

## CHAPTER I

### INTRODUCTION

In this chapter mainly discusses the introduction of this study and explains about the reason of choosing this topic. The researcher divides it into seven parts of discussion in this chapter, namely background of the study, research problem, objectives of study, significances of the study, scope and limitation and operational definition.

#### 1.1 Background of the study

Language has an important in human life to process of social interaction, because we cannot interaction with each other without it. Language can also be used to express someone's feelings or emotion and also to express their ideas, thoughts and imagination. Language is applied not just in verbal communication but also in other forms of communication such as writing or acquired knowledge via mass media. As human beings, people cannot separate themselves from involvement of social communication and interaction, which certainly makes themselves impossible to live without language. According to Kreidler (1998:19) language is a system of symbols through which people communicate. Language cannot be separated from us, because it is so important in every aspect of human life, such as: technology, education, sciences, politics, economics, art and etc.

Furthermore, people use language in literary works in order to communicate, to express, to interact with other through advertisement. Such as a salesperson, when a sales person approaches a customer, it is relatively easy for him to sell the product only with the words or language use. The most obvious way in the relationship between language and context is reflected in the structures of language themselves through the phenomenon of deixis (Rozy, 2014, p.1). In the study of language, the most of interesting observation are made, not in terms of the component of language but in the terms of the way of language used. In addition, the successful of communication it depend on the way people convey the language and make other people understand the purpose of the language itself.

Pragmatics is a branch of linguistics, which is concerned with linguistic speech. Pragmatics is the study of speaker meaning (Yule, 1996: 3). In this case what is meant is about people who give a certain meaning to the statement or utterance that is made by their utterances than what the word or phrases in those utterance might mean by themselves. For example “the menu that you want is out sir”, it means that in semantic analysis, the menu that the customer wants is no longer available where the waiter intends to try to provide information about something, what is meant here is to ask the customer to look for another menu. It can be concluded that by learning about pragmatics, one can learn about a hidden meaning in an utterance, either directly or in writing.

Deixis is a technical term (from Greek) for one of the most basic thing we do with utterances (Yule, 1996:9). When people try to find a clear meaning, it changes fast depending on the time or space in which it is said or read. All of the deixis utterances should be evaluated in terms of the speaker's purpose to refer to some person, place, or time. Deixis refers to the world outside a text. Generally, human use a deixis expression, such as: I, you, now, that, there, and etc, to indicate something in the immediate context. So, the role of deixis here are some very common words on language that cannot be interpreted at all if we do not know the context.

Moreover, deixis itself has the meaning as pointing or showing an utterance contained in the context, this contextual information can be in the form of an utterance. The idea of deixis itself is to identify by pointing clearly as a form of reference that is tied to the context of the speaker. It deals with the ways in which language encodes some features such as the grammatical context of an utterance, where the interpretation of the utterance depends on the analysis of the context of that utterance.

Advertisement is the promotion of a product, brand or service to attract interest, engagement and sales. Advertisement comes in a variety of forms from images such as posters to banners, to interactive videos, and has grown to become an essential feature of any marketplace both online and offline. Advertisement is a guaranteed method of reaching a reachable public. By creating compelling ads to reach a large number of users, your ads can have a direct impact for a business. This effect can be seen in better trade or improved brand and company recognition, among many different trades.

The use of words in an advertisement is very important, whether it is written or spoken directly. With short words and using the right format to make everyone who reads it or hears it will be immediately interested and eventually interested. According to Klepper (1986) the word advertisement comes from Greek; ad-vere which means tell a thingking or idea to other people.

As we know advertising is a message that offers a product, which is addressed to the public through a medium. Aims to remind people of the need for a product, service, or feature and the benefits it will provide when they buy. Advertising constantly reminds consumers who see it about a product so that they will continue to buy the advertised product regardless of competing brands. One of the most widely accepted goals of advertising is to increase name recognition. That is, awareness about the product must exist before a favorable attitude towards the brand can be develop. Brand awareness becomes more important when several brands compete with each other. According to Guy cook in his book that attitudes to advertising can be indicative of our personality, or social and ideological position.

Advertisement have various elements, such as mobile advertisements in the form of videos or written advertisements. Moving ads or in the form of videos usually people will like it right away just by looking at the content of the video maybe because what's in it is good. When people try to focus on the words of a sentence they will come across words that cannot be understood. As well as written advertisements for example advertisements on posters, banners or newspapers though. People will immediately like

the background presented and the seduction of these words. Sometimes when people try to focus on the words of the advertisement, they will find some difficulties in understanding the meaning of the advertisement. Especially, the words contain the meaning of deixis. However knowing the meaning of a word is important so that the message to be conveyed by the writer can be understood by listener. Therefore, one of the ways to know the true meaning that contained in deixis. There are some words in language that cannot be interpreted at all unless the physical context, especially the physical context of the speaker, is known (Yule, 1996:129).

Learning, identifying and interpreting about language what's in the ads cannot be separated from learning deixis especially in English. There are several types of deixis that are used by researchers in general, to search and analyze from various sources such as from music, movies, songs, videos and advertisements of course and many others. According to Rozy (2014:3) "a deictic center is a reference point which is related to a deictic expression or an expression that has a deictic usage which has to be interpreted:". It means depending on the interpretation of the people who are communicating, referring through language and the meaning can change depending on who is used.

WWF stands for World Wildlife Fund. WWF is the largest independent conservation organization in the world with more than 5 million supporters worldwide working in more than 100 countries. Why are there so many supporters here, because WWF has a mission to "block and distort the destruction of our environment" that

means a lot of the environment around us is unprotected. Thus, the humanitarian mission that is very influential makes the whole world very amazed to see this form of care. In every country there must be some protected animals and plants. This is why its existence is so rare that if it is not protected it can become extinct due to human hunting.

Thus, the researcher wants to examine a deixis contained in advertisement campaign slogans by wwf by conducting this study. The reason why the researcher choose WWF's is because while studying, the researcher was active on campus, both academically and organizationally, one of the organizations that followed was the Nature Lovers Organization, namely Daspa. The researcher wants to make his final assignment this time, which is none other than a thesis that wants to mix or combine between academic and organizational into this thesis.

Advertisement are selected regarding the advertisement are popular since they are publish and consist of deixis. Based on the explanation above the researcher is going to conduct a study entitled: A DEIXIS ANALYSIS USED IN WWF'S ADVERTISEMENT CAMPAIGN.

## **1.2 Research of the Problem**

In this study, the researcher formulates the two research of the problem consisting:

1. What types of deixis are used in WWF's advertisement campaign?
2. What are the meaning of deixis used in WWF's advertisement campaign ?

### 1.3 Objectives of Study

This study focuses on the two research of the problem mentioned, researcher has two purpose of the study as follows:

1. To describe types of deixis used in WWF's advertisement campaign.
2. To describe the contextual meaning of deixis used in WWF's advertisement campaign.

### 1.4 Significances of Study

This study is going to show the use of deixis and give information with the main purposes that the results of this study will give worthy contributions to all of the readers as follows:

1. The readers

The results of this research will give additional information and well understanding to the readers about the important in analysis of deixis on advertisement. Then it will make it easier for readers to understand the hidden meaning in the advertisement.

2. The student

Especially the student of STKIP PGRI Sidoarjo which will help them to investigation, understand and they can explore works of linguistics. Moreover about pragmatics based on deixis.

3. Other researchers

Like the English teacher or lecturer and others as a teaching material to add variation of teaching the deixis through advertisement. Thus, in the future in order to get more contributions to explore deixis analysis.

### **1.5 Scope and Limitation of Study**

The scope of this study is limited only the types and analyze deixis in “advertisement campaign” by WWF using pragmatics approach. Moreover, using of the theory George Yule. The focus on advertisement in WWF website and for the limitation, the researcher is going to investigate only on every word, sentence, and adjust between background or image used in advertisement by WWF. This is due the deixis study used in WWF advertisements has never been researched. The researcher only analyze the advertisement that used English language.

### **1.6 Assumption of the study**

This research is assumed to the assumption that there are a lot of types of deixis that can be found in WWF advertisements campaign. In addition, deixis is an important field in linguistics to understand. Other than deixis-themed research, it is very rare to find. Therefore, it is important to conduct such a study.

### **1.7 Operational Definition**

To avoid the misunderstanding meaning of the readers about the terms in this research, there are four important terms that need to be clarified as follows:

1. WWF stands for the world wide fund for nature, it is international organization dealing with issues of conservation, research and environmental restoration.



2. Deixis is the connection between utterance or sentence and expression of the situation in context which the utterance is used. The time, place and person are three types to be used. Deixis will be interpreted depends on the analysis of the context of the utterance to be used.
3. Advertisement is a place where we will get some information, both in writing and in the form of videos. Where the content can be just a promotion, service or providing important information and so on. People can get this advertise in various media like magazines, newspaper, radio, television and so on.
4. Sentence that used in advertisement is short phrases or word used in advertising campaigns to generate publicity as expected and set the marketing strategy of a company.

