

CHAPTER 1

INTRODUCTION

A. Background of the research

Imagine how you would accomplish all the things you probably do, even in a single day, without a language: buying an item in a shop, expressing an opinion, providing or requesting information, passing the time of day, declaring undying love, expressing pleasure of happiness, insulting someone, agreeing or disagreeing, arguing, and so on.

Imagine how others form of behavior would be accomplished in the absence of language; rituals like marriage, business meetings, using the internet, the telephone, and so on. It means that people can be connected each other and create a relation because there is an interaction from conveying the language they use.

As known as very well, this world has so many countries, states, and it is developed by a different background stories especially from the different ancestors. Therefore, the reason why each countries in this world has a different language and terms in their own language.

In a row of the development of modernization in the world, language as one of a thing that cannot be a part from human life. For instance, first, from the ability of England to develop the industrial revolution that makes people

exiting even thinking as a must to have a corporation with England. Second, where the international economics is hold by United State as the center of world currency.

Those all are some reason that makes people willing to have a corporation with those country. The potency of those country finally gives an impact to the language as well when there is a country wanted to make a business partnership with England and United State the party must speak in English language. Therefore, from that time English becomes as an international language and thought as the language that can win the business to another party.

People are thinking English as the important one to have if they want to expand their chance in everything until present. In this modern era, there are so many aspects in human life that requesting and need the ability of English such as to get a better educations, better carriers, better knowledges, even a better businesses success.

Therefore, people study about English hardly only for one purpose to get another skills especially in English communication skill that can help them to face and understand the social life internationally. Business sector now days also develops the English usage merely for achieve the expansion of their business internationally and increase their prestige in the eye of the world. Therefore, they publish their company, their service, and their product using

English in many ways and one of the common way use an attractive slogan in advertisement in English.

Slogan and advertisement are so many made in English for the purpose to attract the community internationally and take their understanding about their feature. The products that is shown by the ads are so varies. There are primary goods, secondary goods and tertiary goods.

People choose their own preference of the product that they are going to use by the ads that they know from it. Various ads are made to attract the consumer. People are potentially buy the things that even unnecessary just because the advertisement. For example, the tertiary needs like a make- up, jewelry, and so on. The advertisement directly affects to everyone. The influence of advertising on consumer behavior is very varied, ranging from encouraging consumers to search for the product is to encourage people who previously did not become loyal.

Producing an effective advertisement required a careful strategy. Not only from the visual or the physical design which out of the box but also the message of the advertisement that can attract the community and communicate a message or messages being hidden.

Advertisement has a tendency to use a persuasion technique caused advertisement is a primarily aspect for marketization of a product. Something that wants to be announced to the public even want to be sold until it can be in demand uses an advertisement to tell about what the brand is, what they

make, what they have, even how they can persuade the people to be trust to the product and wants to have the product. The content of an advertisement is not only about the visualization of the thing or the product itself, but also about the vision and mission that wants to be told to the community. People are always trying to make and present their creative, uniqueness, even the unusual advertisement to be shown, probably by the design, by the content that they make for the product, even just by the slogan of what they said.

All of them, it's just that advertising has a persuasive communication in the audience who do not know the exact source of the sender, the decisions they make, depending on how much influence or convince their communicators. In the advertisement used to have a slogan or headline, slogan or a headline as the point that to show to the reader to appeal the people to the advertisement and to encounter the reader even the mindset of the reader as well to the main of the advertisement message.

Whereas, the slogan in the advertisement is not always relate with the product which mean the slogan in advertisement is often using an implicit meaning. Moreover, the slogan and the explanation do not have correlation and it can make the customer difficult to understand the product.

Therefore, people must be careful to make an agreement with an advertisement. By the rules, in order to measure how much the effectiveness of advertising messages through the audience can influence decision or the temptation. It required the analysis of a study planned.

A study that examines or analyzes the use of language, both written and oral form is called discourse analyses. The use of natural language means the use of such language in everyday communication. An advertisement is a form of communication that aims to convey a message to customers which contains a product that is advertised. Therefore, the discourse analysis is important and relate to examine about the effectiveness of the message in advertisement.

The first goal in the discourse of advertising is to attract attention. For that reason, advertising messages are interesting and important in order to attract the attention of potential consumers. The purpose of this is on the main points of analyzing the message in advertisement. In this case, there are five propositions to attract the attention of consumers, namely (1) the propositions that emphasizes the advantages of potential customers, (2) the proposition that arouse curiosity in potential customers, (3) the proposition that is a question that requires more attention, (4) the proposition given command or commands to prospective customers, and (5) the proposition that attract the attention of specific customers.

It can be as a big challenge for the advertisement maker. The sentence or the word that is going to be used must be easy to understand but can appeal the desire of the customer to trust even want to get the product. Sometimes, the advertisement uses a language style to appeal the customer by the explanation such as a figurative language, word combination, or even a

hyperbola expression. Moreover, an advertisement uses an implicit expression to figure out the product to the customer.

The point is, only want to make the customer amaze to the product, willing to buy, even feeling must to have or to get the product after read and trust by the threat from the explanation in it.

As that, we can conclude that an advertisement can be said as a success advertisement if it can grab the customer attention from the presentation of the advertisement. Every element in advertisement plays important especially from the statement that is given in it. One of the important element from it is also from the slogan.

People try to make an attractive slogan to convince the customer only to make the product as like as the perfect one and no one can compete and the customer is going to be lament if they miss it. Whereas, the slogan in the advertisement is not always relate with the product which mean the slogan in advertisement is often using an implicit meaning.

Implicit meaning is meaning that makes people whirling caused the meaning is not exactly stated different than explicit meaning. Moreover, the slogan and the explanation do not have correlation and it can make the customer difficult to understand the product.

Slogan does not give any correlation to the explanation against the fallacy rules. Toulmin theory's especially about his model of argumentation theory gives a help for the people to able to understand with an advertisement

so it can make people not stuck with the slogan that possible to trap the customer only. He states that people can treat an advertisement as like as the argument case with an argumentation model. It can be seen from the claim, then into the body copy in the explanation of the product, afterward if there is a correlation between what has been claimed with the body copy of the advertisement so it can be said that the advertisement has a warrant or the relation.

Therefore, people cannot be easier to be fooled just by the slogan that sometimes look very satisfied. Then, in this research, the writer also used a theory of fallacy by Eemaren that explained about 10 of fallacy rules. The fallacy rules that explained by Eemeren are used as in verbal communication. But in here, the writer used the theory as in a written text in the slogan of an advertisement.

The writer tried to match the 10 fallacy rules of Eemeren to indicates the intention of the fallacy was made which the writer sure the fallacy has been counted by the maker for the reason of aesthetical of the advertisement. Therefore, an advertisement can be said intentionally made a mistake in their promotion way.

Those all are the reason for the writer writes this research. The writer took an English slogan of the cosmetic advertisement in ELLE Indonesia Magazine. The author aims to reveal kind of meaning, kind of fallacy, and is there any warrant if it looked by the slogan and the explanation of the

advertisement towards the slogan. Therefore, this research is given a title “**DISCOURSE ARGUMENTAION; WARRANT AND FALLACY ADVERTISEMENT SLOGAN IN ELLE MAGAZINE**”.

B. Questions and Scope of The Research

1. Questions of The Research

The question of the research are described as follows:

- a) What is the claim in the advertisement?
- b) Is there any warrant between the slogan and the explanation that is given in the advertisement?
- c) What kind of the fallacy that appear in the slogan and what is the reason of the fallacy used by the advertisement?

2. Scope of The Research

As same as the tittle of this research. Therefore, the problem that is going to be accomplished are, exist or not about the warrant, and the fallacy from the slogan and the explanation of the fallacy of the advertisement in the ELLE Indonesia Magazine.

In this research, the author collects the theory from the theory of argumentation by Toulmin, and a theory of fallacy by Eemeren dkk. These all are taken from library research.

C. Objectives and Significances of The Research

1. Objective of The Research

Based on the question of the research, this research is going to give a description as follows:

- a) This research is for finding warrant in the slogan and the explanation in the advertisement in ELLE Indonesia magazine
- b) This research is for knowing the fallacy that appear in the slogan and the explanation in the advertisement in ELLE Indonesia magazine.

2. Significances of The Research

Hopefully the writing of this paper can give many advantages and very useful for the writer even for the reader. The writer also hopes that this research can give a significance in theoretically and practically.

a. For Writer

This research is expected to give contributions on analyzing the slogan in advertisement to be interesting but keep accurate between the meaning and the explanation of the product. This research also effort to give the contribution about the English in advertisement especially in the function of the slogan for advertisement.

Through this research, it is proven that a slogan of an advertisement especially for cosmetic advertisement can be have a correlation with the explanation of the product and there is no fallacy even vise versa.

b. For Reader

The writer and the reader can be wise and effectively to examine an advertisement. Therefore, the people cannot be fooled by the slogan of an advertisement itself. Moreover, the writer hope this research can give more knowledge about how the slogan of advertisement purpose to the people and mean to attract the people.

D. Operational Defenitions

Discourse is about a knowledge that can be used to examine about the function of language trough the context. It finds out how to interpret even to make an interpretation about an utterance that is formed out of linguistic form. Therefore, discourse is about a knowledge that can be used to find a beyond of linguistic meaning.

Semantic is the knowledge about language to find out the meaning of what has been said to be understood well. Semantic can be used to find the meaning of utterance which needs to be structured grammatically. In this case.

The semantic studied is used to find about the main words that used by the advertisement and the meaning that emphasized by the words. Meaning is message that is made to affect the action of the listener. In here meaning is also used by the writer to find about the meaning types that found in the claim or in the slogan of the advertisement.

Argument is the standpoint that was made by the speaker to explain about something. The argumentation in here was discussed as the discourse. The use of discourse argumentation towards the research was to find about the relation between what was argued by the claim towards the product with the explanation of the product.

Fallacy is thought as a mistake. In this case the fallacy that was purposed is a fallacy that was used by the advertisement to let the advertisement look attractively with missed some aspects that must be appeared in the argument of the advertisement.

E. Systematization of The Research

The systematization of the paper means to present the paper in well structure composition. This paper is divided into 5 chapters as follows:

Chapter I Introduction explains about the background of the research, scopes and questions of the research, the objectives and significances of the research, operational definitions, and the systematizations of the research.

Chapter II theoretical description consists of the theory about linguistic, theory of semantics, the theory of types of meaning, the definition advertisement, definition concept of argumentation, definition of fallacy.

Chapter III shows the method of the research. It includes: time and place of the research, kind of the research, procedure of the research,

technique of the data collection, technique of the data analysis and the sources of the primary and the secondary data.

Chapter IV contains the data description, data analysis, and interpretation of the research findings.

Chapter V gives the summary from all chapters and some suggestions for the research that relate to significances of the research.