**Chapter II**

**An Analysis of Cigarette’s Tagline Advertisements**

In this chapter the writer will describe the theories that will be used by the writer during the research to complete the data titled “An Analysis of Cigarette’s Tagline Advertisements”. This chapter will discuss the statements about the theories that the writer will be used. Like the chapter before, in this chapter the writer is about the theories that will be used by the writer experts.

**2.1 Language**

According to Wibowo (2001:3) Language is a symbols of sound symbols which is meaning and articulating (produced by spokenly) have arbiter and conventional characteristic. It was used to communicate by group of people to express feelings and thoughts.

 From definition above, it can be conclude that language is a symbols which is meaning and articulating that produced by spokenly have arbiter or inconsistent and conventional or habitual. The reason the writer took theory from the experts above because the definition according Wibowo related to what the writer understanding about language.

According to Keraf (1997:3) Basically language has certain functions that are used according to individual needs. It is Language as a Communication, Language as a Expression, Language as Social Control, and Language as a Social Adaptation.

1. Language as a Communication

Language as a Communication has the main function of delivering idea by one person to another person. In advertising we need communication between consumers and seller. Language is also influence people to buy a product. With language the seller can promote their product to costumers and make costumer buy their product. The media that usually used to promote a product are audio visual (TV, video on You Tube, TV throne that there is usually on the highway) and audio (radio). For example Public Service Announcement.

2. Language As expression

Language is an expression or statement of human existence on this earth. Humans can openly express everything that is implied in their minds to other people or all people, ranging from infants, children, adult to parents, all of whom still express themselves in language. A crying baby is a sign of its existence, so that other people can understand what they feel or what they want, for example thirst or hunger they usually express in the form of crying to represent their feelings.

As a means of self-expression, language is a means to express everything that exists in a person, in the form of feelings, thoughts, ideas, and desires they have. It is also used to express and introduce one's existence to others in various places and situations.

In advertising, language serve as a means of expression to make the contents of the purpose of the advertisement. In short, Language as expression functioned as a way how people express something. For example, in cigarette advertisement. We can see how adventurous smokers are. Sometimes the language that the advertisement used purposed to aimed to tease a group.

3. Language as Social Control

The function of social control tools in language can be applied to individuals or communities. Various information, information, and education is conveyed through language. As a tool for social control, language is very effective. In a language activity, where someone conveys something through language to others, from there we can get new views, new attitudes, new behaviors and actions in accordance with what is conveyed by that person.

 In advertising language using language can affect the mindset of society to the product and the problem. The more a product used language that describes the product is good. The more consumers motivated to buy the product and the product will be identified as the best product to buy. Public service announcements or social service is one form of the application of language as a means of social control.

4. Language as Social Adaptation

Language as social adaptation is adjustment to human being on the environment surrounding areas in order to survive. This is the way how the pressure on environment around them to survive. Social adaptation is how people follow the era to survive the happening condition. For example, advertisements that uses local languages, slang languages and many more.

The four functions above are included in advertisement. A copywriter must pay attention to language as communication tool because it is related to the message. A copywriter must also know to whom he will deliver the message (consumers or market target) so copywriter must know which language barrel he uses.

**2.2 Semantic**

According to Palmer (1981:1) Semantics is the technical term used to refer to the study of meaning, and since meaning is part of language, semantics is a linguistic. According to Kreidler *(1998:3)* Semantics is the systematic study of meaning, and linguistic semantics is the study of how languages organize and express meanings.

 From definition according to experts above the writer get the conclusion that semantic is study to find the meaning.

Semantic consists of two types, namely Connotative and Denotative.

* Connotative

Connotative sentences are sentences that have words that do not match the actual meaning, or are figurative words that describe something.

* Denotative

Denotative is a sentence that has a word whose meaning matches the true meaning.

|  |  |
| --- | --- |
| Connotative | Denotative |
| I’m feeling very **Blue** today. | I love the deep **blue** of the ocean. |
| Mean: **“Blue**” refers to feeling sad. | Mean: **“Blue”** refers to a primary color. |

(Table 1.1 Connotative and Denotative examples)

**2.3 Advertisement**

According to Khasali (1992:21), Advertising is a message that offers a product aimed at the public through the media. To distinguish from ordinary announcements, advertisements are directed to persuade people to buy. Advertising also has the power of communication to influence the audience or prospective consumers to believe in the products or services offered.

From the definition according to expert above the writer can take the conclusion that advertising is a simply message to offers a product by some media of mass communication.

**2.4 Copywriting**

According to Jefkins in Agustrijanto (2001:27) book titled “Copywriting”, explain that *copywriting sebagai tulisan karya copywriter dalam bentuk karangan-karangan iklan yang dibuat semenarik mungkin. Pengertian copywriting lainnya adalah tulisam dengan anke gaya dan pendekatan yang dihasilkan dengan cara kerja keras melalui perencanaan dan kerja sama dengan klien, staf legal, account executive, peneliti dan direktur seni.*

(Copywriting is a work of a copywriter the form of the work of the advertisement are made as attractive as possible. Another definition of copywriting is a writing a variety style and approaches generated by the hard work through planning and cooperation with client, legal staff, account executive, researcher and director of art.)

In making advertisements needed words to be able to attract attention in order to buy or use the product or service offered is called a tagline. Tagline has certain characteristics so that it can be distinguished from other types of information. The criteria for writing tagline based on Laksono (2008: 141) are:

1. Density of content / brief (written tagline must be concise, concise, and clear).

2. Compliance with the tagline with the objectives specified.

3. The authenticity of the tagline (the tagline formed does not falsify the existing slogan).

The main purpose of a tagline is to invite others to do something in accordance with the contents of the tagline. According to Pardjimin (2005: 33) slogans can be groups of words or short sentences that are strikingly interesting and easy to remember to tell the goals or visions of an organization, activity, class, or company. The contents of the slogan describe the vision, goals, and expectations of an activity or organization or company. slogan, made to inform a matter.

Based on the expert opinion above, it can be concluded that the slogan has special characteristics that are different from advertisements and posters. The characteristics of the slogan are:

1. To convey information to the public.

2. To provide understanding to the public so that they become aware of something.

3. To convey an appeal to the public.

4. To influence the public to follow the message in the tagline.

5. To provide motivation to the audience.

In gene ral, taglines can be grouped into several types. The various taglines are as follows;

1. Education Tagline

Educational tagline is a type of slogan whose purpose is to provide information, invitations, and motivation in the world of education. Here are some examples of educational taglines;

* *Tut Wuri Handayani*

In The Back Gives Power

* *Generasi yang hebat adalah generasi yang berpendidikan*

A great generation is an educated generation

* *Buku adalah jendela dunia, mari gemar membaca*

Books are a window to the world, let's love reading

2. Health Tagline

 Health tagline is a type of tagline whose purpose is to provide information, solicitation, and motivation in the health field. Here are some examples of health taglines;

* *Katakan tidak pada narkoba* .

Say no to drugs

* *Mencegah lebih baik dari pada mengobati*

An ounce of prevention is worth a pound of cure

* + *Kekayaan terpenting adalah kesehatan*

The most important wealth is health

* *Di dalam tubuh yang sehat terdapat jiwa yang kuat.*

In a healthy body there is a strong soul

* *Stop AIDS, jauhi penyakitnya jangan orangnya.*

Stop AIDS, stay away from the disease, not the person.

3. Environmental Care Tagline

 Environmental tagline is a type of tagline whose purpose is to provide information, solicitation, and care for the environment. Here are some examples of environmental taglines;

* *Buanglah sampah pada tempatnya.*

Put trash in it’s place

* *Bersih itu baik, bersih itu indah, bersih itu sehat.*

Clean it’s good, clean it’s beauty, clean it’s healthy.

* *Kebersihan adalah sebagian dari iman.*

Hygiene is part of faith.

* *Hari ini menanam pohon, hari esok menikmatinya*

Today plant trees, tomorrow enjoy it.

4. Product / Business Marketing Tagline

Marketing tagline is a type of tagline that aims to provide information, solicitation, and influence the audience to get to know / use a product or business. Here are some examples of marketing taglines;

* *Aqua, kebaikan hidup.*

Aqua, the goodness of life.

* *Kitkat, ada break ada Kitkat.*

Kitkat, there is break there is Kitkat.

* *Chitato, life is never flat.*
* *Energen, minum makanan bergizi.*

Energen, drink nutritious food.

* *Kopiko, gantinya kopi.*

Kopiko, coffee substitute.

In writing a tagline, it also requires advertisement language suitability of the language of the advertisement aims to match the language of the purposes of the advertisements. For example the write take sample from Gudang Garam Filter tagline

“PRIA PUNYA SELERA”

“Men Have Tastes”

From example above, the tagline of Gudang Garam indirectly influences adult men to use Gudang Garam Filter Cigarettes. The word “PRIA” is used to emphasize that the market community of Gudang Garam Filter Cigarettes is adult men.

Cigarette advertisements are included in the Product / Business Marketing tagline.