CHAPTER I
INTRODUCTION

This chapter consists of the background of the study, limitation of the study, the research questions, objective of the study, clarification of terms, and the benefit of the study.

A. Background of the Study

The existence of advertisement in society has become very popular form of language of communication which is seen widely. Advertisement has been applied in trade for some periods. It is one of the instruments to attract the consumer's intention and plays the important role to improve its selling and marketing. Advertising or advertisement is a way for communicating one's products or services by using some languages and pictures attractively. According to Bovee (1986: 5), advertising is "non-personal communication of information, usually paid for and usually persuasive in nature about products, services or ideas by identified sponsor through the various media". The language which is embedded in the advertising establishes strategy for producers or advertisers to influence the readers so that the public know and consume the product or service towards the advertising offered. The language of advertisement has the intention to influence the people in order to convince towards what they have been reading the ads. Usually it is supported by fascinated design visual to complete the purpose to promote the message of ads. Design visual content in advertising has a great effect on the public, but implementation of language can help people to identify a product or service and then remember it. Moreover, the using of diction in advertisement is chosen by the advertisers effectively and persuasively.

Language used in advertisement can be effective, communicative, unique and persuasive because it aims to persuade people to purchase the product. Mostly fashion advertisement and the others have the slogan within. Slogan is a group of words that promise a reward in a dramatic way which is easy to read,

easy to say and easy to remember (Urdang and Robbins, 1984: 18). Slogan is coined to represent what the product or service looks like by using words that memorable to the public and target consumers. Using impressive diction becomes an important thing to apply into the language of advertisement powerfully, especially for slogan, in order to achieve the aim to promote brands available of the company. Then, advertisers begin to publish and communicate their brands to some media advertising, so that public can realize them until try to purchase for trials, and then keep buying the products or services continually.

The advertising agencies and brand companies endeavor to promote their product to the public in such a way like introduce it by mass media. Sometimes, they use all mass media in order to get the massive selling to their company. It depends on each company to achieve their goal. Many kinds of mass media which shows the advertising can be found around, such as, television, radio, internet, tabloid, magazine, newspaper, billboard and the others.

One of the masses media is magazine, which is the printed media that published periodically not only serves information about specific theme inside, but also offers advertisements to the readers from several products. There are many kinds of magazine, such as, women's magazine, men's magazine, sport's magazine, music's magazine, parenting's magazine, etc. One of the kinds of magazine that turn into the big phenomena is woman lifestyle's magazine, since it is the big numbers of the readers. In fact, the women are the potential target reader and consumer. Women lean to have a desire about knowing everything, especially fashion style. Because of that, setting up the advertisement inside the magazine can be a strategy to promote the product with showing the content of visual and language of the advertisement. Nevertheless, language itself is the important thing of a part of advertisement.

In receiving the language of advertisement in mass media, sometimes people do not realize essentially what the slogan says in the advertisement even English used. They are having difficulties to comprehend the slogan words which contain the function directly and indirectly. All of those matters can be overcome if the people understand how language function works. The slogan of

fashion advertisement that the writer found in magazine *High End Teen* is as below,from Nevada brand:

"Fit your everyday style"
(2/NV/VIII/16)

From the slogan above viewed linguistically, the form is imperative sentence because it begins with *fit*as the affirmative form of imperative which uses the base form of verb. Then, viewed sociolinguistically, the social function is to suggest the reader to use the product of Nevada which is the outfit that always fits in style with emphasizing the time "everyday". It includes the conative function (confirming Jackobson theory) because the advertiser directly commands to the consumer or hearer, if the consumer wants to have a suitable style day by day, the consumer should fit the outfit using Nevada brand product then buy it.

There have been many studies previously about analysis of language used in slogan as conducted by researchers such as Althyabat (2012), Akinbode (2012), Inderagiri (2013), Ernestivita (2013), Widyaka (2014), 'Aliyah (2015), and Mardiana (2015). However, part of them analyzed the slogan's function using sociolinguistics perspective, is that the research from Althyabat (2012) and Akinbode (2012) and the others analyzed the speech act and language style of the slogan. As for Althyabat (2012) with his study entitle "*A Sociolinguistic Study of Sport Slogans Used in Jordanian Playgrounds"*, he has found 16 sociolinguistic functions ranging from expressing praising and anger by referring by Roman Jackobson theory; Inderagiri (2013) with his study *"A Pragmatic Analysis of Slogan Used in Car Advertisement"* which described the linguistic form and speech act in slogan. In his speech act analysis, he focuses on the locution and illocution force.

Language has the powerful influence towards people behavior. The language in advertising has the function to encourage people to do something mentioned there. Usually, the use of language of advertising, like slogan,

consists of the persuasive meaning to persuade people doing what the advertising tells to the readers. It is the medium of communication and expression that describe the products or services effectively. The language in the slogan of advertising is unique and has the characteristics that can represent its products or services. Mostly, it is concise, fascinated, and creative. It is remembered easily by the readers and can be a trade mark of its product or service when the readers hear and see the language of slogan.

The writer is interested to study about slogan of fashion advertisement because in daily life the writer often finds out the words used in advertisement especially in fashion advertisement even in the street, billboard, social media, newspaper, magazine and so on. The diction of slogan is unique, creative, and fascinated. In the magazine *High End Teen,* there are someadvertisements with the slogan used, which the readers target are the teenagers who love fashion style from head to toe from local brand and abroad brand. In fact, fashion style is the potential market and become big number of the marketing and trading during the time, so that each of slogans of fashion advertisement creates their own slogan itself to distinguish from other brand. The writer chooses this magazine as the object of the study because the writer likes to read this magazine and of course the magazine has the content of advertising inside especially slogan used. The writer focuses by using sociolinguistics theory, examines the linguistic form, and the function of it in society. Based on that fact, the writer has willingness to carry out research on **ANALYSIS OF SLOGAN USED IN FASHION ADVERTISEMENT IN MAGAZINE *HIGH END TEEN*.**

B. Limitation of the Study

This research focuses on the advertising of Magazine *High End Teen* edition August 2016 – July 2017 especially in slogans of fashion advertising. The writer picks the magazine *High End Teen*, because this magazine is one of the Indonesia's magazines which is sometimes read by the writer and offers the advertisements inside, besides the information and entertainment news.

The writer is interested to examine form and function of slogans used in fashion advertisements. In analyzing data, the writer describes the form of the slogan by referring the linguistic form theory. Enlarging the social function of slogan of fashion advertisements found in magazine *High End Teen*.

C. Research Question

The research questions of this research are formulated as follows:

1. What are the linguistic forms of slogans used in fashion advertisement in magazine High End Teen, edition August 2016 – July 2017?
2. What are the functions of the slogans used in fashion advertisement in magazine High End Teen, edition August 2016 – July 2017?

D. Objective of the Study

Based on the research question above, the writer has the following objectives:

1. To identify the linguistic forms of slogan used in fashion advertisement in magazine *High End Teen*, edition August 2016 – July 2017.
2. To describe the functions of slogan used in fashion advertisement in magazine *High End Teen*, edition August 2016 – July 2017.

E. Clarification of Terms

The writer clarifies the terms to avoid mistake of this research consideration:

1. Slogan
    a. Slogan is easily remembered phrase used in advertising (Oxford: 417).

b. Slogan or tag line is a statement or phrase consisting of a few words that succinctly expresses the company image, identity, and or positioning a company or brand wants to communicate (Belch, 2012: 718).
c. Slogan is a group of words that promise a reward in a dramatic way: easy to read, easy to say and easy to remember. (Urdang Laurence and Robbins, 1984: 18)
d. Slogan is also assumed by Granat (2003: 76) that it can be termed as *tag line*—climax which is expressed in the end of phrase of advertising.

2. Brand

Brand is type of product made by a particular company (Oxford: 48). Brand is the name given to a product by the company that produces it.

3. Gloss of meaning

Gloss of meaning gives an explanation of a word or phrase in the text (Oxford: 188). The explanation provides the description meaning based on the dictionary. It gives the primary meaning taken from the dictionary.

4. Function of language

In this research, the writer examines the data describing the social function. The social function performed in this finding is based on the situation of the language used in advertising.

F. Benefit of the Study

The writer concerns with the analysis of slogan used in which this research has both theoretical and practical benefit. It is expected that the results can be advantageous in the following ways:

1. Theoretical Benefits
   a. This research can enrich the research in linguistic field, especially in giving the description about function of language, which becomes the reference resource to the next relevant type of research.

b. This research can give better understanding in the analysis of slogan used in advertising.

2. Practical Benefits

a. The research findings are used as an informative input for language learners to develop their linguistic knowledge, especially on function of language slogan.

b. After reading this research, the advertisers are expected to be more creative in creating language of advertising especially for using slogan effectively.