

CHAPTER V

DISCUSSION

This chapter presented the discussion of the finding and analysis in previous chapter. The discussion presented the comparison between the finding and analysis by the researcher and the finding by the previous researcher.

A. Discussion

In this chapter, the researcher discussed the result of analysis of the data to find out the whole result of the analysis. The discussion included the *foreground* and *background* of the data and the *theme* and *rheme* of the data. Then, the discussion also included the comparison between the analysis of the researcher and the previous research.

Based on the result of the data of staging used in slogan of some selected advertisements on television in the previous chapter, the researcher arrived on discussing the result of the analysis. After analyzing the data of the slogan, the result showed that the *foreground* most often founded in the first of the slogan (the starting point of the sentence). But it did not mean there was no *foreground* located at the end of words in a sentence or in a slogan. In some slogans the *background* was found at the start of words or sentences, while the *foreground* is behind. But the *foreground* was rarely found in the middle of a sentence. Why? This was because the initial and the last information were the

starting and closing points of a sentence, all of which could easily attract attention.

In the previous findings, there was no really clear about the *theme* and *rheme*. There was no classification of the themes found out in the findings. Otherwise, the finding of the research showed the theme found and kinds of it. Also, in the previous findings, the *foreground* was always found at the starting point of the sentence. Those findings did not show that there was also *foreground* found out at the last or closing point of a sentence. Otherwise, this research showed that the *foreground* also could be at the closing point of the sentence or as well as with *background* could be found at the starting of the sentence. The beginning information or the last information would refer to the more important event, idea, item, etc. than others. Both of them could easily attract attention to the audience. The finding below showed the foreground and background found in the slogan. Then, the themes were also founded were topical theme, interpersonal theme, and textual theme. All of them could be stated as below:

1. Foreground and Background

The table below shows the *foreground* and *background* found in the slogans. Many of them had the *foreground* at the beginning of the sentence slogan. Then, some of them also had *background* at the beginning of sentence.

Table 5.1 Finding of 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 |

Based on the result of the data analysis, the foreground of the slogan mostly founded at the beginning of the slogan's word/phrase/sentence. The foregrounds which found at the beginning of the slogan were:

- a) **“Live your passion”** in the slogan of Gudang Garam International which sounded “Live your passion, go international”. “live your passion” showed that this phrase was the emphasis of the slogan.
- b) **“Mahakarya Indonesia”** in the slogan of Dji Sam Soe, “Mahakarya Indonesia, Dji Sam Soe”.
- c) **“Think”** in the slogan of APPLE “think different”. The word “think” sounded more important than the next word.

- d) **“If it’s not an iPhone”** in the slogan of APPLE “If it’s not an iPhone, it’s not an iPhone”.
- e) **“Terang terus”** in the slogan of PT. PLN Persero “terang terus tubuh terus Indonesiaku”.
- f) **“Hari ini gak tertib pajak”** in the slogan of Dirjen Pajak Indonesia, “Hari ini gsk tertib pajak, apa kata dunia?”
- g) **“Sekarang”** in the slogan of XL “Sekarang, bisa!”.
- h) **“Irit itu”** in the slogan of AXIS “Irit itu, AXIS!”.

The result of the data showed that the maker of advertisement used slogan to attract the people. The slogan’s maker put the first element of the slogan to strengthen the first point as the most prominent position of the slogan. From the data above, it showed that the foregrounds found in the beginning of slogan are 8 (eight) slogans. The other slogans had foreground in the last part of slogans’ sentence/phrase.

2. Theme and Rheme

The result of the analysis showed that there were three themes found in the slogans. The three themes were topical theme, interpersonal theme, and textual theme.

- a) Topical theme
 - 1) **Gudang Garam International**, pria punya selera
 - 2) **Mahakarya Indonesia**, Dji Sam Soe

- 3) If **it** is not an iPhone
- 4) **It** is not an iPhone
- 5) Let **us** go beyond (let's go beyond)
- 6) **Suzuki**, way of life
- 7) **Hari ini gak tertib pajak**, apa kata dunia?
- 8) **Hari ini** gak tertib pajak
- 9) **Sekarang** bisa!
- 10) **Irit itu**, AXIS!

Based on the result above, it stated that there were 10 (ten) topical themes founded in the slogan analysis.

b) Interpersonal theme

- 1) **Let** us go beyond (let's go beyond)
- 2) **Apa** kata dunia?

Interpersonal themes founded in the slogan analysis were 2 (four) interpersonal themes. The interpersonal themes are bolded.

c) Textual theme

- 1) **Live** your passion
- 2) **Go** international
- 3) **Think** different
- 4) **If** it's not an iPhone, it's not an iPhone
- 5) **Terang** terus
- 6) **Tumbuh** terus Indonesiaku

The textual themes founded in the slogan analysis were 6 (six) textual themes. The textual themes were bolded.

Based on the result of analysis, the researcher found the *foreground* and *background* of the slogan which supported with the *theme* and *rheme* of the slogan. In this research, the researcher founded the most *foreground* found at the first of the slogan word/phrase/sentence. Then, the *theme* also founded which categorized into three themes (topical, interpersonal, and textual). In the previous research, there was no specifically *theme* and *rheme* stated in the analysis. The *foreground* also appeared all in the beginning of the sentence.

According to the analysis in this research, it meant that the *foreground* was not only founded at the beginning of the sentence or phrase. According to theory of *theme* and *rheme*, it stated that the first point of the sentence was the most important. But, in this analysis the researcher founded that the important point was not only at the first point of the sentence. It also could be seen based on the sentence used. Despite most of the *foreground* founded at the starting point of the sentence or phrase's slogan, but there were also slogans put the more prominent point at the end or middle of the slogan's text. It means that the *rheme* also could be the most prominent of the slogan. It was because the company of the product advertised wanted to give different impression with other companies.

The finding proved that discourse was not only study about language, but there was meaning in the language if we used language in communication. The finding also proved the theory of staging from Clements (1979: 287) that “staging is a dimension of prose structure which identifies the relative prominence given to various segments of prose discourse”. It also proved the theory “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” (Yule, 1983: 134). On the basis of the whole analysis of *staging* found in slogan of some selected advertisements on television, the researcher proposed the theory that “someone who wanted to create a good slogan must notice the *staging* (word sequence) of its clause because the different sequence of word or sentence, it affected the meaning or interpretation of that sentence or text”. Over all, each *staging* of a sentence has an intended meaning which couldn't be understood just by seeing the sentence because everyone everyone had their own purpose why they convey the message in the form of the preparation of a sentence like that.