

CHAPTER I

INTRODUCTION

A. Background of the Study

In social life, people always communicate with each other by using language. Without language they cannot connected each other because language is one of tools of communication. Language has an important role because it means to explain what the speaker wants the listener to do. The purpose of communication itself is informative which means an appeal to the mind that is accomplished through language (Berlo 1963).

There are a variety of forms of communication on television, one of which is advertising. In this case the communication contained in the ad serves to advertise a product to viewers or buyers more precisely. Therefore, the ad being served must be catchy and interesting, and then usually the message conveyed in the advertisement is shaped a unique and creative slogan.

A slogan is an advertising tag-line or phrase that advertise create to visually express the importance and benefits of their product. By and large, it is a theme to a campaign that usually had a genuine role in people's lives. It has the ability to loan people's time and attention by putting consumers at the heart of the solution. According to Entrepreneur.com's small Bussiness eyclopedia, "catchphrase or small group of words that are combined in a special way to

identify a product or company,” is a slogan or tagline in business. A slogan is a catchy phrase or series of words used to help consumers remember a company, brand, or product. Companies create slogans to use in various marketing efforts in hopes that the phrases will stick in people’s minds. Based on definition above, the researcher can conclude that slogan is must can pull interest of consumers with use creative, easy listening, and memorable words.

Facts that occurred in society are, not all messages are delivered disclosed clearly and conspicuously disclosed but indirectly causing the implied message. It will make the listener trying to interpret the message conveyed by such implied. When the listener wants to know speaker’s mind, we can see it in Cooperative Principle which learns about hidden meaning of utterance. Like most pragmatist, Sperber and Wilson emphasize that understanding an utterance is not simply a matter of linguistic decoding. It involves identifying (a) what the speaker intended to say, (b) what the speaker intended to imply, (c) the speaker’s intended attitude to what was said and implied, and (d) the intended context (Wilson 1994). If we talk about communication, today's can happen anywhere, including on television.

In this research, the researcher will analyze the implicit message contained in the selected spoken slogan on television’s advertisement. Researcher will find kinds of relevance theory that exist on the selected spoken slogan on television’s advertisement that led to the emergence of an implied message in the ad. In connection with the above, the researcher will focus on the main cores on relevance theory discussed in relevance theory by Sperber and Wilson. Sperber and Wilson present a new approach to the study of human communication.

Relevance theory is based on the view that human cognition is geared towards the maximization of relevance, and that communicated information comes with a guarantee of relevance. This is what Sperber and Wilson name the Principle of Relevance. The theory has sparked a great deal of research since it was presented, either supporting or criticizing the entire theory or some of its main arguments. The following presents an overview of relevance theory and outlines the main tenets of the theory. The overview outlines definitions of the main concepts and tenets which were originally presented by Sperber and Wilson (1986; 1995) and mainly comprised the originality of the theory, such as mutual manifestness, optimal relevance, and ostensive inferential communication. That is followed by a discussion of RT as a post-Gricean theory and how far it adopts or deviates from the views of Grice (1975).

A study of the hidden meaning in selected spoken slogan on television's advertisement is to explain the relationship between theory languages, especially Relevance Theory with its practice. This research tries to describe the theory of RT as theory of language in use and its relation to social, political, economy, culture, and especially commercial.

Based on the background's description above, the importance point of this research is analyzing the RT to find the message of the slogan by the title "HIDDEN MEANING IN SELECTED SPOKEN SLOGANS ON TELEVISION ADVERTISEMENT".

B. Formulation of the Research Study

This research is about hidden meaning which found in selected spoken slogan on television's advertisement. The researcher formed the following questions:

1. What is the hidden meaning which found in selected spoken slogans on television advertisement?

C. Purposes of the Study

The purposes of the research are as follows:

1. To know hidden meanings found in selected spoken slogans on television advertisement.

D. Significance of the Study

The researcher hopes the results of this research will useful for others particularly for students of English, others researchers, and all of the readers. The researcher wants to help the others to explore pragmatics study particularly in relevance theory.

E. Scope and Limitation of the Study

In this study the researcher concerns on the hidden meaning found in selected slogans on television advertisement. The researcher is focusing on the gadget product that the ad is short and memorable and violated the maxims. The brands of the selected product are: Nokia (mobile phone), LG (smart TV), Apple (mobile phone), Sony (mobile phone), Nikon (camera), Canon (camera).

F. Definition of Key Term

1. Relevance theory

The expectations of relevance raised by an utterance are precise and predictable enough to guide the hearer toward the speaker's meaning

2. Relevance and cognition

Human cognition tends to be geared to the maximization of relevance.

3. Relevance and communication

Every ostensive stimulus conveys a presumption of its own optimal relevance.

4. Hidden meaning

Present the implicit meaning of utterance which consist an entailment.

5. Slogan

A series of words or sentences are relatively short which is easy listening and memorable by the crowd and is used to inform or convey information for mass.

6. Advertisement

A form of communication for marketing used to encourage or persuade an audience to buy products.

7. Television

A mass broadcast medium that uses both sound and image in black and white or color images delivered via cable space.

