

**A PRAGMATICS ANALYSIS OF THE SLOGANS IN TV  
COMMERCIAL ADVERTISEMENT PRODUCTS**



**RESEARCH PROPOSAL**

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By

**HIMAWAN ASHARI**

**A320040073**

**SCHOOL OF TEACHER TRAINING AND EDUCATION  
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

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# CHAPTER I

## INTRODUCTION

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

Language has very important role as a means of communication; with language, human beings can express most of their thoughts, feelings, and knowledge to the others in their daily lives. People around the world cannot be separated from communication since they are created as social human beings. The interaction between persons or group with the others always uses language as a means of communication. As a means of communication, language is always found in every aspect of human life.

One of human activities using language is trading activity. We always find in everywhere that in that activity people try to get profits, in talking about business. If one wants to get great profits in trading activity, he must know the way how to sell his product to the market effectively. The products which are sold in large number will gain great profits. Of course, everyone will dream of having such success in his business. He will seriously try to find out ways to make his product known by the society. He must also try to make them sure that the product he has are good products. Language is needed to convey the messages. This is not easy to do.

One of the ways to promote to the products to society is by using advertisement is defined as a form of communication intended to promote the scale of a product of service (Frybuger in Pratiwi, 1995:11). The companies

try to make interesting advertisements to attract the consumers. So, they compete with each other to create interesting advertisement.

In general there are two reasons for people to see an advertisement, namely:

1. People need the information about the product or service,
2. People meet advertisements accidentally, for example: when they are in a shop or in a street (Sudiana, 1986:11).

But not all information or advertisement can get peoples attention, because of the selection process. People only choose the interesting or important one for them.

In order to get peoples attention, an advertisement must be attractive. This physical attraction can be gained through the way an advertiser creates the illustration, text, headline, slogan, color, etc.

In accordance with it the varieties of slogans of the products in advertisement shown in television are analyzed. Today, television is world wide used by many people. Some of them want to know the information about some product showing the slogan by watching television. Sometimes, they see the slogan accidentally when watching TV. The various slogans in television can be seen in examples are follows:

Gets The Red Out

Visine (Medicine)



The slogan 'Gets The Red Out' comes from the medicine for eyes, namely Visine. The scene shows a person who works as director is working in the film making location. Suddenly, when he is directing, a motor biker come in front of him making a lot of dust. Then, the dust hurts his eyes and makes them red. As the solution, he takes Visine to cure his eyes. Finally, he is freed from his eye's problem.

The word 'red' implies that the problem everybody faces about his eyes is being red. So, they need to solve this problem. The word 'Gets....out' implies that people can be freed of the problem. From those explanations, the people believe that the product is the best solution for their eyes problem. They will be interested to buy visine when suffering from eye ache because they want to be cured from it. By the conclusions above, it can be said that the implicit message of a slogan will influence people to do something, namely, to buy product.

The above facts motivate the researcher to do research on implicature analysis of he slogans of various kind of product advertise in television. The tattle is: A Pragmatics Analysis of The slogans In TV Commercial Advertisement Products.

## **B. Previous Study**

The writer found some previous researches related to his research. Firstly, it was carried out by Wahyu Andi Nugraha; 2007 with research entitled “*A Linguistic Analysis on English Slogan of Cosmetic and Food Products*”. He analysis the linguistic form, type of meaning and type of slogan on cosmetic and food product that sold in Alfa Pabelan and Goro Assalam which enclosed English slogan. The result of his research paper is first that the most general linguistic form of cosmetic and food products is noun phrase. Second, the cosmetic products slogan use mostly conceptual meaning and the food products slogan apply the connotative meaning. Third, most cosmetic products use the slogan promoting benefit in order to get the consumer while the food products use mostly the slogan promoting unique slogan.

Another research is from Dian Esti Pratiwi; 2007 with research entitled “*A Pragmatic Study on Clothes Advertisement Slogans in Aneka Magazine issued in January-September 2006*”. This research paper is aimed to figure out the forms of clothes advertisement slogan and their intention. In describing the intentions of the slogans she employs the speech act theory especially locution and illocution. The result of her analysis showed that first, the linguistic form of clothes advertisement slogans use as the data are phrase and sentence, there are noun phrase (48%), adjective phrase (40%), prepositional phrase (8%), imperative sentence (20%), declarative sentence (12%), and interrogative sentence (8%). There are no slogans in the form of word and clause. Among those forms, noun phrase are dominating them. Second, all the data of clothes

advertisement slogans that are analyzed in her research have four intentions, they are: persuading (80%), asserting (12%), informing (4%), and offering (4%). Mostly the content of slogan is persuasion.

From the two researches above, the writer can see that the previous has different object and theory with the present research. The two researchers above analyzed the type of meaning and the intention of the slogans. In this study, the researcher conducts the research in the implicature of the slogans. Beside that, the data of this research is using motion picture, so it has different object of the two researches above.

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

In this research, the writer focuses his analysis only on slogans of TV commercial advertisement during July 2008. The Writer analyzed the slogans based on the linguistic form and the implicature. Implicature is chosen as an underlying for the research because as Grice has said in Brown and Yule (1983: 31), Implicature is “what a speaker can imply, suggest, or mean as distinct from what the speaker literally says”.

The researchers limits this research only on slogans of TV commercial advertisement that using English slogans during July 2008, because in every month almost of the advertisement in the TV commercial always changes.

#### **D. Focus of the Study**

Based on the background of the study above, the writer formulates the problem of the study as follows:

1. What are the linguistic forms of the slogans in the TV commercial advertisement products?
2. What are the implicatures of each slogan on the products which are advertised in the TV commercial advertisement?

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

Based on the problem statement mentioned above, the writer has the following objectives:

1. To describe the linguistic forms of the slogan in the TV commercial advertisement product.
2. To explain the implicature of each slogan on the products which are advertised in the TV commercial advertisements.

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

The writer hopes that the research will be beneficial for the writer himself and the reader generally. The benefits of the study are:

1. Theoretically

The result of the research will be a contribution for the study of Pragmatics, especially in implicature discussion.

2. Practically

- a. For the student, this research is expected to be significant as additional reference in conducting related research.
- b. For teacher, this research can use as additional source of pragmatics study, especially in implicature.
- c. The readers are able to know the forms of implicature of the slogans in TV advertisement product.

#### **G. Research Paper Outline**

The research paper is designed into five chapters, they are as follow:

Chapter I is an introduction. It consists of the background of the study, previous study, limitation of the study, focus of the study, objective of the study and benefit of the study.

Chapter II presents the underlying theory that consists of the notion of pragmatics, context and implicature, concept of language forms, definition of advertisement, and definition of slogans.

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

Chapter IV presents the result of the research that contains data analysis and discussion.

Chapter V involves conclusion and suggestion.