

CHAPTER I

INTRODUCTION

A. Background of the Study

Advertising is the best way to communicate to the customers. Advertising helps inform the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. Advertisements in mass media are fascinating, exciting and creative in this world of globalization. According to Kannan, 2013: 1, advertisement plays a vital role for a company to promote its sales and increase revenues. Almost all the ads use taglines to attract the customers. Everything matters in an advertisement. The kind of color, background, people who are appearing, the words used by the people are all matters in advertisements (Kannan, 2013: 1).

Advertisement uses communication in order to promote the product to the consumers. In this situation the speaker is the producer and the listener is the consumer, the producer sends information about their product and the message that the producer wants to send is their own product, and the consumer is the listener that will receive information from the producer.

One of the important aspects of advertisement to deliver message to the customer is language and it plays an important role in it. Language is considered

as mediation equipment in advertisement production process, as Tarigan (1993:23) said that there are four purposes of language usage, they are oneself expression, exposition, art, and persuasion. Language in advertisement uses transactional language which prioritizes the content of communication. Language also can be conceived as interactional language which has the priority in interrelationship between addresser and addressee.

Language is a powerful tool for a human being to communicate with others effectively. Therefore, the use of right and effective language both in spoken and in written brings success. All the successful persons use select vocabulary in order to attract their audience and get success in their life. Likewise, the kind of language used in advertisements in mass media as well as in leading journals and newspapers brought big success to companies.

Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. Visual content and design in advertising have a very great impact on the consumer, but it is a language that helps people to identify a product and remember it.

Language is an arbitrary vocal symbol system of expression used to communicate. Language is a way of people to communicate with others. It is used by people in their daily lives to make a conversation. According to Hornby, language is the system of communication in speech and writing that is used by

people of a particular country area. Language is what the members of a particular society speak (Wardhaugh, 2000: 1).

The use of language in advertisement can be seen on slogans on the package of the products. Slogans play an important role to attract consumers. When the people read the electronic slogan, it is expected that people will directly know the advertised products. According to Gaw (in Wahyu, 2007: 2) there are some aspects to consider when creating a slogan of advertisement, they are: (1) A slogan should be easy to remind. Therefore, it is simple, brief and striking words and sentences, (2) A slogan represents the superiority, excellent, and function of the advertised products and service (3) A slogan should reflect the mood or split of the products or services and of the message conveyed by the advertisement.

In this research, the researcher is intended to observe and analyze the language of slogans and taglines in cosmetics products in the online shop companies. A slogans and taglines is very important in beauty products since the cosmetic industry has continued to record a significant strong growth over the years and emerged as one of the industries holding the highest potential for further development and growth. Due to increase in the demand of the cosmetics products has resulted to increase in the global competition. The cosmetic industries are becoming very innovative and creative in providing unique quality products in the market to earn an advantage over the competitors (Nguyen, 2015). For the cosmetic industries to remain in the stiff competition needs to upgrade

their cosmetics product and integrate technology to remain productive in the business as well as to create advertisement as creative as possible.

Cosmetics is a highly competitive industry and having not only products that put your above the rest, but a brand as well. A Slogan is a good way to do this. Below is an example of a great, and a famous, make up company slogans:

Because you're worth it
L'ORÉAL
PARIS

In the above example, the folks at L'Oréal worked with the theory that [women wear makeup in order to](#) make themselves appear "**beautiful**" so they feel desirable, wanted, and *worth it*. The tagline is not about the product but it is about the image the product can get the customer. This message allowed L'Oréal to push its brand further than just utility in order to give the entire concept of makeup a much more powerful message.

The word of slogan of advertising usually has special characteristics, like persuasive characteristic. G.R. Miller in Stiff (1993: 4) says persuasive communication as any message that is intended to shape, rein force, or change the responses of another, or others. Miller (1993: 4), identified three dimensions of persuasive activity: (1) the processes of response shaping, (2) response rein forcing, and (3) response changing.

The slogan that is usually read by the costumers is response reinforcing. Response reinforcing is a persuasive that takes place in advertising industry. Usually the advertisers introduce their new product and services in mass media with jiggles and slogans. Slogan is a short phrase that is easy to remember and is used by an advertiser, organization, or other group.

Persuasive is an action that has a purpose to influence or encourage mind, manner or opinion of someone with some reasonable reasons. There are two things that can be used by the producer to make a very persuasive slogan. They are good diction and style. Sometimes the words in slogans are meaningful of figurative language, such as, metaphor, synecdoche, irony, analogy, etc.

While, Semantics is one of the branches from linguistics that dealing with the meaning of words and sentences or we can say that semantics is the technical term used to refer to the study of meaning (Palmer, 1977). And the definition of the meaning is what referred to or indicated by sounds, words or signals.

Based on the above explanation in the background, therefore, therefore, the researcher is intended to analyze the meaning of slogans used in the cosmetics products in the online shop companies using the semantics perspective, therefore, this research is entitled *Types and Meaning of Figurative Language in Slogans of Cosmetics Products in Online Shop Companies*.

B. Problems of the Study

Based on the background of the study above, the researcher formulates the problem of the study as follows:

1. What are the types of figurative language used in the slogans of cosmetics products advertised in the online shop companies?
2. What are the types of meanings of the figurative language used in the slogans of cosmetics products advertised in the online shop companies?

C. Objectives of the Study

Based on the problem statement mentioned above, the researcher has the following objectives:

1. To identify the types of figurative language used in the slogans of cosmetics products advertised in the online shop companies.
2. To describe the types of meanings of the figurative language used in the slogans of cosmetics products advertised in the online shop companies.

D. Benefits of the Study

By conducting this research, the researcher hopes that this research can give some benefits to other researchers and general readers either theoretically or practically. Those benefits are as follow.

1. Theoretical Benefit

The research findings are expected to give more contribution for the study of semantics, particularly on the use of language for slogans in the advertisement of cosmetics products. Besides, this research is expected to give some understanding on the meaning of slogans used in the cosmetics product.

2. Practical Benefit

a. English Teacher

Practically, this research is expected to give more information for the English teacher regarding the figurative language found in the slogans advertisement of cosmetics products advertised in the online shops and can be used as a reference to teach the kinds of figurative language for the advertising needs.

b. Company Marketing Divisions

It is expected for the company marketing department to use the appropriate language for advertising the product and create language which is meaningful and easy to catch by the consumer in order the consumer can find the meaning of the advertisement then decide to purchase the products.

c. Future Researcher

To other researchers, this research is expected to be able to be used as an additional reference in conducting the similar research based on

semantics perspective, particularly on the language used in the advertisement and the meaning of figurative language used in the slogans of cosmetics products advertised in the online shop companies.