

CHAPTER ONE

INTRODUCTION

Background of the Study

Nowadays, there are a lot of products around us, including their advertisements. It happens because the products have to be offered to consumers only through advertisements. Advertisements can attract consumers so that they will know and be interested in buying the products, especially for new kinds of products or new brands.

We can find a lot of advertisements in our daily lives whether in printed media such as magazines, newspapers, brochures, posters or electronic media such as TV, radio or the Internet. It can be found anywhere and anytime. According to Sutherland and Sylvester (4), almost everyone in the world is interested in advertisements and for about US \$ 400 billion is spent for advertising in the world each year. In other words, advertisements are always around us, so it will easily as well as effectively attract consumers.

An advertisement is a message designed to promote a product, a service, or an idea. The purpose of advertising is to sell products or services. In their book Advertising and the Mind of the Consumer, Sutherland and Sylvester

(31) claim that advertisements are one of the influences that help people to make a certain product popular and well-known. Therefore, it is not surprising that some brands become superior and they will get the attention of the consumers soon after those brands are advertised. The purpose of an advertisement is to expose products, brands and packages to be recognized more easily and to strengthen its influence over any other brands that do not advertise their products.

An advertisement needs to be designed in a creative way because “effective advertising is usually creative and gets noticed and remembered, and get people to act” (Shimp 251). Consequently, an advertiser is required to be creative and innovative in expressing their idea. Advertisements with beautiful pictures, colors, designs and interesting slogans are important but in my opinion, among those factors, interesting slogans are more memorable than the others. An advertiser needs to be more creative in using the language, because slogans become an important thing in delivering the message of the product. The choice of language to convey specific messages with the intention of influencing people is vitally important, because the language of the slogan helps people to identify and remember the product. “Advertising slogans are proven to be the most effective means of attracting consumers and potential buyers’ attention about certain products” (Shimp 253).

Advertising is also known as an art of persuasion. In order to make an interesting slogan, an advertiser can use the echoic aspect as a technique of writing. The echoic aspect is about sound repetition in order to emphasize the certain part of the slogan to be more ear-catching so that the slogan can be more memorable for the consumers.

The topic of my thesis is “The Echoic Aspects Found in Advertisement Slogans”. The reason for choosing the topic is that there are a great number of advertisements that use echoic aspects in their slogans and I think it will be interesting to analyze them. Besides, I am also curious to know the types of the echoic aspects which are usually used in advertisement slogans and the purpose of the advertisers of using the echoic aspects.

I believe this analysis could be useful as a reference for advertisers or other people in making slogans for advertisements. This analysis may also become a general interest to university students who study language, or anyone with a general interest in the language science.

In this thesis, I analyze the language use in the slogans of advertisements, particularly the echoic aspects that are used in the slogans. A slogan provides a message that summarizes the main idea in a few memorable words. A slogan has been defined as “a short, memorable advertising phrase that often appears in advertisement. Slogans usually contain catchwords, phrases or sentences associated with a product or company” (Motto).

My thesis topic belongs to Stylistics. Stylistics is simply defined as “the (linguistic) study of style, and the meaning of style itself is a way in which language is used. It is typically concerned with explaining the relation between language and artistic function” (Leech13). Furthermore, the specific theory that I use to analyze the data is the echoic aspect as a technique of writing that is important to be applied in a slogan. I also use other approaches in analyzing my data, namely Phonology and Semantics.

Statement of the Problem

The problem of this study is formulated as follows:

1. What kind of echoic aspects occurs in the advertisement slogans?
2. What is the purpose of using the echoic aspects in the advertisement slogans?

Purpose of the Study

Following the statement of the problem, the purposes of this study are:

1. To know what kind of echoic aspects occurs in the advertisement slogans.
2. To find out the purpose of using the echoic aspects in the advertisement slogans.

Method of Research

In doing the research I use the following steps: First I search for advertisements in magazines. Second, I collect the data in the form of printed advertisements taken from magazines. Third, I select the advertisements which contain echoic aspects. In the third step I will classify the advertisements based on the kinds of echoic styles used. Furthermore, each slogan will be analyzed. Finally, I write a research report.

Organization of the Thesis

The thesis consists of four chapters. Chapter One is the Introduction, which consists of the Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. In Chapter Two, the theoretical framework of the study is presented. The data

analysis is put forward in Chapter Three. The following chapter, Chapter Four, states the Conclusion, in which what has been analyzed and discussed in the previous chapter is concluded. At the end of the thesis there are the Bibliography, in which the sources are listed, and also the Appendices, in which the whole data are presented.