

CHAPTER ONE

INTRODUCTION

Background of the Study

There are a lot of media that use language to express ideas. One of them is advertisement. Advertisement and language are closely related because without language an advertisement will not be complete. Language is needed to help people understand the message of an advertisement better. We need an advertisement to give us information about the product that we need, because an advertisement is ‘a message designed to promote a product, a service, or an idea. The purpose of advertising is to sell products’ (Encyclopedia of World Book, volume 1, 60).

Sutherland and Sylvester claim that advertisement is one of the influences on people in making a decision to buy a product. Through advertisement, a product will be popular and well-known. Therefore, it is not surprising that some brands become superior and they will catch the attention of the people soon after those brands are advertised. The purpose of advertisement is to expose product, brands and package to be recognized easily and to strengthen its influence over other brands that do not advertise their products (Sutherland and Sylvester 31).

Advertisements have become very popular in our daily life. We can find advertisements everywhere: in magazines, on television, on radio, or even in the streets. Now, advertisements play an important role in our daily life because without them, we will not know about new products or the products that we need.

An advertisement is designed in creative ways. This is in accordance with what Shimp (1996) says: “effective advertising is usually creative and gets noticed and remembered, and get people to act”. To promote the products, advertisements use many kinds of styles to attract the consumers.

In advertisements, advertisers usually use all efforts in order to achieve their goals in selling their products. For an advertiser, a slogan in the advertisement is very important to attract the consumers because through the words written in it, it can make the consumers know and understand more about the product.

In the advertisement slogans, the advertisers have to be creative in making slogans in order to gain more consumers to buy their product. In fact, the words of the slogans are one of the factors that can make the product sell well. According to Ding Xiaosong, a slogan is a form of verbal logo. A slogan sums up what stands for, one’s specialty, the benefit, and one’s marketing position, and one’s commitment. It is especially useful to reinforce one’s identity. Xiaosong, Ding. “Stylistics Features of the Advertising Slogan.” dingxiaosong@sina.com 16 juni 2003. 20 Apr. 2002 <<http://www.adslogan.com/>>

In this thesis, I would like to focus my analysis on printed slogans of cosmetics advertisement for women. Women are mostly chosen because, according to Barletta, they are the richest consumers in the world. They are

shoppers and they also control more than half of the expenses in the world. Because of it, the segment of women market is so real and clear. It is supported by the research that if women buy some products, they will also be the sellers of that product. That is because women love talking. So, they will not hesitate to recommend a particular product to somebody else and that is the reason why women are the easiest target (Barletta 107-109).

Cosmetics advertisement slogans use attractive language in order to appeal to women. The use of interesting and attractive language in some advertisements is important to convince women that a product is worth buying. As commonly known, today, women's needs are increasing. In particular, women need cosmetics because it is an important aspect in their life.

In this thesis, I want to analyze some slogans by applying different types of John Searle's speech acts. They are Declarations, Expressives, Representatives, Directives and Commisives. Specifically, I would like to analyze advertisement slogans of the women's cosmetics products. The different speech acts give more specific information for which the product is intended and what the advertiser wants the consumers to do when they read the slogans of the advertisement.

The topic of my thesis is speech acts in the printed slogans of women's cosmetics advertisements. The reason for choosing this topic is I would like to know the importance of using speech acts in cosmetics advertisement slogans. Besides, I would also like to know what kind of speech acts that advertisers use in cosmetics advertisement slogans.

I believe this analysis can increase our knowledge and this analysis may also become a general interest to university students who study language, or

anyone with a general interest in language. The data will be taken from women magazines published in the United Kingdom, Singapore and Malaysia.

Statement of the Problem

1. What kinds of Speech Acts are found in printed slogans of women's cosmetics advertisements?
2. Why is it important to use those particular Speech Acts in printed slogans of women's cosmetics advertisements?

Purpose of the Study

1. To find out what kinds of Speech Acts are found in printed slogans of women's cosmetics advertisements.
2. To find out why it is important to use those particular Speech Acts in printed slogans of women's cosmetics advertisements.

Method of Research

First, I read some women magazines. Second, I collect and classify the data, which are in the form of slogans. Third, I analyze them, focusing on why it is important for advertisements to use speech acts in their slogans by referring to some books dealing with linguistic theories. Finally, I draw a conclusion from my findings and analysis.

Organization of the Thesis

This thesis consists of four chapters. Chapter I is the Introduction, which contains Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. Chapter II provides the linguistic theories on Speech Acts. Chapter III contains the discussion on why it is important to use speech acts in advertisements. Chapter IV is the Conclusion, in which what has been analyzed and discussed in the previous chapter is concluded, containing the references and sources of my data. This thesis ends with the Bibliography and the Appendices, in which the whole data are listed.