

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It consists of background of research, statement of problem, research objective, research significance, previous study and definition of key term.

1.1 Background of Research

The focus of this research is to identify the semantic meaning contained in the Oppo Smartphone advertising slogan. Semantics is a linguistics that studies meaning. Furthermore, the focus of this research will be analyzed using the theory of connotative meaning regarding some of the meanings contained in the Oppo Smartphone advertising slogan. In the connotative meaning is divided into 3 parts, namely: positive connotative, negative connotative, and neutral connotative. This is still related to what researchers will find in connotative meaning in explaining the meaning contained in the Oppo Smartphone slogan advertisement.

The object of this research is an advertisement that displays a slogan on social media "YouTube" with the name "Oppo Indonesia" Channel. According to Jaiz (2014: 4) reveals that advertising is a message conveyed through the media and broadcast to the general public. meaning that advertising is information designed to attract people to buy the product. In advertisements, they do not only display pictures, but there are a series of words or sentences that attract the attention of the audience. Namely slogans, slogans according to Muhabat (2015) slogans are used to express the goals, ideas and nature of an organization or an individual. That is, a

slogan is an intermediary that can pave the way or direct organizational goals to attract public attention.

In this study, Semantics is a method of dealing with meaning in linguistics. It can be said that a semantic approach is a knowledge in a vocabulary where each meaning is contained in the next level, namely sentences, words, and clauses. Meaning exists not only in text but also in symbols, gestures, and expressions. The meaning of these forms is used in a specific context. However, the focus of this study was on the meaning of the word (Ira & Sari, 2019:5)

Meaning is very important in language communication, and semantics is the branch of linguistics that deals with meaning. In other words, semantics is the study of true meaning. Meaning is not affected by context. The meaning remains the same even in different situations or conditions. In the study of semantics, the expected domain is to understand meaning objectively rather than subjectively (Zakiyah & Zakrimal, 2020:7).

Semantics is a branch of linguistics that studies meaning. This means that semantics is the study of meaning, or the relationship between words and how we construct meaning, bring light into darkness, or how we experience the world (Asrifan, Andi. Octaberlina, Like Raskova. handayani, 2020).

Semantics is at the heart of communication research. As communication becomes more and more a key factor in social organization, they must understand that this is becoming more and more urgent. Semantics is also central to the study of the human mind—thought processes, cognition, conceptualization—all of which

are closely related to the way we categorize and mediate our experience of the world through language (Pardede, 2016:11).

Connotative meaning is an expression of communication value due to the content it refers to, beyond its pure conceptual content. Obviously, if we are talking about connotation, we are actually talking about “real text experience.” It is also relatively unstable because it varies with culture, historical period, and personal experience. The connotative meaning is uncertain and open. This is because it depends on the speaker’s knowledge and beliefs, and may belong to any feature of the real or imaginary referent recognized by the speaker.

Despite the fact that the principal reality appears to cover with theoretical importance we can say indicative went against to calculated significance (denotative). It is productive to realize that indicative implications are not quite the same as language to language. (Pardede, 2016:9).

Advertising is a way of communication. In the delivery, there are oral advertisements, such as through radio and other electronic media, and some appear in written form, such as in newspapers, magazines, and billboards. The advertisement contains a notification that is broadcast to the public so that the readers are interested in the contents of the notification. Generally, advertisements contain content that is offered, offered or sold. To attract the attention of readers, disclosure in advertisements is done by persuading readers to buy the goods and services provided (Arifin, 1992: 3).(Lazfihma, 2014:11)

In advertising, the product to be displayed or promoted must have text in the slogan to attract communicators. According to the KBBI, slogan refers to words or short sentences that are interesting or eye-catching and easy to remember, used to tell or promote something, and explain the purpose of ideology. Groups, organizations, political parties, etc. In accordance with the content above, every advertisement in Indonesia must have a slogan that becomes the backbone of its product and has its own meaning in it, these slogans are used to stimulate people's interest and desire to buy their products (Nita, 2019:7).

Slogans have become standard expressions that are easily accepted by consumers. Slogans have two main functions, namely maintaining the continuity of the series of advertisements in the campaign, and simplifying the advertising information strategy in positioning statements so that they are concise, repeatable, interesting, and easy to remember.(Lazfihma, 2014:15).

In addition, Samosir (2016) believes that English slogans in higher education can be used as an alternative way to attract readers' attention and introduce slogans to learners at an early stage. The slogan also aims to socialize goals and ideologies that support academic development or higher education service concepts. Some higher education institutions adopt English slogans to raise their image to an international level and compete with other institutions in the era of globalization. Conciseness, shortness, and lack of complex grammatical structure are the characteristics of the proper use of slogans by institutions, so they are well known to readers. Therefore, a slogan should include language patterns, including

memorable words to convey information, so that the target language is easy to remember. (Rosyidah et al., 2020:9)

Related to the study of meaning, it can be found in advertising slogans. In this case, Oppo Indonesia advertises the product with a slogan in it. And the slogan in the Oppo Indonesia product contains many meanings that have been chosen to be the object of research. You Tube is a millennial platform spread all over the world, including in Indonesia. This Oppo Youtube account also has millions of views and is finally increasing. Oppo Indonesia is a well-known smartphone brand in Indonesia, a lot of people buy products from Oppo Indonesia. This smartphone brand talks about the quality of Oppo smartphones.

Based on the explanation above, the researcher is interested in conducting research about “*Connotative Meaning on Oppo Smartphone Advertising Slogan for the 2020-2021 Period*”. The researcher chooses Oppo Smartphone’s slogan because through its creative ideas, Oppo was ranked first as the most popular smartphone in 2019. This advertisement is very different from other smartphone advertisements. In this ad, advertisers try to offer by using attractive slogans and video ads that are colorful and also varied. And Oppo's success in surpassing Samsung has made its name even more famous and of undoubted quality. Even this success shows Oppo's ability to outperform other smartphone brands from China which are currently busy in the Indonesian market.

There are some previous studies which have also explored various aspects of connotative. The first previous study, Retno Dwi Prahesti and Bambang Suseno

(2020), an entitled *An Analysis of Connotative Meaning in Tag Line of Shampoo Advertisement on You Tube*. This research belongs to descriptive qualitative. This study uses the observation method and the noting technique to collect the data. Meanwhile, in analyzing the data, the researcher applies the padan method. The reason for choosing tag line shampoo in advertisement because the shampoo advertisement actually many using connotative meaning and Youtube as the main source of data. The tag line shampoo advertisement choosen as the main source of data in this analysis are Tresseme Professional Everyday, Advanced Hair Care, Complete Hair Therapy, Wear Your Hair Yout Way with Dove, Truly Miracle Hair Care, The Hair You Deserve, Raise Your Standard, The Beauty Of Health. This result from this research that 8 out of 10 brand tag line in shampoo advertisements from various countries contain or use connotative meanings, where the tag line fulfils 3 traits rather than meaningful sentences. (Prahesti, 2020)

The second previous study, Rony Arahta Sembiring (2020), an entitled *Analysis Connotative Meaning in Outdoor Advertisement*. The method in this study is qualitative method and all the collected data will be analyzed through descriptive analysis technique. The sources of the study are the texts (headlines, subhead, and slogan) in outdoor advertisement derived from the billboard. The population of this research are outdoor advertisements. The samples were taken using purposive sampling for 20 outdoor advertisements. From the analysis, the research concludes that there are three types of connotative meaning, namely positive, negative and neutral. Positive connotative meaning was found dominant in this research and there was not negative and neutral connotative meaning. Positive connotative

meaning belongs to the dominant type in outdoor advertisement. Outdoor advertisement have a positive value that try to give a good point of view to attract the people attention regarding the product advertised. The findings of this study should encourage the students in studying deeper about other aspects found in outdoor advertisement.(Sembiring & Hum, 2020).

The third previous study Desak Ayu Agung Ratna Komala (2011), an entitled The Connotative Meaning of Verbal and Visual Sign on Nike Sport Shoes Advertisement. The method in this study is qualitative method. The source of the study was taken from the website of Nike company. The sample were taken using purposive sampling for 5 sign advertisement. From the analysis, the research concludes that there are the connotative meaning of verbal sign in Nike Sport Shoes advertisements can be found through the structure of advertisements including headline, body copy, signature line, and standing detail. The connotative meaning appears in simple and short sentences or slogans to attract the audience's attention.(D. A. A. R. Komala, 2020).

Then, the similarities and differences of this study with previous research is to analyze the slogans contained in Oppo Smartphone advertisements. This research will find the connotative meaning and the types of connotative meaning in the advertising slogan. and also, this study not only provides an explanation of the connotative meaning, but also explains the meaning of the words contained in the slogan.

1.2 Statement of Problem

Based on the background above, this research analyzes the meaning of the slogan of the Oppo Smartphone brand in 2020-2021. There are several statements expressed in the Oppo advertisement. Researchers want to analyze because there are slogans in the Oppo Indonesia brand in 2020. Therefore, a good understanding is needed in analyzing the meaning of the slogan using semantics studies. This research is formulated into the following questions:

1. What are the types of connotative meanings found in the Oppo slogan?
2. How does the use of connotative meaning in the context of Oppo's advertising slogan?

1.3 Research Objective

Based on the research questions formulated above, the researcher focused on the types of slogans and semantic meanings in the advertising slogans of the Oppo Indonesia smartphone brand using Leech's theory. The aim of this research is:

1. To find out the types of connotative meanings in Oppo's advertising slogans.
2. To describe the use of connotative meaning in Oppo advertising slogans

1.4 Research Significances

This research is expected to be useful especially for writers and readers in general. Both theoretically and practically. The results of this study are expected to have the following benefits:

1. Theoretically

- a. The result of this study are expected to expand the knowledge of students and academics in using connotative meaning material in semantic to improve academic skills in analyzing connotative meaning.
- b. Then as a reference for other researchers who want to study connotative meaning more intensively in slogan advertisement.

2. Practically

1. For the author

The results of this study are expected to provide accurate information to the author, especially the study of the meaning of the slogan, in order to increase language knowledge.

2. For the readers

The result of the analysis of the meaning of Oppo Smartphone Slogans can used as an ideological contribution so that people can interpret and understand the meaning of Oppo Smartphone's advertising slogan.

3. For the other researches

The result of this study are recommended for the students and academics to improve their competence in making similiar research. It is hoped that after this research there will be more interesting and more perfect studies.

1.5 Definition of key Term

1. **Connotative Meanning:** Connotative meaning is a commonly used term in linguistics. Connotative meaning is used to beautify sentence expressions in

words. The word usually contains a figurative meaning or is not an actual word. Words with connotative meanings usually appear in literary works such as verses, poems, and short stories. Connotative meaning is influenced by the values and norms held by society. This leads to differences in the social function of words with nearly the same meaning, as they relate to the value of taste.

2. Oppo Indonesia: OPPO is a global electronic technology service provider, providing the latest and most advanced mobile electronic devices in more than 20 countries including the United States, China, Australia, as well as countries in Europe, Southeast Asia, South Asia, the Middle East and Africa. OPPO is committed to providing the best mobile experience through careful design and smart technology. OPPO is committed to pursuing the latest technology, the highest software quality standards, and providing the best user experience. We design, manufacture and market our own products so our customers have access to the most reliable, state-of-the-art products from start to finish.

3. The term of slogan in Advertising: The use of language in advertisements is designed to grab the viewer's attention. The language used in advertising goods and services can often be in the form of slogans. Slogans in TV commercials usually consist of short, clear, and concise language units. However, the nature of the tagline has to be as engaging as possible for it to be a special attraction.

(Sadzili et al., 2021)