

**A PRAGMATIC STUDY ON TAG LINES USED
IN EDUCATION INSTITUTION ADVERTISEMENT**



RESEARCH PAPER

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by:

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CHAPTER I

INTRODUCTION

A. Background of the Study

People tend to use English term to make advertisement, including tag line, since they think that if they are use English in their tagline they will get more benefit. By using English terms, their product will be more famous and more attractive. Public also have opinion that the quality of the product is better than the other product that does not use English terms. As the image of the product, the use of English term in tagline will make the selling point higher.

In tagline, the message of the educational institution can be explicit and implicit. When the message is expressed directly to the reader it means that the tagline has explicit meaning. Meanwhile, if the message of the tag line shown indirectly by the producer as his purpose, it means the tagline has implicit meaning. Usually, the readers will search the meaning of that tagline. Beside that tagline also contain a persuasion to persuade the reader to joint the educational institution.

To understand the meaning in English terms used in English taglines, people need to have a good competence of English. Usually they can not understand the meaning of the tagline directly because usually the tag line is written in phrase or in ungrammatically pattern. If the reader wants to understand

all the meaning of that tagline, they should interpret the overall context of the advertisement.

Here is the example of education institution taglines:

“More than just an English Course” (IEC)

The purpose of the tagline above is to persuade the reader to join the education institution that being promoted (IEC) by telling that the readers can get more than English course in IEC. The reader automatically will guess about something special offered by IEC which is different with the other English courses. To understand the message which is given by the tagline, the readers need to have a good understanding in English, especially about pragmatic and English structure.

In this research, the writer is interested to identify the pragmatic meaning of the education institution taglines by using speech act theory. The writer will also analyze the linguistic form of the education institution taglines. Based on the phenomena above, the writer conducted the research paper entitled **“A Pragmatic Study on Taglines Used in Education Institution Advertisement”**

B. Previous Study

Study on Pragmatic analysis use in advertisement has been conducted by many researchers. Among other is Susilowati (2006) “Pragmatic Analysis on

English Jargon of Moral Sticker”. She analyses the form of moral expression in sticker and also the intention of those stickers.

The second research was written by Dian Esti Pratiwi (2007), she was also a student of Muhammadiyah University of Surakarta in which her research title is *A pragmatic Study On Clothes Advertisement Slogans In Aneka magazine Issued In January-September 2006*. From the analysis, she finds the linguistic forms of clothes advertisements slogans, they are sentence and phrase. While for the intentions, she finds three intentions which are: persuading, asserting, and informing.

C. Limitation of the Study

In this research, the writer limits the problem on the analysis of intention and the linguistic form of English terms used in educational institutional tag lines.

D. Focus of the Study

There are two statements formulated by the writer in this research paper, as follows:

1. What are the linguistic forms of English terms used in educational institution tagline?
2. What are the intentions of English terms used in educational institution tag line?

E. Objective of the Study

Based on the problem statement above, the writer conduct the objectives of this research as follows:

1. To describe the linguistic forms of English terms used in education institution tagline.
2. To describe the intention of English term used in education institutions tagline.

F. Benefit of the Study

In conducting this research, the writer intends to present some benefit to the readers.

1. Practically, the result of this study can add the readers comprehension in pragmatic of English terms used in education tagline.
2. Theoretically, this research can enrich the study on pragmatic especially on the English terms used in educational institutional tagline.

G. Research Paper Organization

Research paper organization is conducted to give a clear guidance in reading and understanding the content of the study. In order to have guidance for the reader in reading the whole content, this research paper is conducted as follows:

Chapter I is introduction which consists of Background of the Study, Previous Study, Limitation of the Study, Objective of the Study, Focus of the Study, Benefit of the Study, and Research Paper Organization.

Chapter II is underlying theory. It covers Pragmatic, Context, Speech Act, Level of Speech Act, Tag Lines, advertisement, and Linguistics forms.

Chapter III is Research Method which consists of Type of Research, Object of Research, Technique of Collecting Data, Technique of Analysis Data.

Chapter IV is Data Analysis and Discussion. In this chapter the writer presents the analysis of the data and the discussion of the finding.

Chapter V is Conclusion, Implication and Suggestion.