

PRAGMASEMIOTIC STUDY OF SLOGAN AND SIGN  
IN SOME BANKING ADVERTISEMENTS

A Thesis



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## ABSTRAK

Skripsi ini membahas tanda-tanda yang terdapat dalam iklan perbankan. Tanda yang ada dibagi atas dua macam yaitu tanda linguistik dan tanda non linguistik. Kedua tanda tersebut dijabarkan menurut fungsinya dengan merujuk kepada diagram segitiga semiosis yang dikemukakan oleh Charles Sander Pierce. Tujuan penulisan skripsi ini adalah untuk mendeskripsikan kaidah pragmatik-semiotik dalam pesan iklan perbankan yang disampaikan melalui penggunaan tanda dan bahasa slogan. Analisis dilakukan melalui tinjauan pragmatik-semiotik yang dihubungkan dengan fungsi direktif tindak tutur serta kaitannya dengan konteks yang mengikat.

Data diambil dari iklan di internet sebanyak 8 iklan. Kemudian analisis data dilakukan dengan menggunakan metode padan referensial dan distribusional. Selanjutnya penelitian ini menggunakan teori diagram segitiga semiosis yang dikemukakan oleh Charles Sander Pierce (dalam Chandler 2007). Dalam hal ini Pierce mengemukakan bahwa ada 3 faktor pembentuk interpretasi dari sebuah tanda yaitu, *representamen* (tanda), *object* (objek), *interpretant* (interpretasi). Seterusnya penulis menjabarkan hubungan antara ketiga faktor tersebut dengan mengidentifikasikan pesan-pesan yang ada dengan menggunakan teori tindak tutur yang dikemukakan oleh Yule (1996) sehingga pesan yang ingin disampaikan pembuat iklan dapat diinterpretasikan oleh pembaca.

Dari analisis makna dan tanda dalam iklan perbankan, diketahui bahwa dalam upaya mempengaruhi pembacanya, pembuat iklan perbankan menggunakan metode yang sama yaitu menggabungkan tanda linguistik dan tanda non linguistik. Makna yang ada disampaikan secara tersirat oleh pembuat iklan guna menyampaikan pesan-pesan yang cenderung menyebutkan keuntungan-keuntungan yang didapat oleh pengguna jasa bank. Di samping itu, pembuat iklan perbankan cenderung menggunakan warna yang cerah dan alami serta latar belakang iklan yang berbeda untuk menarik perhatian pembaca.

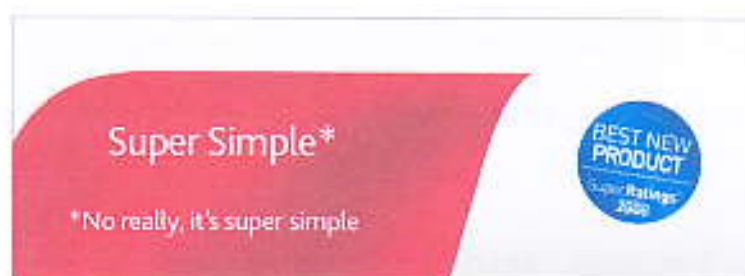
# CHAPTER 1

## INTRODUCTION

### 1.1 The Background of the Study

Nowadays, advertisement is one of media communication forms in the world. It can be found in magazine, television, internet, newspaper, and radio. It is used to attract the attention of the consumers, to promote some certain products, and to persuade the readers to buy them. It provides some information about products, services or goods. The advertiser has to think the best ways in order to convince the consumers. One of the ways is through the language used in the advertisements. The language that is used in an advertisement holds a big role because it contains some messages and meanings. Halliday and Hasan (1977:7) stated that through language people can say something to each other and express their communicative goals.

The choice of word to convey message with intention of influencing people in advertisement is really important. The advertisers may create an interesting slogan to invite or persuade consumer's attention and to help the consumers in understanding the products or services. The advertiser communicates the messages in pictures or words, or both. Sometimes, the words of slogan do not relate to the services or products offered. It means the advertisement contains implied meaning, as example below:



This picture is a banking advertisement of APN Bank. The advertisement is viewed by red, white, and blue color; and then a slogan is read "*Super Simple. No really, it's super simple*". The advertisement contains linguistic and non linguistic form. By identifying the linguistic and non linguistic signs in advertisements, especially banking advertisements, this research is expected to explicate the advertiser's idea that sometimes implicitly attracts the consumers. It is not easy to understand the meaning literally without observing its context.

The writer chooses banking advertisement as the data because the slogan used in it is interesting. It has a lot of messages to the consumers behind its simple constructions. Besides that the picture is also eye catching. Commonly, the picture, which is used in the advertisement, does not have any relations to the banking itself. Considering these phenomena, the writer thought that it is worthy to study banking advertisements from linguistics perspective.

## **1.2 The Identification of the Problem**

Mostly, an advertisement has some implied meanings. That is why, to understand the advertiser's idea, we have to know the context of the

## CHAPTER 5

### CONCLUSION

After conducting the analysis, the writer finds that banking advertisements are created by using linguistic and non linguistic signs. The linguistic signs are identified from the words, phrases, utterances, and texts in the advertisements. On the other hand, the non linguistic signs are identified through the sign of the advertisements. Those two forms are tied by a context, and the advertisements have the same context because the data analyzed are banking advertisements.

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

Moreover, in using pictures as signs to attract reader attention, advertiser prefers showing pictures based on its function rather than the picture of banking itself. From the data analyzed by the writer, the advertisements use other picture which seems no connection to the banking, but has common meaning to the

banking service. The data analyzed in this research use the picture of eggs, men who row the boat, straight way, a boy who sits on the shoulder of a man, happy family that traveling with the boat, picture of three books, an electricity guitar and some papers that written by keynote, and the picture of tai-chi-grand who are doing exercises at edge of a lake. All of the pictures do not have connection with the bank itself. But, by using linguistic sign, the pictures become meaningful in the context of banking.

The non linguistic signs really support the linguistic signs in delivering the messages of the advertisement. That is why the advertisers create the picture in such way to attract the readers' attention first. Then, the next purpose of the picture is to attract the readers to read the linguistic signs of the advertisement.

The writer finds that the advertisers use the natural colors and different backgrounds because the advertisers expect the readers get interested with the bank from the usage of pictures and choice of color. In this research, the advertisers dominantly use blue color. This color represents the brightness that can be given by the bank if the readers join the bank.

However the advertisers create the banking advertisements to attract the readers' attention but the main purpose of the advertisers is to invite the reader to join the bank. That is why the advertisers highlight all the benefits of the bank.

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