

**A PRAGMATIC ANALYSIS OF ENGLISH SLOGAN
ON SOFT DRINK PRODUCTS**



RESEARCH PAPER

*Submitted as a Partial Fulfillment of the Requirement
for Getting Bachelor Degree
of Education in English Department*

by :

ESTI WINDARYATI
A 320 050 329

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

2009

CHAPTER I

INTRODUCTION

A. Background of the Study

In the business area, competition in selling products or services becomes very hard. The producers in many industries of goods or products should have some strategies of business to increase their benefit from the customers. One of the strategies of business is by using advertisement; there are many ways in advertising the products. It can be found in almost all mass media such as in TV, radio, newspaper, magazine.

Advertisements are identified as the text that do their best to get people's attention to make them turn toward them. The purposes of advertisements are to influence and motivate the public to buy and use the products or services to follow the ideas. The advertisers spread the information of their products by using good and effective language. By using good and effective language, the customers will get impression of the product offered then they will decide to buy them. The language of advertising is divided into two types : spoken and written language. Spoken language is used on electronic media, such as television and radio. While, written language is used on printed media, such as newspaper and magazine. The language used in advertising is arranged as well as possible. It must be communicative and make people easy in comprehending its message.

Almost all advertisement products have the slogans. Slogans is a group of words that promise a reward in a dramatic way : easy to read, easy to say, and easy to remember. Every slogan reveals something about its own time, and as a means to catch and hold the public's attention. It has function to get the people interested in the product. It does not matter if the language in slogan is a long message or short one. The advertisers choose the creative and interesting words to be the language of their slogans. The language of slogans represent the particular product. The slogan is to be the image of a product. The slogan has the special characteristic that is different with other products. A slogan used by a product can not be used again by others. The advertisers always choose attractive words although the words are not familiar for the customers. Sometimes people tend to have difficulties while having to understand a slogan in the advertisement of a soft drink product like : "Refresh, think fresh". It is the slogan of "Fresh tea Green" soft drink product. The language used in its slogan is English. The form on this slogan is imperative sentence, it is marked by the use of verb "refresh" , its functions as predicate of the sentence.

Fresh tea Green:

<u>Refresh</u> ,	<u>think fresh</u>
<u>Verb</u>	Complement
Predicate	

Some of Indonesian people who do not have good English can not understand it exactly because the language used in that slogan have the explicit and implicit meaning. If people have the good understanding at how

English structure works and English speech act, it will be easier for them to understand the meaning of the slogans.

In this research the writer tries to identify the slogans of soft drink products. The writer choose the slogans of soft drink products because the language used in slogans are difficult to understand if the people only read or see it once. The consumers must read the slogan repeatedly to get the message of the slogans. The consumers also use the advertisement on TV to get the message of the slogans of advertised soft drink products. By watching the advertisement on TV, the cunsomers are knowing what are the message delivered by the slogans because the message or meaning of slogans explained by all of the actions on the advertisement. The writer is interested in identifying the slogans of soft drink by using speech act theory. The speech act are focused on locution and illocution force. Furthermore, the writer conducted the research paper entitled “A Pragmatic Analysis of English Slogan of Soft drink Products”.

B. Previous Study

There have been some studies about advertisement analysis conducted by some students of the Teacher Training and Education Faculty in Muhammadiyah University of Surakarta on their research papers. The students have the same object that is advertisement, but still have different perspective and theory applied within the research.

The first researcher is Hermin Pratiwi (2000) with her study entitled “An Analysis of Relation between Slogans and the Advertisements Products in Television Commercial Advertisements.” She analyzed the relation between slogans and the advertised products in TV commercial. She concluded that slogans and the advertised products have close relationship and most data fulfilled the maxim of quality.

The second researcher is Atikah Yuliana (2001), with her study entitled “The Analysis of Relation between Slogans and the Advertised Products”. Her research applied descriptive method by giving an emphasis on describing the relation between the slogans of the advertisements and advertised products. Finally, she concluded that slogan of advertisements and the advertised products have close relationship.

The third researcher is Prawita Indrayana, (2004) with her study entitled “An Analysis on Hyperbole and Personification used in Advertisement in News week Magazine”. She only emphasizes on the form of hyperbole and personification exists in the advertisement of news week magazine. She also found the function of hyperbole and personification message.

The last researcher is Andi Wahyu Nugraha (2007), with his study entitled “A Linguistic Analysis of English Slogan on Cosmetics and Food Products”. He analyzed the linguistic forms , the types, and the meaning of English slogan by using semantic approach. He concluded that the slogan used

in cosmetic products mostly conceptual meaning and the slogans used in food products apply the connotative meaning.

This research would be different from those previous research. The researcher analyzes the language used on English slogan on soft drink products. The researcher focuses on the linguistic form and the intention of the slogan by using pragmatic approach.

C. Limitation of The Study

In this research, the researcher limits the study in discussing English slogans used in various soft drink products. The researcher focuses on the linguistic form used on English slogan and the intention of the English slogan.

D. Focus of the Study

The researcher formulates her research by arranging the problems, as follows:

1. What are the linguistic forms of slogan of soft drink products?
2. What are the intentions of English slogan used on soft drink products?

E. Objectives of the Study

The objectives of this research are:

1. To describe the linguistic forms of the slogan of soft drink products.
2. To describe the intention of English slogan used on soft drink products.

F. Research Benefit

The researcher wishes that this research will be beneficial to the following:

1. Theoretical Benefits

The result of this study can contribute the pragmatics study, especially in giving description about speech acts theory.

2. Practical Benefits

- a. The researcher can get more knowledge in understanding pragmatics, especially speech act theory.
- b. The readers can use the result of this study as an additional reference in understanding the message of the slogans.

G. Research Organization

The organization of this research paper is given in order that the reader can understand the contents of the paper as follows:

Chapter I is Introduction which consists of the background of the study, review of previous study, limitation of the study, problem statement, objectives of the study, the benefit of the study, and the organization of research paper.

Chapter II is Underlying Theory, it deals with Pragmatics which consists of notion of Pragmatics, principles of Pragmatics ; Speech Acts which consists of notion of Speech Acts, level of Speech Acts, types of Speech Acts ; Context ; Linguistic Form which consists of the theory of Word, Phrase, Clause, and

Sentence ; Slogan which consists of the definition of Slogan, characteristics of Slogan, types of Slogan, and soft drink.

Chapter III is Research Method. It consists of type of the research, object of the research, data and data source, method of collecting data, and technique of analyzing data.

Chapter IV is the result of the study. It consists of research finding and discussion

Chapter V is Conclusion and suggestion.