

CHAPTER I

INTRODUCTION

This chapter presented background of the research, statement of research problems, objectives of the research, significances of the research, scope and limitation of the research, and definitions of the key terms.

A. Background of The Research

Language is a tool for communication. Besides, language is a means to make other people interested in our conversation. Written language is different from oral language. Actually, every language had an intended meaning. Language is used to deliver our intended meaning to the hearers; therefore the choice of words used in utterance would affect the effectiveness of communication. Besides, language is used as media in delivering message to others, such as persuading the readers or hearers to do something.

In our daily lives, how to construct or arrange the words into sentences to be good utterance was important. Related to this, in advertisement the maker of advertisement absolutely had intended meaning of making that sentence or utterance. The word and sentence choice would influence recipients or consumers who delivered it.

Advertising had become an integral part of human life today. Everywhere, along the way we passed surely encountered various kinds of advertising. The interesting thing, the advertisement had power to attract

consumers and to influence the minds of the people to be attracted to the advertisement. Gillian Dyer (1982:2) defined advertising as a means of “drawing attention to something, notifying or informing somebody of something”. Dyer (1982:6) also stated that “advertisement tried to manipulate people into buying a way of life as well as goods” Dyer observed that “advertising functions as a means of arousing interests and emotions in favor of goods advertised and actually creates the desire it seeks to satisfy.” In other words, individuals and society were actually manipulated by the powerful communicative devices of advertisements. This way, desires were aroused by the needs to satisfy the demands systems of production and not really by the needs of society or individuals. What the advertisement does in effect was persuaded rather than informed.

Based on *TheFreeDictionary.com* “advertisement is a form of marketing communication used to persuade an audience to take or continue some actions, usually with respect to a commercial offering, or political or ideological support.” The language used in advertisement hopefully could be understood by consumer and they could be interested in the product. Advertisement absolutely was made by various language styles without decreasing the accuracy of that advertisement. The main point of advertisement was persuasive unsure, the purpose is to influence people to use the product advertised.

Advertiser focused on many sides in promoting product to community. From the language side or the style, advertisement could change the sight of

people to the product. At first, the product might not be interesting for people, but after seeing the advertisement, people change their opinion. They liked the product after seeing the advertisement of that product. Advertisements were also designed to inform and motivate. Their purpose was to change the thinking pattern (or buying behavior) of the recipient, so he or she was persuaded to take the action desired by the advertiser.

In persuading the recipients, the advertiser used some interesting sentences called as slogan. Slogan is a short easily remembered phrase, especially used to advertise an idea or a product. According to Ries (2015) “a good slogan is more powerful than a fresh batch of “likes””. It means that good slogan would be endured for a long time, because people would still remember it. A slogan is an advertising tagline or phrase that advertisers make to reveal the importance and benefits of their products. Generally, it was used to promote their products in people’s lives. Slogan also had a great ability to attract consumers. Every day we saw millions of slogans ranging from print media to the internet. Slogan which had a strong marketing slogan will motivate their consumers to support their products. Actually, the best slogan is instantly recognizable.

Because the language used in slogan was very important, the researcher had been analyzed the slogans used among famous advertisement. The researcher was interested in analyzing the sequence of words used in slogans, or we could call as “staging”. As Clements (1979:287) stated that “Staging is a dimension of prose structure which identifies the relative prominence given to

various segments of prose discourse. In Brown and Yule (1983:134), the definition of staging permitted the inclusion of rhetorical devices like lexical selection, rhyme, alliteration, repetition, use of metaphor, and markers of emphasis”. It was also stated that “the way a piece of discourse is staged must have a significant effect both on process of interpretation and on the process of subsequent recall”. As Davidson stated in Brown and Yule (1986), “the more marked the construction, the more likely than an implicated meaning will be that which that utterance is intended to convey.” Related to discourse analysis, each word or sentence construction would have different meaning or it meant that different construction of word or sentence would give different interpretation of that sentence.

The research of word sequence or word construction actually had been done by other researchers. One of them was done by Tanti Praningrum (2011). Her research entitled “*Word Sequence in Jakarta Post Headline*”. Tanti Praningrum specified her research on the application of word-sequence in newspaper, especially in Jakarta Post Headline. Based on her finding of her research, she emphasized more about how the word is sequenced. She also put the theme and rheme of the sentence, so we could know why the word is sequenced like that.

Another research of staging also had been conducted by Judith Lenchner in 2009. His research was about “Staging Hitler Myths”. He conducted the research about the depiction of Adolf Hitler in the contemporary *German movies Der Untergang* (2004) and *Mein Fuhrer-die*

wirkliche wahrste Wahrheit uber Adolf Hitler (2007). In his research, he focused on analysis of the Hitler depiction, the representation of the historical facts and the role of the eyewitness in Eichinger's movie. A similar structure was used for the analysis of the Dani Levy movie. His analysis proved that both films provide the audience with their own interpretation of the Hitler figure – they both create a Hitler myth.

Based on those previous researches above, the researcher conducted a research about “Staging”. But, absolutely it was different with previous research in term of some aspects. As the researcher stated above, the researcher was interested in conducting a research about “Staging” or we could call as *word-sequence* of advertising slogans of some selected advertisements on television. The staging used in advertising slogan absolutely was interesting to be analyzed. How to construct the words to be good and interesting sentence or phrase would be pored deeper in this analysis.

In this analysis, the researcher only focused on slogan of some selected advertisements on television. The researcher chose slogans of some selected advertisements on television because there were a lot of advertisemets on television used by the company (advertiser) to advertise good and service or even idea, concept, vision, and mission. Television is also an effective media to promote or advertise something to audience, because the message of advertisement could be caught up easily. According to Shimp (2003: 46), “no other media besides television could reach consumers simultaneously through

the senses of hearing and vision at once.” In addition, television advertising is able to reach consumers one by one. That’s the reason why the researcher was interested in conducting the research using data on slogan of television advertising. So, how the advertiser advertised the product by using word construction or giving slogans to interest the people was very interesting to be analyzed by researcher.

Therefore, in this research, the researcher analyzed *The “Staging” of Slogan of Some Selected Advertisements on Television*.

B. Statement of Research Problems

On the basis of background, the research question was formulated as follows: “How is the staging of slogan of some selected advertisements on television?” This research question was elaborated as followed:

- 1) How is the staging of slogan of some selected advertisements on television in term of “foreground and background”?
- 2) How is the staging of slogan of some selected advertisements on television in term of “theme and rheme”?

C. Objectives of The Research

The research objective was to describe the staging of slogan of some selected advertisements on television. This objective was elaborated into two objectives including of:

- 1) To find out the staging of slogan some selected advertisements on television in term of “foreground and back-ground”.
- 2) To find out the staging of slogan of some selected advertisements on television in term of “theme and rheme”.

D. Significances of The Research

The researcher hoped that the result of this research would give many contributions to:

- 1) The English second language learners

Could enrich English learners knowledge about discourse, especially in comprehending the staging used in slogan of advertisements.

- 2) The English teacher (the lecturer)

The result of this research could be used as reference of the use of staging in slogan of advertisements. The English teacher or especially the lecturers could took the finding of this research as a sample in giving material to the students about staging and discourse.

- 3) Common readers

Could know the meaning of slogan, why the word construction of slogan was often different with common sentence we utter. The readers also would know what the meaning of those word constructions, which called as staging.

E. Scope and Limitation of The Research

The scope of this research was some selected advertisements on television. The selected advertisements were including slogans of various advertisements on television (cigarette, electronic, car, public service, and mobile card advertisements). The researcher also limited the analysis of the “staging” used in slogan of some selected advertisements on television in term of *fore-grounded* and *back-grounded*, *theme* and *rheme*.

F. Definitions of The Key Terms

The definitions of key terms were as followed:

1. Staging

“Staging is a dimension of prose structure which identifies the relative prominence given to various segments of prose discourse. The definition of staging permits the inclusion of rhetorical devices like lexical selection, theme and rheme, alliteration, repetition, use of metaphor, and markers of emphasis” (Clements, 1979:134). Staging defined which particular word is *fore-grounded* and another one is *back-grounded*.

2. Foreground

Foreground means that the word is more prominent or highlighted than other words.

3. Background

Background means that the word is less highlighted than other words.

4. Theme

Theme is the starting point of the utterance (Brown and Yule, 1985:126).

In other definition, theme is the first element of a sentence (Butt, 2001:135).

5. Rheme

Rheme is the rest of the clause (Butt, 2001:135).

6. Advertisement

Advertisement is a form of marketing communication used to persuade an audience to take or continue some actions, usually with respect to a commercial offering, or political or ideological support.

7. Slogan

Slogan is a short easily remembered phrase, especially is used to advertise an idea or a product. Welukar (2011:169) stated that slogan is phrase or sentence used repeatedly by a company or an organization or an advertiser to aid in the formulation of his message.