

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Language is communication among human beings that is characterized by the use of arbitrary spoken or written symbols with agreed-upon meanings. More broadly, language may be defined as communication in general; it is regarded by some linguists as a form of knowledge, that is, of thought or cognition being need to communicate with other people in our daily life (Language).

One of the forms of communication that we see and hear every day and affect the society is advertisement. Advertising is a complex form of communication that operates with objectives and strategies leading to various types of impact, on consumer thoughts, feelings, and actions (Wells, 2009: 53). Moreover, advertising is, first of all, a form of communication. In a sense, it is a message to a consumer about a product. It gets attention, provides information and sometimes a little bit of entertainment, and tries to create some kind of response, such as sale (2009: 57). In the simplest sense of words, Dyer says “Advertisement means drawing attention to something, or notifying or informing somebody of something.” (1982: 2)

How to communicate that thought involved developing a verbal and nonverbal presentation of the message (Arrens, 1998: part III). The essential part of verbal presentations of an advertisement is slogan. According to Alstiel and Grow they say that we call them taglines, but you could also say they’re slogans, signature lines, or theme lines. Usually, they are the catchphrases that appear after the logo in a print ad or at the end of the commercial (2006:165). Arens said that effective slogans are short, simple, memorable, easy to repeat and most important, helpful in differentiating the product or the company from its competitors (1998: part III). In short, Dorr says a slogan is a few words that are repeated in every ad in the series. Hence, sometimes the ellipsis occurred in the language of slogan.

Generally, the language usually used in slogan is seen differently with the daily. It is created in such way that it can attract the reader's attention and buy the product. Arrens said "Rhyme, rhythm and alliteration are valuable copy aids that can be used when writing slogans" (1998: part III). Those basically are the stylistics devices. It means that the language used in slogan is along with the stylistics discussions. Stylistics, the study of style, can be defined as the analysis of distinctive expression in language and the description of its purpose and effect (Verdonk, 2002: 4).

Furthermore, Dyer says more often advertising language attracts attention to itself by being colorful and imaginative, and sometimes involves stretching or breaking the rules or conventions of normal language. These use of language sometimes called figurative language (1982: 152). The Figure of speech itself is one of the stylistic devices. Hence, this condition becomes an encouragement to observe further about the using of figures of speech in the of coca cola slogans.

Figure of speech offers another way of adding extra dimension to language, which can attract the reader's attention (Perine, 1992, p.61). In other words, it means that figures of speech are an additional way of saying something than the usual. Moreover, there are twelve types of figures of speech, such as personification, metaphor, simile, synecdoche, metonymy, symbol, apostrophe, paradox, allegory, overstatement, understatement, and verbal irony.

Advertisement is interesting to be analyzed because almost everyone knows and sees advertisement in their daily life, and the language that is used in advertisement is very stylistic. Also, the advertisements play an important role in business market. Companies cannot sell products without advertisements, because they use advertisement to introduce and promote their products.

Coca cola advertisements are chosen because Coca cola is a leading beverage company that is well-known world wide. Since the first soda fountain sales in 1886, it has been a driven of marketplace innovation and an investor in local economies. Today it leads the beverage industry with more than 500 beverage brands -- including four of the world's top-five sparkling brands. Its

business opportunities are enormous; the commitment to the consumers and the communities is even greater.

The figures of speech in the of Coca cola slogans is interesting to be analyzed because it will cause a curiosity about how the entertain, persuasive, and imaginative figure of speech applied in the slogans of a big company with successful brand image like Coca cola. Since the language of slogans are short that makes the possibilities of ellipsis, the full sentences of each slogan is also interesting to be analyzed. Furthermore, the intended meanings of the Coca cola slogans would be a concern to discover the possible message of each slogan that the advertisers convey.

Furthermore, based on the prior knowledge and observation, this kind of research has not much been taken up to the surface. Therefore, doing the analysis about the figures of speech used in the Coca Cola slogans will be a contribution to the linguistics field, especially stylistic.

At last, hopefully, through this study, the result of this research can help the reader to know the types of figures of speech mostly used in Coca cola's slogans and which figures of speech mostly used in Coca cola's slogans.

## **1.2 Statements of the Problems**

By doing this research, there are some problems that will be analyzed.

- 1.2.1 What are the possible full sentences for the ellipted Coca cola slogans?
- 1.2.2 What types of figures of speech are used in Coca Cola slogans?
- 1.2.3 What are the intended meanings of the figures of speech used in Coca cola slogans?

## **1.3 Purposes of the Study**

There are several purposes of this study.

- 1.3.1 To determine the possible full sentences for the ellipted Coca cola slogans.
- 1.3.2 To discover the types of figures of speech used in the Coca Cola slogans
- 1.3.3 To analyze the intended meaning of the figures of speech used in Coca Cola slogans.

#### **1.4 Significance of the Study**

The significance of this study is hopefully by doing the analysis about the figures of speech used in the Coca Cola slogans will be a contribution to the linguistics field, especially stylistic due to this kind of research has not much been taken up to the surface. This study also analyzes the elliptical slogans and the intended meaning of the figures of speech containing slogans that will be a contribution to the linguistics field, especially Pragmatics. Moreover, hopefully the result of this research can help the reader to have a better understanding about the using of figures of speech occurred in Coca cola slogans and find out the intended meaning in them. Furthermore, hopefully, this study also can be a good reference for them who want to make further and better study about figures of speech and the intended meanings.

#### **1.5 Scope and limitation**

The scope of this research is stylistics, because a figure of speech is the part of stylistics field. Due to the massive amounts of variety, the figures of speech used in this thesis are based on Perrine's principle, which consists of personification, metaphor, simile, synecdoche, metonymy, symbol, apostrophe, paradox, allegory, overstatement, understatement, and verbal irony. Considering not all of them used in the Coca Cola slogans, the discussion is limited to six kinds of them which are personification, metaphor, simile, synecdoche, overstatement and verbal irony. For the data analysis, the study is limited mainly to the Coca cola slogans stated in English that were launched in America during 1886-2011 according to [en.wikipedia.org](http://en.wikipedia.org).

In order to convey the intended meaning of each slogan, Pragmatics is also applied in this research. It is limited to the Intended meaning theory that consists of context which the co-text one and schemata. In the manner of determining the co-text, the possible full sentences of the ellipsis slogans also become a consideration.

## **1.6 Definitions of Key Terms**

The key terms used in this study such as:

### **1.6.1 Advertising**

Advertising is a complex form of communication that operates with objectives and strategies leading to various types of impact, on consumer thoughts, feelings, and actions (Wells, 2009: 53).

Advertising is, first of all, a form of communication. In a sense, it is a message to a consumer about a product. It gets attention, provides information and sometimes a little bit of entertainment, and tries to create some kind of response, such as sale (2009: 57). Advertisement means drawing attention to something, or notifying or informing somebody of something (Dyer, 1982:2)

All these definitions have in common which is the fact that advertising is a means of promotion the product, idea, or organization on the market with the aim to give information and to persuade people of the advantage of the product and induce them to take and act

### **1.6.2 Slogan**

Slogans are short, simple, memorable, easy to repeat and most important, helpful in differentiating the product or the company from its competitors (Arens, 1998: part. III)

We call them taglines, but you could also say they're slogans, signature lines, or theme lines. Usually, they are the catchphrases that appear after the logo in a print ad or at the end of the commercial, and, in most cases, they are very forgettable (Alstiel and Grow, 2006: 165)

Slogan is a few words that are repeated in every ad in the series.” (Dorr, 1978: 59) Moreover a well-written slogan can do a lot to help a buyer remember the customer benefit of a product or service (1978: 59)

Based on those theories above, slogan is a short, memorable phrase that is easy to remember, used in advertising to attract people's attention or to suggest an idea quickly. When a product or company uses a slogan consistently, the

slogan can become an important element of identification in the public's perception of the product.

### **1.6.3 Ellipsis**

Ellipsis belongs to cohesive devices and it is defined as “the omission of part of a structure.” (Goddard 1998: 123). Moreover, ellipsis is the leaving out of words or phrases from sentences where they are unnecessary, which are precisely recoverable from the linguistic or situational context (Quirk, 1985). In short, ellipsis is a useful omission of words or phrases.

### **1.6.4 Stylistics**

Stylistics is the study of style (Wales, 1989: 437). Style refers to the manner of expression in writing or speaking, just as there is manner of doing things. (1989: 435). Style is the arrangement of words in manner which at once best expresses the individuality of the author and the idea and intent in his mind. Style is a combination of two elements: the idea to be expressed and the individuality of the author (Holman, 1978: 514). Stylistics, the study of style, can be defined as the analysis of distinctive expression in and the description of its purpose and effect (Verdonk, 2002: 4). It is concluded that stylistics is the study of the way the author expressing his idea.

### **1.6.5 Figures of Speech**

Figure of speech is another way of adding extra dimension to , which can attract the reader's attention (Perine, 1992: 61). Moreover, Figure of speech is popularly associated with such expressive devices of as metaphor and simile by which images are evoked through comparison of one object to another (Wales, 1989: 176). Figure of Speech is the various use of which departs from customary construction, order, or significance in order to achieve special effects or meanings (Holman, 1978: 224). Figure of speech is a word or phrase which cannot be, or is not meant to be, taken literally (Bath, 1996: 106). In short, a

figure of speech is a change from the ordinary manner of expression, using words in other than their literal sense to enhance the way a thought is expressed

### **1.6.6 Intended Meaning**

What is not meant, as opposed to the intended meaning, i.e. that which is unsaid and unintended, or unintentional (Pragmatics).

Intended meaning is the meaning of the choice which is logic if there is only one choice which is logic

Intended meaning is the meaning of the choice which is logic and which is most close to the meaning of choice A if there are 2 choices which are both logic. One logic choice is considered incorrect because it is farther from meaning of the choice A than the correct choice (Intended meaning).

Intended meaning or invisible meaning is what is not actually said or written (Yule, 2010:128).

It is concluded that the intended meaning is the speaker's meaning.

Therefore, to get the message from the speakers, the readers should interpret the intended meaning.

## **1.7 Organization of the study**

This research is divided into five chapters. Chapter one describes the background of the study, the statement of the problem, the purpose of the study, the scope and limitation, the definition of key terms and the organization of the study. Chapter two provides and systematizes the review of related literature, which contains a review of related theory in analyzing the data and the review of related study. Chapter three provides a brief explanation about the research methodology, in which a clear picture about the approach of the study and the data collection as well as the procedure of data analysis is given. Chapter four is a part for the data analysis in which the findings and discussion are executed. Thus, finally, the conclusion is taken based on the findings and discussion, in the last chapter of this study, that is, chapter five.