

CHAPTER ONE

INTRODUCTION

Background of the Study

The word advertising sounds familiar to modern readers nowadays. We can find advertising around us, such as on the radio, TV, magazines or even in the billboards on the streets. It makes us realize that advertising has become an important part of our life. The aim of advertising is to let the readers know what product they need. The work of advertising agency itself is to produce an advertisement.

Albert Lasher, who has been called the father of modern advertising in Wells, Burnett, and Moriarty's *Advertising Principles and Practice* said, "Advertising is salesmanship in print" (Wells, Burnett, and Moriarty 5), which means advertising is a skill in persuading people to buy things through the media. What Albert Lasher said might be true because many people nowadays buy a product based on what they see and hear in advertisements or commercials.

According to Rein in his book *The Language of Advertising and Merchandising in English*, there are two kinds of advertisement media. They are

print media and broadcast media. Print media is advertisements in magazines and newspapers. They pay more attention to text to get the consumers' attention. However, broadcast media is advertisements through television and radio. They pay more attention to sounds and dialogs (Rein 6).

In this thesis, I analyze the tagline of the advertisement in print media, especially magazine advertisements. A tagline is a slogan which is easy to remember and express a product of company descriptively used in marketing products and advertising. Taglines can make or break a product in advertising. It is usually included in commercials and print advertisement, and sometimes on the product packaging as well. The advertisers will make their tagline of advertisement as interesting as possible. A tagline is said to be good if it stays on the consumer's mind for years. In making a tagline, several consulting company created special tagline for their clients company. Once a company has a tagline, consumers will always think about that company (<http://www.wisegeek.com/what-is-a-tagline.htm>).

I found that an advertisement tagline which uses an idiom is unique. Advertisers who sometimes play with the language to illustrate their products or services and the use of idioms is a way of catching the readers' attention. To understand the meaning of an idiom, people should know the meaning of the whole phrase because if the phrase is separated word by word it will have a different meaning.

Therefore, in this study I intend to find out the use of idioms in the advertisement taglines to reveal the message of the advertisement. I choose this

topic because I would like to find out the idioms in an advertisement tagline and what the readers' perceive in understanding the use of idioms in tagline of advertisements and the content of the advertisements.

The data for the thesis was taken from the printed advertisements found in several women magazines: Cosmopolitan, Her World, The Australian Women's Weekly, The Singapore Women's Weekly, and Mary Claire. I chose this magazines because there are many interesting advertisement tagline which contain idiomatic meaning.

In gathering the data of this thesis, I gave the questionnaires to ten men and ten women to represent the readers to help me analyze the meaning of tagline of the advertisement. I chose the third and fourth grade students of English Departement in Maranatha Christian University because they have already learnt about idiom than student in first and second grade.

The significance of my thesis is to show the readers how the advertisers create the tagline of the advertisement which uses an idiom to attract the readers' attention. By reading my thesis, hopefully, the readers can get the content by oberving the advertisements only. The idiom in the tagline of advertisement is effective if the tagline of advertisements help the readers understand the advertisements.

I intend to analyze the idiom of taglines of advertisements based on linguistic theories. I use the theory of meanings of sentence or words, called Semantics. Besides, I use the theory of idiom as the main theory in this thesis.

Statement of the Problem

In this thesis I would like to discuss the following problems:

1. How does the readers perceive the advertisements before knowing the meaning of the idioms?
2. How does the readers perceive the advertisements after knowing the meaning of the idioms?
3. How does the reader's understanding of the idioms help the readers understand the message of the advertisements better?

Purpose of the Study

1. To know how the readers perceive the advertisements before knowing the meaning of the idioms.
2. To know how the readers perceive the advertisements after knowing the meaning of the idioms.
3. To know how the reader's understanding of the idioms help the readers understand the message of the advertisements better.

Method of Research

I used five steps in gathering the data. First, I found and collected some advertisement taglines in some women's magazines. Second, I chose some

advertisement taglines which contain idiom. Third, I asked the subjects to fulfill the questionnaire which consists of the demographics information and some questions related to the tagline of the advertisements. Fourth, I analyzed the questionnaires. Last, I found out the meaning of the idiom related to the message of the advertisement.

Organization of the Thesis

Chapter One the Introduction, 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 contains the theories which are used to analyze the data. Chapter Three is the analysis of the data. Chapter Four is the conclusion of the analysis. The next part is the Bibliography, which consists of the references used and the last is the Appendices, which consist of the questionnaires for the readers and the advertisements.