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THE SEMANTIC ANALYSIS OF THE ADVERTISEMENT “ENGLISH SLOGAN” ON TELEVISION

A THESIS

Submitted to English Education Department of Tarbiyah Faculty of Syeh Nurjati State
Institute for Islamic Studies in Partial Fulfillment of the Requirement the Islamic Scholar
Degree in English Education



By:

SEPTIYANI MUNFIOOH
Reg. Number: 58430642

**ENGLISH EDUCATION DEPARTMENT OF TARBIYAH
FACULTY OF STATE INSTITUTE FOR ISLAMIC STUDIES**

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ABSTRACT

Septiyani Munfiqoh, 2012: THE SEMANTIC ANALYSIS OF THE ADVERTISEMENT “ENGLISH SLOGAN” ON TELEVISION

Language is characteristic of idea, mind, feeling people to express, communicate and interact with other. Language is the capacities human to produce sound in certain meaning to understand by others. And to avoid misunderstanding when the human communicated each other they should be known the meaning. Good communicators, though, try to keep the gap as small as possible by making sure their words have obvious referents. The referent is the thing words stand for. If the audience has a clear notion of a word's referent, then communication should succeed. One of languages in the world is English.

English is used in many parts, one of them for advertisement. We can see there are many advertisements on Television used the English Slogan. In advertisement there is message, and advertising message would be simple, interesting, informative, entertaining, enjoyable and helpful. It has aimed to give understanding to the audience in order to buy the product. We can study semantic analysis especially the ways to know the meaning of English Slogan.

The aims of this research are to know and to understand the semantic analysis of the advertisement “English Slogan” on Television. Because there are many people haven't understood the meaning of advertisement “English Slogan”. Whereas, through the advertisement “English Slogan” we can learn English and to rich our vocabulary. it is interested method to learn English.

In collecting data the writer takes some advertisement “English Slogan” on Television to analyze in semantic aspect like lexical meaning and grammatical meaning. Firstly she analyze by lexical meaning, it is describe by dictionary. By dictionary can describe the words meaning itself and lexical relation such as hyponym, polysemy, synonym, antonym and etc. Secondly she analyze by grammatical forming. It will be described by morphology and part of speech.

From this thesis actually we get new vocabularies building and enrich the knowledge in using the words. And for the people they can find there are many ways to know the meaning of the advertisement “English Slogan” on Television by semantic aspect. It is important to know the meaning based on the context so the people can understand what the slogan said and the message can catch by them.



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PREFACE

In the name of God, Most Gracious and Most Merciful. All praises and thankfulness be to Allah. Because of His permission the writer has been able to finish this thesis. May invocation and safety always be given to the prophet Muhammad (Peace Be Upon Him), his family, his colleagues, and followers up to the end of the world. The title of the thesis is **“THE SEMANTIC ANALYSIS OF ADVERTISEMENT ENGLISH SLOGAN ON TELEVISION”** is submitted to fulfill one of the requirements for achieving the Islamic Scholar Degree at the English Department of the Tarbiyah Faculty of The Institute For Islamic Studies (*IAIN*) *Syekh Nurjati Cirebon*.

In writing this thesis, there are many people who have participated, support, helped, and advised. So on this opportunity, the writer would like to express her sincerity and profound thankfulness to:

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8. All the lecturers and staffs of English Department of IAIN Cirebon.
9. The people who the writer loves every time are like her families, and
10. All of her friends that cannot be mentioned one by one for their motivation who have helped the writer in finishing their thesis.

The writer realizes that this thesis is still far from being perfect and there are many mistakes both in the arrangement and in the content of this thesis. Accordingly, any comment and suggestion given by the reader would be happily welcome.

Hopefully, this thesis will be useful for the readers especially, for the writer herself and also for the students of Syekh Nurjati State Institute for Islamic Studies.

Cirebon, June, 2012

The Writer



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CHAPTER I

INTRODUCTION

A. The Background of Problem

Language is the most important tool for cognitive growth, and he has investigated how adults use language to mediate the world for children and help them to solve problems. Cameron (2001:8). As it is known, language is a means of communication about the world. By studying language, we can understand more about the world. Language also represents what people think, feel or represents their emotions.

Graddol (2006:48) Talking about language, of course there are many languages in the world because almost every country has its own native language. The famous exiting languages in the world are English, Arabic, French, German, Chinese, but English is considered to be the most important language because it has been regard as an international language. It is clear that almost all of countries in the world study English and the common purpose it is treated for the sake of communication. English becomes used more widely as a language of international reach, a greater diversity of viewpoints is represented.

As international language, English plays a very important role in today's era as a means of transferring science and technology. The government has realized that they need various information to keep up the people from other parts of the world. For this purpose they make use of various communication media, such as computers,

internets, televisions, radios, publications and so far. In as much as most of these media are presented in English, they then must understand English. Graddol (2006:44). Sometimes people misunderstand about what we mean. So, there is a way how to know about the meaning what the people say. Do you think you could send your message without communicating anything to your audience? Many ways to send your message and there are many kinds of message. One of them is commercial message advertisement.

Gison&Berkman (1980:51) There is nothing new under the sun, and advertising is no exception. As early as 3000 b.c, Babylonian merchants were hiring bakers to promote their goods. Notices about gladiatorial games testify to the prevalence of written advertising in ancient Rome. Even in the so-called Dark Ages, civilization kept advertising lamp alight, with ingenious sign for inns and shops. And, as early as 1625, printed advertisements could be found in England in the pages of the weekly news. Advertising come to America with the colonists. Later, as a national communications net work grew with industrialization, America merchants and manufacturers became eager to promote their product on as board a scale as possible. This led to development of advertising agent. And as nineteenth century progressed, so did the advertising industry in United States. In 1877N.W. Anyer founded the first full-service advertisement agency.

Hutchinson and Waters (1987:390). The aim of advertising is to draw attention to a product or service in order to sell it. Whether we are shopping, reading the paper, travelling to work, watching television, or simply lazing around, we cannot



avoid seeing advertisement. And there are many advertisement use English. People learn from advertising, they learn about the products that are available to them and they learn how they can be better their lives. From advertisement language also we can use that vocabulary for speaking in our everyday life.

Nowdays, English is used in many parts, one of them for advertisement. We can see in many advertisement on Television used the English slogans. Because, like Hutchinson (1987:391) said that there is no time for viewer to read lengthy material. International television and radio use English to broadcast their programs, even in national television such as television channel in our country (SCTV, RCTI, TRANS TV, ANTV, TRANS7 and etc), particularly for their advertising. By this, we can study English. Like Hiebert (2005:10) said that one of the way of learning words is using technology and multimedia where student can interact with language orally, pictorially, and in writing. On TV we can see and hear, because it is an audiovisual. On TV commercial we watch many advertisements with their products. The advertiser inserts an advertisement to promote the product so that the consumer (audience) sells it. Good advertising is important for success in business. To shoot the market the advertising must has a creative strategy. It is consist of four elements. They are the product concept, the target audience, the communication media, and advertising message. In advertising message would be simple, interesting, informative, entertaining, enjoyable and helpful. It has aimed to understand the audience to buy product.



Because of the reason above, to get the consumers attention, the advertisers use some properties of language to persuade the readers' audience. For example by using the italic words, the aesthetic words and the stylistic words, it is aimed to create the persuasive communication, so the readers or audience may pay good attention, take a certain attitude and perform an action, as intended by the advertiser. All advertisement is made up of numerous elements or components. These elements are headline, body text, kicker and signature. The writer chooses the kicker as her thesis by semantic analysis material that used. Kicker is also referred to as a "slogan". It is usually a short sentences phrase that is easily remembered. For example "*Just touch away, my pride my idol*". Effective slogans are short, easy to understand, memorable, and easy to repeat. The writer find "*Its your pride*"

A slogan consist a short sentence or phrase. The writer tries to analyze the meaning of language used in slogan advertisement. The language of advertising is, of course, normally very positive and emphasizes why one product stands out in comparison with another. Advertising language may not always be "correct" language in the normal sense. The meaning of sentence depends to great extent on the order in which words occur in a sentence. In English and in every language, every sentence is a sequence of words but not every sequence of words is a sentence. Sequence of words that conform to the rules of syntax are said to be well formed or grammatical and those that violate the syntactic rules are therefore ill formed or ungrammatical. In a slogan consists some words that have meaning? Are the sentence? It will be



analyzed in the next chapter. These are some examples of advertisement English Slogan on television.

| Product | Slogan |
|------------|-----------------------|
| Beat | Can't stop the beat |
| Ultra milk | Make your move |
| Ancol | Your imagination |
| Panasonic | Smarter, healthier |
| Asiafone | Connecting your world |
| Suzuki | Your examine |
| Mc Donald | I'm loving it |

In linguistic to understand language we need to know the meaning of words and the morphemes that compose them. We also have to know the meaning of word combine into phrase and sentence meanings. Finally, we have to interpret the meaning utterance in the context in which they are made semantic investigates the meanings of individual words as well as the meanings of whole sentences. It is important to emphasize this point since the meaning of a sentence is not simply the sum total of the meaning of the words it contains. So, this thesis is given the title "The Semantic Analysis of The Advertisement "English Slogan" on Television"



B. The Identification of the Problem

The identification of the problem is needed to give clarification about the problem that investigated, the writer arranged the identification of the problem referred to the background of the problem above, and they are:

1. The field of Research

The field of study from this thesis is 'Linguistics', especially semantics

2. The Kinds of The Research

The kinds of this thesis is qualitative that is to collect, to arrange, to present, to analyze, to conclude, to make decision, to interpret the data to be systematic, valid, and reasonable, also to control the situations.

3. The Main Problems

Most of the people have difficulties to understand the meaning of advertisement English Slogan on Television

C. The Limitation of the Problem

In this thesis the writer will analyze semantic of advertisement English Slogan on Television. There are some English Slogan of advertisement will be analyzed semantic analysis include lexical meaning and grammatical forming

D. The Question Research

1. What is the advertisement "English slogan" on Television likes?
2. Which product is the advertisement "English slogan" on Television from?
3. How to analyze the semantic analysis (lexical meaning and grammatical forming) from the advertisement "English Slogan"



E. The Aims of The Research

1. To know the advertisement “English Slogan” on Television like
2. To know the product of the advertisement “English Slogan” on Television from
3. To know the semantic analysis (lexical meaning and grammatical forming) from the advertisement “English slogan” on Television

F. The Uses of The Research

Theoretically, this research can be useful for the writer. The writer tries to explore the writer’s knowledge to apply the theory of linguistic. Then the writer obtains more knowledge, particularly in linguistics, semantic analysis that includes lexical meaning and grammatical forming.

The writer expects that this thesis analysis can give some information to the reader about the usage of this analysis to the reader and give the scientific understanding about semantic analysis of the advertisement English Slogan on Television. Then, the reader will be able to understand the form of utterances and the meaning of utterances. Hopefully, by understanding the advertisement English Slogan on Television, most of people can understand about the meaning of slogan advertisement so misunderstanding can be eliminated and communication can run well.





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