

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

In recent decades, the automobile markets are still dominated by car brands from Japan such as *Toyota, Suzuki, Mitsubishi, Daihatsu* and *Honda*. Fierce competition and innovation of the automotive companies to develop vehicles make consumers confused in choosing a car. However, most people tend to look for a car that is easy maintenance and has stable selling price. The cars made in Japan are much-loved by customers. In the business area, the producers in every automobile company from Japan should have some strategies of business to increase their benefit from the customers. One of the strategies of business is by using car advertisement, it can be found in TV, newspaper, magazine and internet. In general, advertisement is a form of communication for marketing and used to encourage, persuade, or manipulate an audience to take some new action. By using a car advertisement, an automobile company can communicate and inform the society by giving message about products or services to get responses. The advertisers spread the information of their products by using unique and attractive language. By using unique and attractive language, the customers will get impression of the product offered then they will decide to buy them.

Almost all car advertisements have the slogans. Slogan is a memorable motto, or phrase used in political, commercial, religious and other context as a repetitive expression of an idea or purpose. Urdang and Robbins (1984: 18) define that slogan is a group of words that promise a reward in a dramatic way which is easy to read, easy to say, and easy to remember. Slogan used to illustrate a product and the languages of slogan represent the particular product. The advertisers always choose attractive words although the words are not familiar for the customers. It is often encountered when the people reading a slogan in car advertisement. Sometimes, people tend to have difficulties while having to understand a slogan in car advertisement like: *"the real star"*. It is the slogan of *"Toyota Corolla Altis"* product. The language used in its slogan is English; the form of this slogan is a noun phrase. The slogan does not intent to ask consumers how Toyota Corolla Altis consumers are, but intends to offer Toyota Corolla Altis to consumers or readers.

If people have a better understanding on how English structure works and English speech act, it will be easier for them to understand the meaning of slogans. Austin in peccei (1999: 44) pointed out that in analyzing a speech acts, it needs to make a distinction between the locution and illocution. The locution is the actual form of words used by the speaker and their semantic meaning. The illocution is what the speaker is doing by uttering those words: commanding, offering, promising, threatening, thanking, etc. To give more understanding an example is presented below:

**“Your responsible partner”**  
(22/CA/ISUZU)

From the example above, the locutionary is that the Company informs that Isuzu becomes partner. While the illocutionary is that the Company persuades to the consumers that Isuzu is able to become a responsible partner of the consumers. Their three core responsibilities include; responsibility to customers, responsibility to employees, and responsibility to society and the country.

In this research, the researcher tries to identify the slogans of car advertisements because the language used in slogans are difficult to understand if the people only read or see it once. The researcher only chooses the slogans of cars made in Japan because they are the best-selling car in the automobile market. The researcher is interested in identifying the slogans of car advertisement by using speech act theory. The speech act are focused on locution and illocution force. Furthermore, the researcher conducted the research paper entitled **“A Pragmatic Analysis of Slogan Used in Car Advertisement.”**

## **B. Previous Study**

To provide the originality of this research, the researcher wants to present the previous research that deals with especially slogan used in linguistic work done by students of Muhammadiyah University of Surakarta.

The first is done by Eddy (UMS, 2011) with his research entitled *“A Pragmatic Analysis of Slogan Used in Mobile Phone Brand”*. His research

emphasized on the linguistic forms and the intentions of slogan used in mobile phone brands which are advertised in the TV commercial advertisement, magazine and internet. Then he applies a pragmatic approach especially implicature in order to get the inside meaning of it. From thirty data of mobile brand slogan, there are thirteen data of noun phrase and two verb phrase. Then, there is only one noun clause followed by eleven data of declarative sentence. Finally, there are three data in the form of imperative sentence. The meaning of slogan that mostly used by mobile phone company is to persuade.

The second researcher is Chasan (UMS, 2009), with his research entitled “*A Pragmatic Study on Domestic and International Airlines Slogan*”. His research emphasized on the linguistic forms and the pragmatic meaning of the domestic and international airline’s slogan in Indonesia. Then he applies a pragmatic approach especially speech act in order to get the inside meaning of it. Based on the analysis the writer found that there are three linguistic forms which are found in the domestic and international airlines slogan, namely phrase, clause and sentence. The meaning of domestic and international airlines slogan the writer found are asserting, persuading and informing. The noun phrase is the most preferable slogan used in domestic and international airlines. The persuasion is the common meaning used in domestic and international airlines slogan.

The last researcher is Windaryati (UMS, 2009) with her research entitled “*A Pragmatic Analysis of English Slogan on Soft Drink Products*”.

Her research emphasized on the linguistic forms and the intentions of English slogan used in soft drink products. Then she applies a pragmatic approach especially speech act in order to get the inside meaning of it. Based on the data analysis, the writer finds that there two linguistic forms of the slogan and four intentions of slogan. The linguistics forms of slogan found in the data are phrase and sentence. Phrase consists of noun phrase and gerund phrase. While the sentence consists of declarative sentence, imperative sentence, and interrogative sentence. The intentions of slogans consist of asserting, persuading, informing, and offering. Noun phrase and simple declarative sentence are the most preferable linguistic forms used in advertising soft drink products. The most dominant slogans are formed in the noun phrase and simple declarative sentence which consist of assertion.

Based on the above studies, it is obvious that all studies used different of kind slogan for object study. In addition, the researcher used car advertisement as the data. Similarities with previous studies are research pragmatic analysis of slogan.

### **C. Problem Statement**

In this study the researcher wants to identify the slogan used on car made in Japan advertisement. The problems can be determined as follows:

1. What are the forms of slogan used in car advertisement?
2. What are the meanings of slogan used in car advertisement?

#### **D. Objective of the Study**

The objectives of the study are followed:

1. To identify the linguistic forms of slogan used in car advertisements
2. To describe the illocutionary meaning of slogan used in car advertisements

#### **E. Benefit of the Study**

After completing the study, the researcher hopes this study will have the benefits for anyone who reads it

##### **1. Theoretically**

- a. The result of the study will give contribution to the study of pragmatic, especially in giving description about speech act theory
- b. The result of the study can be developed by other researcher dealing with the study of car advertisement slogan in different perspective.

##### **2. Practically**

- a. The English Teacher

The result of this study gives a clear description about the meaning of each slogan used in car advertisement.

- b. The Future Researcher

The result of this study can be used as a reference, especially those who conduct speech act study.

#### **F. Research Paper Organization**

The organization of this research will be explained in order the reader able to understand. They will be as follows:

Chapter I is introduction consisting of background of the study, previous study, problem statement, objective of the study, benefit of the study, research paper organization.

Chapter II is theoretical background consisting of pragmatics, speech act, linguistics form, slogan, advertisement.

Chapter III presents research method consisting type of research, data and data source, object of the study, technique of collecting data, technique of analyzing data.

Chapter IV is data analysis and discussion. It presents the data analysis and discussion of the finding

Chapter V is conclusion and suggestion.