A PRAGMATIC ANALYSIS ON THE FOOD AND BEVERAGE PRODUCT SLOGAN

RESEARCH PAPER

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by

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CHAPTER I
INTRODUCTION

A. Background of the Study

In the modern era, competition of business becomes very hard. In any industry the goods or the products have increased rapidly in order to satisfy the consumer’s necessities. The company will always try many ways to exhibit their products. One of the ways to introduce product is an advertisement. Weilbacher (1984: 3) states:

Everyone knows what advertising is. It figures in each of our lives every day. People see it on television, in the sky, on matchbook covers, in newspaper, on trash container, in magazines, in mail, on buses, and taxicabs, and on billboards. People hear it on radio and in supermarkets. Advertisement seems to be all around them, all the time.

Each advertisement has a different way to attract consumer to buy their product. For instance, a newspaper put one information column that has a function to provide a market place and service. The column is called advertisement column. Meanwhile, TV or radio insert as advertisement in their program. Although those media have different way to introduce their products, they have the same function, namely informing and influencing the society in order to public will buy and use the product or services or to follow their ideas. The advertiser spreads the information of their products by using good and effective language. By using good and effective language, the
customer will get impression of the product offered then they will decide to buy them.

The use of language in advertisement can be seen among other in their slogan on the package of the product. “Effective slogans are short, easy to understand, memorable, and easy to repeat. Good slogans help set the product apart from its competitors” (Bovee, 1986: 274). Slogans play an important role to attract consumers. By reading the slogans, it is expected that people will directly know the advertised products.

Today packages come in many forms including wrappers, cartons, boxes, crates, cans, bottles, jars, tubes, barrels, drums, and pallets. Packaging is closely related to advertising, it causes the advertising department and advertising agency play the most important role in package development. They design labels and packages and prepare the copy that goes on them. “Packaging is now also considered part of the advertising and sales budgets of many factories, who previously viewed it as a facet of production” (Bovee, 1986: 304). The label usually states the weight or volume of the contents, the ingredient and the features of product. Labels on the package must give clear information in order to attract the consumer to buy the product.

In this research the writer wants to analyze food and beverage product slogans because the product often use English language in their slogan and sometimes people do not understand what the mean of the slogan with the product. Slogans of food and beverage products are needed to persuade
consumer to buy the product, when they read it on the package. Below is one of the examples of English slogan of beverage product:

“You C 1000: Healthy Inside Fresh Outside”

The meaning of Healthy Inside Fresh Outside is that the product gives some vitamin C needed for human body in order to be fresh all long day. The bottle is made from transparent bottle so the consumer can see the content of the product. The product has yellow and orange liquid that represents orange taste. The yellow colour of the product looks so fresh, so the consumer will be attracted. The product persuades can make body health in inside and fresh outside. The linguistic form of the slogan is adjective phrase form.

The example of English slogan of food product:

“Tini Wini Biti: Bites of fun”

This statement explains that Tini Wini Biti gives fun for consumers in every bite of the cracker snack. It is supported by this package that uses various colours, and picture on the package. The cracker is formed with various animals to avoid the monotonous effect. The linguistic form of the slogan is noun phrase form. The slogan implicates that the product is not an ordinary one since in every bite of Tini Wini Biti’s crackers; there is a fun feeling that makes the consumers who consume it becomes happy.

The above facts motivate the researcher to do a research in analyzing the English slogan on the food and beverage products. The research is entitled “A PRAGMATIC ANALYSIS ON THE FOOD AND BEVERAGE PRODUCT SLOGAN”.
B. Previous Study

To support this research the researcher needs other research that has been made by other researchers. The first previous study was conducted by Pratiwi (UNS, 2000) with the study entitled *An Analysis of Relation between Slogans and the Advertisement of Products in Television Commercial Advertisements*. She uses pragmatic as the approach of analysis, while the purposes of the research are to describe the relation between slogans and the advertised product of television commercial. At the end of the research, she concludes that slogan and the advertised product have close relationship and most data fulfilled the maxim of quality.

The similarity of the writer and the last researcher is analyzing slogan on the product. What makes the writer research different from previous research are in the data and the object to be observed. Pratiwi analyzes the relation between slogans and the advertisement product in television commercial advertisements while the writer focuses in analyzing the slogan of food and beverage product packages.

The second previous study is conducted by Nugraha (UMS, 2003); his thesis entitled *A Linguistic Analysis on English Slogan of Cosmetic and Food Products*. He finds some general linguistic form of cosmetic and food product slogans was the noun phrase. There are six noun phrase forms in cosmetic product data and fourteen noun phrase forms in the food product data.

The Nugraha’s research is also different from the writer, because the perspective of the study is different. Nugraha uses linguistic perspective,
whereas the writer uses pragmatic perspective in her research. The research conducts by the writer has the same area with the previous research that is in analyzing slogan on the product.

C. Problem Statement

This research concerns with the problem:

1. What are the linguistic forms of each slogan of the food and beverage product?
2. What are the implicature of English slogan on the package of the food and beverage products?

D. Objective of the Study

The objective of this research is:

1. To classify the linguistic form of each slogan on food and beverage product.
2. To describe the implicature of English slogan on the package of food and beverage products.

E. Limitation of the Study

The researcher limits her research problem in discussing English slogans on the various packages of foods and beverage products. Nowadays, there are some slogan in the product written in English, it will make the consumers confuse or don’t understand the content of each product. In this
research the writer wants to give more explanation about the means of the slogan in food and beverage product in order to make easy the understanding of the slogan. The research focuses on the linguistic forms of each slogan of the food and beverage product; and the implicature of English slogan on food and beverage product. The limitation makes the research will not become broader beyond the research area.

F. Benefit of the Study

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

1. Theoretically
   a. This research is expected to be useful for the students especially the students of business school, to understand the type of slogan because they can learn to arrange good slogans of the products or the advertisement.
   b. It can give additional reference in teaching linguistics. In addition, it can be used as further references study about linguistic study in particular the language of slogan.
   c. This research can be used as stimulus to conduct further research related to this research in more details or from other point.

2. Practically
   a. The researcher can get more knowledge in understanding pragmatic especially in implicature.
b. The result of this study can add the readers’ comprehension of slogan used in food and beverage products.

c. This research can be used for the other researcher to get more details information especially in slogan.

G. Research Paper Organization

In order to have guidance for either the writer herself in arranging the research paper or readers in reading the whole contents of this research paper the researcher organizes her research as follows:

Chapter I is introduction. This chapter deals with background of the study, previous study, problem statement, objective of the study, limitation of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory. This chapter presents about pragmatic, implicature, maxim, context of speech, linguistic form, slogan, food and beverage, and package.

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

Chapter IV deals with research finding and discussion. The research finding is divided into linguistic form of each slogan of the food and beverage product, and implicature of English slogan on the package of the food and beverage products.

Chapter V is closing. It contains conclusion and suggestion.