

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Pragmasemiotics is the study of the relation of signs to the interpreter. This study elaborates the relevant of the use of language object as the description of specific sign and their wages to the interpreter.

There are many ways for producers to promote their product. They must think hard to attract their prospective consumers. One of their ways to attract them is through advertisement. Included, they advertise their product in magazine. Advertisement in magazine is made with wonderful picture and attractive language.

The picture and language in advertisement is being message that is advertiser want to convey to their prospective consumers. The prospective consumer is interested or not interested in their product depend on the advertisement. Usually advertisements in magazine consist of signs that are represented in several parts such as picture and words.

A hotel advertisement has role in attracting the prospective consumers to buy the product in it. However, not all advertisement can be interpreted at glance by the prospective consumers because the configuration of signs in hotel advertisement conveys implied meaning. Advertiser makes the advertisement use picture and words that attract their prospective consumer intention. The hotel advertisement cannot interpret at glance because they state the picture that is not

connected with the product but it has meaning. Moreover, to make a good hotel advertisement, an appropriate configuration of signs is required in order to attract prospective consumers.

Not all of people can understand the aim of an advertisement. It is interesting for the writer choose the title “An analysis of hotel advertisements as found in “Now!Jakarta Magazine” :pragmasemiotics” to elaborate more the meaning and the aim of a hotel advertisement.

1.2 Identification of the Problem

In this research, the writer formulates the problem of this study as follow:

1. What are the linguistic and non-linguistic sign found in hotel advertisement?
2. What are the messages are delivered in each advertisement?

1.3 Objective of the Research

There are two purposes of the research they are :

1. To show the linguistic and non-linguistic sign in hotel advertisement
2. To deliver the messages in hotel advertisement.

1.4 Scope of the Research

In this part the writer identifies the signs and the functions of language as found in the hotel advertisement. The writer focuses on linguistics signs and non linguistics signs in hotel advertisement in Now! Jakarta Magazine. It is limited on Now!Jakarta Magazine which was published in June 2009.

1.5 Method of the Research

The source of data of this research is Now!Jakarta magazine, June 2009 edition. The writer analyzes 5 data which are taken from five different hotel. Some hotels are also different in terms of star of the hotel. They are Aston International Hotel that is to 5 star of the hotel, Aston Marina Hotel that is 4 star hotel, Sheraton Bandara Hotel that is 4 star of the hotel, Oakwood Premier Cozmo Hotel that is 4 star of the hotel and Kristal Hotel that is 5 star of the hotel.

In collecting the data the writer uses observational method with non participant observation and note taking techniques. The writer takes the data from the Now! Jakarta Magazine. In this case, the writer just as an observer and does not get involved directly to obtain the data. The data consist of two kinds, are primery and secondary data. The data of this research are the picture and the sentences in the advertisement. The writer collects the data through some produceres. Firstly, the writer read the magazine. Then, she classifies some hotel advertisement and notes the sign and words as the data. Finally, the writer reads the notes many times and retypes it.

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In analyzing the data, the writer uses pragmatic identity method. This method is used to analyze the message behind the combination of main sentence and sign in hotel advertisements. The data as the object of the research are analyzed based on the context. The data are classified

by separating the linguistic and non linguistic signs. Then, the data are analyzed by using Roland Barthes

The analyzed data is presented descriptively. The writer writes the analysis of each data in written form and presents the result of analysis by using spoken language.