

CHAPTER I

INTRODUCTION

This study focuses on the English Students' understanding on computer brand's slogan, with Semantics approach. This chapter, as an introduction, presents the background of research, statement of problem, research objective, significance of research and definition of key terms.

1.1 Background of study

Language surely has structure and meaning. To analyze the meaning of language can use science which is called semantics. It is used to understand the expression of human through language. According to Griffiths (2006, p.13) argued that semantics is the study of the 'toolkit' for meaning; knowledge encoded in the vocabulary of the language and its patterns for building more elaborate meaning, up to the level of sentence meanings. Knowing about syntax, morphology and phonology first is the best way to understand semantics because all have close relation to make understand the meaning easily. Meaning is very important in language. According to Zainurrahman (2015, p.2) "meaning" is understood as the intended idea or the messages that is intended or expressed or signified through language. Meaning is an idea exist in language whether word, phrase, clause, or sentence. Structure in language is a constructor of meaning so that meaning can be understood by the reader or listener. Language is used to communicate something, if language does not have meaning which can not be understood then the meaning

can not be understood by the reader or listener. The function of meaning is to establish communication as well as possible. According to Leech (1981) there are 7 types of meaning such as conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, associative meaning, and thematic meaning.

Advertising is an example of communication which is using a certain meaningful language. According Goddard (1998, p.10) advertising is not just about the commercial promotion of branded products, but can also encompass the idea of texts whose intention is to enhance the image of an individual, group or organisation. Advertising is one of marketing strategy with interesting language to invite the attention of customers. In advertisement, the selected words is choosed to deliver the content to the reader hence easy to understand. Advertisements contain a particular meaning to communicate a particular product hence readers or listeners can easily understand and interest to the product. Language served to communicate the product in the advertisement, included in the slogan. Abdi and Irandoust (2013, p.1) stated that slogan is usually an unforgettable phrase that is frequently used to express an idea or purpose. Slogan is used in an advertisement to make consumers remember the brand of the product which is offered. One of the advertising slogans that use interesting words in the slogan of famous computer ads in Indonesia such as, Compac, Toshiba, Apple, Acer, Asus, Axioo, HP and the other name.

This study discusses about kind of meaning which is used for making definition of the brand computer slogan. The development of technology is the reason many computers are needed by many people, especially among students.

The slogan in computer advertising is chosen because it has a unique language and can be interpreted by various meaning. People's views, especially students are different in interpreting the slogan of computer brand advertisement because the slogans affect and persuade the readers or listeners to choose a product. Computers become the main needs in the world of students so that the object to examine the meaning that is defined by students in the slogan of computer advertisement. The respondents in this research are sixth and eighth semester students of English Literature who have taken semantic courses in the previous semester. This study is interesting because it has its own challenges with the use of students as respondents interpretation as the data and not based on the writer interpretation.

The first previous study which has the same theme such as “A Pragmatic Analysis of Slogan Used in Car Advertisement” by Ashar Waskito Inderagiri (2013), his research focuses on the analysis linguistic structure form such as in the form word, phrase, clause and sentence in car advertisement. The writer uses structural grammar to find out the linguistic form and uses pragmatic analysis in slogan such as form the data analysis the writer finds the data of noun, adjective, noun phrase, verb phrase, adjective phrase, adverb phrase, gerund phrase, declarative sentence, interrogative sentence and imperative sentence. The writer also finds the kind of meaning in the slogan such as asserting (Innovation for Tomorrow, Advance, The Power of Dreams), commanding (Shift the Way You Move!, Drive the Executive Way, Discover More), informing (Your Best Friend in Life, Your Smart Move, The Smart SUV) and persuading (The Legend Reloaded, More Swift More Sporty). The second previous study is “The Language of TV

Commercials' Slogans: A Smantic Analysis” by Mehwish, et al (2015), in the reseach focuses on analysis tool of language which is used by copywriter advertisement to influence the audience. The writer uses types of meaning in slogan based on Leech theory and finds six types of meaning on slogan such as connotative meaning, thematic meaning, affective emotive meaning, collective meaning, stylistic social meaning and reflected meaning. The finding of the reseach for instance, in the slogan Habib: “kyon kay yeh dil ka muamla hay” has message along with and beyond its literal meanings or the real meaning hence it called as connotative. The key of the word “dil” has been used in two senses, one as its medical/ physical sense and two as its emotional sense. This multiplicity of meaning and two different connotations of the same word to make the slogan affective and powerful. The second example in slogan Lux: “Aik Khoobsoorat Ehsas” presents an unusual collective expression Khoobsoorat (beautiful) collocates with physical appearance and accompanies by ehsas (feeling) which is a mental or psychological sensibility. It is a common practice of copywriters of advertisements' slogan to give birth to innovative and meaningful collocations.

The writers above have same theme and focus on analysis meaning of slogan. The difference between those research and this research is in processing the object of the reseach, in this research the writer uses respondent as data for describing and analyzing the meaning of slogan do English student understand by seeing the types of meaning in the interpretation of respondents.

1.2 Statement of problem

Slogan in advertisement is the important thing for making people interested to certain product. Everyone has different understanding the meaning of slogan in advertisement hence the writer wants to answer several questions, as follows:

- a. What type of meanings do English students understand the computer brand's slogan?
- b. How do English students understand the computer brand's slogan?

1.3 Objective of the study

- a. To explain what type of meanings do English students understand the computer brand's slogan.
- b. To explain how do English students understand the computer brand's slogan.

1.4 Significance of the study

This research provides several significance contributions to the reader. The expectation of the writer, to give a positive contribution for all people who are involved in linguistics students, and for the other writers.

- a. Theoretically, are:
 - (1) To enrich the discourse of semantics course especially classify the types of meaning from perception of reader about slogan.

- (2) It is manifested as knowledge contribution concerning the linguistics side especially in semantics course in the types of meaning.
 - (3) Distributing and developing of linguistics understanding, especially semantics course in the types of meaning based on student's opinion.
- b. Practically, are:
- (1) This research is intended to give several benefits for student who take linguistic concentration.
 - (2) The writer hopes that the research can help linguistic students to understand the meaning of slogan in advertisement.
 - (3) This research become one of many researches which can help another writer who will research about the meaning and how to classify meaning in slogan based on student's opinion.

1.5 Definition of Key Term

- a. **Semantics** is the science which focuses on meaning in the human language
- b. **Meaning** is the idea of a person who wants to deliver something to the other hence existing the good communication.
- c. **Advertisement** is a strategy of introduction a product to persuade the customers through the various media.
- d. **Computer** is a device which is used to process the data hence abridging the user to complete the works.
- e. **Slogan** is the unforgettable phrase which is used by the certain product to make their product be trusted.