

## **CHAPTER IV**

### **RESEARCH FINDINGS**

This chapter discussed the finding and analysis of the research questions. The finding and analysis answered the questions related to the staging which had been elaborated into two elaborations; *foreground* and *background*, *theme* and *rheme*.

#### **A. Research Findings**

The staging is a dimension of prose structure which identifies the relative prominence given to various segments of prose discourse (Clements, 1979: 287). The staging also could be explained as how an idea is presented. It means how the idea was presented by the construction of the words. How the first word was combined with the second, third, fourth, fifth ones and so on all of which build a meaningful sentence. In discourse analysis, each sentence construction basically had different effects because each construction had different assumption.

In this research, there were some advertisements analyzed by the researcher. It is classified into some brands. There were cigarette, electronic, car, public service, and mobile card advertisements. In cigarette advertisement, there were two brands the researcher took. The first was from Gudang Garam International Company. The second was from Dji Sam Soe.

The two advertisements of those brands had good slogans which attracted the people so much. In electronic advertisement, there were two advertisements from Apple. In car advertisement, there were slogans of Toyota and Suzuki. In public service advertisement, the researcher took two slogans which were more attractive slogans among wide audiences. Those were advertisement from PT PLN Persero and advertisement from Dirjen Pajak Indonesia. In mobile card advertisement, the researcher took slogan from XL and Axis. This classification based on the success rate of those advertisements and the words consisted in the slogan. There were slogan consisted of phrases and sentence. Those were one which differentiate the analysis.

The analysis was based on the research problems. The analysis was to answer the research problem about how the staging of slogan of some selected advertisements on television. The analysis of staging was elaborated into two elaborations. One of them was about the *foreground* and *background* and another one was *theme* and *rheme*. Those were analyzed by the researcher to answer the research problem.

### **1. Foreground and Background**

The term of foreground and background is a term often used in the linguistic world. In discourse analysis, the term is used to determine which is more prominent in a sentence or text. Precisely, it was discussed in staging. In the staging, there are some terms used by the analysts to determine how a staging affected the position of a word or phrase in the

sentence. The terms often used in staging are *foreground* and *background*, as well as *theme* and *rheme*. In system functional linguistics, *foreground* referred to a prominent position of a text that contribute to the total meaning, while the *background* provided the relevant context for the foreground. On the basis of the explanation above, these were some selected slogans of advertisements on television have been analyzed by the researcher to answer the research question about staging.

The advertisements had been analyzed included cigarette advertisement, electronic advertisement, car advertisement, public service advertisement, and mobile card advertisement. Each category was separately discussed as followed:

### **1) Cigarette Advertisement**

The first category was cigarette advertisement. Here, the researcher used advertisement of Gudang Garam International and Dji Sam Soe as the data analyzed. Gudang Garam International with the slogan “Live your passion, go international” and Dji Sam Soe with slogan “Mahakarya Indonesia, Dji Sam Soe”. Two of them had different staging. Below is the analysis of the staging used of slogans of two advertisements in term of *foreground* and *background*.

## [A] GUDANG GARAM INTERNATIONAL

1. *“Live your passion, Go international”*
2. *“Gudang Garam International, pria punya selera”*

**Figure 4.1 Gudang Garam International**



That advertisement was cigarette advertisement. The first category of cigarette advertisement was from Gudang Garam International which produced by PT. Gudang Garam Tbk which no other was the eldest and the biggest company in Indonesia (after Djarum) in a production of clove. The advertisement which had 1 minute duration was showed in any television channel in Indonesia.

The advertisement themed *Drifting Monaco* was served and published in almost mid-February 2016. In the advertisement was played or shown, no text was read aloud by the model or narrator. There was only a slogan uttered in the closing seconds of views. There were two slogans

appeared in that advertisement. The first read "Live your passion, Go international", and the second was "Gudang Garam International, Pria Punya Selera". The second slogan was a slogan always used by the Gudang Garam in a few years because of the slogan was the slogan of their mainstay. While, the first slogan was a slogan devoted only to the advertisement version of *Drifting Monaco*, because in other advertisements were tailored to the advertisement slogan version of what appears.

That advertisement showed a man who drove a car at high speed to get to where he wanted to go as he pleases. For the first slogan, there were two phrases appeared. Based on those two phrases based on the theory of Clements about staging, the researcher determined that phrase 2 was more prominent than phrase 1. It means that phrase 2 was *foreground* of that slogan. The word "go international" illustrated that we could go international with confidence and great passion in ourselves. Moreover, in that advertisement, the word "go international" appeared several times in the advertisement, because the word was listed in the car driven by a man in that advertisement. The word "go international" also provided a great spirit, accompanied by passion we have. That's why these two phrases more gave a great impression to the general public or listeners. Meanwhile phrase 1 supported phrase 2 as *background*.

**Live your passion** (1), **go international** (2)  
*Background*                      *Foreground*

Meanwhile, for the second slogan there were two phrases. Those were “Gudang Garam International, Pria Punya Selera”.

**Gudang Garam International (3), Pria Punya Selera (4)**

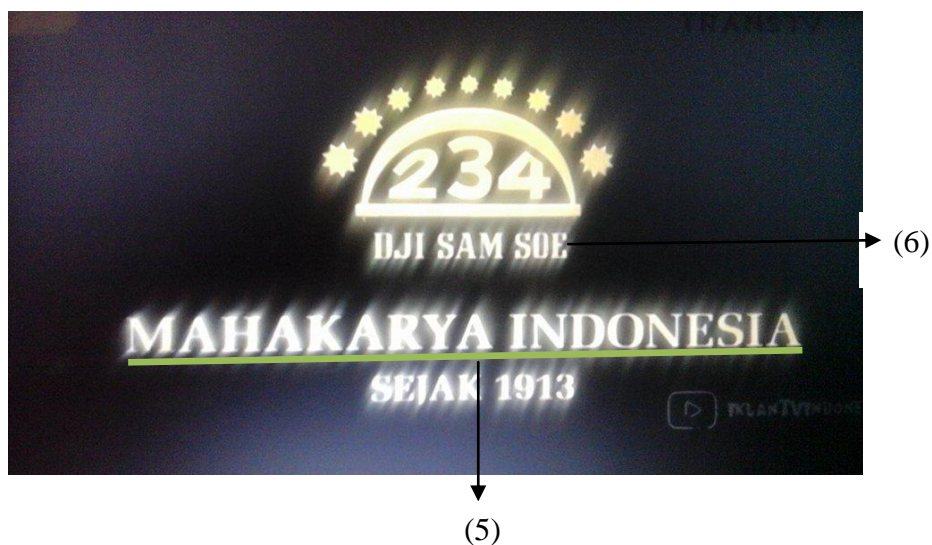
That slogan was absolutely familiar to the cigarette lovers. Phrase 4 was so familiar. The slogan consisted of two phrases. Although there were many people who meant phrase 2 in different meanings, but it was essentially same. In term of *foreground* and *background*, phrase 4 had position as *foreground* while phrase 1 as *background*. Phrase 4 interpreted that man had his own taste in choosing. In this case it absolutely choosing cigarette which they liked, it was Gudang Garam International. Gudang Garam International’s cigarette had different taste compared with other cigarettes. For that, why that slogan used phrase “*pria punya selera*” as foreground because whoever chose Gudang Garam International’s cigarette as their cigarette, it meant they had high taste in choosing cigarette. That’s why “*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*”.

**Gudang Garam International (3), Pria Punya Selera (4)**  
*Background* *Foreground*

[B] DJI SAM SOE

*“Mahakarya Indonesia, Dji Sam Soe”*

Figure 4.2 Dji Sam Soe



That advertisement is cigarette advertisement. Cigarette is a product that is much sought after and used by men. The sales progressed fairly quickly. Dji Sam Soe is a creation of the son of Indonesia which was created in 1913 in Surabaya. Dji Sam Soe retained the packaging for nearly a century. The marketing and promotion methods used were mainly through advertisements on television and put up billboards with pictures of masterpiece Indonesia.

In advertisement of Dji Sam Soe duration 0,44 seconds, from the beginning until the end of that advertisement always emphasized about Masterpiece of Indonesia (*Mahakarya Indonesia*). How from time to time

Dji Sam Soe always chime in collecting the power to move forward. In that advertisement, there were some texts sounded by the narrator. In the end of that advertisement there was a text appeared which no other was the slogan of that advertisement. The slogan had two phrases. From those two phrases, there was absolutely the most emphasized. As the theory of Clemments, that “staging is a dimension of prose structure which identifies the relative prominence given to various segments”. The staging of that slogan based on *foreground* and *background* was:

**Mahakarya Indonesia** (5)

*Foreground*

**Dji Sam Soe** (6)

*Background*

Phrase 6 was *background* while phrase 5 was *foreground*. It was because the advertisement always showed masterpiece (*mahakarya*) of Indonesian youth from time to time. Phrase 5 let the reader or audience to always appreciate anything masterpiece of Indonesia (*mahakarya Indonesia*). Despite from the word Dji Sam Soe itself had many meanings which even very attached among lovers of Dji Sam Soe cigarette. But, in this context, *Mahakarya Indonesia* became more prominent than phrase 6.

Moreover, the impression of phrase 5 was proved anymore by the concern for the Indonesian cultural heritage by organizing events ever held in previous year (2011). The event was Dji Sam Soe Mahakarya Indonesia. That event was aimed for they who have a great desire to explore a variety of masterpiece homeland. In that event, the participants were given a freedom to make essay writing how great appreciation for the masterpiece



existed in Indonesia. Indonesian masterpiece means could be objects, people, and one part of the objects (building, crafts, landscape, etc), which had been known as a masterpiece of Indonesia which showed uniqueness, diversity and greatness of the work in Indonesia.

Through the events carried out, Dji Sam Soe invited adult smokers to appreciate any of Indonesian masterpieces (*mahakarya Indonesia*). Those events proved that slogan of that advertisement placed phrase 5 as the *foreground* which meant more prominent position compared with phrase 6. This was because Dji Sam Soe's company wanted to show their big appreciation to Indonesian masterpieces (*mahakarya Indonesia*). Although the position of *foreground* was in the back of *background*, but in the context of staging, phrase 5 gave more big impression to larger community. It was related with theory in book of Yule that "the way a piece of discourse is staged, must have a significant effect both on the process of interpretation and on the process of subsequent recall".

## **2) Electronic Advertisement**

The second category is electronic advertisement. Here, the researcher used advertisement of APPLE Company. APPLE had attractive advertisement which was famous with the slogan in each advertisement. Two slogans which are famous are "Think Different" and "If it's not an iPhone, it's not an iPhone". Two of them had different staging. The first

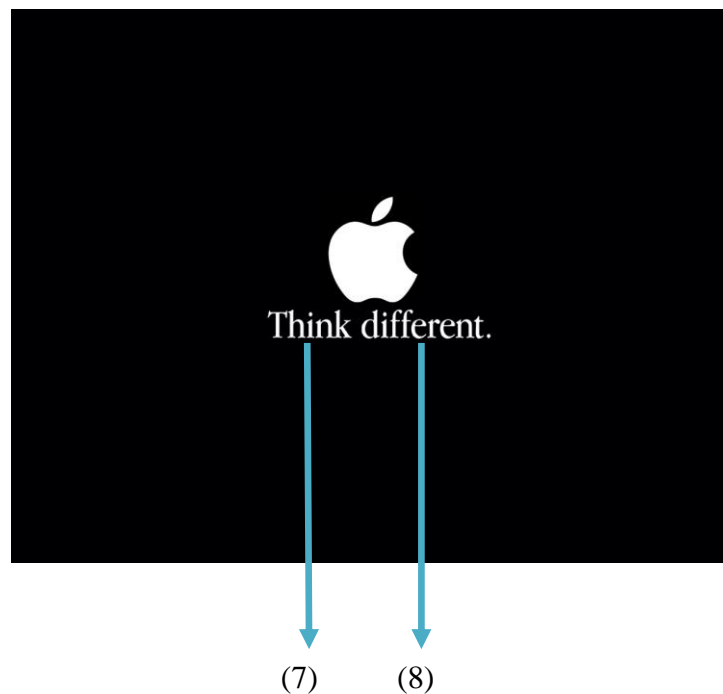
one with simple staging (a phrase) and the second one is slogan with two clauses.

Below was the analysis of the staging used of slogans of two advertisements in term of *foreground* and *background*. As theory of Davidson, that “the more marked the construction, the more likely that an implicated meaning will be intended utterance to convey”.

[C] APPLE

*“Think different”*

Figure 4.3 Apple: Think Different



That advertisement was electronic advertisement. It was from computer advertisement by Apple. The advertisement of Apple by using this version (think different) had duration 1 minute on television. This advertisement showed footage black and white of the historic figures of the late 20<sup>th</sup> century such as: Albert Einstein, Bob Dylan, Martin Luther King, Jr., Richard Branson, John Lennon (with Yoko Ono), Buckminster Fuller, Thomas Edison, Muhammad Ali, Ted Turner, Maria Callas, Mahatma Gandhi, Amelia Earhart, Alfred Hitchcock, Martha Graham, Jim Henson (with Kermit frog doll), Frank Lloyd Wright, and Pablo Picasso.

The advertisement also had very simple slogan. Despite the narration had long duration, but in the end the slogan appeared by written “think different”. It just had one phrase, which consisted of two words. It was different with previous slogans which had more than one phrase. Actually the slogan came from Steve Jobs who is none other than a person who contributed in developing APPLE up into a giant company. Steve Jobs had inspired the working principle of wise words from the Asian region. The principle works could be the motto of Apple which famous among people: *Think Different or think a different*. Perhaps the word is very simple, but had a very deep sense.

If we analyzed the meaning deeply, the most appropriate meaning of this slogan are *Revolting*. Steve Jobs is a person who thinks differently with other leaders in mainland Europe. With the motto *Think Different*, Jobs was known as a wild man, a rebel, stubborn, and troublemakers,

certainly not in the sense of the truth. Jobs said, "If someone has an idea or a crazy idea, maybe others will also be considered insane, but not me, I'll take a genius. Because I think someone had the idea does not make sense and seem mad is someone who can change world".

From the phrase by Steve Jobs above which became the slogan of Apple, we could see that the staging of that phrase was very simple but touching. It was due to the uniqueness of the staging of that phrase. As the meaning of the phrase above, Steve Jobs wanted to show the uniqueness of their products. One of those shows from the word sequence or staging of their slogan. From the staging or word sequence of that phrase, the staging of the slogan above signaled that word 7 was *foreground* and word 8 was *background*. It was because APPLE here focused listeners/readers to think differently. It means think broader with brilliant ideas by using the product of APPLE. Furthermore, after the listeners/readers were asked to think, then what should they think? Here APPLE answered through the next word, it is "different". Do not keep thinking monotonous. Do not keep thinking statically, but think dynamically. Keep thinking to be forward and innovative by using APPLE. Therefore, the main focus here was word 7 and next it was elaborated by the next word which is no other is the *background* of that sequence of words.

**Think** (7)      **different** (8)  
*Foreground*    *Background*

If the staging (words' sequence) above changed into another staging, it was:

Different (8) think (7)

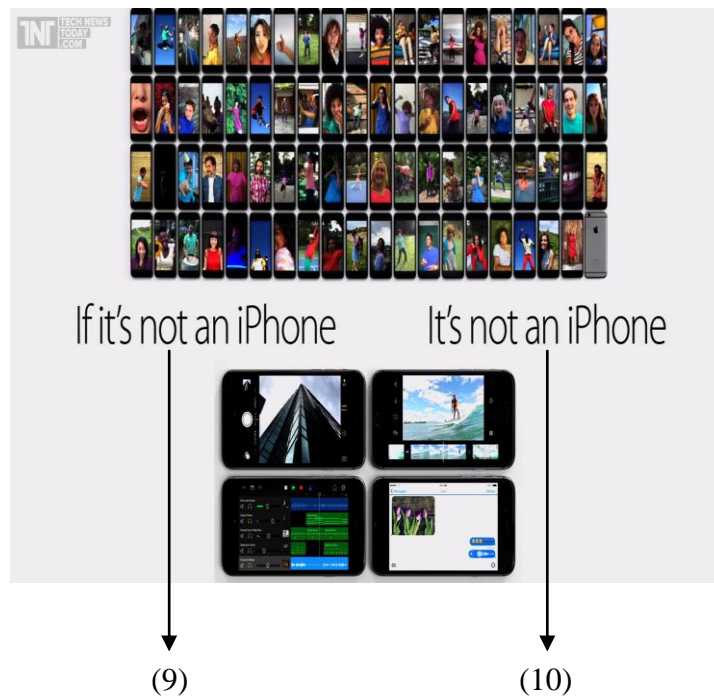
It obviously had different meaning (interpretation). This staging meant that there were many differences in thinking. This staging clearly would give rise to meaningless impressive or even far from what has expected. The researcher implies that this staging (words-sequence) change the position of *foreground* and *background*. In this sequence of words, the *foreground* became word 8 and the *background* became word 7. The researcher also interpreted that this words' sequence would lose the actual meaning of the slogan itself, where the goal of the slogan itself was to promote APPLE's product to the community by using APPLE's product, you could think different, creative and so on. But if the sequence of words became this, it means that APPLE had differences in thinking. It would be meaningless slogan.

Therefore, the difference of staging (words-sequence) would give different affect to the slogan itself which also influenced to the success of an advertisement.

**[D] APPLE: iPhone**

***“If it's not an iPhone, it's not an iPhone”***

**Figure 4.4 Apple: If it's not an iPhone, it's not an iPhone**



iPhone is a phone that had highly advanced features compared to other phones. iPhone is a phone that is toggled by the renowned company Apple. In each advertisement, iPhone always said that every brand or product different from the others, which in essence there is nothing like the iPhone. In their article, they said that every phone they made-and really every unit iPhone - made with the same conviction. That mobile phone should be more important, a phone should be simple, and stunning when used.

iPhone itself had several times upload advertisement to show its strengths. This time, every advertisement they publish is always displays excellence and sophistication of the iPhone itself. And the main thing is the words that appear in each advertisement. The word that most excited

about is their slogan. If you notice, these slogans containing deep meanings, and sometimes unrealizably those words are such as allusions to other brands. As in its advertising this time, there are slogans that attract researchers to analyze. In the above slogan, it is saying "if it's not an iPhone, it's not an iPhone".

According to the word sequence, the slogan was very attractive indeed. Staging used was also very nice. The slogan was composed of two sentences; the first sentence was a dependent sentence while the second sentence was an independent sentence. Based on which was more important between the two words, actually two sentences were equally important in creating an attractive slogan. However, if analyzed closely, sentence 9 was the *foreground*, while sentence 10 was *background*. The reason is, if it was analyzed more deeply the actual sentence could be repositioned, the sentence 10 could be placed at the beginning and did not need a comma to emphasize pronunciation slogan. But here the company did not do it. They preferred sentence 9 was in the beginning of the sentence and given a pause to truly affirm sentence 9.

**If it's not an iPhone** (9), **it's not an iPhone** (10)  
*Foreground*                      *Background*

Based on the reason above, it was clear that the iPhone company really wanted to emphasize the slogan in sentence 9. Sentence 9 asserted that if something is not iPhone, for example, a phone that is really similar or even had applications and features such as iPhone. Sentence 9 was more

in the sense of giving a question to the audience what if any sophisticated phone that was quality, but it is not the iPhone. Does it be exactly like the iPhone? Modality or this question is emphasized at the beginning of the slogan with the word "IF" in Sentence 9. Then after Sentence 9, there is still another assertion by the comma. It had been strongly affirmed that sentence 9 is more prominent than Sentence 10. Sentence 9 let the audience wondered how the other phone could be equated with iPhone, if it is not an iPhone. Furthermore, the public's curiosity was answered by Sentence 10 that "it's not an iPhone". That was, whatever it was attractive phone, it was said that any sophisticated features and applications resembling a phone, it was still not an iPhone. Because, advanced features that could be only obtained in the iPhone.

Regarding the meaning contained in these slogans, one of which was that a cell phone should have the hardware and software designed to work together and enhance each other. By people who often face to face. That's what makes the phone works very well. And that could be only found in the iPhone. And in its advertising there were many other advantages that were posted by Apple. So that's why, "if it's not an iPhone, it's not an iPhone". For this reason, iPhone indeed very intensively promote the iPhone as a smartphone incomparable than any of its rivals who constantly bothering with cheating software and hardware design. The advertising campaign "if it's not an iPhone, it's not an iPhone" before highlighting the software, hardware, the satisfaction of almost all users of



the iPhone. The last Apple released iPhone advertisement focuses on the ability of the camera in the iPhone.

iPhone advertising slogan was really confirmed that all components of the product that Apple made was original and could never be matched by competitors. That is why, "if it's not an iPhone, it's not an iPhone".

### **3) Car Advertisement**

The third category of this analysis was car advertisement. In this section, the researcher took slogan of car advertisement of Toyota and Suzuki. The reason was almost same with the previous analysis. Toyota had good word sequence in making good slogan, as well as Suzuki. The slogans were very attractive and could endure for a long time. It means that the slogan stayed long in the heart of public. The slogans the researcher took were "Let's go beyond" from Toyota and "Suzuki way of life" from Suzuki. Both of them were simple slogan. The first one contained of a simple sentence. The second one contained of two phrases.

#### **[E] TOYOTA**

***"Let's go beyond"***

**Figure 4.5 Toyota**

That advertisement was from Toyota. Toyota itself always changed the slogan or tagline of their brand. This time Toyota made a simple slogan. If we saw the slogan above, it contained one sentence. But in this analysis, the researcher had separated that sentence into one phrase and one word (*let's go* and *beyond*). Two of them had their own role. One of them was *foreground* and another one was *background*. *Foreground* was generally used to highlight the important part of a sentence or text, to aid memory and or to unite interpretation, while *background* was to provide the relevant meaning to foreground. Two of them were much related with each other. Before going to the analysis of *foreground* and *background*, the researcher had analyzed the meaning of that slogan.

*Let's go beyond* was the new slogan from Toyota. The new slogan (tagline) was just for Indonesia's Toyota. The spirit of it is asking the consumer, community, and stakeholders to think, act, and create beyond limit. The change was also a sign of the passing of a new era in Indonesia Automotive Market and for Toyota itself. The market was more horizontal, inclusive, and social. For Toyota, those were characterized by the appearance of new technology, new distribution strategy, until new product. The slogan *let's go beyond* meant that Toyota asked all people in every aspect to do more than ever (beyond). Therefore, derivative of *let's go beyond* would be *beyond mobility, beyond drive, beyond technology, and beyond CSR, etc.* Toyota wanted to show that their brand is a brand that exceeds expectations.

Based on the analysis of the meaning of the slogan itself, the researcher found out that the *foreground* of the slogan above is word 12. Why? It is because Toyota itself always emphasized that their brand is brand which could exceed the expectation. Word 12 meant that they wanted to ask people to think, act and create beyond limit. By the development of the times and the emergence of sophisticated technology recently, Toyota would like to invite people to think and create a more broadly (beyond limits). The word 12 (beyond) certainly implied a very positive message to the wider community. The simple staging of the slogan could attract the audience to catch the message. Toyota itself

admittedly always had good slogan which was well known by their simple slogan but attractive.

**Let's go** (11)      **beyond** (12)  
*Background*      *Foreground*

The *foreground* of this slogan next was explained by the first part of this slogan. It was the phrase 11, *let's go*. Although phrase 11 was located before word 12, but this phrase was the point of the importance of word 12. What was to do with *beyond*? It was answered by the previous phrase of the word 12. Therefore, the phrase 11 was *background*. As well as the function of background was no other to provide the relevant meaning/contribution to the foreground.

The more explanation of *let's go beyond* could be elaborated by the meaning of the slogan itself. Let's Go Beyond is the way we inspired people to experience more things and live life with a vengeance.

*Let GO BEYOND everything WE KNOW.*

*Let us embrace everything that WE DO NOT KNOW*

*Let us NOT ONLY SEE towards the future, but to make it happen.*

*We have learned that INSPIRATION DOES NOT SUPPORT people just SIT STILL.*

*So, let's be people who*

*DARE*

*AMBITIOUS*

*EVEN BEYOND HABITS*

*Because that's where BIG IDEAS COME. Ideas not only take you to places that you find in the map, but also to the people that you can find in your heart.*

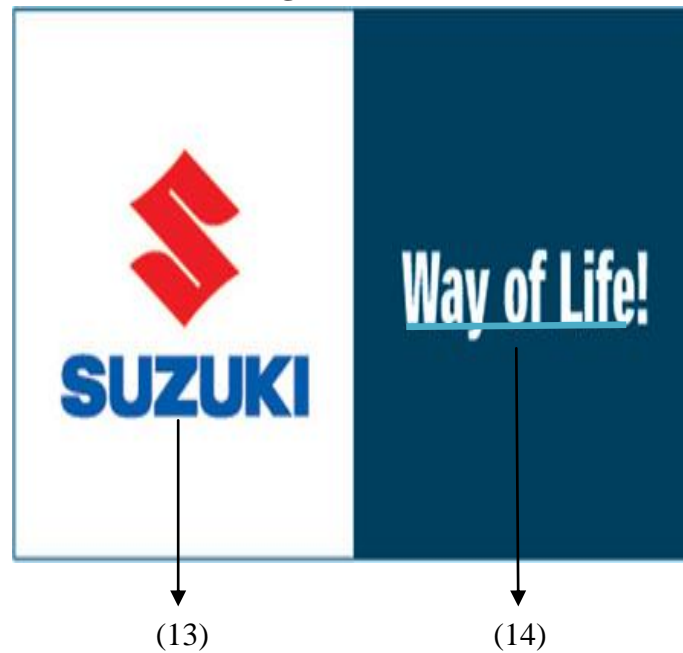
That is all the main point of the slogan above. All of them were very positive message that were very good to be conveyed to the people. It was very good message to all people who delivered the message of the slogan.

The staging of the slogan was very important to make their message conveyed to a broad audience. Great slogan was a slogan that could be up and accepted by the community well. Even, it was better if people could realize what was conveyed in the slogan. Based on this reason, one of the importances of the slogan was how the words are sequenced well and attractive. How could word sequence affect the beauty of the slogan? Although Toyota had simple slogan, but the staging of the slogan was very well and attractive. It was also beautiful word sequence. The staging of the slogan made people always remembered what they conveyed to them.

**[F] SUZUKI**

*“Suzuki, way of life!”*

**Figure 4.6 Suzuki**



That advertisement was about car advertisement from Suzuki. Suzuki was one of the world's largest companies with thousands of employees and factories spread across several countries. Some of this year, Suzuki also had a new slogan, that is "Suzuki, way of life". As in the existing of that advertisement, there were no narrative and dialogue between the models in that advertisement. There was only a slogan written in the final seconds of the advertisement. The slogan became a commitment to a high in the innovation of creative breakthroughs to

provide automotive products in accordance with the conditions and trends of the era by focusing on the needs and desires of consumers.

The slogan consisted of one word and one phrase. See which one was more prominent because again Suzuki replaced the slogan only in the final sentence of the slogan, it means Suzuki wanted to demonstrate to consumers what purpose the future by providing new words before/after the word "Suzuki". So the researcher concluded that phrase 14 (way of life) was the *foreground* and the word 13 (Suzuki) itself was *background*. "Way of life" itself implied sincerity and seriousness of Suzuki in providing only the best and the most successful one to become an important part of the way of life of all its loyal consumers.

<b><u>Suzuki</u></b> (13)	<b><u>way of life</u></b> (14)
<i>Background</i>	<i>Foreground</i>

If the staging of the slogan was changed to:

**“Way of life Suzuki”**

The interpretation of anyone who saw it would be different from the first interpretation. That was why staging was crucial in determining good and memorable slogan.

#### **4) Public Service Advertisement**

The fourth category of this research analysis was public service advertisement. Public service advertisement is advertisement created to convey social messages to the public. In general, this advertisement

circulated when the community was facing certain problems. This public service advertising or solicitation contained an appeal to improve the welfare of the environment and society. The first slogan was the slogan of PT PLN Persero, which read “Terang terus tumbuh terus Indonesiaku”. The second slogan was the slogan of Dirjen Pajak Indonesia. The slogan was “Hari ini gak bayar pajak, apa kata dunia?”. Both of them had long sentence of slogan. But the second one had long more and complete sentence enough, while the first one had incomplete sentence slogan.

[G] PT. PLN Persero

*“Terang terus tumbuh terus Indonesiaku”*

**Figure 4.7 PT. PLN Persero**





The picture above was the picture of slogan of advertisement from PT. PLN Persero. The advertisement was about electricity. In the advertisement, there were some sentences which supported the slogan. Those sentences told that:

*“All need them...*

*All works because of them...*

*All is served by them...*

*All is grow up because of them...*

*And all have hope...*

*Continue to grow steadily brighter my Indonesia*

*(terang terus tumbuh terus Indonesiaku)”*

PT. PLN Persero

Those sentences appeared when the advertisement was airing. Those sentences told about how PLN officers work to light all. All could work because there is light, and all of it could work because of PLN officers' work. All of hopes could be achieved because there is a light which light up them. PLN officers served all of community to make their life be comfortable, comfortable at anything. The advertisement showed that all people felt happy because the light could make their work was going on well. The advertisement continued the main point of “light” until the end of the advertisement which by showing up a slogan which is written *“terang terus tumbuh terus Indonesiaku (Continued to be brighter steadily grow my Indonesia).”*

Based on the narration of some sentences above, the researcher concluded that the main point of slogan used in this advertisement was phrase 15 (*terang terus*). It was because of from the beginning advertisement was airing on, the written narration told about how the PLN officers work to make all of community felt comfortable in work, and those all was served by their work to make the light was brighten up. Phrase 15 showed that if the light is bright up steadily, so Indonesia could be grown up continuously. Phrase 15 let the community or listeners interpret that by feeling the light was brighten up steadily, the growth in Indonesia could be going on well and could be more advanced. Overall, phrase 15 was *foreground*. It means that the rest of this slogan was *background* of the slogan. Phrase 16 told the conclusion of 15.

**Terang terus** (15)    **tumbuh terus Indonesiaku** (16)  
*Foreground*                      *Background*

If the slogan was changed into different staging (word sequence) the interpretation would be different and it would lose the effect. Just like if the slogan was changed to be below:

- a. **Terus terang tumbuh terus Indonesiaku.**
- b. **Tumbuh terus Indonesiaku terang terus.**
- c. **Tumbuh terus Indonesiaku terus terang.**
- d. **Terus terang Indonesiaku terus tumbuh.**
- e. **Terus terang Indonesiaku tumbuh terus.**

As we could see the different staging of one slogan caused many interpretations. Staging (a) let the readers interpret that the main point is to determine the reality that grow up continuously my Indonesia. It was showed up by stressing the phrase “terus terang (frankly)”. It was clearly enough that phrase “terus terang” and “terang terus” is different. If the phrase was “terus terang” it was clear that the advertisement did not tell about the light which was the main focus of this advertisement.

Staging (b) made confused the readers to interpret because the staging was little bit complicated. If the staging was like that, the researcher concluded that there was no different position between the first phrase and the next phrase. Both of them had the same position. The researcher meant that there is no one became foreground and there was no another one became background. Despite the meaning was almost same with the real slogan of this advertisement, but the effect was different.

The meaning of staging (c) was same with staging (a). The different was about the position of two phrases. The emphasizing of staging (c) was more located in the last of sentence slogan. Staging (c) emphasized more the phrase “tumbuh terus Indonesiaku” than phrase “terus terang. It meant that the main point was laid on first phrase. Then move to the staging (d), staging (d) had meaning which are really different with the real slogan. If the slogan was sequenced like that, it might be the advertisement would be fail in attracting the listeners/readers. Staging (d) told that someone stated that “frankly my Indonesia is growing up steadily

(terus terang Indonesiaku terus tumbuh”. This was not telling about the light, but telling that Indonesia had growth or progress continuously. The meaning of staging (e) was also same with staging (d), but the difference is just the sequence of “terus tumbuh” and “tumbuh terus”.

Based on the analysis above, it was clear that one slogan in different staging would have different interpretation. Because of this, the company or the maker of slogan in an advertisement was very careful in determining the sequence of the slogan. The difference of staging (word sequence) would cause the interpretation differently among the readers/listeners. So, the slogan should be match with what should be promoted.

#### **[H] DIRJEN PAJAK INDONESIA**

**“Hari ini gak tertib pajak, apa kata dunia?”**

(17)

(18)

This advertisement came from Dirjen Pajak Indonesia. The advertisement showed that Dirjen Pajak Indonesia wanted to call up the community to be discipline in paying taxes. The advertisement had slogan in the last seconds of the advertisement airing on television. The slogan was absolutely familiar in Indonesia’s community. The slogan which uttered by three people in that advertisement reads “*hari ini gak tertib*

*pajak, apa kata dunia?*”. The slogan had two sentences. Those are sentence 17 (*hari ini gak tertib pajak*” and sentence 18 (*apa kata dunia?*). Sentence 17 was declarative sentence while sentence 18 was interrogative sentence.

By analyzing the slogan of this advertisement, the researcher decided that the *foreground* was sentence 17 and *background* was sentence 18. It was because actually Dirjen Pajak Indonesia emphasized more in calling up community to be discipline in paying their taxes. Although we were more familiar with the sentence “*apa kata dunia*”, but the focus of this advertisement was not laid on that sentence. The staging like that let the listeners or readers interpret that “discipline in paying taxes” was the most prominent of this slogan. It was attracted more by adding the next sentence which was in the form of interrogative sentence “*apa kata dunia*”. Sentence 18 showed that if we were not discipline in paying taxes, what would the world say? This point was the interesting one of this slogan. But back to the *foreground* and *background*, the prominent one was still sentence 17.

<b><u>Hari ini gak tertib pajak</u></b> (17),	<b><u>apa kata dunia</u></b> (18)
<i>Foreground</i>	<i>Background</i>

The slogan would lose the effect if the staging became like that way below:

***“apa kata dunia? Hari ini gak bayar pajak”***

The sequence like that way would make the slogan weak in attracting the readers/listeners' attention. That is all the use of good staging in a slogan of an advertisement.

### **5) Mobile Card Advertisement**

The fifth category of the advertisement was mobile card advertisement. In this category the researcher took data from XL and AXIS which were very famous and many used by phone cell user. The slogan of XL which was taken for this analysis is slogan XL "sekarang, bisa". Meanwhile, AXIS's slogan was "Irit itu, AXIS!". Two slogans of different operators were well known by the community and certainly by the mobile card users. The slogan of two advertisements actually had the same in term of simplicity. But, the slogan in each advertisement absolutely had the unique one in attraction the readers/listeners' attention.

#### **[I] XL**

*"Sekarang, bisa!"*

**Figure 4.8 XL: Sekarang, bisa!**



XL advertisement above was the recently launched by XL Company. Advertisement above was also available with the new logo with new tagline "Sekarang, bisa!". The new logo and tagline were as launching new service from XL with 4G LTE technology first in Indonesia that seem sadistic speed Internet access. XL offered new identities in realizing the commitment to change for the better. XL's advertisement above consisted of a new logo and a new slogan or tagline of XL.

Based on the advertisement which had been airing on television recently, the advertisement told about how XL could inspire people to move forward, achieving their dreams. The model of the advertisement said that, he is inspired by XL. XL brought them to move forward. In the last seconds of the advertisement, the slogan was uttered by the model. The slogan was "sekarang, bisa!".

The slogan which read "Sekarang, bisa!" indicated that the word "sekarang (word 19)" was the emphasis of the slogan. Sequencing the words in that way let the listeners to interpret that "sekarang", in the spirit of the new identity, XL invited you to release and remove the barriers that exist in life and feel a new experience with HotRod 4G LTE. Now, you can! (*sekarang, bisa!*). Word 20 also indicated that the Internet speedy (HotRod 4G LTE) could be felt all over the place in Indonesia. The emphasis is time, because this was indeed fast internet was recently launched by the XL Company as a form of thought that the light that brings progress. Because of that, word 19 was as *foreground* of this tagline and word 20 as *background*.

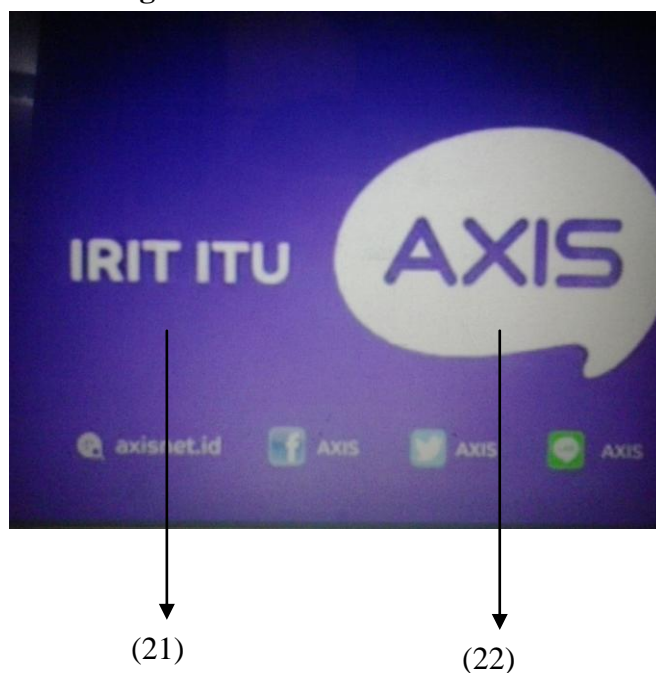
**Sekarang** (19),      **bisa!** (20)  
*Foreground*      *Background*

Tagline above would have a different impact if its sequencing the word changed to: BISA SEKARANG! Sequencing words in this way would lose the emotional effect of that slogan or tagline. Sequencing words in this way means that something could be done now. It was clear enough that the model stressed the word "sekarang". Therefore, if the sequence of words was changed into "bisa sekarang", the meaning and interpretation would be different, or even far of the hope of the company.

**[J] AXIS**

***"Irit itu, AXIS!"***



**Figure 4.9 AXIS**

AXIS is one of big companies of mobile card operators. AXIS became one of favorite choices of the community in mobile card because of its cheapness, especially for internet browsing and doing call. The advertisement of AXIS itself is the new recently one. In the advertisement, it could be seen that AXIS wanted to show the cheapness of AXIS in making phone call. The advertisement showed that we did not need to make phone call shortly, because there was AXIS which served cheap call. By using AXIS, you could make a call for free from 12 a.m until 5 p.m. Then, in the last seconds of the advertisement, the slogan is uttered. The slogan reads "Irit itu, AXIS".

The slogan had one word and one phrase. According to the advertisement, it was clearly that the models always showed the cheapness of AXIS. Because of this reason, the researcher concluded that phrase 21

(*irit itu*) was the more prominent one than word 22 (*AXIS*). It meant that the *foreground* was phrase 21 while the *background* was word 22. Sequencing words in this way would let the listeners/readers to interpret that if it was about the cheapness, it was absolutely *AXIS*. Furthermore, the cheapness (*irit*) was owned by *AXIS*. Phrase 21 was the most prominent than word 22, because the company wanted to show more about the cheapness of *AXIS* in making a call.

**Irit itu** (21),     **AXIS** (22)  
*Foreground*     *Background*

The slogan would lose the meaningful effect if the staging became *AXIS itu irit*. Sequencing words in this way just showed that *AXIS* was cheap. It would decrease the meaning of the advertisement itself.

Based on the analysis above, it was showed as followed:

**Table 4.1 Analysis the *Foreground* and *Background* of Slogans**

No	Brand of Products	Slogan	Foreground	Background
1.	Gudang Garam International	a. Live your passion, go international.	Live your passion	Go international
		b. Gudang Garam International, pria punya selera	<i>Pria punya selera</i>	<i>Gudang Garam International</i>
2.	Dji Sam Soe	Mahakarya Indonesia, Dji Sam Soe.	Mahakarya Indonesia	Dji Sam Soe
3.	Apple	Think different	Think	Different
4.	Apple	If it's not an iPhone, it's not an iPhone.	If it's not an iPhone	It's not an iPhone
5.	Toyota	Let's go beyond.	<i>Beyond</i>	<i>Let's go</i>
6.	Suzuki	Suzuki, way of life.	<i>Way of life</i>	<i>Suzuki</i>
7.	PT. PLN Persero	Terang terus tumbuh terus Indonesiaku	Terang terus	Tumbuh terus

				Indonesiaku
8.	Dirjen Pajak Indonesia	Hari ini gak tertib pajak, apa kata dunia?	Hari ini gak tertib pajak	Apa kata dunia?
9.	XL	Sekarang, bisa!	Sekarang	Bisa!
10.	Axis	Irit itu, Axis	Irit itu	Axis

The *foreground* and *background* in ten selected slogans on television's advertisement showed that there were three slogans which had *foreground* in the back of the slogan (*foreground* placed at the back). While, others had *foreground* at the beginning of the slogan and the *background* at the end of the slogan. As that theory in Yule (1983:134) that the way a piece of discourse is staged must have a significant effect both on the process of interpretation and on the process of subsequent recall. The word and sentence arrangement influenced the intended meaning of sentence.

## 2. Theme and Rheme

Theme and Rheme were two-terms representative of the way in which information is distributed in a sentence. The information provided is information that has been mentioned somewhere in the text or shared or collective knowledge of the immediate context. In other words, usually contains familiar themes, old information or given. Theme provides settings for the remainder of the sentence - Rheme. Rheme is the remnant of a message in a clause in which the theme is developed, that is to say, Rheme usually contained extraneous information or new. New information is knowledge that the author assumes the reader does not know, but it

needs to have in order to follow the development of the argument. Boundaries between *theme* and *rheme* were simple. *Theme*: The theme is the first element occurs in the clause; the rest of a clause is *Rheme*.

In system functional linguistics, theme divided into three categories. They are topical, interpersonal, and textual theme. Those are have been explained by the researcher in CHAPTER II. Therefore, in this analysis, the theme is also categorized based on the starting point of the slogan (sentence or phrase).

**a) SLOGAN OF ADVERTISEMENT [A]: Gudang Garam  
International**

***“Live your passion, go international”***

The *theme* and *rheme* of this slogan could be determined as follows:

a. Live your passion

<b>Live</b>	<b>your passion</b>
Theme: textual	Rheme

In this case, theme is the starting point of point from which experiences are unfolded in a clause. This slogan had one theme. It was textual theme. The clause was in imperative clause. The pattern was also unmarked pattern. The theme in this slogan was “live” and it was categorized as verbal group. But, in this case, the pattern was unmarked



theme because it was included in nominal group. The rest of the slogan becomes rheme.

**c) SLOGAN OF ADVERTISEMENT [C]: APPLE**

***“Think Different”***

**Think**

**Different**

Textual theme	Rheme
---------------	-------

The slogan of Apple above signaled that word *“think”* was theme, exactly textual theme. It was because in this mood, the first position was filled by the process, so process and predicator (think) as theme was the unmarked pattern. Next, the rest of the phrase became the rheme. It was word *“different”* became the rheme.

**d) SLOGAN OF ADVERTISEMENT [D]: APPLE**

***“If it’s not an iPhone, it’s not an iPhone”***

This slogan was divided into two clauses:

- a. If it’s not an iPhone (If it is not an iPhone)
- b. It’s not an iPhone (It is not an iPhone)

<b>If</b>	<b>it</b>	<b>is an iPhone</b>
Textual	Topical	
Theme		Rheme

The theme of the first clause of the slogan [D] was two themes. The first one was textual theme. Textual theme was the theme which was preceded by conjunction. That was why “if” became textual theme. The second one was topical theme. Topical theme here was “it’s not” which was included in nominal group. Then, the rest of the clause, “an iPhone” was the *rheme* of this clause.

<b>It</b>	<b>is not an iPhone</b>
Theme: topical	Rheme

The theme of the second clause of slogan of advertisement [D] was “it’s not”. It was topical theme. Then, the rheme was “an iPhone”. In this case there was more than one theme in one clause. It called as multiple themes. This could be happened in every clause which usually found in long or complex clause.

e) **SLOGAN OF ADVERTISEMENT [E]: Toyota**

*“let’s go beyond”*

Let’s is an informal form of “let + us”. Let’s also could be indicated as abbreviation of “let us”. Let could be used to introduce the suggestions and commands, when not directed to the listener or reader. So, slogan of advertisement [E] could be determined the theme and rheme based on the table below:

Let’s = *let us*

<b>Let</b>	<b>us</b>	<b>go beyond</b>
Interpersonal	Topical	
Theme		Rheme

Based on the table above, there were two themes in slogan of advertisement [E]. The first theme was included in *interpersonal theme*. It was word “let” included in interpersonal theme. It was because “let” was a verb and also includes causatives verb, which was used here to invite the reader to do something. Then, “us” was included in topical theme because “us” was nominal group. The rest of the slogan was “go beyond” was *rheme* of the slogan of advertisement [E].



**f) SLOGAN OF ADVERTISEMENT [F]: Suzuki**

*“Suzuki, way of life”*

**Suzuki**

**Way of life**

Theme: topical	Rheme
----------------	-------

The theme was TOPICAL theme. It was because word “Suzuki” was nominal group which was included as topical theme. The rheme was the rest of the slogan that was the phrase “way of life”.

**g) SLOGAN OF ADVERTISEMENT [G]: PT. PLN Persero**

*“Terang terus tumbuh terus Indonesiaku”*

Slogan of advertisement [G] had long slogan. Actually the slogan just had one sentence. But that sentence was built up by two sentences. So, the researcher divided the sentence into two sentences. Those are:

- a. Terang terus.
- b. Tumbuh terus Indonesiaku.

Here the THEME and RHEME in each category:

*a. Terang terus*

<b>Terang</b>	<b>terus</b>
Theme: textual	Rheme

The first category had a *theme* and a *rheme*. The *theme* was textual theme because the word “terang” was verb and it was also called as the process. A process here was included as textual theme. Therefore the word “terang” was *textual theme* and then the rest part was a *rheme*, which was the word “terus”.

**b. Tumbuh terus Indonesiaku**

<b>Tumbuh</b>	<b>terus Indonesiaku</b>
Theme: textual	Rheme

The second category had a *theme* and a *rheme*, same with the previous one. The theme was *textual theme*. It was because the word “*tumbuh*” was a process which was as the starting point of this sentence. Then, the phrase followed it was the *rheme* of the sentence.

**h) SLOGAN OF ADVERTISEMENT [H]: Dirjen Pajak Indonesia**

*“Hari ini gak tertib pajak, apa kata dunia?”*

The slogan of advertisement [H] had two sentences which built up the slogan. The slogan had been analyzed in three categories. Those were:

- a. Hari ini gak tertib pajak, apa kata dunia?
- b. Hari ini gak tertib pajak.
- c. Apa kata dunia?

The *theme* and *rheme* had been determined by the following analysis.

**a. *Hari ini gak tertib pajak, apa kata dunia?***

<b>Hari ini gak tertib pajak</b>	<b>apa kata dunia?</b>
Theme: topical	Rheme

Sentence “*hari ini gak tertib pajak*” was categorized as *topical theme* because the sentence was an independence sentence. Although the sentence was built up by noun, verb, and complement, but in this analysis the researcher took the sentence as a unit to determine the broader one with the next sentence. That’s all the *rheme* was in the next sentence that was sentence “*apa kata dunia?*”. The sentence “*apa kata dunia*” was the complement of the sentence unit. Therefore, the second sentence was the *rheme* of this category.

**b. *Hari ini gak tertib pajak***

<b>Hari ini</b>	<b>gak tertib pajak</b>
Theme: topical	Rheme

The second category also had *topical theme* and a *rheme*. The phrase “hari ini” was Topical theme because it was adverbial group which was the meaning in English was “today” (adverbial group). The theme showed the time in doing something important. Then, it was cleared by the rest of the sentence that was the phrase “gak tertib pajak). This sentence became *rheme* because this phrase was the complement of the first phrase which if combined both of them became one sentence.

**c. Apa kata dunia?**

<b>Apa</b>	<b>kata dunia?</b>
Theme: interpersonal	Rheme

The theme in this sentence was *interpersonal theme*. It was because “apa” is included as interrogative word which was included in interpersonal theme. Then, the phrase “kata dunia” as the complement of this question sentence became the *rheme* of this sentence.

**i) SLOGAN OF ADVERTISEMENT [I]: XL**

XL: “*Sekarang, bisa!*”

<b>Sekarang</b>	<b>bisa!</b>
Theme: topical	Rheme

Advertisement [I] just had one sentence in the slogan. The slogan was also just simple sentence. The word “sekarang” in English was “now” which categorized as adverbial group. Therefore, “sekarang” was THEME, exactly TOPICAL THEME. The RHEME was clearly stated, it was the word “bisa”, because it was the rest of the sentence.

#### j) SLOGAN OF ADVERTISEMENT [J]: AXIS

AXIS: “*Irit itu, AXIS*”

Irit itu	AXIS
Theme: topical	Rheme

Advertisement [J] had slogan which built up by a sentence. It means the slogan is in the form of sentence. Because of that, the first part of the sentence (slogan) was THEME which included as TOPICAL THEME. It was clear that “irit itu” was nominal group, it means that nominal group came in the first of the sentence was TOPICAL THEME. So, the THEME of the sentence (slogan) of advertisement [J] is “irit itu”, which also named as TOPICAL THEME. Then, the rest of the sentence (slogan) became the RHEME of the sentence (slogan). Although if the slogan was translated into English the position of the *theme* and *rheme* was different but in this analysis the researcher still used the real data.

**Table 4.2 Analysis the *Theme* and *Rheme* of Slogans**

No	Brand of Products	Slogan	Clause	Theme	Rheme
1.	Gudang Garam International	Live your passion, go international.	a. Live your passion	Live	Your passion
			b. Go international	Go	International
		Gudang Garam International, pria punya selera	Gudang Garam International, pria punya selera	Gudang Garam International	Pria Punya Selera
2.	Dji Sam Soe	Mahakarya Indonesia, Dji Sam Soe.	Mahakarya Indonesia, Dji Sam Soe.	Mahakarya Indonesia	Dji Sam Soe
3.	Apple	Think different	Think different	Think	Different
4.	Apple	If it's not an iPhone, it's not an iPhone.	a. If it's not an iPhone	♣ If ♣ It's not	an iPhone
			b. It's not an iPhone	It's not	an iPhone
5.	Toyota	Let's go beyond.	Let's go beyond.	♣ Let ♣ Us	Go beyond
6.	Suzuki	Suzuki, way of life.	Suzuki, way of life.	Suzuki	Way of life
7.	PT. PLN Persero	Terang terus tumbuh terus Indonesiaku	a. Terang terus	Terang	terus
			b. Tumbuh terus Indonesia ku	Tumbuh	Terus Indonesiaku
8.	Dirjen Pajak Indonesia	Hari ini gak tertib pajak, apa kata dunia?	a. Hari ini gak tertib pajak, apa kata dunia?	Hari ini gak tertib pajak	Apa kata dunia?
			b. Hari ini gak tertib pajak	Hari ini	Gak tertib pajak
			c. Apa kata dunia?	Apa	Kata dunia?
9.	XL	Sekarang, bisa!	Sekarang,	Sekaran	Bisa!

			bisa!	g	
10.	Axis	Irit itu, Axis	Irit itu, Axis.	Irit itu	Axis

The theme found was categorized into three themes. Those were topical theme, interpersonal theme, and textual theme.

**Table 4.3 Analysis the Themes Found in Slogans**

No	Brand of Products	Slogan	Clause	Theme	Kinds of Theme
1.	Gudang Garam International	Live your passion, go international.	c. Live your passion	Live	<b>Textual</b>
			d. Go international	Go	<b>Textual</b>
		Gudang Garam International, pria punya selera	Gudang Garam International, pria punya selera	Gudang Garam International	<b>Topical</b>
2.	Dji Sam Soe	Mahakarya Indonesia, Dji Sam Soe.	Mahakarya Indonesia, Dji Sam Soe.	Mahakarya Indonesia	<b>Topical</b>
3.	Apple	Think different	Think different	Think	<b>Textual</b>
4.	Apple	If it's not an iPhone, it's not an iPhone.	c. If it's not an iPhone	♣ If ♣ It's not	<b>Textual</b> <b>Topical</b>
			d. It's not an iPhone	It's not	<b>Topical</b>
5.	Toyota	Let's go beyond.	Let's go beyond.	♣ Let	<b>Interpersonal</b>
				♣ Us	<b>Topical</b>
6.	Suzuki	Suzuki, way of life.	Suzuki, way of life.	Suzuki	<b>Topical</b>
7.	PT. PLN Persero	Terang terus tumbuh terus Indonesiaku	c. Terang terus	Terang	<b>Textual</b>
			d. Tumbuh terus Indonesiaku	Tumbuh	<b>Textual</b>
8.	Dirjen Pajak	Hari ini gak tertib pajak, apa kata	d. Hari ini gak tertib	Hari ini gak	<b>Topical</b>

	Indonesia	dunia?	pajak, apa kata dunia?	tertib pajak	
			e. Hari ini gak tertib pajak	Hari ini	<b>Topical</b>
			f. Apa kata dunia?	Apa	<b>Interpersonal</b>
9.	XL	Sekarang, bisa!	Sekarang, bisa!	Sekarang	<b>Topical</b>
10.	Axis	Irit itu, Axis	Irit itu, Axis.	Irit itu	<b>Topical</b>

Based on the table above, it showed that there were ten topical themes, six textual themes, and two interpersonal themes found in the slogan. The most found was topical theme.

*Theme* and *rheme* actually was much related with word sequence (staging). As though somehow that the sequence of a word or phrase in a sentence would affect how the *theme* and its *rheme*. Because if a word or phrase was placed at the beginning of the sentence, surely would be the theme of the sentence whereas if placed after the first word or phrase, then it would definitely be a *rheme*.

In this case, we could see from the example if an adverb was placed in front of, it would be a topical theme. However, if it placed at the end of the sentence, the adverb would be *rheme*. However, on the other hand, the sentence also sometimes had more than one *theme*. As if the adverb came at the beginning of a sentence and then followed by the subject, then there would be two themes, namely textual themes and topical theme. For that reason in determining the *theme* and *rheme* it could



be seen by how the first element and further elements those make up the phrase.

Associated with staging (word sequence), the maker of a company slogan certainly had their own reasons why the word sequence of their slogan like that, because indeed, slogans could had marked staging or an unusual word sequence as sentences in general.

Based on the analysis in this chapter it was analyzed that the staging of slogan depended on how the speaker or maker of the slogan presented their idea. It could be seen by analyzing the slogan. The finding showed that most of speakers and maker of slogans used the term which most prominent in the beginning of sentence or phrase of slogan. The sentence construction in that way was not without any intention. Then, this analysis showed that there were a lot of themes which were used the speaker or slogan's maker to make the slogan more attractive. The finding showed that how importance staging (word sequence) for them in order to achieve their goal in advertising or promoting or campaigning something important. That was why, to discourse analysts, each sentence construction (word sequence) basically had different effects because each construction had different interpretation.