

CHAPTER ONE

INTRODUCTION

Background of the Study

In daily lives, we always deal with language to communicate with one another. Without language, we cannot get acquainted with the others because we cannot express our ideas and a lot of misunderstandings and misinterpretations are likely to occur. Therefore, language is very useful in our life in order to understand one another. There are a lot of media that use language to express ideas. One of them is advertisement. We need advertisement to give us information about the product that we need. Advertisement and language are closely related to each other. Without language, an advertisement will not be complete because language is needed to help people understand the message of advertisements more clearly.

In advertisements, advertisers usually use all efforts in order to achieve their goals in selling their products. The words that they use are made very attractive and sometimes are exaggerated. In fact, the product that is promoted mostly is not as good as the slogans. The advertisers are very creative in using words in order to keep the sale of the product high. They try to encourage the

consumers to buy their product. Some advertisers use words that are popular in the society to promote their product. The reason why they use those words is to make it easier for the consumers to remember their products. They also try to make the consumers trust their product. In the advertisement slogans, the advertisers have to be creative in making slogans in order to gain more consumers to buy their product.

According to Ding Xiaosong, a slogan is a form of verbal logo. A slogan sums up what one 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.

<<http://www.adslogan.com/>>

I also use theory of advertising by Sutherland and Sylvester, to make my analysis more accurate. Max Sutherland is a former chairman and creative of NFO market mind, brands of NFO world wide. He is a professor of marketing subject at Monash University and Swinburne University of Technology in Australia and also as a guest professor at Santa Clara University in California America. Alice K. Sylvester is an advertisement researcher veteran biro of America. She is a former chairman Board of the Advertising Research Foundation and member of editorial review Board Journal of Advertising Research. The theories of advertising are:

- The slogans of the advertisements sometimes have an implicit meaning to direct people.
- The slogans of the advertisements need emotions which we can say as a feeling.

- The slogans of the advertisements must be attractive, get attention, and must also be able to make the reader feel comfortable.
- New information in advertisements usually uses promising sentences to attract people and make them believe with the product.
- The slogans of the advertisements stand a better chance to move the customer to action. They would use imperative sentences to make a slogan the most direct way.

(Sutherland and Sylvester 107)

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 any other brands that do not advertise their products. (Sutherland and Sylvester 31)

Advertisement can be analyzed through the use of symbol, color, and imagery but it can also be analyzed through language. The choice of language to convey specific messages with the intention of influencing people is vitally important. Picture and design in advertising have a very great impact on the reader, but it is the language that helps people to identify a product and remember it.

In advertisements, slogans are very important because the words of the slogans are one of the factors that can make the product sell well. The slogans

sometimes indicate that the product has different target consumers and also have some different purposes. In this thesis, I want to analyze how different types of John Searle's speech acts are used in some slogans. Specifically, I would like to analyze advertisement slogans of women's products. The differences of 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 advertisement.

Concerning the language, there is one approach in linguistics which can be used to analyze women's advertisement slogans. I use pragmatics as my approach for the simple reason that in analyzing advertisements slogan, I deal with the advertiser's intentions. And pragmatics is very helpful in analyzing advertisement slogans because pragmatics, according to Aitchison, is 'How speakers use language in ways which cannot be predicted from linguistic knowledge alone.' (Aitchison 9)

In Pragmatics, when one uses language to achieve some effect, it is called 'Speech Act'. Jean Aitchison describes, speech act as follows "When a person utters a sequence of words, the speaker is often trying to achieve some effect with those words, an effect which might in some cases have been accomplished by an alternative action." (Aitchison 99)

The topic of my thesis is the Application of Speech Acts in the advertisement slogans of women's products. It is about the advertiser's intended meanings. Therefore, it belongs to pragmatics. Using pragmatics as an approach helps me to analyze and to know what the slogans want to tell about. Aside from

some facts which I find in the books, Pragmatics is very helpful in interpreting an advertisement slogan when the advertiser conveys his/her purpose.

Statement of the Problem

In this thesis, I would like to discuss:

1. Into what types of speech act can the slogan be categorized?
2. What are the purposes that the advertiser has of using a certain type of speech act?

Purpose of the Study

In this thesis, I want to analyze:

1. The type of speech acts in the slogans of women's products.
2. The purposes the advertiser has of using a certain type of speech act.

Methods of Research

First, I browse the Internet and the library to search for the theory of speech act and to collect some data of advertisements. I also search from some books which can support my analysis in university's library. Second, I search for some magazines from which I can add my data. Third, I classify the slogans into the types of speech act. Fourth, I analyze the data based on the type of speech by applying the theory.

Organization of the Thesis

The thesis consists of four chapters. Chapter One is the Introduction, which contains 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 and the discussion are 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 References and also the Appendix, in which the whole data and their sources are listed.