
THE FUNCTIONS OF ADVERTISEMENT SLOGAN IN THE BILLBOARD

SEPTIN AMBARWATI¹, CUCUT ANNANINGTYAS²

¹ *Akademi Bahasa Asing Harapan Bangsa, Jl.Ir.Sutami 46 Jebres, Surakarta – Jawa Tengah*
septin.ambarwati@gmail.com

² *Akademi Bahasa Asing Harapan Bangsa, Jl.Ir.Sutami 46 Jebres, Surakarta – Jawa Tengah*
valerangga2006gmail.com

Abstract

There are three problems statements in this research (1) what is the use of language in advertising (2) what are the functions of slogan on advertising and (3) what is the purpose of the advertiser use unique slogan on advertising. This research is a qualitative research. The function of this research is to describe language that is used in the slogan by using words and explanation. The data used on this research, which will use pragmatics analysis and implicate are taken from slogans advertisement in billboard. The data is taken from October – December 2015. Before analyzing, the researcher takes the picture data and out of collecting. After collecting data, next step is data analysis with pragmatics and to consider context on this analysis, another that the writer also searches the language functions on the slogan. Based on the analysis, the writer summarizes that the use language advertisement is unique language that advertisement be unique and interesting, usually the producer uses the brief language, no completed language but has the meaning, sometime they use foreign language. There are some slogan function that are (a) information, (b) persuasive, (c) educate, (d) entertain and more important the use by producer is the persuasive function because almost all the advertisement which made by advertiser always persuade to society to be consumer a product, although the slogan advertisement do not uses the word which persuade. The purpose of the advertisers use language in advertisement as which are found on billboard is to get people's attention so that they will buy this product soon.

Keywords: *Slogan, Pragmatics, Implicature.*

Abstrak

Ada tiga pernyataan masalah dalam penelitian ini (1) apa kegunaan bahasa dalam periklanan (2) apa fungsi slogan iklan dan (3) apa tujuan pengiklan menggunakan slogan unik untuk iklan. Penelitian ini adalah penelitian kualitatif. Fungsi penelitian ini adalah untuk mendeskripsikan bahasa yang digunakan dalam slogan dengan menggunakan kata-kata dan penjelasan. Data yang digunakan pada penelitian ini akan menggunakan analisis pragmatik dan implikasinya diambil dari slogan iklan yang ada pada papan reklame. Data diambil pada bulan Oktober sampai Desember 2015. Sebelum dianalisis, peneliti mengambil data gambar dan mengumpulkannya. Setelah mengumpulkan data, langkah selanjutnya adalah analisis data dengan metode pragmatik dan untuk mempertimbangkan konteks analisis ini, penulis juga mencari fungsi bahasa pada slogan. Berdasarkan analisis, penulis merangkum bahwa iklan bahasa yang digunakan adalah bahasa yang unik dan iklan yang menarik, biasanya produser menggunakan bahasa yang singkat, tidak ada bahasa yang lengkap tetapi memiliki makna, kadang-kadang juga menggunakan bahasa asing. Ada beberapa fungsi slogan yaitu (a) informasi, (b) persuasif, (c) mendidik, (d) menghibur dan yang lebih penting penggunaan oleh produser adalah fungsi persuasif karena hampir semua iklan yang dibuat oleh pengiklan selalu membujuk masyarakat. Untuk menjadi konsumen suatu produk,

meskipun slogan iklan tidak menggunakan kata yang membujuk. Tujuan pengiklan menggunakan bahasa dalam iklan seperti yang ditemukan di papan iklan adalah untuk mendapatkan perhatian orang sehingga mereka akan segera membeli produk ini.

Kata kunci; slogan, pragmatic, implikatur.

INTRODUCTION

Yule (1996: 3) suggests 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 mean by their utterances than what the words or phrases in those utterances might mean by themselves. Pragmatics is the study of speaker meaning. In everyday life we often interested in sentence like a billboard. When people watch and read the language in advertisement, they will understand only the words. But many of them cannot comprehend the real meaning and the contextual situation of this advertisement. That is happened because they do not understand or know about basic language. Pragmatics is a based knowledge, which study about the connection between context and meaning, so the pragmatics is a method to understand a meaning from speaker to listener do not just use linguistics knowledge but also considering context.

Widyatama (2005: 151 – 152) in her book entitled “Pengantar Periklanan” explains that there are four functions of advertisement, first function is to give an information, to inform any product in market, to persuade to customer to buy the product and to remember this product. Advertisement must give the precious information to creature. The information is various that is in the form knowledge a product. The persuasive function advertisement can carry out, the persuasive function creature persuade the customer that follow what the suggestion, on contents message advertisement persuasive formed that is showed on advertisement can persuade formed that is try, buy, eat, consume, maintain interest to the product, change to certain product, produce, increase and develop the request about another product. 5 The third is educate function can carry out the function to educate and creature teach on a construction, think that is tough, can in the form of method using, assembly, using product and the other. The fourth is to function as entertainment, advertisements entertain the public, increase feelings of pleasure for the consumer audience. This function is also a strategy in competing to attract the attention of producers to consumers. Based on the above explanation, we can conclude that;

Information : Advertisement gives much information to society through product, service or social.

Example : *Belanja Puas, Harga Pas*

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- Source : Alfamart, 2015.
- Persuasive : The persuasive functions to persuade the customer to follow what is the suggestion
- Example : *Let's Sportitude saatnya berubah ini sikap Gue*
- Source : Suzuki, 2015.
- Educate : Advertisement also same with education because through advertisement we can educate about the advertisement functions and this advertisement interesting deception or another.
- Example : Tertib Berlalu Lintas Cermin Budaya Wong Solo
- Source : Kalposek Solo, 2015.
- Entertainment : Education because through advertising we can be happy because many producers make a funny advertisement so that society easier to understand and remember the product.
- Example : Teman Yang Asik
- Source : Sampoerna Hijau 2015.

METHOD

Technique of collecting data is the way of the researcher to collect the data which will be analyzed. Generally, there are four kinds of data collection. Those are observation, interview, questionnaire, and documentation. In this research, the researcher use interactive method.

FINDINGS AND DISCUSSION

Slogan: My Life My Adventure

On this billboard there is a brand of Djarum Super, Djarum super is a distinguished brand of cigarette in Indonesia produced by PT Djarum which is located in Kudus (Central Java) Djarum Super advertisement in above is found the writer in Gentan, Sukoharjo. This advertisement functions to give persuade about Djarum product. It is because producer includes the slogan Djarum that is "My Life My Adventure". The meaning of an adventure is that Djarum"s producer wants to give information to society that is consuming Djarum product.

Slogan is a part of important in advertisement because from this slogan producer can extend message to society in a short and affective. Slogan "My life My Adventure" from Djarum tells unique because it has substance size the billboard is big, flashy color, unique the word and has the big picture. In Indonesia, it is a fact that there is no cigarette picture in the advertisement. The government has special regulation in cigarette product.

There is a correlation between the slogan and its product. Slogan “my life my adventure” is just like a motto of an adventurer. In real life, an adventurer does something interesting with nature and it is very wonderful. So, by using imagination we know that adventurer has something different in his life. It is the thing that is wanted to tell by the advertiser. They want to say that cigarette is a product that can bring the consumers to the imaginative adventure. The purpose of the advertiser use slogan is to get people’s attention. The expectation is that people will buy the product after seeing the advertisement. If they buy the product, they will feel like doing an adventure in their life.

Slogan: Feel the continuous freezing experience

On this billboard there is brand of GG mild, GG mild is a distinguished brand of cigarette in Indonesia production, GG mild advertisement in above find the writer in Surakarta. This advertisement has the persuasive function about GG Mild product, it is because producer includes the slogan GG Mild that is “Feel the continuous freezing experience” the meaning a consume GG Mild product as if they will feel the continuous freezing with this product.

Slogan is part of important in advertisement because from this slogan producer can extend message to society in a short and affective. Slogan “Feel the continuous freezing experience” from GG Mild say unique because has substance size the billboard is big, black and blue color, unique the word and has the big picture. In Indonesia, the cigarette advertisement is very unique because there is no picture of cigarette in the billboard. In the television advertisement there is no picture of cigarette. Then, more than 50% advertisement in billboard is cigarette advertisement.

Purpose the manufacture use language advertisement which find on billboard is an interest attention society so society expect buy this product. Based description in above this advertisement has the meaning if the society wish feel the continuous freezing they must consume this product. And the unique from this slogan is on Language style.

Slogan: A change on how we should see the world

What’s Next? Break The Limit On this billboard there is brand of GG mild. GG mild is a distinguished brand of cigarette in Indonesia production, GG mild advertisement in above find the writer in Sukoharjo. This advertisement give persuasive to the consumer about GG Mild product, it is because producer includes the slogan GG Mild that is “Ganti cara melihat dunia What Next? Break the Limit” the meaning a consume GG Mild product as if they can watch out world with change negative thinking about cigarette be positive thinking about cigarette. Slogan is part of important in advertisement because from this slogan producer can extend message to society in a short and affective.

Purpose the manufacture use language advertisement which find on billboard is an interest attention society so society expect buy this product.

CONCLUSION

The writer summarizes that the use of language advertisement or slogan is unique. It is actually not only unique but it is also interesting. Usually the producer uses the brief language, incomplete language but it has a certain meaning. Sometimes, they use foreign language like English. Producers use the unique language to get people attention and to provoke society to buy this product. Finally, the product will be easy to remember from time to time.

There are basically three functions of slogan; (a) information, (b) persuasive, (c) educate, (d) entertain. In this research, the most frequent function that appears in the data is the persuasive function because almost all of the advertisements which are made by advertisers always persuade consumers to buy the product. Although the slogan advertisement do not uses the word which persuade, it is still clear that it is a persuasive language.

The purpose of the advertiser use language advertisement which is found on billboard is to get the attention on society so they expect to buy this product. An analysis advertisement in the billboard is because by advertising we can get information. By using advertisement we can understand about the newest information. To persuade customer to buy and interesting in this product, Remember customer to this prodct, when the customer needs something of a product, they will remember this product. With an accurate advertisement, producers can give special point. They will think that this product is very luxurious

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FIGURES



Figure 1. My Life My Adventure



Figure 2. Feel the continuous freezing experience



Figure 3. : A change on how we should see the world