

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Everybody knows what advertising means. However, not everyone thinks about what exactly advertising is and how manipulative it can be. Advertisement is a medium of information. It contains messages paid for by those who send them and are intended to inform or influence people who receive them. Advertisement is a mean of communication with the users of a product or service. Nowadays, we meet advertising everywhere we go; in the street, at home, at work, at the restaurant, even at hospitals and schools. The function of the advertisement is to induce a customer to buy a product. Additionally, the television and media may be considered significant sources of advertising. It means that advertising overflows every single place where people live.

According to (*changingminds.org*), retrieved on March 31, 2019, “*a slogan is a short phrase that encapsulates an idea and which is associated with a product, company, organization or person*”. Slogans work because they are short and memorable. They may be witty or challenging in some way to make them stand out more. Slogans may be used in a particular context, such as an advertisement or political rally. They may also be used more broadly and found on stickers and car bumpers. An advertising slogan may describe features or benefits of a product, service or company. When the consumer hears the slogan, they should think of the product, feel good and (ideally) want to buy it.

In addition, Crabtree, et al (1991:237) as cited in Novi Zuliana (2013:1) says that: “*Advertising is a business in which language is used to persuade people to do things, for examples to buy some product or vote someone, and or believe thing*”. For example, that one corporation is trustworthy or some political philosophy is good one. In communication, there must be a good communication; the language used can be understood; otherwise; the message cannot be perceived. In relation to the language as a means of communication in social context, language is very perceptive.

A slogan is an advertising tagline or phrases that advertisers create to visually express the importance and benefits of their product. Advertising is a means of communication with the users of a product or service. The advertisements are spread via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals and even people (endorsements). Advertising or advertisement is a form of communication used to persuade an audience (viewers, readers or listener) to take some action with respect to products, ideas, or services. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid for by sponsor and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement outdoor advertising or direct mail; or new media such as websites and text messages.

However, advertising is aimed not only to inform about the product and service, but also to have persuasive effects. Today's advertising may differ in many ways. Some advertisers rely on visual advertisements because it is said that pictures attract people the most. However, some use also verbal advertising which can accompany the visual one. There are advertisements which consist of text; others may be created from either one sentence or a few words. Besides, there may appear only some letters in the advertisement. All these options are possible and it usually depends on the advertisers how they want to captivate the audience.

In sociolinguistics perspective, this kind of phenomenon is significant to study because the occurrence of language style is not only caused by the speakers that are not homogeneous, but also caused by the various social interactions that they do. Language style can be classified according to the social diversity and activity function in a social community. The real problem that appears in the field is vocabulary of the language that always reflects the environment, and the way of thinking of the speakers.

As we know, television has held the title of the largest mass medium used for advertising for more than 60 years. It is also an important component of a media plan because of its pervasiveness, impact and targeting abilities. Generally, the term of advertisement is a mean of communication with the users of a product or service. The function of the advertisement is to induce a customer to buy a product, because we live in a culture bombarded with promotional messages.

In Indonesia, ads spending are grossing positively every year. In Indonesian National Television Advertisement, the advertisement shows concept by using slogans to marketing a product or a service. For example, “*Life is Never Flat*” by Chitato. Chitato is potato snack in the shape of french fries by Indofood CBP Sukses Makmur. According to direct source from (lifeisneverflat.com), retrieved on April 15, 2019, “*Life is Never Flat*” is a soul of Chitato. That principle reflected to our maximal daily activity. Both meaning of slogans reflect to wavy shapes of Chitato, the good taste of chips that gives new sensations. Through this advertisement, Chitato has packaged in an attractive and good way. This motivation advertisement is good because it contains messages that can be useful for all people to be memorable, more enthusiastic and attractive.

In relation to slogan as a language variation, it puts the prime emphasis on the meaning and function. In Indonesian National Television Advertisement, the advertisement shows concept by using slogans to marketing a product or a service. So, that is why the writer sets the framework in this research using sociolinguistics approach and proposed a research paper entitled “**The Study of Slogan Used in Indonesian National Television Advertisement: Sociolinguistics Approach**”.

1.2 Identification of the Problem

Based on the background of the research previously stated, the writer identifies the main problem in this research is the use of slogan in Indonesian television ads. Therefore, the writer assumes that the messages conveyed in Indonesian ads are various, both explicitly and implicitly.

1.3 Limitation of the Problem

Based on identification of the problem above, the problems of this research are to find slogans, including the meaning and function that appears in Indonesian national television advertisement. The writer limits this research on analyzing the examples of slogans, their meaning and functions.

1.4 Formulation of the Problem

Based on the limitation of the problems above, the writer formulates the problems as follows:

1. What are slogans found in Indonesian National Television Advertisement?
2. What is the meaning of slogans found in Indonesian National Television Advertisement?
3. What are the functions of slogan used in Indonesian National Television Advertisement?

1.5 Objectives of the Research

According the formulation of the problems, the aims of this research are:

1. To find the slogans used in Indonesian National Television Advertisement;
2. To analyze the meaning of slogans found in Indonesian National Television Advertisement;
3. To identify and describe the functions of slogan in Indonesian National Television Advertisement.

1.6 Methods of the Research

In this research, the writer uses the qualitative approach. This research is a kind of library research, collecting data to analyze the meaning and function of slogan in Indonesian National Television advertisement as the main source and other supporters as secondary source such as journal and research on the internet.

In this research, the writer uses purposive sampling. According to (<https://research-methodology.net>), retrieved on April 15, 2019, purposive sampling is a sampling technique in that relies on the judgment when choosing

members of population to participate in the study. The data source is advertisements in Indonesian national television.

To collect the data, the writer uses the descriptive method. The goal of descriptive research is to describe a phenomenon and its characteristics, it concerned with what rather than how or why something has happened.

Also, the goal of qualitative approach in this research is to understand the meanings and functions of slogans used in television ads. The writer finds the slogan used in Indonesian national television advertisement, and choose the suitable slogan in television advertisement that can be used. In analyzing the data, the writer agglomerate slogans that found in Indonesian national television ads, and analyzes the meaning of the slogan in ads, and also the writer explains the functions of slogans in Indonesian national television advertisement.

1.7 Benefits of the Research

This research is expected to help those who have the same analysis or need the same references about slogan, especially in television advertisement. This research can enable the readers to know the slogan in the advertisements, and it can provide the benefit for those who are interested in understanding about television advertisement.

This study is expected to be useful, and the writer wants to analyze it through sociolinguistics approach including language of advertising and linguistics meaning. This research can be as reference for the other researchers in similar topic about slogan used in advertisement.

1.8 Systematic Organization of the Research

In order to have a precise guidance both for the researcher in organizing this research paper and the readers in reading the content of this research paper, the writer makes coverage of her research paper outline. The writer divides this into four chapters.

Chapter I deals with Introduction.

This chapter consists of the background, identification of the problems, limitation of the problems, formulation of the problems, objective of the research, methods of the research, benefit of the

research, and the systematic organization of the research.

Chapter II deals with Framework of the Theories.

This chapter consists of Sociolinguistic Theory, Literal Meaning Theory, Figurative Meaning Theory, Advertisement Theory and Slogan Theory.

Chapter III deals with The Study Used in Indonesian National Television Advertisement.

This chapter consists of slogans found, meaning and function by the slogan of Indonesian national television advertisement.

Chapter IV deals with the Conclusion

This chapter consists of the writer's conclusion analysis of the study.

This chapters above are followed by references, scheme of the research, research poster, curriculum vitae and other required attachment.

