

CHAPTER I

Introduction

This chapter provides a review of the research. It includes a background, research questions, objectives, limitations, significance, and terms related to An Analysis of the Tagline on iPhone from a Syntax Perspective.

1.1 Background of the Study

Language is a communication tool for expressing thoughts, emotions, and intentions. Through language, everyone can share ideas, give instructions, or influence other people's behavior. In other words, language is one of the basic survival tools for humans. As time evolves, language is not only used in verbal or written forms, but is also utilized in several channels, such as digital advertising, websites, and social media.

On the other hand, language has different forms and functions in each context. For example, formal, informal, persuasive, or informative language. Each variation is created to meet the expectations of the audience. This indicates that language is flexible and can be adjusted according to communication purposes. In communication studies, there are also specific language styles for different fields, one of which is advertising language.

Advertising is information that persuades the public to be interested in the products and services offered. Advertising is used by companies to introduce products, attract attention, and influence consumers. Usually, advertisements are

delivered through mass media, such as television, radio, newspapers, and the internet. Before publication, advertisements must be in line with linguistic structures and rules so that they can be understood by the audience.

From an economic perspective, advertising helps increase sales and expand market reach. Meanwhile, from a sociological perspective, advertising serves as a medium that connects producers and consumers. Essentially, the language used in advertising must be concise, to the point, and clear. To effectively influence the audience, advertisements should have an engaging writing framework, namely through copywriting.

Copywriting is writing persuasive and engaging text to promote or sell products, services, or ideas to a target audience. A good copywriting strategy must be in line with the advertising objectives. In other words, the script must attract attention, create desire, and lead the audience to take specific actions. Therefore, copywriting becomes an important element in achieving advertising objectives. Some copywriting uses techniques, such as repetition, emotional appeal, short words, or taglines.

One of the techniques used in copywriting is the tagline. A tagline is a short phrase or sentence that represents a brand or product. Taglines are created to be memorable, reflect the brand's values, and differentiate the product from its competitors. An effective tagline can build brand awareness and reinforce the company's message in the minds of consumers. A tagline allows a company to

introduce a product with a short message. The product that often uses this technique is the iPhone.

The iPhone has taglines that can influence potential buyers. iPhone taglines are short, simple, and memorable. These taglines highlighted core values, such as elegance, simplicity, and innovation. For example, Apple has used several taglines for iPhone products, such as “This is only the beginning.” (iPhone 1st Generation), “This changes everything. Again.” (iPhone 4), “The only thing that’s changed is everything.” (iPhone 6S & 6S Plus), “Welcome to the big screens.” (iPhone XS & XS Maxs), “The first iPhone built for Apple Intelligence.” (iPhone 16 Pro & Pro Max).

People choose iPhone not only for features, such as processor or camera, but also for social status. The iPhone is often associated with prestige, luxury, and exclusivity. For some users, owning an iPhone is not just about functionality, but also identity and lifestyle. This makes the iPhone not just a product, but a cultural icon. Behind this influence comes its holding company, Apple.

Apple is one of the world’s leading technology companies. Apple sells various products, such as the MacBook, iPad, Apple Watch, and iPhone. Of all these products, iPhones are the most purchased by customers. Since the first release in 2007, the iPhone has dominated the global smartphone market in terms of design, performance, and user experience.

Apple went from a Silicon Valley startup to a trillion-dollar tech giant. Apple has innovated and changed the technology landscape by challenging

established ideas about what products are, how they work, and how they can be integrated into everyday life (both at home and at work). Apple's trajectory can perhaps be best summarized by its iconic 1997 tagline, created when the company was still struggling to reinvent itself. The tagline was “Think different.”

The reason why the writer wants to analyze iPhone taglines is that each tagline has a meaning that explains another meaning. It also represents every sentence that is remembered by its consumers. This can be studied more deeply from a linguistic perspective, namely, syntax. Therefore, this study aims to analyze the word structures used in iPhone taglines.

1.2 Research Questions

This research will analyze more deeply about the iPhone tagline, including:

1. What types of phrases and meanings on iPhone tagline?
2. What types of taglines that appear on every iPhone?

1.3 Objective of the Study

The following are the key objectives of the study, which will be the focus of the research:

1. To know types of phrases and meanings on iPhone tagline
2. To know types of taglines appear on every iPhone

1.4 Limitations of the Study

Based on observations made by the author, iPhone have different types of taglines. This research is limited to syntax perspective, in terms of phrases and meaning. The study focuses only on the linguistic aspects of iPhone taglines.

1.5 Significances of the Study

This research has significance in the field of linguistics, particularly from a syntactic perspective. Theoretically, this study explains the syntactic structure through phrase types and meanings. Practically, this research provides insights for advertising practitioners in choosing phrase types and meanings to convey messages through writing. By using examples of taglines on the iPhone.