

CHAPTER I

INTRODUCTION

This chapter presents the background of research, statement of problem, research objective, research significant and organization of writing.

1.1. Background of Research

Human, as the social creatures can not be separated from the activities of communicating with each other. Communication is a social event that can occur anywhere without knowing the place and time. To communicate, humans require a medium, which is language. Language is defined as a symbol or the sequence of words involves rule system (grammar) used for communicating. Language is a verbal communication tool that can not be separated from the symbols embodied in the form of sound. It is in line with what is said by Wardaugh (1972: 3) Language is a system of arbitrary vocal symbol use for human communication. It means that language consists of arranging elements based on certain pattern.

Basically the language as a communication tool is not always done orally, but it can also be done by gestures or other body language which has certain convention. The language used as a tool to convey thoughts or feelings to others either orally or in writing must be really in function so that it can be understood by the recipient. Moreover languages also have structures that are patterned. English is recognized as an international language, it indirectly requires us to know the forms, meanings, and patterns or structure that is contained in a language.

Languages can be used for many purpose, one of the purposes is for writing slogans. Slogan is interesting short words or phrases that have a specific purpose. In Oxford Learner's Pocket Dictionary, slogan is easily remembered phrase used in advertising. Writing slogan is one way to attract consumers' attention to something that is offered. When the consumers read the slogan, they are actually do the activity called reading. It is done to get the meaning or the idea of slogan.

In language learning, especially English, form or structure and meaning play an important role in comprehending the text. People are not able to comprehend well the foreign language unless they have enough understanding of structure and meaning. Based on the descriptions before, the title of this research is *Student's Comprehension of English Slogan's Structure and Meaning on Television*.

1.2. Statement of Problem

Based on the background above the researcher identified the following problems:

1. How are the student's comprehension of English slogan's structure on television?
2. How are the student's comprehension of English slogan's meaning on television?
3. How do the students comprehend the English slogan on television?

1.3. Research Objective

The purposes of this research are to:

1. To know student's comprehension of English slogan's structure on television.
2. To know the student's comprehension of English slogan's meaning on television.
3. To know the student's effort to comprehend the English slogan on television.

1.4. Research Significant

Significance of this research have been a purpose to give a contribution to add to knowledge, especially related with English words that are used in some slogans. In addition this study is also useful for the researcher and reader to comprehend more about meaning and structure. By understanding more about meaning and structure also we can get a clear comprehension slogan.

1.5. Conceptual Framework

Language is an important thing in life. It can help people to communicate each other. Wardaugh (1972: 3) says that language is a system of arbitrary vocal symbol use for human communication. Language is not only in sound but language also exists in writing, Green (in Alwasilah, 1993: 4) defines language as a set of all possible sentences; and the grammar as the rules that distinguished between sentence and non-sentence. Language comprehension is need in daily life. Greenbaum (1996:36) states

“Study of English language can help students develop their ability to adjust their language appropriately to different context. They should be aware of the expectations that standard English is norm for public writing.”

It means to develop the ability of foreign language especially English language, people must learn the language itself. As Indonesian that use English as a foreign language, learning about English will develop the ability in English. Comprehension of language depends on someone’s knowledge, as Fromkin (2003: 8) says knowledge of language enable you to combine words form phrases and phrases form sentences. So obviously someone’s knowledge can give contribution in his language comprehension.

Knowledge of language helps someone to comprehend the language. Someone can get the knowledge of language by learning linguistic. Linguistic is the scientific study of language (Lyons, 1984:1). Linguistic has sub-field that focus on structure and meaning, those are syntax and semantic.

Syntax generally is the branch of linguistics dealing with sentence formation in human language. Tarigan (1983:4) gives definition that “Syntax is branch of linguistics deals with structure of sentence, clause, and phrase” In other words Wardaugh is in line with the definition before, “Syntax is the arrangement and interrelationship of words, phrases, clauses, and sentences.” Thomas is in line with the two definition above, “Syntax, which seeks to describe the way words fit together to form sentences and utterances.”

The word semantic derives from Greek arranged by two words, “Sema” means sign and “Samaino” means to mark. Those two words are absorbed into English becomes semantics. Saeed (1997:3) says “Semantics is the study of

meaning communicated through language.” Those definitions are in line with Mc.

Manis, he says:

Semantic involves the study of meaning aspect of sign. Semantics is also concerned with the relationship between meanings. And Semantics also deals with the ways meanings of words are combined to give meanings of larger linguistic expressions, such as phrases and sentences.

It can be conclude that Semantics is the study of meaning comprehension and the way of word meaning combination in forming comprehensive meaning, that are phrase meaning and sentence meaning.

The slogan also should have a meaning and structure. Meaning is a relationship between language and out of the world conventionally associated by the user of language, so it can be understood each other (Aminudin 2001:7).



1.6. Organization of Writing

The organization of writing of this paper consist of five chapters, includes:

- Chapter I: This chapter consists of background of research, statement of problem, research objective, research significant, and organization of writing.
- Chapter II: This chapter discusses about some related theories of this study. It covers about language comprehension, slogan, syntax and semantic.
- Chapter III: This chapter consists of research method, such as: research design, population and sample, source of data, technique of collecting data, and technique of analyzing data
- Chapter IV: This chapter presents the analysis of the data previously collected in which the analysis guided by the theories provided in chapter II. The explanation is based on the problem statement and theories.
- Chapter V: The last chapter deals with the conclusion and suggestions.