

CHAPTER ONE

INTRODUCTION

Background of the Study

Nowadays, there are a lot of products around us: food, drinks, fashion, electronic goods, cars and many more with different brands. One of the ways to let the consumers know about the products is through advertisements. The meaning of advertisement itself is “a message designed to promote a product, a service, or an idea” <<http://www.answers.com/topic/advertisement>>. We can find a lot of advertisements in our daily life whether in printed media such as magazines, newspapers, brochures or posters or electronic media such as TV, radio or the Internet.

According to Shimp, besides promoting a product, advertising has the functions as follows:

(1) informing, to make consumers aware of the new product by giving information; (2) persuading, to persuade consumers to try the product, (3) reminding, to keep the company's brand and products in the consumer's memory, and (4) adding value, to add the value in the product such as to be more elegant, more stylish and perhaps more prestigious. (1996: 220)

However, Shimp claims that effective advertising is through informing and persuading the consumers to buy the product. (1996: 219) Therefore, advertising is also known as an art of persuasion. In addition, there are several techniques which advertisers apply in trying to persuade consumers to buy the product. We can see these in almost every form of advertising. The advertisements capture the consumers' attention so that consumers are interested in listening or reading even feeling that they really need the product. In Shimp's book, it is also stated that good advertising understands and thinks about the consumers' needs. (1996: 251)

An advertisement is designed in creative ways because "effective advertising is usually creative and gets noticed and remembered, and get people to act". (Shimp, 1996:251) In other words, advertisers have to be creative in making advertisements. As a result, an advertisement with beautiful pictures, music, colors and designs is important. Language is important in delivering a message and its purpose. The choice of language is also important to make the advertisements sound as attractive as possible. For example, some advertisers tend to use flowery language, especially advertisements related to women's products. Furthermore, the choice of language also depends on the kind of the products advertised. The language used in car advertisements, for instance, is different from advertisements concerning women's products.

In car advertisements, advertisers usually use language in terms of giving information about safety and the power of the cars to attract the consumers, both drivers and passengers. Besides giving information, language plays another role in making interesting slogans easily remembered. There are many brands of car; consequently, it is not surprising that there are many car advertisements.

Therefore, interesting slogans in advertisements can be challenging and at the same time promoting products because “advertising slogans are proven to be the most effective means of attracting consumers and potential buyers’ attention about certain products.” (Shimp, 1996: 253)

In this thesis, I analyze the language used in the slogans of car advertisements, particularly different functions of speech that are used in slogans. A slogan provides a message that summarizes the main idea in few memorable words. A slogan has been defined as “a short, memorable advertising phrase that often appears in advertisements. Slogans usually contain catchwords, phrases or sentences associated with a product or company”.
<<http://www.ifla.org/VII/s34/pubs/glossary.htm>>

For my thesis, I choose a theory from the linguistic area namely Sociolinguistics as an approach. “Sociolinguistics is the study of the relationship between language and society”. (Holmes, 2001:1) Furthermore, there is a specific theory that I use to analyze the data, in particular the Functions of Speech. By definition, Functions of Speech explain about the range of functions language may serve, and the varieties of ways in which the same message may be expressed. Functions of Speech can be classified as follows: expressive, directive, referential, metalinguistic, poetic and phatic. (Holmes, 2001:258-259)

Statement of the Problem

The problem of this study is stated as follows:

1. What functions of speech are used in the slogans of car advertisements?

2. What is the purpose of using each function of speech with regard to the slogans of car advertisements?

Purpose of the Study

Based on the problem of study above, the purpose of study is aimed as follows:

1. To know what functions of speech are used in the slogans of car advertisements
2. To find out the purpose of using each function of speech with regard to the slogans of car advertisements.

Methods of Research

I take the following steps for this study. First, I search for car advertisements and collect them based on the slogans in magazines. Second, I classify the car advertisements based on the slogan in terms of functions of speech. Third, I list the slogans of car advertisements to be analyzed. Finally, I sum up what has been discussed in the previous chapter in the Conclusion.

Organization of the Thesis

This thesis, which consists of four chapters, is preceded by the Preface and the Table of Contents. Chapter One is a general introduction to the present study, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. Chapter Two provides the linguistic theory, namely the Functions of Speech, which is used to analyze the slogans of car advertisements. Chapter Three contains the discussion

of the functions of speech used in the slogans of car advertisements and the purpose of using each function of speech with regard to the slogans of car advertisements. Chapter Four is the Conclusion, giving my personal comments and opinion. This thesis ends with the Bibliography, which contains the references related to my research, and the Appendices, which list all the data of my analysis and the table of data that are used in the discussion.