

CHAPTER I INTRODUCTION

1.1. The Background of Study

Language is an inseparable element of human life. It plays a very important role in human beings communication. It is said so because language can accommodate various needs of human beings, starts from the very basic one such as to communicate with other people until the artificial one such as to show one's status in a community.

Based on the explanation above, it is understood why language serves many functions. Some of them are to give information, to deliver message (s), to express feeling, to persuade people to do something or to believe us, to entertain others, to share opinion of the world and to share one' s thought.

Considering those various functions of language mentioned above, in a simple way it can concluded that language functions as a tool of communication. According to Hornby, communication itself is the activity or process of expressing ideas and feelings or of giving information (2000 : 225). The previous statement shows that in communicating with others, one can express what she/he knows and what she/he feels and also gives information to other people.

Giving information means transferring knowledge, fact or news by the speakers as the doers to the listeners as the receivers. When they are interacting, the speakers want to express themselves clearly, effectively retrieve a clear and informative message. All those which are mentioned before is the essence of communication.

Halliday (1985) has sought to create an approach to linguistics that treats language as foundational for the building of human experience. The work of Halliday is concerned with the meaning. A language can not be disassociated from the meaning. His insight and publications from an approach called Systemic Functional Linguistics (SFL). SFL is an approach to linguistics developed by Halliday which sees language in social context. This approach is based on the theory of grammar which considers language as a resource used for communication and not a set rules. Halliday's metafunction and system of language consider language as having three main functions, they are: 1) the ideational function which organizes the speaker's experience of the real or imaginary world. It means that language refers to real or imaginary persons, things, actions, events, states, etc; 2) the textual function is to create written or spoken text which cohere within themselves and which fit the particular situation in which they are used,; the interpersonal function is to indicate, establish, or maintain social relationship between people which includes forms of address, speech function and modality (Martin, 1992: 8-13).

Saragih (2000: 9) states that interpersonal function is needed because human beings cannot live alone or isolation due to the fact that (1) an individual is a social product or socially produced, (2) an individual cannot fulfill his/her own needs and

(3) only human beings are destined with capacity to transmit and store information. Those reasons are extremely needed as the consideration of human beings existence as the social product that needs communication to fulfill their needs.

The interpersonal function is realized at two levels namely at the level of semantics (discourse) and lexicogrammar which is termed mood. At the level of semantics human being perform two roles namely giving and demanding. The commodity exchanged may be either information or goods and services. When the roles and commodities are cross classified, four specific activities or speech function are derived as summarized in the table 1 below:

Table 1:

ROLES	COMMODITY	
	INFORMATION	GOOD& SERVICES
GIVES	Statement	Offer
DEMANDING	Question	Command

Source: (Saragih : 2006)

- (a) [Giving/information] = Statement They clean the house
- (b) [Demanding/ Information] = Question Do they clean the house?
- (c) [Giving/goods/services] = Offer Let me clean the house
- (d) [Demanding/goods& services] = Command Clean the house!

Basically, communication takes two forms, namely spoken and written communication. Spoken communication means that the process of expressing ideas and feeling or of giving information done in oral way. While written communication done in writing activity such as magazine, newspaper, brochures, letters, and etc. But due to the highly demanded of information and the enormous advance of technology nowadays, spoken and written communication often used at the same time when giving information.

One of the transmitting media of communication which uses both spoken and written form of communication in transferring information is television. Television has a great influence in giving information to the people. It is said so because it is found that many people nowadays spend a lot of time to watch television rather than paying more attention to other sources of information. It is also because television is an interesting source of information. Television has some devices which touches the feelings of the viewers. Hornby (2000: 1231) defines that television is a piece of electrical equipment with screen on which we can watch program with moving pictures and sound. This is the reason why watching television and getting information from it, is more interesting rather than from other sources of information because through television the reality can be taken as what it is.

Information published on television is divided into few segments called program. There are some kinds of programs published on television. Such as news program, entertainment program and etc. The content of television programs maybe factual, as in documentaries, news, and reality television, or fictional as in comedy and drama. It

may be topical as in the case of news and some made-for-television movies or historical story as in the case of such documentaries or fictional series. It is maybe primarily instructional as in the case educational of program, or entertaining as in the case of situational comedy, reality show, or for profit taking as advertisements.

Advertisement is the single most persuasive force in the world. Billions of people spend trillions of money on new products each year because they were amused, reminded, convinced or otherwise persuaded by advertisement. If advertisements were designed to publicize a product or service in order to sell it, the desire outcome an advertiser looks for would be the response "I'll buy that". This function of persuasion in advertisements is realized through a text with aesthetic of verbal communication and fashion of the day dominant in a particular culture in order to promote a product.

Advertisement is the product of advertising which one party used to tell public about products or services in order to encourage people to buy or to use the product being advertised. Advertisement which functions to tell the public about products or services is called by commercial advertisement. Basically, the function of commercial advertisement is to give information of the products or services being advertised. The information conveyed can be viewed through the whole copy which is constructed by two elements namely headline and slogan.

Headline is the most important part of an advertisement. It functions to arouse the interest of the consumers so that the person wants to know more about the products being advertised, while slogan is a brief message crystallizing an important idea about

the product or the reason why someone should buy the product. Slogan is mostly used in television advertisement rather than in print media, because in television advertisement the copy of advertisements is dominated by illustration. The viewers maybe only interested of the demonstration performed by the actors or the actresses or things in the demonstration. This is the reason why, they sometimes do not pay much attention on what information actually delivered in the whole copy. To avoid this, the copywriters then create slogans in order to make the viewers remember the brand of the products along with the information delivered in the products advertised.

From linguistics point of view, advertisements seem, in effect to constitute a genre with distinct features which function is not only to inform but also to persuade and influence by using the linguistic system as a toolkit in a creative manner. The previous statement suggests that advertisement has its own typical linguistic pattern. It is due to the fact that one of the elements of advertisement; slogan should be constructed in clear, brief and in practical form of language.

This research study is planned to analyze speech function used in slogan of advertisement. The writer will try to investigate the speech function used in slogan language, deriving the dominant used of speech function and will try to draw the cause of the dominant used.

1.2. The Problems of Study

In relation to the background of study, the problems are formulated as follows:

1. How the speech functions are linguistically coded in slogan of television advertisement?
2. What types of speech functions used in slogan of television advertisements?
3. What is the dominant type of speech functions used in slogan of television advertisement?
4. Why is the speech function dominantly used?

1.3. The Objectives of the Study

In relation to the problems stated above, The objectives of the study are :

1. to describe the speech functions linguistically coded in slogan of television advertisement.
2. to examine out the types of speech functions used in slogan of television advertisements.
3. to derive out the dominant types of speech functions used in slogan of television advertisements.
4. to explain reasons for the use of the dominant speech function.

1.4. The Scope of Study

This study deals with the interpersonal function of language. The analysis will be based on the four primary speech functions namely offering, commanding, giving statement and questioning. The writer will choose television commercial advertisement as the object of her study. Commercial advertisement is advertisement which sells products or services. The writer realizes that it is extremely hard to analyze all the products at the same time for her object. Thus, the writer then limits her object on products advertisements. Products advertisement itself includes various products. Finally, the writer chooses shampoo as her object of study.

The names of the shampoo along with the slogan are as following:

1. Name of Brand : Clear Men
Slogan : *Tak ada lagi ketombe*
2. Name Of Brand : Clear Active Care
Slogan : *Mencegah Ketombe Datang Kembali*
3. Name of Brand : Dove
Slogan : *Selembut Sutera*
4. Name of Brand : Emeron
Slogan : *Naturally Different*
5. Name of Brand : Head & Shoulders
Slogan : *Untuk Rambut Lebih Kuat*
6. Name of Brand : Lifebouy Shampoo
Slogan : *Rambut Sehat Siap Aksi*

7. Name of Brand : Lifebouy shampoo
Slogan : *Lifebouy Shampoo Anti Ketombe*
8. Name of Brand : Pantene
Slogan : *Berkilaulah Pantene*
9. Name of Brand : Rejoice Family
Slogan : *Hanya Rp.300*
10. Name of Brand : Sunsilk Anti Dandruff
Slogan : *Hidup Bebas Tanpa Ketombe*
11. Name of Brand : Zink
Slogan : *Ahlinya Masalah Ketombe*

1.5. The Significance of Study

The findings of the study are expected to give relevant contributions to the following:

1. Theoretically, this systemic functional Linguistic observation gives contribution to the language of slogan.
2. Practically, the results of this study are expected to be useful for:
 - 2.1 Another researcher who wants to conduct the same research as the writer does.
 - 2.2 Advertisement makers, as a contribution for them in producing a perfect language of slogan advertisement.