

# **CHAPTER ONE**

## **INTRODUCTION**

### **Background of the Study**

As social creatures, human beings always interact and communicate with fellow beings by using language. Language plays a very important role in people's life. This is because by means of language, someone can express his or her feelings, give information, and ask whatever he wants to know, or give commands when he wants someone to do something. Communication can be delivered through not only language but also other methods of expressing or communicating meaning (Oxford Student's Dictionary 575), for example by using hand gestures, facial expressions, words, and pictures.

The choice and use of a certain variation of a particular language will be appropriate to one's situation and intention, for example in language advertisements. The language used in advertisements is specifically chosen, so that the public may believe that the products advertised are something that they want and need. In describing a general thing, the advertisers use words or sentence in a simple form, which is communicative and brief. The purpose is to make the public become easily remembered the product, simply not because of its

trademark, but because it is something that is easy to be remembered (Arthur E. Meyerhoff 8).

There are several ways to persuade public to buy a specific product through advertisement; the advertisers generally give information about their product by describing the superiority, quality, or the usage of the product directly. Therefore, the public will have a proper understanding of what the advertisers want to communicate even though they do not possibly know the truth about the information itself. Usually, advertisers describe the product through pictures and taglines. The taglines are created in a simple, communicative, and brief language so that readers will easily understand and remember them.

The pictures used in an advertisement also help the advertiser to communicate his or her idea about the product because each picture has its own meaning. Owing to the fact that it is used to deliver the message of the advertisement, a picture is considered a linguistic sign that deals with three basic linguistic signs which are icon, symbol, and index (Chandler 36-37). Concerning linguistics as the study of language, the picture is called a sign because it is used as a tool for communicating ideas. Signs can take the form of words, images, sound, odors, flavors, acts or objects. All of them become signs only when added with meaning. Anything can be a sign as long as other people can interpret it as a thing that refers to anything else (Chandler 1-2).

The problem arises when advertisers fail to express their intention in their pictures. The pictures in an advertisement should reflect the advertisers' ideas, meanings, or messages in advertising the product. However, I find that there are some pictures which do not reflect the product and seem irrelevant to

the tagline. In my opinion, this happens because of the advertiser's lack of knowledge about signs and linguistic signs. Thus, in this thesis I will focus on how representative a picture is based on the tagline. Another important element of a product to be analyzed is the brand. The tagline and the brand should be communicative. It is because a brand is a system of signs and symbols that connects the consumer to a symbolic process that helps him to understand the value of the product offered (Arthur E. Meyerhoff 12). To sum up, a brand should be able to communicate what it represents, which is the concept of the product.

The tagline used in an advertisement also deals with Pragmatics. A tagline is "a line attached or stuck to something to identify it or give information about it" (Oxford Student's Dictionary 1074). The fact that a tagline can be interpreted differently from what the speaker means can be analyzed using George Yule's theory of presupposition.

The theory of presupposition is important to find out the meaning of a tagline. Presupposition is the speaker's assumption when producing an utterance. It is the preconditions of a sentence resulting in the occurrence of presupposing sentences (Frege 180). Through Presupposition, the speaker and addressee's assumption of an utterance can be considered particularly, whether it is appropriate with the context or not. Besides, from the presupposing sentences, I can state that the picture of the product is relevant or irrelevant to the tagline. Therefore, the significance of my thesis is to find out that a tagline of an advertisement has a number of presupposing sentences and how they are well applied in the picture advertisement through the prism of semiotics.

In this thesis, I analyze the relationship between the pictures as linguistic signs and the presupposing sentences of the taglines in perfume advertisements. Not only do the pictures of an advertisement have a role to deliver a message but also support the tagline. A good advertisement should have a simple, clever, and effective tagline to attract the readers. The advertiser should provide information, understanding of the product, and also selling proposition which is not clearly being communicated to arise curiosity and invite readership (Arthur E. Meyerhoff 10).

My topic belongs to Pragmatics and Semiotics. In analyzing the taglines, I will use Pragmatics, the study of speaker meaning. I will analyze the taglines by applying the presupposition theory, and relate it to the three basic linguistic signs as well as showing how the taglines and the pictures support each other. To analyze the pictures, I will use Pierce's theory of Semiotics. I choose this topic because I find that the kinds of language and the pictures used in advertisements are interesting. The language in advertisements seems like ordinary language used in daily life; yet, it has a message not explicitly communicated. The advertisement pictures are also very interesting because they are enhanced by the taglines. Thus, the advertisement pictures can be analyzed through the taglines to suggest a number of presupposing sentences. The sentences are then checked to determine whether they are reflected in the advertisement pictures or not to show the suitability of advertisement pictures. Therefore, in this thesis, my significance of the study is that I want to show that all advertisements have a message to be communicated to the readers through the pictures and the taglines.

The source of data which I use is from the perfume commercial advertisements in English magazines. I am interested in the perfume commercial advertisements because every time people buy perfumes, they are actually buying the scent of the perfume, and not the bottle of the perfume. It is hard to sell perfumes without involving its scent. Therefore, the advertiser must create such an interesting advertisement when promoting perfumes in printed media. The reason for choosing women's perfume advertisements is because I am interested in their various advertisements. Besides, as a woman it is more easily for me to analyze women's perfume advertisement than men's.

### **Statement of the Problem**

The problems that I will analyze are:

1. What are the presupposing sentences to be constructed from the tagline?
2. What types of presuppositions are implied within the tagline?
3. How are the presupposing sentences reflected in the picture of the advertisement in terms of linguistic signs?

### **Purpose of Study**

The purposes of constructing the research are:

1. To find the presupposing sentences that can be constructed from the tagline.
2. To find the types of presuppositions implied within the tagline.
3. How the presupposing sentences are reflected in the picture of the advertisement in terms of linguistic signs.

## **Method of Research**

In doing the research, firstly I collect perfume advertisements from English magazines. After that, I analyze the presuppositions from the taglines and classify them based on their types. Then, from the picture I define the three basic linguistic signs. Next, I analyze all the data based on the theories in chapter II and finally I make a conclusion based on the analysis.

## **Organization of the Thesis**

My 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. Chapter Two is the Theoretical Framework, which consists of the theories used in analyzing the taglines and the pictures of the advertisements. Chapter Three is the analysis of data and Chapter Four is the Conclusion, in which I write my personal comments and opinions of the findings. The thesis ends with the Bibliography and Appendix which consists of the advertisements that are analyzed in the thesis.