

**A SYNTACTIC ANALYSIS ON ENGLISH SLOGAN  
OF FOOD PRODUCTS**



**RESEARCH PAPER**

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by

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# CHAPTER I

## INTRODUCTION

### **A. Research Background**

Economic is one thing that cannot be separated from people's daily life in the world. Almost every time, people talk about economics. Talking about economics is always related to business. We see million people perform business everyday, among them are successful expand endeavor. Business activity is the most interesting activity for them. However we also find people who fail in their business.

According to Hughes (in Buchori Alma, 1998: 21), business is the organized effort of individuals to produce and sell for a profit, the goods and services that satisfy society's needs. The general term of business refers to all such efforts within a society or within an industry.

In the modern era, competition of business is very strict. In many industries the goods or the products have increased rapidly in order to satisfy the consumer's necessities. Companies always take many ways to exhibit their products. One of the ways to introduce their products is through advertisement. There are many ways of advertising their products. Advertisement can be found in mass media such as in TV, radio, magazine and newspaper. Each advertisement has a different way to attract consumer to buy the product. For instance, a newspaper put one information column that has a function to provide a market place and service. The column is called newspaper advertisement column. Meanwhile TV or radio inserts an

advertisement in their program. It is known as TV or radio commercials. Although those media have different ways to introduce their products, they have the same function that is informing and influencing the society. So, an advertisement needs to use particular language to communicate and to persuade.

The use of language in advertisement can be seen in slogan on the package of the product. Slogans play an important role to attract consumers. By reading the slogans, it is expected that people will directly know the advertised products. According to Gaw (in Hermin Pratiwi), (2004: 4) there are some aspects to consider when creating a slogan of advertisement.

A slogan should be easy to remember. So it is simple, brief and striking word and sentences. A slogan represents the superiority, excellent, and function of the advertised products or service. A slogan should reflect the mood or spirit of the products or services and of the message conveyed by the advertisement.

In this research, the researcher analyzes the advertisement of food products because the researcher observes products often use English language in their slogan. A slogan of food products is needed to persuade consumers to buy the product, when they read it on the package. Several slogans are made by producers to persuade the consumer. Below is one of the examples of English slogan of food products:

*“MILO: A Smart Start for smart kid“*

The data above will be elaborated as follows:

The meaning of *A Smart Start for smart start*

is that the product for the smart start.

The form of *A Smart Start* is an adverbial clause.

A Smart Start for smart kid

Noun Phrase    Post Modifier

The result of the data analysis shows that the slogan is an adverbial clause.

The above facts motivate the researcher to do a research in analyzing the English slogan on the package of food products.

## **B. Previous Study**

The researcher has a close relationship with the previous study entitled “An Analysis of Relation between Slogans and the Advertisements products in television Commercial Advertisements”. The research was conducted by Hermin Pratiwi (2000). She uses pragmatics approach as the analysis, while the purposes of the research are to describe the relation between slogans and the advertised product in television commercial. At the end of the research, she concluded that slogans and the advertised product have close relationships and the most data fulfilled the maxim of quality.

The second previous study is conducted by Aikah Yuliana (2001). Her thesis is entitled “The Analysis of Relation between Slogans and The

Advertised Product”. Her research applied descriptive method by giving an emphasis on describing the relation between the slogans of advertisements and the advertised products. Finally, she concludes that slogan of advertisements and the advertised product have close relationship.

This research would be different from the previous research. The researcher does the analysis about the English slogan uses in food products. The researcher would focus on the linguistic forms, the meaning classification. The researcher would conduct this research by collecting the data from the package of food products.

### **C. Limitation of Problem**

In this research, the researcher limits the problem in discussing English slogans on the packages of various food products. The research focuses on the form, meaning classification of English slogan uses in food products.

### **D. Problem Statement**

The researcher formulates two problems statements as follows:

1. What are the syntactic forms of English slogan of food products?
2. What are the meaning classifications of English slogan of food products?

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

The objectives of this research are:

1. To describe the syntactic form of English slogan of food products.

2. To describe the meaning classification of English slogan of food products.

#### **F. Research Benefit**

The writer expected two kinds of benefit in this research, namely practical benefit and theoretical benefit as the following:

1. Practical Benefit

The writer hopes that the result of this research will be useful for the teacher and for the student. For the teacher, it is expected to be useful in conducting function of slogan. For the student this research is expected to be useful for the students especially the students of business school, to understand the functions of slogan.

2. Theoretical Benefit

The writer hopes that the result of this research will be useful for other researcher to use the result of the study in this research as an additional reference in carrying out further researchers.

#### **G. Research Paper Organization**

Chapter I is Introduction that consists of research background, previous study, problem limitation, problem statement, objective of the research, research benefits and the research organization.

Chapter II is Underlying Theory that consists of syntactic form, meaning classification and Slogan.

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

Chapter IV is Data Analysis that consists of introduction to analysis, data analysis and discussion.

Chapter V is conclusion and suggestion.