CHAPTER I

INTRODUCTION

1.1 Background of Study

Language is an integral and basic need in human life. Human beings reveal and actualize themselves (feelings, ideas, needs, desire) through language. By means of language, people are able to communicate to one another and to share their ideas, knowledge, feelings, and so on. Hence, language is very important for human beings. It is hard to imagine how people can interrelate to each other perfectly without any language. The discussion above is in line with the definition of Hall about language. He stated that language is the institution whereby humans communicate and interact each other by means of habitually used oral-auditory arbitrary symbols (1968:158). It shows us that when people study language, they also study linguistics as the scientific study of language. The language that people use is based on the context of situation in their daily life.

Language that is spoken or written reveals a specific and powerful content or meaning which could change, influence, provoke, encourage, and so on; even it could also hurt hearers or readers. Here, pragmatics analysis is used as the interesting way of the study, how to use the language in real life. More specifically, pragmatics was defined by Crystal as the study of language from the point of view of users, especially of the choices they make, the constraints they encounter in using language in social interaction and the effects their use of language has on other participants in the act of communication (1985: 240). In

other words, pragmatics is a way to study how people can understand the meaning of language that is used by the speaker with the meaning that is interpreted by the receiver.

Tourism advertisement usually uses motto which contains pragmatic meaning. The motto is used to attract people to come and enjoy the activities in tourism sites. Every country has various cultures and many beautiful places of tourism. Therefore, to attract visitors, each country declares a motto that represents the country. The mottos describe uniqueness of the country's cultures or places. In this case, the mottos have specific purpose. This research discusses pragmatic meanings in the mottos of tourism advertisements based on the setting and context in which the mottos occur. Furthermore, this research also explains the purposes of using the mottos in tourism advertisements.

1.2   Statement of the Problems

Due to the topic of discussion in this research, there are two problems which are formulated as follows:

1.   What are the pragmatic meanings in the mottos of tourism advertisements?

2.   What are the purposes of using the mottos of tourism advertisements?

1.3   Objectives of the Study

In line with the statement of the problems, this research is aimed to analyze the problems which lead to the discussion as follows:

1.   To describe the pragmatic meanings in the mottos of tourism advertisements.

2.   To explain the purposes of using the mottos of tourism advertisements.

1.4   Scope and Limitation of the Study

It is very important to limit the problems in this research in order to get detailed understanding about the topic. In conducting the research, there are certain limitations that have to be acknowledged. This research discusses pragmatics and the discussion is focused only on pragmatic meanings in the mottos of tourism advertisements. Furthermore, the pragmatic meanings based on the speaker and context setting will be analyzed in detail.

1.5   Source of Data

The source of data is needed in order to conduct the research. The data of this research are taken from tourism websites of the country list published in 2012. The mottos of tourism advertisements are accessed from http://www.deshvidesh.in/tourism-slogans-of-different-countries/ and http://businesstips.ph/list-of-tourism-slogans-of-countries-around-the-world/ .

The websites are chosen as the source of data because they contain the newest mottos of tourism advertisements. In addition, these websites are visited by a lot of people. Therefore, the websites could be the valid source of data of the research.