

**PRAGMASEMIOTIC STUDY OF THE SLOGAN AND SIGNS OF  
NOKIA CELLULAR MOBILE ADVERTISEMENTS**

**A Thesis**

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## ABSTRAK

Tanda-tanda yang terdapat dalam iklan selular *Nokia* dibahas dalam skripsi ini. Tanda yang ada dibagi atas dua macam yaitu linguistik dan non linguistik. Tujuan penulisan skripsi ini adalah untuk mendeskripsikan kaidah pragmatik-semiotik dalam pesan iklan selular *Nokia* yang disampaikan melalui penggunaan tanda dan bahasa slogan. Analisis dilakukan melalui tinjauan pragmatik-semiotik yang dihubungkan dengan fungsi komisif tindak tutur – komitmen dan janji yang ditawarkan oleh produsen.

Data diambil dari iklan di internet dan brosur selular *Nokia* sebanyak 10 iklan. Kemudian analisis data dilakukan dengan menggunakan metode padan referensial dan distribusional. Selanjutnya penelitian ini menggunakan teori tahapan signifikasi (*order of signification*) yang dikemukakan oleh Roland Barthes. Dalam hal ini Barthes mengemukakan bahwa ada dua unsur pembentuk tanda yang dijabarkan lebih luas dari konsep sistem tanda yang pertama kali dikemukakan oleh Ferdinand de Saussure, penanda dan petanda. Sistem tanda tersebut yaitu metabahasa dan objek bahasa. Seterusnya penulis menjabarkan hubungan antara metabahasa dan objek bahasa dengan mengidentifikasi pesan-pesan denotasi dan konotasi sehingga pesan yang disampaikan pembuat iklan dapat diinterpretasikan oleh pembaca.

Dari analisis makna dan tanda dalam iklan *Nokia*, diketahui bahwa terciptanya pesan-pesan yang mengidentikan telepon selular dengan gaya hidup, simbol martabat diri, status sosial dan sarana hiburan. Kemudian didapatkan beberapa faktor yang mempengaruhi pilihan penggunaan selular *Nokia* dari konsumen yang berbeda kelas. Hal ini ditunjukkan dari hasil penyebaran kuisioner kepada karyawan PT. Semen Padang dan siswa Sekolah Menengah Umum 1 Kota Solok. Harga yang bersaing, kualitas yang menjamin dan desain yang bervariasi menjadi alasan konsumen untuk memilih produk selular *Nokia*.



# CHAPTER 1

## INTRODUCTION

### 1.1 The Background of The Study

Advertisement is known as a medium to persuade public that can be found in printed or electronic media such as magazine, television, internet, etc. The functions of advertisements are to promote or to display the finest quality of products, goods, ideas or services in order to make the initial impact and to make the audience identifies the products. In other words, it is used to remember the name and to persuade the audience to buy the product or to use the services

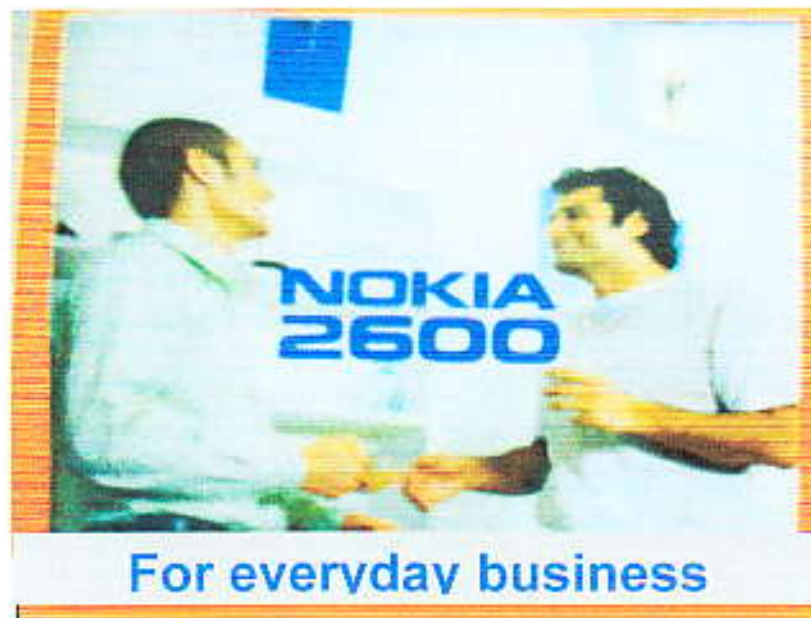
According to Bolen (1981), someone who uses his or her good skill in using language in advertisement has a great opportunity to get the interest of his target market. Language of art in advertisement has a great contribution in influencing the audience mind to use the products and services. This fact is affected by the function of language as a tool of human communication, which plays an important role for interacting among people in the society. Language can be performed in direct and indirect communication.

Advertisement is an indirect medium that is used to inform the publics' issue. To influence the audience or the reader through advertisement is not an easy job for advertisers because they should find the interesting language to promote their services or products. The language of advertisements must be attractive. In several cases, the advertisers often use ambiguous words. An advertiser must create attractive, unique and interesting words to get profile from the consumers

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or audiences. In presenting the advertisement, the advertisers also create an interesting slogan to invite or persuade consumer's attention and to help the consumers in understanding the products and services. It means that the advertisers use interesting language or dictions that can have meaning produced and conveyed in messages that are primarily visual which could attract people interest. However, sometimes the words of slogans do not relate to the services or products offered.

An appropriate configuration of meanings and signs and has to be required in order to attract the interest of the consumers in choosing the services of the Slogan of *Nokia Cellular Mobile* advertisements. The consumers cannot interpret the message and meaning of configuration of signs at glance. Here, the advertisers have to make the consumers able to interpret the message of the slogan of the *Nokia Cellular Mobile* advertisements. This can be seen in the example below:





## CHAPTER 4

### CONCLUSION

After conducting the analysis, the writer found that *Nokia Cellular Mobile* advertisement is made by using the linguistic and non-linguistic forms. Those two forms influence the message delivered to the consumers. The linguistic forms are identified from their object language and metalanguage which are identified from the words, phrase, utterances and text in the advertisement. On the other hand, the non-linguistic forms are identified through their sign which deals with the picture and images as the extrinsic features of the advertisement.

In *Nokia Cellular Mobile* advertisements, linguistic and non-linguistic forms are supporting each other to deliver the advertiser's ideas or messages. Linguistic sign is formed in written text; tend to be readable gives an explanation about the goal of the advertisement itself. But in fact, that form is delivered implicitly. Since advertiser rather uses short sentences or phrases to contribute their information, linguistic form becomes ambiguous and difficult to understand. In order to make it clear, the advertiser combines it with non-linguistic form of sign. Non linguistic is added in form of pictures. People can understand it clearly through picture, so that meaning can be conveyed.

There are some factors which influence the choice of using *Nokia Cellular Mobile* based on its effectiveness, features, system operation, prize, quality, designs, modernity, brand image, fanaticism and prestige. People use cellular mobile in different needs and purposes. The businessmen tend to choose the

cellular mobile based on its quality, operational function and effectiveness. Meanwhile, the teenagers have another intention which influences by the comparable prize, various designs and also fanatics. From the analysis of the slogan and signs in the advertisements, the writer found that nowadays the cellular phone mobile is not only as a tool to communicate but also to indicate the prestige, social status, modernity, sophisticated, entertainment and business. By associating a product with other things that are valued by society, the advertisement helps the product exist and become accepted in the market.

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