**Chapter I**

**Introduction**

**1.1 Background of the Study**

Language is a tool to communicate between humans. In life humans need language to communicate. Without language humans cannot socialize with each other. As social creatures, humans always want to get in touch with the others humans. They wants to know the surrounding environment, even want to know what is going on inside. The feelings that human has forcing people to communicate. Language is also used to promote the things that sold for humans need. For example is advertisement.

In this era technology has progressed more. Every information will be easy to get just from gadget. It caused every enterprise makes some advertisements that can persuade people. From advertisement we can make two part of point of view there are economics and sociological.

From economics point of view advertisement it will effective to sell their product and make their product more known by society. From sociological point of view advertisement can make interaction between seller and customer.

Advertisement is one of the objects that offering other to used their product. Advertisement is also messages that offering a product that used media as sell tools. By using advertisement a company can communicate and inform to costumers about their product or services. But sometimes the messages are not only to sell something. It also contains another meaning. Advertisement is useful for business advertises and consumers.

Advertisements are inseparable from language. Because in offering a product we required language to communicate with customer and influence people by the message it shows.

Communication of advertising is delivery of the message to offering a products, service, or ideas to the public (customer) through mass media and other media paid to influence the public that using the products, service or the idea has to offer.

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.

In advertising language is also use as tools to sell their product. Advertising language usually called it “Tagline”. Tagline itself is short sentence that function to promotion the product. Tagline used to express what the producer wants in other to make the product worth to buy by the costumer. In relation with producer is related with copywriting. It tells about what the producer wants from the advertisement. It also describes the market that becomes producer target. Beside the function that has mentioned above the function of language is for communication. Communication is a way for people to express their idea with the other. There are two kinds of communication the first is communication using formal language. The second is communication using informal language. Advertisement is included into the communication that using informal language.

Advertising language is the language used to make the advertisement. It is considered to be able to attract people to buy or use the product or service that offered. According to Agustrijanto (2002:3) copywriting is abstract structure words that build the emotion and imagination until it can influences the reader or listener to do as the writer want to do. The effect is so strong, even as you can hypnotize.

Advertisement is related to copywriting. Because copywriting can give a selling message, if the message in advertisement did to get attention, desire, conviction and action then the goal of advertising is successful. If the message in advertisement did not get attention, desire, conviction and action to consumer then the goal of the advertisement will does not work.

In cigarette advertisement there are so many advertisement that offering many cigarette product. Start from cheap price until expensive price. To make more attention to their product, many companies make some word to get attention from customer that called “tagline”.

Tagline itself is short message that aim to costumers to make mage the product in costumers point of view. With tagline a company can make same opinion of consumer with what a company want.

The reason why writer want to analyze cigarette tagline is because many taglines with many products on the market, but especially for cigarette advertisement there is uniqueness in the tagline. Behind the uniqueness of cigarette tagline there are some meaning that explain another meaning.



(Picture 1 :Djarum Super tagline Advertisement)

For example Djarum Super tagline advertisement. In this advertisement, Djarum Super tagline “I Dare” which has meaning of denotation that he is dare to conquer challenges. This tagline also has a connotation meaning to act courageously in facing challenges.

Djarum Super wants to give impression to dare to face challenges. The reason take this tagline because this tagline often show everywhere for example television and Billboard. This research will focus on cigarette advertisement that will take from Internet (Youtube).

**1.2 Identification of the Problem**

Every tagline created has its own meaning that is not realized by consumers, because the selection of sentences chosen to make the tagline is unique. That the reason why the writer want analyzes the cigarette tagline so that consumers realize the meaning behind the tagline.

**1.3 Limitation of Study**

In accordance with the identification of the problem above, the writer limits the problems in this study as follow:

* The writer limit her research to analyze the meaning of cigarette tagline advertisement in April, May and June 2019 as many as 10 ciggarrete advertisement from the Sampoerna TBK company consisting of: Dji Sam Soe, A Mild, U Mild, Magnum. From Gudang Garam TBK company consisting of: Gudang Garam International Filter, Gudang Garam has a "subsidiary" called GG Mild with their product: GG Move. From PT Djarum Company consisting of : Djarum 76, L.A Lights, Djarum Super and from PT Bentoel is Dunhill Mild.

**1.4 Research Question**

1. What is the meaning of cigarette tagline advertisements based on connotative and denotative meaning?

**1.5 Objective of the Study**

The writer want to know the meaning of the tagline based on connotative and denotative meaning.

**1.6 Significance of the Study**

1. In order for consumers, to get better understanding of the purpose of a cigarette tagline advertisement.

2. For the students of English Department UNPAS to improve their knowledge in analyzing tagline advertisement.

3. The library of UNPAS, it gives a contribution and collection of Advertisement book.