

CHAPTER I

INTRODUCTION

This chapter consists of background of the research; it explains smartphones, slogan, brand names also advertisement. Moreover, this chapter describes the purpose and the significances of the research, classification of key terms and organization of writing.

1.1 Background

Nowadays most of people have used a smartphone, it is one of the most important things that people need to communicate with others. It is a kind of devices to communicate with others by using higher technology function than telephone. Besides the smartphones have the multiple function which are not only used to communicate and send a short message service but also they are used to play games and browsing to internet. Some people use smartphones to take a selfie and shared those photos to social media. In addition, smartphones make easier the users to transfer the data from one device to other devices. It is very helpful for the users to communicate and sharing information and data by using the smartphone.

Moreover smartphones are usually used to play a game also for playing the music or video clips. Almost people use their smartphones for browsing the internet, downloading some of data, video calling with their friends and chatting with other people. Unfortunately, some people do not realize that their smartphone has a slogan, they only know how to use their smartphones and also the price of their smartphone.

A slogan is a good way to promote the product of a company. According to Caruba (2007 : 6), “slogans are words or phrases used to sum up or express the spirit or aim company, and unlike a company name, logo, trademark which can be changed to reflect new marketing strategies”. It not only deal with the consumers but also the employees. Words or phrases on slogan become the company’s identity and the corporate motto. It had better to create words or phrases in slogan.

There are some brands name of smartphones in Indonesia such as local smartphones brands for example: *Ivo 4G, IMO, andromax, and Startech*. Besides, the consumers who want to get a good qualities smartphones prefer to choose International brands smartphones such as: *Iphone, Blackbery, Samsung and Sony*. Because they suggested those smartphones have the different qualities based on the price and their features. Brands name according to Goddard (1998 : 80), “ the way in which words can call up associations in our minds”. It means that brand name makes connection between words and particular ideas, feelings and experiences. Brands name takes a control to promote the product in advertisement.

The researcher analyzes smartphone’s slogan brands name on advertisement because nowadays smartphone is one of the most important things . On other hand, some people do not realize what kinds are meaning of their smartphone’s slogan. Therefore the researcher wants to know the difficulties encountered in understanding meaning of smartphone’s slogan in advertisement.

There are some researchers who study about slogan. Then the researcher found some research which relevant with slogan. The first relevant study by Sulastri

(2012), entitled “*Signification of Slogan in Car Brand Name*”. She analyzes slogan in car brand name and meaning of brochure cars advertisement. This research contains structural analysis method of Saussurean concepts about signified (signifié) and signifier (signifiant), Sulastri’s study is focused on theory of signification from Ferdinand De Saussure focusing on linguistic signs (such as words).

The other relevant study by Nurulganita (2004), entitled “*Structure and Meaning of English Slogan on television*” The research talks about structure and meaning of English slogan on television. The television chosen is private television which is supposed to be the television performing the advertisement the most. From categorizing the data, it is resulted two categories, phrase group and sentence group. The two categories undergo a process to decide the meaning. After resulting the meaning from each group, the writer makes a generalization of meaning from phrase and sentence.

The next relevant study by Iktanbullah (2008), entitled “*The Contextual meaning of cigarette advertisement slogans*”. In his research, he used lexical and contextual meaning to analyze the cigarette slogans, and use participant. In this study the researcher tries to find contextual meaning of slogans from one site the deference with this research to analyze meaning and function meaning itself by respondent.

The last relevant study by Handri Prasetya (2013), entitled “*The Understanding of Employees and English Department Student on Slogan of Car Advertising*”. The researcher compares the employees and students understanding about the slogan in car advertisements and find some respondents that have same and

different understanding about the slogan in car advertising. This research focuses on finding the factors that they have different understanding about the slogan in car advertising.

Moreover, this research different with those previous research, because this research will be focused on the meaning of the smartphone's slogan by readers and the difficulties found by the readers in understanding meaning of smartphone's slogan in advertisement.

The companies of smartphones have ideas to promote their products by using slogan on their smartphone products. Unfortunately many of people did not notice of the meaning their smartphone's slogan, the respondent of this research is the seventh semester student of English Department of state Islamic university Sunan Gunung Djati Bandung. The researcher choose smartphone's slogan on advertisement as research object because the smartphone's slogan attract the people to understand kinds of meaning than another slogan.

1.2 Statement Problems

The producer of smartphones have an idea to promote their product by using slogan on their smartphone products. Unfortunately some people did not aware of the meaning their smartphone's slogan There are two questions come to be the statement of problem in this research. They are as follows:

1.2.1 What are kinds of meanings the readers understood on smartphone's slogan in advertisement?

1.2.2 What are the difficulties found by the readers in understanding meaning of Smartphone's slogan in advertisement?

1.3 Research Objective

Research objective of this research are considered to the students of English Department. There are research objective. They are:

1.3.1 To know kinds of the meaning are the readers understood on Smartphone's slogan meaning in Advertisement

1.3.2 To know the difficulties found by the readers' in understanding Smartphone's slogan meaning in Advertisement.

1.4 Research Significance

Based on the statements of problems and purpose the research, the researcher hopes the result that emerges from this research will provide they are :

1.4.1 Theoretical significance: Increasing knowledge and insights about the semantic study especially in understanding kinds of meaning in slogan. . Moreover, it is also expected that the results of the study can enrich the knowledge kinds of meaning smartphone's slogan in advertisement.

1.4.2 Practical significance: beneficial reference for another researcher of understanding slogan in advertisement especially when the other researcher face some difficult to analyze meaning of slogans in advertisement.

1.5 Classification of Key Terms

1. Readers'

Understanding: The definition of understanding taken from Merriam Webster Dictionary: "Understanding is the power of comprehending"

2. Smartphone: It is kinds of devices to communicate with other people with high technology function than cellular phone.

3. Slogan: It is gaelic words.

4. Meaning: thing or idea that a word, sentence represent.

5. Advertisement: It is undoubtedly true that adverts are texts that do their best to get our attention, to make us turn towards them, we wouldn't want to say that everything we pay attention to is an advert

1.6 Organization of Writing

This research will be divided into five chapters as follow:

- Chapter I: This chapter contains the introduction. It describes the background of research, the statements of problem, research objective, and significance of research and organization of writing.
- Chapter II: This chapter contains the theoretical foundation. It provides the basis in conducting the research problems.
- Chapter III: This chapter explains about methodology of research, discuss the kind of methodology that used to analyze the problem. This chapter consists of the method of research, the source of the data, sample of data, technique of collecting data and technique of analyzing data.
- Chapter IV: This chapter contains the Data Analysis, discuss and analyze the data which are collected before, using the theories and methodology. This chapter is the main chapter where the data is going to process to get the final result.
- Chapter V: This chapter explains about Conclusion, discuss about the final result that has been analyzed in chapter IV and then make the conclusion about it.



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