plus, How Low can You Go, Think Black, King Size, It's Time for Classic, Show Your Red, Trial Game* . The branded cigarettes are promoted in a series of advertisements to provoke the consumers about the product offered. The data classification based on the type of meaning and they are classified into the features of meaning such as metonymy, metaphor, synecdoche, hyperbole and euphemism.

3.2.2 Data Analysis

Analyzing data is one of steps conducted by the writer. Maxwell (1996:78) mentioned that data analysis is probably the aspect of qualitative research that most clearly distinguishes it from experimental and survey research. Analyzing data is carried out with the purposes of analyzing the collected data in order to clarify the theory applied. The data analysis is conducted by classifying the slogans to their meaning's type. Then, the data classification will be analyzed

based on Leech's theory. By examining the lexical meaning of each word; it can be found the features of meaning build the characteristic of the slogans. Next process is by explaining what effects are made in the cigarette advertisement slogans combining semantic, syntax and advertisement theories. Below is one of the analysis examples.

Corpus 1

Product name : Marlboro

Slogan : *Come to Marlboro Country*

The phrase Marlboro Country itself raises questions like what is Marlboro country? And where is it? The phrase is not meant to confuse the readers or the consumers; in fact the slogan uses the phrase to evoke the curiosity on the part of the consumers. Thus, the word *Come* as an invitation is properly used in this slogan, meaning that if someone wants to know what Marlboro Country is like, one should smoke Marlboro cigarette and find out by himself what it is actually like. They create characters of cowboys, men with their personalities which fascinate the readers. Thus the cowboys are the Marlboro men with great personalities and values of life. The slogan portrays the fresh, healthy, natural attitude, as they also embody the image of cowboys as tough individuals who are rugged, strong and independent. The word *Marlboro* is associated with the cigarette product on the red package, *Marlboro* can also be associated with the

mythical American hero and legend; the cowboys picture the ideal and appealing American life style. This image of the slogan suggests that Marlboro is for the people or men who love adventure in the natural word. Semantically, the slogan *Come to Marlboro Country* begins with the words *"Come to"*, the word *Come* lexically means *to move to, towards, into etc. a place where the speaker or the writer is; to move in order to be with somebody at a particular place or be present at an event.* The word *come* is also often used when somebody invites the other person to join him in an occasion or to be with him. The use of word *"Marlboro"* in the slogan has Connotative meaning, the Connotative meaning emerges by phrase *"Marlboro Country"*, in truth condition, the word Marlboro is not a name of country. The copywriter/advertiser uses the figure of speech which means to offer the smokers Come to Marlboro Country to find out the taste of Marlboro. The use of *Marlboro* word in a figurative sense involving association called *Metonymy*. The word "*Marlboro"* is used to replace the Marlboro cigarette products offered. In this case, the word *Marlboro* as a form of *rekayasa asosiatif* where the copywriter does not use words that refer directly to cigarette smoking was due to some ethic codes in advertisement. It is used to refine the product offered into something positive for consumers.

By considering the meaning of the words, it can be deduced that the structure of slogan is imperative type. The structure of the slogan is started

with Verb *"Come"*, there is no Subject here, and the intended subject in this slogan is clearly the hearer or second person *"you"*, the main component of Imperative type is to get someone to do something such as order, command, request, etc and it means you are requested intimately to *Come to Marlboro Country*. Imperative type is used to tell the consumers that they should do the activity as the slogan recommends.