

CHAPTER I

INTRODUCTION

A. Background of the Study

In this modern era, competition of business becomes very hard. In any industry the goods or products have increased rapidly in order to satisfy the consumer's necessities. One of the ways to introduce products is by an advertisement. An advertisements needs to use particular kinds of language to communicate and to persuade. Talking about advertisement, it cannot be separated with slogan. Slogan is easily remembered phrase used in advertising. There are many products that used slogan to interest customers.

A good slogan can serve several positive purposes for brand or a firm. First, a slogan can be integral part of a brand's image and personality. Second, if a slogan is carefully and consistently developed over time, it can act as shorthand identification for the brand and provide information on important brand benefits. A good slogan also provides continuity across different media and between advertising campaigns. (Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, 2009:400).

The slogan is usually simple and brief, and uses striking word or sentence. 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.

The linguistic dimensions of a slogan are strictly connected with the phase division of an advertising message and the role that a given slogan plays according to each of those phase.

Lewiński (1999) distinguishes 5 phases of an advertising message:

- 1) **Initial phase:** drawing customer's attention and arousing his interest.
- 2) **Reference to a dialogue:** encouraging a reader into further reading of the text.
- 3) **Exact phase:** conveying an advertising message in the shortest possible form.
- 4) **Persuasion phase:** evoking in consumer's mind a desire of possessing a given product.
- 5) **Summing up phase:** summarising and summing up the whole text as well as making the receiver remember the advertisement and encouraging him into buying a given good.

In each advertising message a slogan can realise one, two or more of those functions. Taking into consideration different possible places of occurrence as well as different functions ascribed to each of them there is a whole range of linguistic devices that can be used in creating slogans to realise previously specified purposes.

Slogans consisting of five elements enable depiction of two, very often, opposite pieces of information in simplified way, to join two potentially distinct things or two things from which one part entails another one.

First is an Attention-drawing device. This function is usually performed by a slogan-headline which occurs at the beginning of a whole advertising message. It is the first element of an advertising message with which a consumer meets when coming across the advertisement and, at the same time, the first impulse which decides whether a consumer reacts on a given advertising message or not. Therefore it is characteristic of a headline to use paradox, perverse negation shocking combination of words it can also pretend to be a sentence-message, intrigue question or a call. It is also characteristic of a headline to promise some benefits by using the words referring to aesthetic satisfaction, comfort, feeling of safety or prestige.

The fundamental function of an (actual) slogan-is to evoke in consumer's mind a desire of possessing a given product (or using a given service) which is strictly connected with the persuasive function of language.

A slogan used by a product cannot be use again by others. The advertisers always choose attractive words although the words are not familiar for the customers. It must be communicative and understandable for consumers. Sometimes, people tend to have difficulties in understanding the slogan because of the messages have not only implicit meaning but also explicit meaning. There many products that used slogan to interest consumers.

One of them is mobile phone products. Mobile phone is media of communication, such as Nokia, Sony Ericsson, and Samsung. Nowadays, it is not used only to have communication but also it can be used to connect the internet in which enables people to do many things. Advertisement is a kind of information, notice about mobile phone for sale. It is aimed to promote a mobile phone and persuaded the readers to buy the mobile phone. It is sometimes in the form of audio, visual or audio visual such as banner, stickers, billboards, radio, television or internet.

Slogan is a short sentence or phrase which is easily remembered used in advertising to promote a mobile phone, it can create challenging and various meaning. Such as Nokia with the slogan "Connecting People", the slogan explains the company goal to connect people without any barricade and with total comfort. Sonny Ericsson with the slogan "Make.Believe"., the meaning of the Slogan "make.believe"; "Believe" represents Sony's ideas and ideals - the ability to think, imagine and dream – "Make" signifies the Company's unique ability to turn these

ideas into reality. The "dot" is where inspiration meets creativity and creativity meets reality, and symbolizes Sony's role in bringing imagination to reality. "make.believe" will manifest itself through the introduction of breakthrough products, game-changing technologies, compelling new content and new network services that deliver unparalleled user experiences.

The company of mobile phone brand used such slogan which is attractive and interesting to interest consumers with a specific words and language. The language that they used sometimes simple but very understandable, attractive and perhaps, prove that their product is better than the others. From the case above, the researcher wants to do the research entitled *Linguistic Analysis on Slogan of Mobile Phone on Pulsa Magazine*.

B. Previous Study

The researcher tries to prove the originality by comparing the research to the other related researches that deals with the linguistic study. There are some researchers who have conducted the study on English slogan. The first is Hasriah (2008) whose research entitled "Linguistics Analysis of Slogan in Teenage Cosmetic Product". The second researcher is Dyah Anggarina (2008) whose research entitled "Analysis on English Slogan of Fashion Label and Accessories". The third is Evi Juanita (2008) whose research entitled "A Pragmatic Analysis of Slogan Used in T-Shirt". Based on those researchers, the researcher finds some differences both from the first, second, and third researcher.

The differences from the first research are from the topic, objective, data, data collection and result. The topic is slogan in teenage cosmetic. Cosmetics can be said

to be important for human beings since they cannot be separated from human lives. Based on the consumers, cosmetics can be divided into four kinds, namely: Baby cosmetics, Teenage cosmetics and adult cosmetics. In this research, the writer wants to analyze one of them, that is teenage cosmetics because the researcher observes that it often uses English language in its slogan. Therefore the topic of his research is analysis slogan in teenage cosmetic. The objectives are to describe the linguistic forms, and to describe the meaning of slogan in teenage cosmetic product. The data of his research is called descriptive qualitative because the researcher describes the data by referring the existence of linguistic elements within sentence and without counting them statistically. The data used in the research are English slogans written on the packages of the teenage cosmetic products, namely: facial foam, lotion, and cologne taken from ALFA supermarket in Pabelan, Surakarta. The data collection that used by the writer is the documentation method. According to Arikunto (1996: 234). Documents are written things. Documentation is getting the data from the book, newspaper, document, etc. To analyze the data, the techniques used in his study are describing the forms of slogan by referring to language form, classifying the data according to the meaning, and making conclusion based on the analyzed data. The result is the writer employs descriptive method. By this Method, the writer uses the slogan of teenage cosmetic product, namely: Facial Foam, Lotion, and Cologne as the data sources, and the data are in the form of sentences containing phrase and clause. The method of data collection is documentation method and the technique is descriptive technique. Then, the writer applies semantics approach in order to get meaning of it. The result of the data analysis show that there are five of linguistic form namely : Noun phrase 10 or 40 %, Preposition phrase 7 or 28 %, Infinitive phrase 3 or 12%, and the last, Imperative Sentence 5 or 20 %. From the

percentages 40% of all 25 numbers of data are noun phrase; this form is the most one. There is no data in the word, clause, declarative Sentence, interrogative Sentence, and exclamatory sentence. The writer also describes the meaning of slogan conceptual meaning and connotative meaning. In conceptual meaning is 10 data, while connotative meaning is 7 data and the dominant meaning of slogan in teenage cosmetic product as the data is conceptual meaning.

The differences from the second research are from the topic, objective, data, data collection and result. The topic is English slogan of fashion label and accessories. 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 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. Therefore the topic of his research is analysis English slogan of fashion label and accessories. The objectives of the study are describing the linguistic forms, describing the meaning and describing the types of English slogan of fashion label and accessories. The writer is going to use slogan of fashion label as the data. The data are taken from fashion label sold in Matahari Department Store, Point Break, and the advertisement in Break's News, Point Break monthly catalogue, and Ellegirl, fashion magazine. In this research, the writer uses documentation method for collecting the data. Documentation is applied by collecting the English slogan in each fashion label and accessories. For the documentation, the writer collects fashion label and accessories which enclose slogan of the products sold Matahari Department Store, Point Breaks, and the advertised products in printed media like Break's News and Ellegirl. After collecting the data,

the writer is going to analyze the data. In analyzing the data, the writer does the following technique: First, analyzing the linguistic forms of slogan. Second, identifying the meaning of slogan using semantic approach. Third, identifying the type of slogan using the type of slogan proposed by Franz. The result is the objectives of the study are describing the linguistic forms, describing the meaning and describing the types of English slogan of fashion label and accessories. The writer uses English slogans of fashion label and accessories as the data. For collecting the data, the writer uses documentation method. The data sources are fashion label and accessories sold in Matahari Department Store, Point Break, and the advertisement in Break's News, Point Break monthly catalogue, and Ellegirl, fashion magazine, which contained English slogan. The data are analyzed according to their linguistic form, their type of meaning, and their type of slogan using type of slogan proposed by Franz. The results of this study are, first, the linguistic form of fashion label slogans are phrase (noun phrase) and sentences (declarative sentence and imperative sentence), whereas accessories slogans are in the form of phrases (noun phrase, verb phrase, and adjective phrase), and sentences (declarative sentence and imperative sentence). Second, the slogans of fashion label as well as those of accessories have conceptual meaning, connotative meaning and affective meaning. Third, the types of slogan of fashion label and accessories are unique feature, beneficial, and thought provoking.

The differences from the third research are from the topic, objective, data, data collection and result. The topic is pragmatic study which focused on the meaning of speaker's utterance and the context of slogan used in T-Shirt. Clothes are part of human life. It cannot separate from human style. What people wear is reflection of their character. Some people like wearing formal clothes, such as shirt, coat etc, but

some of them like wearing informal clothes such as Jeans, T-shirt etc. T-shirt is made of cotton or polyster and it's usually bottomless, pocket less, with round neck. In this research the writer chooses T-shirt slogan because almost all T-shirt slogan use English word. It is interesting to study the form and the meaning of the slogan. Therefore, the writer wants to conduct research with the topic of his research is a pragmatic study which focused on the meaning of speaker's utterance and the context of slogan used in T-Shirt. The objective of the research is to get a systematic description of the facts and the characteristics description of the data. The research aims to examine the forms of slogan used in T-shirt and to examine the meaning of slogan used in t-shirt. The data in this research can be word, phrase, and sentence of slogan used in T-shirt. The sources of the data in this research are T-shirt which contains English slogan. The slogans are taken from super T-shirt products because most of them use English slogan in their products. In collecting the data, the writer uses documentary method. Meanwhile, the technique in collecting data are; 1) the writer selects the slogan used in T-shirt, 2) the writer takes notes of T-shirt slogan, 3) the writer classifies the data based on their forms. This research is about the form and meaning of slogan used in T-shirt, so the analysis applied on this research is pragmatic analysis. The writer conducts the data analysis with following procedures. First, analyzing the form of slogan used T-shirt. Second, finding the meaning of slogan used in T-shirt. Third, making conclusion based on the data analysis. The result is this research is a pragmatic study which focused on the meaning of speaker's utterance and the context. This research aims to examine the forms of slogan used in t-shirt and to examine the meaning of slogan used in T-shirt. The data of this research are in the form of word, phrase, and sentence of English slogan in super t-shirt. This research is a descriptive qualitative study which uses

documentation method in collecting the data. The data are analyzed based on their linguistic forms and their meaning. In addition, the meaning analysis employs the speech act theory especially locutionary and illocutionary. The result of this research shows that slogans used in t-shirt are in the forms of word (noun and adjective), phrase (noun phrase) and sentence (declarative sentence and imperative sentence). Meanwhile, the meaning of slogan are asserting, commanding, persuading and informing.

Position of the current study from the first researcher above is different from the writer here, because the data are different. The writer takes slogan on Pulsa magazine while Hasriah takes slogan in teenage cosmetic product. The object from the writer here are English slogan on Pulsa magazine while Hasriah object of his research is English slogan of fashion label and accessories.

The second researcher above is different from the writer here, because the topic of his research is analysis English slogan of fashion label and accessories and uses English slogans of fashion label and accessories as the data, while the writer topic are analysis on slogan of mobile phone on Pulsa magazine and the data used that will be analyzed in this research are slogans that are in the form of phrase, clause, and sentence taken from Pulsa magazine.

The third researcher above is different from the writer here, because the object of his research is slogan used in T-shirt, and the researcher above uses pragmatics as the perspective in analyzing the meaning of the slogan. Meanwhile, the writer topic are analysis on slogan of mobile phone on Pulsa magazine and the data used that will be analyzed in this research are slogans that are in the form of phrase, clause, and sentence taken from Pulsa magazine.

Here the writer tries to extend the knowledge of a greater understanding to the reader that people can learn to set a good slogan for the package of the product especially in mobile phone product and give a clear description about the type, the linguistic forms found, the function, and the meaning of the slogan in mobile phone product.

C. Limitation of the Study

The researcher realizes that this study is only a little part of a study that discusses slogan. The study only related to slogan mobile phone product. The researcher analyzes the linguistic form of the slogan, meaning of the slogan by semantic approach and types of slogan of mobile phone product.

D. Problem Statement

Based on the tittle of this paper, it focuses on the following problems :

1. What are the types of slogan mobile phone product?
2. What are the linguistic forms found of slogan of mobile phone product?
3. What are the functions of slogan of mobile phone product?
4. What are the meanings of the slogans in mobile phone product?

E. Objective of the Study

Concerning with the problem above, the analysis is intended to achieve some objectives:

1. To describe the types of slogan used in mobile phone product.

2. To describe the linguistic forms found of slogan used in mobile phone product.
3. To describe the functions of slogan used in mobile phone product.
4. To describe the meanings of the slogans in mobile phone product.

F. Benefit of the Study

The researcher expects this study in which presupposition of selected slogan in outdoor advertisements gives many benefits for students, other researchers and the readers. The result of the study will be contributed to:

1. Practical Benefits

- a. Give more understanding to the writer that people can learn to arrange good slogans for the package of the product.
- b. Give more information to the reader about the kinds of meaning.
- c. Give more information to the next writers who want to discuss similar or related study.

2. Theoretical Benefits

- a. Give a clear description about the meaning of the slogan in mobile phone product.
- b. Give the other researcher to conduct further analysis dealing with English slogan.

G. Research Paper Organization

The researcher divides this chapter into five parts. They are chapter I consisting of background of the study, previous study, limitation of the study, problem

statement, objective of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory encompasses of notion slogan and linguistic components. Notion slogan encompasses of definition of slogan, characteristic of slogan, type of slogan, and linguistic components encompasses of linguistic form, language function, and types of meaning.

Chapter III is the research method encompasses of type of research, object of research, data and data source, method of collecting data, and technique of data analysis.

Chapter IV is the data research finding and discussion. It consists of data analysis and discussion findings.

Chapter V is the conclusion and suggestion.