CHAPTER I
INTRODUCTION

1.1 Background of the Study

Language has an important role and it is used to communicate with other people in the society’s daily life, whether spoken or written, to convey message, information or to show their social relationship to each other. Language is one of the most important cultural elements among other elements. Through language, people can express and describe what they are doing, thinking, and what they are wanted. In fact, in Indonesian context, language is a useful instrument in the life of the nation and state building.

Bloomfield (1933:3) said that the study of language plays a great part in our life. Language is an important thing which is very close to human life since language is used by human to communicate in their daily activities. Language used to communicate with other people in the society’s daily life, whether spoken or written, to convey message, information or to show their social relationship to each other. Language can express everything in people mind by using it. If people live in society without knowing their language, a lot of difficulties in communication appear because of dissimilarity aspect of culture and behavior.

According to Lyons (1994), semantics is traditionally defined as study of meaning, and this definition which the humans shall initially adopt. ‘Meaning’ is the noun and ‘Mean’ is the verb, from which it is derived, are used, like many other English words, in a wide range of contexts and in the several distinguishable sense.
Semantics is the study of word meaning, phrases, sentence meaning, abstracted away from contexts of use a descriptive text. It is an attempt to describe and understand the nature of the knowledge about meaning in their language that people have from knowing the language. Study of meaning is a very important and significant for learning, meaning can be studied through scientific study of language called linguistics.

Semantics is the study of the mastery of imparting meanings which is the core element of marketing efficacy of a commercial (Leech, 1966, as cited in Kostkova, 2008). The element of persuasiveness on the part of the audience remains the target area of interests of the slogans. Choice and arrangement of words is the art to inculcate the desired outcomes.

According leech (1983) Some people would like semantics to pursue the study of meaning in a wide sense of all that is communicated by language. Semantics in the former, wider sense can lead us once again into the void from which Bloomfield retreated with understandable misgivings - the description of all that may be the object of human knowledge or belief. On the other hand, we can by carefully distinguishing types of meaning, show how they all fit into the total composite effect of linguistic communication, and show how methods of study appropriate to one type may not be appropriate to another lexical semantics is sense relation, some relation between words that are of semi-logical kind, those that are, on a narrow interpretation, 'sense' relations (Lyons, 1968).
Lexical semantic is unifying theme, the idea that we can state the meaning of words in terms of their association with other words. Lexical features of Advertising language use strategy persussive language in this part of the work will deal with words and vocabulary of advertising. Leech in his book mentioned that there is not much of grammatical complexity in English advertising. The reseacher made a study of the advertisement slogans and discovered following findings. Most of the clauses were independent, most of the clauses were just simple and in most of the cases there were imperative clauses with no subject. Also mentioned that in the press copy the grammar can be more complex in advertisements slogans.

In Fast Food Advertisements Slogans, the syntactical features in the advertising language are used short and simple sentences. The slogan must be short and simple. Limited time (in the TV advertising) or space (in print) do not allow to have complicated and long sentences. Short sentences are also easier to be remembered by the audience which is the main aim of advertising.

Advertisement can be defined as a notice or announcement to promote products or services. In advertisement there is usually a slogan as a part of language to make the advertisement more interesting. Advertisement is the tool used by many companies in order to inform prospective customer about their products and services. We live in a world that is flooded with advertising. We can see it everywhere. When we read what we need to buy, do, need, cannot live without, we absorb all these often unconsciously and do not pay special attention to it. Our mind often first work with visual stimulation, such as pictures, colors
and only then with letters, words and the messages, therefore messages used in advertising needs to be short and unique to be remembered.

The goal of most media messages is to persuade consumers to believe or do something. In slogans special effects are used to make us believe that what we see is real. In the advertisement variety of techniques are used to get our attention, to establish credibility or trust to motivate us to the act of buying the product, vote for the right political party or invest money into the particular service. As mentioned above our mind is more focused on the visual part of advertisements therefore text and messages should be rather short but they should provoke some kind of emotion and be memorable as much as they can.

The data for this researcher are taken from 10 Fast Food Advertisements Slogans. The advertisement uses uniqueness of language of slogans. In this Advertisement Slogans, the researcher need to analyze the seven types of meaning for knowing the message on Advertisement Slogans. That is the reason why the researcher choose this Fast Food Advertisement Slogans as data source in this research. It is to make understand of the readers more interested in this Fast Food Advertisements Slogans because of the fact of the words.

Why the researcher use slogans as analysis on fast food advertisement slogans, because used slogans to Persuasive is an action that has a purpose to influence or encourage mind, manner or opinion of someone with some reasonable reasons. There are two things that can be used by the producer to make a very persuasive slogan. slogans is interest and important for persuade the readers, For such a purpose, many companies create slogans, short messages which, however, are informative and memorable at the same time.
Slogans usually represent the whole company. Slogans are very powerful marketing tools, they support brand and create brand awareness of customers. The best slogans are instantly associated with the company without need of saying the name of the company. Slogans are short text messages that need to be kept simple; however, one word is usually not enough. Slogans often use grammatical structure that would not be accepted anywhere else except for advertising.

The researcher using theory Leech in Fast Food Advertisement Slogan because the language is interesting and important for study meaning. According Leech (1966:28-29) maintains that repetition plays an important role in enhancing the ability to memorize so this is the reason why the name of the product or the service provider is often mentioned in advertisements and slogans as well.

1.2 Problem of the Study

The problem of the study of the research are formulated operationally as in the following:

1. What types of meaning are used in Fast Food Advertisements Slogans?
2. How are types of meaning used in Fast Food Advertisements Slogans?

1.3 Objectives of the Study

In the relation of the problems of the objectives of study, they are:

1. To identify the types of meaning in Fast Food Advertisements Slogans.
2. To analyse how the types of meaning are used in Fast Food Advertisement Slogans.
1.4 The Scope of the Study

The Scope of study is the researcher want to Focus of analysis the study of types of meaning on Fast Food Advertisement Slogans using theory Geoffrey Leech (1983) in The Study of Meaning’s books.

1.5 The Significance of the Study

It is expected that findings of the study are relevant and useful theoretically and practically. Theoritically, this study gives contribution to the readers or students especially students of English Department who are interested in Semantics studies. By giving ten Fast Food Advertisement Slogans, as examples of types of meaning, the students will be easier to understand well on the Semantics especially the Leech’s seven types of meaning.

Practically, this study can make the readers know the language of advertisement. How the language uses in advertisement and what types of meaning used. So, they can easily know which products are needed.

The researcher it will enable the readers of the Fast Food Advertisement Slogans, especially students reading it for examination purpose, to understand it better. It will also assist researchers into semantics and types of meaning. The especially Study Types of meaning found in Advertisement, specially those found in the Fast Food Advertisements Slogans.

Hopefully, this study is expected also to motivate some advertisers to use the language of their advertisements more meaningful, powerful, and attractive in deliver message or information on it, so people not only understand and give good responses but also receive useful information from it.