CHAPTER I

INTRODUCTION

1.1 Background to the Study

Advertisement is a tool of communication which can be delivered verbally, nonverbally, or both, to let people know about certain products. The encyclopedia of knowledge (1991: volume 1), states that advertisement is a message printed in the newspaper or magazine, broadcasted on radio or television, sent to individuals through the mails, or disseminated in some other fashion that attempts to persuade readers or listeners to buy particular product, favor a particular organization or to agree with the particular idea. Advertisement has become important media for people's life today which is used to disseminate information about the newest product. We can find advertisements when we read a magazine and a newspaper, listen to the radio, watch the television, browse over the internet, or just walk. The aim of the advertisement is mostly to inform people of a new product, to introduce new variant of old product and to maintain of old product in order to still be known, it also creates a desire to possess the product. Nevertheless, not everyone can be influenced by advertisement, so that it is needed a good advertisement

which contains unique and interesting slogans. One of the elements of advertisement is slogans or taglines. In slogans or taglines; language is the important tool. The advertisement language aims at persuading the consumer to buy the products. The advertiser/copywriter spreads the information of their products by using good and effective language. By using good and effective language, the consumers will get impression of the products offered.

As having explained before, one of the elements to mediate the language of advertisement is slogans or taglines. Almost all products have the slogans; Tom Altstiel (2008:165) mentioned that slogans are usually in form of a short phrase or sentence, which gives space for readers to explore the meaning of it freely. The advertisers choose the creative and interesting words to be the language of their slogans. The language of slogans represents the particular product. The slogans of a product have the characteristic that is different from other product.

Tom Altstiel states that slogans or we call them taglines are usually the catchphrases that appear after the logo in a print ad or at the end of the commercial, and, in most cases, they are very forgettable. However, taglines or slogans can be the most important element of a campaign. The language of advertisement is divided into two types: spoken and written language, language used in the advertisement is arranged as good as possible to get

people's attention; it must be communicative and make people easy in comprehending the message. Language of an advertisement aims at making consumers be interested in products offered, so that it emerges some people's assumptions toward the products. Slogan is a tool to create the product offered being interesting.

As linguistic phenomena, language in advertisement, in this case the slogans is carefully designed and thoughtfully planned to attract many different people's attention toward the advertisement. However, the lack of understanding in composing the structure of advertisement slogans causes the diversity in meaning, such as the interlocking relationship. The intensity of various sentence structures becomes the characteristic of a sense of the language which occurs in advertisement slogans.

The research object is slogan's cigarette advertisement and the data are taken from television, banner and internet. The slogans are released from 2001 until 2010. The writer chooses slogans since slogans often play important role in grabbing consumers' attention among many products offered by many companies. Cigarette advertisements are kinds of advertisement mostly are performed by men. This may be an indication that copywriters create advertisements by considering gender.

From the explanation above the writer is interested in conducting a research dealing with the analysis of slogan's cigarette advertisement as a study of semantics field. Through this research, the writer shows the features

of meaning that build the characteristic of slogans and describes the emphasis made in the slogans through the slogan language. The writer hopes that the result of this research could help us to understand more on the language used in advertisement and how the slogans can influence the society as the consumer.

1.2 Research Questions

Problems of the present study are formulated in the following questions:

1. What features of meaning build the characteristic of the slogan?
2. What effects are made through the slogan language?

1.3 Objectives

Below are some focuses expected to be accomplished through this research:

1. To find out the features of meaning build the characteristic of the slogan.
1. To describe the effects are made in the cigarette advertisement slogan through the slogan language?

1.4 Significance to Knowledge

The writer hopes that this study can have knowledge about what the meaning of the cigarette advertisement slogan is by using semantic analysis as the ground theory and the research applies the advertisement theory as supporting theory of the analysis. Moreover, this study can show the importance of meaning

of an advertisement and will help copywriter/advertiser to be able to produce a good tagline/slogan. In addition, the writer hopes that the study can give contribution to the theory of meaning that is to prove that the theory of meaning which is combined with advertisement theory can give solution to the problems in understanding some advertisements. Through a semantic analysis and advertisement theory, the writer wants to know the process of producing the advertisement in cigarette advertisement slogans. Moreover, the writer hopes that the result of this study can give contribution to the students in Indonesia University of Computer, especially the students of English Department for understanding deeply the features of meaning and the emphasis made in cigarette advertisement slogans by applying semantic analysis and advertisement theory.

1.5 Framework of the Theories

This research uses grand theory from Geofrey Leech (2003:19) in the book entitled "Semantics" that he states there are seven meanings in which each of them shows the different functions in communication. The theory actually purposes two strategies that are denotative and connotative. The connotative meaning will be largely explained by using Keith Allan's theory about figurative of speech namely metonymy, hyperbole, synecdoche, metaphor, and euphemism. Thus, the theoretical foundation of this research is precisely directed by using syntax, semantic and advertisement theory. The supporting theory is used from Pateda and Larson for examining the lexical meaning of each word, and advertisement

theories from several references added to find out the brand image and positioning the cigarette advertisement slogans. By examining the structure of the phrase or clause of the slogan will be known the differences structure of slogans influence the purposes of the message delivered. There are three types namely: declarative, imperative and interrogative. The below scheme will give a description about this research.

Scheme of the research

