

CHAPTER 1

INTRODUCTION

This chapter explains about background of the study, statement of the research problem, objective of the study, significances of the study, and limitation of the study. Each of subchapters has different information and elaborated in sequence.

1.1 Background of the study

The contributions of advertising for the company obviously cannot be ignored. Advertising plays an important role to promote the product. Choosing the right media is an important step for marketing products. Every company requires not only good and right media, but also unique and different advertisement media to promote the product. There are a lot of choices advertising media, such as internet, banners, radio and television. However, when people watch advertisement's slogan in the television and internet, people usually feel confused to understand the meaning of the advertisement's slogan due to the unique and solid words which are used in that slogan.

Advertisement becomes powerful if it has unique slogans which can be memorized by the viewers. With an effective advertisement, the viewers are able to recall the advertisement's slogan, and more importantly, what product that is being advertised by using the slogan. All of companies must have slogan as one of their marketing strategies. Slogan is a word or short phrase that is interesting or striking and easy to remember to tell or explain the purpose of the advertising

content in a short sentence. According to Johnherf (2008) language used for advertising language, such as: easy to understand by the consumers, simple language, clear explanation, without complex sentence, active voice, not passive, solid and strong language, not negative language. In addition, the language, another element is visual or image. Visual can be a product being advertised, model (person, animal, or illustrations) include choice of colors in advertisement.

Furthermore, talking about unique words with unique and different meaning usually refers to wordplay. As Delabastita (1996: 128) states that wordplay is the general name for the various textual phenomena in which structural features of the language(s) used are exploited in order to bring about a communicatively significant confrontation of two (or more) linguistic structures with more or less similar forms and more or less different meanings. It means that wordplay is a kind of word, phrase or sentence which contains of more or less similar forms with more or less different meaning that it is required more understanding and knowledge to interpret the meaning itself. For example: Think Big as a slogan of Big Cola product.

In addition, advertisements' slogan in television and internet become the source of data of this study. Television becomes a media which uses images and sound that able to deliver a picture with sight, sound and motion, and internet can be a media to do lots of things because not all of the advertisements are shown in the television. Internet has a wider range and thorough, while television has a range of national and regional level in a short time. When people watch television, they usually do not understand about the ambiguity of the language that used in

the advertisement slogan because a play on words in the slogan has more than one meaning. It requires the cleverness of people to understand the meaning to make good interpretation. Therefore, this study uses wordplay theory by Delabastita to analyze the advertisements' slogan in television and internet due to the clear categorization of the wordplay in that theory. In other hand, this study uses advertisement's slogan because in the advertisement's slogan there are a lot of word, phrase and sentence which contains of wordplay.

1.2 Statements of the Research Problem:

1. What is the categorization of wordplay found in the advertisement's slogan?
2. What are the implied meanings of wordplay in the advertisement's slogan?

1.3 Objectives of the Study:

1. To explain the categorization of wordplay found in the advertisement's slogan.
2. To explain the implied meanings of wordplay in the advertisement's slogan.

1.4 Significance of the Study:

Theoretically, this study gives valuable knowledge and understanding for the reader about categorization of wordplay found in the advertisement's slogan. Whereas, this study becomes the references to other students, especially students of University of Trunojoyo Madura who want to uses wordplay as their theory in their thesis. This study also becomes the guidelines to the students who want to analyze the different aspect of advertisement's slogan. Practically, by reading this study, the writer expects the reader to avoid miss understanding about wordplay in the advertisement's slogan.

1.5 Scope and limitation of the study

The scope of this study is pragmatics focusing on wordplay. This study is limited on wordplay in the advertisement's slogan. Wordplay that consists of word, phrase, and sentence in the advertisement's slogan which contain implied meaning.