

A PRAGMATIC ANALYSIS OF SLOGAN USED IN CELLULAR-PHONE ADVERTISEMENT AND ITS APPLICATION IN TEACHING GRAMMAR IN JUNIOR HIGH SCHOOL

Irma Rohmawati M
Muhammadiyah University of Purworejo

Abstract

The objective of the study is to find out linguistic forms and pragmatic meaning of slogan used in cellular – phone advertisement. The subject of this research is cellular – phone advertisement slogan that consisted of 33 slogans of cellular-phone. This research belongs to descriptive qualitative, it means the researcher uses descriptive data in the form of words written or spoken of the person, the result shows that there are six linguistic forms used in cellular phone slogans as follows: noun phrase 51,51%, verb phrase 21,21%, adjective phrase 6,06%, gerund phrase 9,09%, imperative sentence 6,06%, declarative sentence 6,06%. Pragmatic meaning results are as follow: asserting meaning 42,42%, persuading meaning 9,09 %, informing meaning is 12,12%.An application of research analysis can be used for the eight grade junior high school students on semester 2.

Key words : *Advertisement, Slogan, Speech Acts, Linguistic Forms and Pragmatics.*

I. Introduction

Advertisement is the tool employed by a lot of companies so that informing potential customer as to their product and services. We live in a world that is filled with advertising. In the car, metro, billboard, brochure, pamphlet, and so forth. We can see often it everywhere. We read and buy any desired item. 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 abbreviated and unique to be remembered.

The goal of most media messages is to persuade or indulge consumers to believe or do something. In the advertisement variety of techniques is 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. For such an objective, many companies create commercial slogans, short messages which; however, are informative and memorable at the same time.

One of advertisement forms analysed in this thesis is slogan, specified in cellular phone advertising in its relation towards pragmatic analysis. In this reserach, researcher takes on analysing slogan as to Cellular- phone commercial advertisement.

English consists of some components, they are vocabulary, grammar, pronunciation, and spelling. The components can support language skills. One of the components in language which can not be set apart from learning English is vocabulary. Without vocabulary, we actually have poor language both in written form and spoken form. In addition to those components forementioned, English has also some branches of linguistic, they are syntax, semantic, morphology, pragmatic etc. Here, the foremost component that becomes core of thesis anlaysis is Pragmatics. As a part of Pragmatics in this research, reseacher is interested in finding out and identifying the slogans of celular-phone advertisement by using speech act theory. Searle, Kiefer & Bierswich (1980 : viii) suggest “ Pragmatics is one of those words (societal and cognitive are others) that give the impression that something quite specific and technical is being talked about when often in fact it has no clear meaning.” Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It has, consequently, more to do with the analysis of what people means by their utterances might mean by themselves. Pragmatics is the study of speaker meaning (Yule, 1996:3).

II. Research Method

After data collection, the researcher conducts a rearach to analyse 33 cellular-phone slogan colleted on its linguistics forms and pragmatic meaning afterwards the researcher will use the research findings for English teaching application, In composing this research, the reacher uses documentation for data collection. The researcher takes data from phamplet of list of cellular-phone trademark slogans.

In this phamphlet consist of slogan from various celular phone manufacturers. Therefore, the researcher can analyse the linguistic form and pragmatic meaning of their slogans. In the research, the linguistics form that will be analysed are Phrase and sentence, which each of items consists of noun phrase, verb phrase, gerund phrase, adjective phrase, etc and imperative sentence, declarative sentence, etc. Meanwhile, for pragmatic meanings they are commanding, persuading, informing and asserting meaning.

III. Research Finding and Discussion

After analysing the data, researcher has found linguistic forms of slogan, there are six linguistic forms of the slogan as such noun phrase, verb phrase, adjective phrase, gerund phrase, imperative sentence and declarative sentence. There are 17 noun phrases found in this research as follows: 1). *Infinite communication*, 2). *CLS Mobile*, 3). *Crystal Clear Sound*, 4). *Your style*, 5). *mobile Solution*, 6). *Beyond technology*, 7) *Your Mobile Solution*, 8) *smart Mobility*, 9) *Mobile Entertainment*, 10) *Louder Sound*, 11) *Your future mobile*, 12) *Intelligence everywhere*, 13) *Next generation*, 14) *Ideas for life*, 15) *Advance with curve*, 16) *Indulging technology*, 17) *Not just for window anymore*. There are 7 verb phrases found in this research as follows; 1). *Think Different*, 2). *Keep in touch*, 3). *Make Believe*, 4). *Committed to you*, 5). *Built to entertain*, 6). *Feel about it*, 7). *Always and always connected*. There are 2 adjective phrases found in this research as follows; 1). *Strong in small sound*, 2). *Absolute Mobile*. There are 3 gerund phrases found in this research as follows; 1) *Taking your forward*, 2). *Connecting People*, 3). *Connecting your world*. There are 2 imperative sentences found in this thesis as follows; 1). *Connects your world*, 2) *Keep exploring*. There are 2 sentences of declarative found in this thesis as follows; 1). *Life is good*, 2). *We are better connected*. Meanwhile in pragmatic meaning of research findings can be elaborated as follows; for asserting meaning they are 14 phrases in inclusion: 1). *Think different*, 2). *Connects your world*, 3). *Not just for window anymore*, 4). *Crystal clear sound*, 5). *Mobile solution*, 6). *Smart mobility*, 7). *Mobile entertainment*, 8). *Louder sound*, 9). *Intelligence everywhere*, 10). *Next generation*, 11). *We are better connected*, 12). *Always and always connected*, 13). *Committed to you*, 14). *Built to entertsin*. There are 3 slogan having pesuading meaning as follows; 1). *Your style*, 2). *Your mobile solution*, 3). *Your future mobile*. There are 12 slogans having informing meaning as follows; 1). *Indulging technology*, 2). *Connecting your world*, 3). *Absolute mobile*, 4). *Advance in the curve*, 5). *Strong in small sound*, 6). *Connecting people*, 7). *Beyond technology*, 8). *Taking your forward*, 9). *CLS Mobile*, 10). *Infinite communication*, 11). *Ideas for life*, 12). *Life is good*. There are 4 slogans having commanding menaing as foollows; 1). *Keep in touch*, 2). *Feel about it*, 3). *Make believe*, 4). *Keep exploring*. In additon to linguistic forms and pragmatic meanings thesis research, The researcher finds the data percentage of the use of each linguistic form as follows: Noun phrase is 51,51 %, verb phrase is 21,21 %, adjective phrase is 6,06 %, gerund phrase is 9,09 %,

imperative sentence is 6,06 %, declarative sentence is 6,06 %. From the data above, the biggest percentage of linguistic form in all data used in this research is noun phrase (51,51%). product with simple and more comprehensible structure.

Pragmatic Meaning of Cellular-Phone Slogans, there are four pragmatic meaning that are used in analyzed slogan such as asserting, informing, persuading, and commanding. The researcher finds the data percentage of research analysis as follows: The percentage of persuading is 9,09 %, asserting is 42,42%, informing is 36,36 %, commanding is 12,12%. From the data of slogan used in cellular-phone advertisement analyzed in this thesis, the researcher finds out the percentage of each meaning that the dominant meaning of cellular-phone advertisement slogan used is asserting meaning.

IV. Conclusion

From the data above, the biggest percentage of linguistic form in all data used in this research is noun phrase (51,51%). Noun phrase is dominant in slogan of cellular-phone advertisement and mostly possible why noun phrase outshines than the other phrases, it is because there is tendency that most advertisers prefer to describe their product with simple and more comprehensible structure. So that potential customer is easy to remember their product as distinguishing features from other competitors.

From the data of slogan used in cellular-phone advertisement analyzed in this thesis, the researcher finds out the percentage of each meaning that the dominant meaning of cellular-phone advertisement slogan used is asserting meaning (42,42%). The advertisers intend to assert the excellent product to the potential consumers as expected that by emphasizing on the incredible features they, potential consumers, are interested in their product. While another meaning of slogan that comes in second place in use is informing.

The application of cellular-phone slogans analysis can be applied for the eight grade students of junior high school in the material of short functional text; this is short advertisement. Using this simple material is expected that the students can get better knowledge of functional text or even English grammatical pattern to make a short advertisement and the students, of course, are able to make functional text.

V. Bibliography

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