

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language has an important role in our daily life. Even we can say that it is almost impossible to separate language from our life. Language is the basic medium to transfer information. For instance, in advertisement the advertiser tries to deliver some information about the products through the advertisement slogans. Every slogan that found in the advertisement is created as interestingly as possible to get people's desire in buying the advertised product. In this case, the use of pragmatic terms is done by the advertiser. In fact, there are many people who have difficulties to understand the meaning of slogan itself. Sometimes, people have different understanding about the meaning.

As a branch of linguistics which is related to the study of meaning, pragmatics is also concerned with culture and society. Pragmatics is always developing as human being also develops. Pragmatics deals with utterances which describe something but not directly. Therefore, people should analyze the meaning by themselves. Pragmatics is sometimes characterized as dealing with the effects of context. This is equivalent to say that it deals with utterances, but people must be careful in interpreting the meaning because this term is often used with more specific meanings.

Pragmatics is also often described as the study of language use, and contrasted with the study of language structure. In this research, the writer wants

to analyze how to interpret the meaning of slogans and such an utterance which is used in cosmetics advertisement through pragmatic theory.

However, this research is trying to investigate at least a small part of this vast interesting field. It has been further narrowed by its restriction only to the main slogans accompanying every advertisement. In addition, this research is studying the pragmatic meaning that the slogans carry and how they contribute to the main purpose of advertising. Slogans are commonly used by the advertisers to advertise their product. Therefore, the writer tries to analyze the pragmatic meaning of the slogan that is found in the advertisement especially in cosmetics advertisement.

1.2 Statements of the Problem

There are some problems which are revealed in analyzing pragmatic meaning. The problems which are discussed in this research are divided into two. They are as follows:

1. What are the pragmatic meanings of the slogans of cosmetics advertisements related to?
2. What are the aims of using the slogans?

1.3 Objectives of the Study

The objectives of the study are to clarify the problems above. They are as the following:

1. To find the relevance of the pragmatic meanings of the slogans of cosmetics advertisements.
2. To explain the aims of using the slogans.

1.4 Scope of the Study

In order to get a detailed understanding about the topic of discussion, it is necessary to limit the scope of the problem. This research discusses pragmatic meaning as the main analysis.

Pragmatics is the study about meaning conveyed by the speaker and interpreted by listener. It is also related to actual utterances and linguistic performance. This research discusses pragmatic meaning. Pragmatic meaning is the meaning that based on the truth condition. Studying about the pragmatic meaning on the slogan of cosmetics advertisement deals with understanding context as the basis of the study of pragmatic meaning. Moreover, it will be explained in detail in the next chapter.

1.5 Source of Data

The data of this research are taken from packages of the products, advertisement videos in internet, and some cosmetics websites. There are some reasons in choosing the source of the data. First, the writer finds many slogans which contain pragmatic meaning in the cosmetics advertisement and the second is the products are used by many consumers. So, it could be a valid source of data of this research.