

# CHAPTER I

## INTRODUCTION

This chapter is the introduction to the research. It consists of the background of the research, the statement of the problems, the purpose of the research, the significances of the research, and the review of previous studies.

### A. Research Background

One of the most important things in human life in interacting or relating to fellow humans is language. Language plays an important role in everyday life. People can communicate using language. Language consists of two types, namely spoken and written, one of the written languages that are created by human beings in an advertisement.

In the advertisement, it is not only about the short Tagline that is highlighted, but every Tagline has an implied meaning in it. This meaning is usually found in the Tagline. Taglines are a means to convey the message and describe all about one product to each viewer or costumers. Besides, in the Tagline, there are often messages that inspire someone who hears and know them. It depends on how the listeners interpret the context of each Tagline in each advertisement. So not infrequently someone often gets the meaning and imagination of claim a product that comes from the Tagline.

Therefore, apart from understanding the Tagline written by the writer, we must also understand the researcher's side of why he wrote the Tagline of the advertisement like that so that it will create communication between the Tagline's writer and the viewers or consumers.

From the discussion above about advertisement, the main purpose of the advertisement is to persuade the readers to agree with their argument in it then take action by buying and using their product. On this site, advertisers will use some strategies in the language used in the advertisement. Hence, one of the advertisements means is language besides the use of visual and design.

The language used in the advertisement has very significant rules to influence the readers and take the consumer's attention. Persuasive strategies will help the advertisers, how to get the reader's attention in the form of sentences and texts in an unintentional way.

The language used in an advertisement on promoting the product shows what the superiority of the product is. The sentences and utterances in the advertisement represent the product. In this point of view, the ways and strategies which they use in persuasive technique the readers on the English Tagline of sociolla's Instagram advertisement have the big role beyond it.

Persuasive strategy is one of the big rules on promoting the product without it, people may not be interested in the product, especially in English Tagline on sociolla's instagram advertisement.

Social media is a marketing communication activity that uses electronic media (online) to attract consumers in various forms (images, writing, etc.) to increase store branding, attract consumers and also increase sales figures. Instagram is a social media application that features sharing photos or images that have proven to have a strong correlation in influencing someone who sees them.

In this case, the author chose Instagram as a place to find data because Instagram is a social media application that is currently used by many people to buy

and sell various kinds of goods using advertising media and also language to attract consumer buying interest. Currently advertising on Instagram is the most crucial thing that must be done by traders because it is very easy for online merchants who only use social media as their main media.

Lots of online stores or e-commerce companies are famous on Instagram among women. One of them is Sociolla. Sociolla is the most trusted and complete online store in Indonesia that sells beauty products, make up, skin care, cosmetics, perfumes, and skincare. Sociolla is an e-commerce company that has been established in March 2015, which aims to provide convenience to every female consumer in Indonesia for online shopping for beauty products at Sociolla.

Then Sociolla provides many benefits to anyone who uses it such as consumers who will also get beauty tips from beauty journals, besides that consumers will also join the beauty community and share or Soco (Social Connection) with SOCO, consumers can create beauty content through review articles, videos and just recommendations.

The Tagline on an advertisement usually has special characteristics, such as it will always be persuasive. According to Keraf (2004) persuasive communication serves as messages that are intended to shape, control, or change the responses of others. Miller identifies three dimensions of persuasive activity, the first that customers usually advertisement is response reinforcement. The re-inforcing response is persuasive in the advertising industry. Usually advertisers introduce their new products and services in the mass media with jiggles and slogans. Slogans are short phrases that are easy for users to use.

To achieve such a language, it is necessary to know the meaning contained so that the language can be achieved. Meanwhile, Semantics is a branch of linguistics that deals with the meaning of words and sentences. Semantics can be said to be a linguistic science that is studied to refer to the study of meaning. Meaning is a very complex thing in every language in creating communication.

Meaning is the purpose of the speech, the influence of language units in understanding perceptions, as well as human or group behavior. According to Lyons (1995), meaning is to understand the study of the word concerning meaning relationships which makes the word different from other words. The meaning of a word, expression or discourse is determined by existing context. Chaer (1989) says which states that in the semantics discussed is the relationship between the word and the concept or meaning of the word, as well as objects or things that are referred to by that meaning that are outside the language. The meaning of a word, expression or discourse is determined by the existing context.

In understanding the meaning there is often a misunderstanding by language users, therefore every language user must be able to understand the implied meaning. To understand the meaning in each speech of a speaker, readers or listeners must be able to understand the main context of each speech. The processes of communication also have some purposes. meaning is to understand the study of the word with regard (Lyons J. , 1995).

In this study, the author focuses on the study of the meaning of the English Tagline in the advertisement of sociola's Instagram and examines how the author uses the persuasive technique in each English Tagline that has been poured. The reason researchers chose to research on meaning is that there are so many people

who do not understand the meaning of the persuasive strategy used in the English Tagline on Sociolla's Instagram Advertisement.

Then another reason the researcher chose the meaning study of the English Tagline in the advertisement of Sociolla's Instagram because the researcher found several advertisement that used the persuasive technique in them which aimed to attract the attention of readers to the benefits offered or claimed by the owner or seller of the product.

Then the researcher chose the advertisement on Instagram because according to the researcher the advertisement had different forms from one another, both in terms of the way of delivery and the use of the language. Then the reason for the writer to choose Instagram is because product advertising on Instagram is currently very popular and is used as the main target by small to large entrepreneurs, as well as providers of goods and services.

Advertising is also persuasive, so to invite or persuade someone requires qualified language skills and must be packaged as attractive as possible. This has led to variations in the use of language styles by advertisers.

In this research, researcher wants to examine the meaning behind the English Tagline from the Sociolla Instagram account in conveying the implied message using Leech theory and analyzing how persuasive the techniques are conveyed by advertisers in the English Tagline in Sociolla's Instagram advertisement by using Keraf's theory.

## **B. Research Questions**

From the background in this research above, the researcher focuses that two question will be the main focuses on this research, they are:

1. How are the persuasive techniques to understand the meanings of English Tagline in Sociolla's advertisement on instagram?
2. What are the meanings of the English Tagline in Sociolla's advertisement on instagram?

### **C. Research Purposes**

Based on the formulation of the research question above, the researcher is intended:

1. To analyze the persuasive techniques to understand the meanings of English Tagline in Sociolla's advertisement on instagram.
2. To analyze the the meaning from the English Tagline in Sociolla's advertisement on instagram.

### **D. Research Significance**

The significance of this study is divided into two kinds, there is theoretically and practically.

1. Theortically

Theortically, this research is expected to readers to find out more about the meaning in advertisement and also to know more about persuasive technique contained in English Tagline of Sociolla's instagram advertisement. And also expected to be a contribution of linguistic analyze for the reader.

2. Practically

Practically, this research is expected to the reader in order to better understand the persuasive technique function contained in the Tagline.

And for other researchers, the result from this research is to give inspiration for those who want to develop similar research and topics.

### **E. Previous Study**

This research has the same topic as other researched. There were four previous studies which contained the same topic, but has different object studies.

Previously, the researcher was found the previous study about Meaning analysis in English slogans from Hapsah (2008) this researched analyzed the language style in the headline of English Magazine's Advertisement. From that research, he concluded that the headline has a message that can be taken from the headline that is an important point of every advertisement.

The other research was conducted by Inderagiri (2011) who analyze pragmatic analysis of slogan used in car advertisement. From the researched he was concluded that most of slogan meaning used in advertisement is asserting and persuade.

The other research that the researcher has read by Maya (2016) who analyzed about Persuasive technique used in Nike advertisement. In his research, he concluded that the persuasive languages are Nike advertisement used to justify the product's quality are clear, simple, informative, and convincing. Also to makes the consumers interested with the product. In addition, the justification is used to control the consumers' emotion; it is hopefully that they can be persuaded rationally after receiving the argument.

The last research that the author has read is from Fajriani (2016) who analyzed Meaning in slogan of cigarette advertisement. In her research, the writer concluded that in writing a piece of writing that uses the persuasive technique, he

must maximize the use of emotional appeal and logical reasons to support the argument of a sentence itself.

From the previous studies that the author has mentioned above, the researcher concluded that each of his studies has similarities and differences. The similarity of the researches above with this research is the same field or subject that is meaning analysis. The difference between this study and the previous studies above is the difference in how to describe the persuasive technique in the English Tagline in Sociolla's Instagram advertisement.

In this research, the researcher will explain How the persuasive technique that delivers from the English Tagline in the advertisement of Sociolla's Instagram. And also another thing that distinguishes this research from previous research is the use of objects because this study the authors use several beauty product advertisement from the Sociolla Instagram account by analyzing the implied meaning using Leech theory and analyzing how persuasive the techniques are conveyed by advertisers in English. tagline in sociolla's instagram advertisement using Keraf's theory.

Beside, in this research, the writer will discuss the meaning behind the English Tagline in conveying the message implied by the author or product owner which the researchers mentioned above have not explained.