

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background**

People as human beings need a language to communicate each other, to exchange ideas, to pass information and many more. Language is used to pass information and share commonness between the writer and the reader. Nowadays people can get information anywhere and anytime. For instance, there are so many advertisements to fulfill people's necessity, such as food, cloth, daily equipment, service, home and so on.

Advertisement is a medium for sending information from seller to buyer and it is made to persuade the readers to buy the products. Then, Belch (2009, p.18) identifies that advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for companies whose product and service are targeted at mass consumer markets.

One of the advertisement parts is tagline or slogan. Tagline is a form of verbal logo. In printed advertisement, it usually appears just beneath or beside the brand name or logo and especially useful to reinforce the products' identity. So, tagline should be powerful because people can remember it as the identity of the product and may be used everywhere. Tagline has two basic purposes: to provide

continuity to a series of ads in company and to reduce an advertising message strategy to a brief, repeatable and memorable positioning statement (Arens, 2004, p.422). Then, the advertising tagline is always short and epigrammatic in nature. It helps to make the advertisement more impressive and memorable.

For that state and in globalization era, the language use of taglines is different from one to another. Then, the writer found some taglines in *Wikiquote* which use three groups of language: English, Indonesian and the mixing of English-Indonesian. English as an international language is very common in almost all Indonesian products though many producers still use Indonesian as the tagline. The wide use of advertisement has created a particular style of English use that has unique characteristics, such as simple language and important attraction to make it different from other kinds of languages. In order to send information, Arens (2004, p.423) states that English advertisement must be vivid, unusual, emotional, and attractive.

Aside from the domination of the use of English in taglines, the writer also found some taglines which use the mixing of English and Indonesian. Leung (2010, p.420) maintains that the main body of advertisement rarely contains English, but the headlines and slogans are often mixed with it. Then, Leung also found that some taglines are used personal or place names and names of various products in English. Here are the examples taken from *Wikiquote*:

1. The use of personal or place names: Come to Marlboro Country.  
(Marlboro)

2. The use of names of various products: Better Ingredients, Better Pizza.

(Pizza Hut)

Further, the writer is interested to make a syntactic analysis of English taglines. Syntactic analysis is used to analyze the phrases and sentences used in the tagline. It is used because it relates to the term of linguistic and to get better understanding on the nature of advertising language.

From those reasons above, the writer as an English department student conducted a syntactic analysis of English taglines in car and computer products found in *Wikiquote*.

## 1.2 Field of the Study

The field of this research is Linguistics.

## 1.3 Scope of the Study

The scope of this study is the syntactic analysis of English taglines. The writer chooses syntactic analysis because it deals with sentence-structure. It can be applied in literary text as in advertising. Then, theory of syntactic will be limited to the use of phrases and kinds of sentences. The objects of this study are English taglines in car and computer products found in *Wikiquote*.

## 1.4 Problem Formulation

Based on the theory of phrases and sentences, there is only one problem formulation the writer would like to respond: What are the kinds of sentences and phrases used in the English taglines of car and computer products found in *Wikiquote*?

## 1.5 Objective of the Study

This study is expected to achieve only one purpose, it is to find out the kinds of sentences and phrases in the English taglines of car and computer products found in *Wikiquote*.

## 1.6 Significance of the Study

This study is expected to show the kinds of sentences and phrases the English taglines of car and computer products found in *Wikiquote*. The writer hopes that she can apply what she got from her study about that subject to this research. For the readers, the writer hopes that they can get something valuable and better understanding about the relationship between taglines and syntactic analysis from this research.

## 1.7 Definitions of Terms

There are some terms which are used in this research, such as:

1. Syntactic analysis: It studies about sentence-structure and rules governing the way words are combined to form sentences (Crystal, 1994, p.379).
2. Tagline: A standard company statement for advertisements (Arens, 2004, p.19).
3. *Wikiquote*: A free online compendium of sourced quotations from notable people and creative works in every language, translations of non-English quotes ([http://en.wikiquote.org/wiki/Main\\_Page](http://en.wikiquote.org/wiki/Main_Page)).

