

# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

A rapid communication and information's flow makes nations in the world a global society; the society that crosses the boundary of locality and that makes them connected globally. In this global century, where human beings are connected globally, idea and culture that create a life style coming from other parts of this globe are mostly provided by mass media.

English as universal language is widely used for mass media. It is so because mass media is highly influenced by western countries in this global century. Thus, the development and the progress of mass media are under the influence of the ideas and cultures of western countries.

By mass media, people from other parts of this globe are able to imitate ideas and cultures easily. It also occurs in term of fashion. It will never be finished talking about fashion because it grows and develops rapidly. Fashion is not only a matter of life style, it is also a need. Everybody needs to wear clothes, and everybody wants to be fashionable. Being fashionable, people will concern about the latest fashion of the time. Not only on the up-to-date style, but they also concerned about the brand. People tend to wear certain branded fashion to get a dignity. They are influenced by mass media, even in electronic or printed media that provided the advertisement

with slogan. The advertised slogan influenced the consumer in choosing certain fashion label and accessories.

Slogan is claimed to be the most effective means of drawing attention to one or more aspects of a product ([http://en.wikipedia.org/wiki/Advertising slogan](http://en.wikipedia.org/wiki/Advertising_slogan): 2008). It plays an important role to attract consumers because the slogan will create an image of a brand that will leave the key brand message in the mind of the consumers, and the language used in slogan is unique. As Franz set the tone:

a slogan is a noun, usually repeated and persuasive that creates a memorable catch phrase, motto, or jingle, that expresses a particular aim or concept. A concept that you want to stick your audience's mind like glue and paper (Franz in <http://ezinearticles.com/?Slogans:--Creating-and-Using-Them-In-Life,-Career-and-Business&id=3152>: 2004).

The language used in slogan is unique because it relates to the characteristics of a slogan. It is usually in the form of continuous repetition in order to make the consumer interested in remembering it. The slogan is usually simple and brief, and uses striking word or sentence.

In this study, the writer wants to analyze the slogan of fashion label and accessories because the writer found that the slogan is mostly in English language. Besides, the language used in a slogan is commonly having certain linguistic form, specific characteristic, meaning and type to deliver certain messages to the public or consumer.

Based on the phenomenon above, the writer is interested in analyzing slogan of fashion label in a research entitled: ANALYSIS ON ENGLISH SLOGAN OF FASHION LABEL AND ACCESSORIES.

## **B. Previous Study**

There are some researchers who have conducted the study on English slogan. One of them is Wahyu Andi N. (2007) whose research entitled “A Linguistic Analysis on English Slogan of cosmetic and Food Products”. The result of his study states, first, the most general linguistics form of cosmetic and food products is noun phrase. Second, the cosmetic product slogan use mostly conceptual meaning and the food products apply the connotative meaning. Third, most cosmetic product use the slogan promoting benefit while the food product use mostly the slogan promoting unique slogan.

The next researcher is Dian Esti Pratiwi (2007) whose research entitled “A Pragmatic Study on Clothes Advertisement Slogans in Aneka Magazine issue in January-September 2006”. This study used a pragmatic approach for analyzing the forms of clothes advertisement slogan and their intention. The result of the study states that linguistic forms of clothes advertisement slogan are phrase and sentence, and the most intention of the slogans is persuading.

Considering the previous researches, the writer is going to do the similar research in different scope. The object of the study is English slogan of fashion label and accessories. While the source of the data are taken from

label of fashion sold in Matahari Department Store, Point Break, and the advertisement in Break's News, Pont Break monthly catalogue, and Ellegirl, fashion magazine.

### **C. Limitation of the Study**

The writer limits her study only on the linguistic form, meaning, and types of English slogan of fashion label and accessories. The accessories are still limited only on fashion accessories.

### **D. Problem of the Study**

From the research background, the problems of the study are:

1. What are the linguistic forms of English slogan of fashion label and accessories?
2. What are the meaning of English slogan of fashion label and accessories?
3. What are the types of English slogan of fashion label and accessories?

### **E. Objective of the Study**

As it has been explained in problem of the study, this study intends to find the answer to the questions stated in problem of the study. They are:

1. Describing the linguistic forms of English slogan of fashion label and accessories.
2. Describing the meaning of English slogan of fashion label and accessories.
3. Describing the types of English slogan of fashion label and accessories.

## **F. Benefit of the Study**

The writer hopes that the research finding will be beneficial as the following:

### **1. Theoretical benefits**

This research finding will be useful for increasing the knowledge about English slogan.

### **2. Practical Benefit**

- a. For the lecturers, it can be used as further reference about linguistics study especially in the study of language of slogan.
- b. For the students, it is expected to be useful to linguistic students for showing them about the art and the science of slogan. So that they have basic knowledge of language of slogan as part of linguistics study.
- c. The elaboration of this research can be used by the other researcher to conduct further analysis dealing with English slogan.

## **G. Research Paper Organization**

This research paper is organized into five chapters. Chapter one provides background of the study, and introduces the research objective being investigated. It also provides the problem statement and benefit of the study. The last part of the chapter describes the research organization.

Chapter two reviews the underlying theory. It describes the theory of linguistic form and the kinds of meaning. The chapter also describes the definition, the characteristics, and the types of slogan.

Chapter three focuses on research method. The chapter discusses the type of research, object of research, and source of research. It also describes the method of collecting data and technique of analyzing data.

Chapter four describes data analysis. It describes data description and discusses data analysis. The last part of this chapter provides the discussion.

Chapter five describes the conclusion of the study. It also describes the implication of the finding of the study, and provides suggestion for next research.