

# CHAPTER I

## INTRODUCTION

This chapter deals with the research context, the research focuses, the research objectives, the significances of the study, the scope and limitation, and the definition of key terms.

### A. Research Context

Humans are human beings who have nature as a social creature who must interact with others. In this case language is needed by humans to communicate. Because in the view of sociolinguistics, language is a social interaction tool to communicate to convey thoughts, ideas, concepts, or feelings.<sup>1</sup> When making a communication, both of the speaker and recipient must understand the language that used, and the information must be obtained. In other words, if the language used cannot be understood by both of them, the information conveyed by the speaker will not be interpreted by the recipient.

There are two kinds of languages namely spoken and written.<sup>2</sup> Spoken is a human ability to express words to convey ideas, thoughts, feelings, or information to others verbally. The spoken form can occur directly or indirectly. It is said directly if the communication occurs face to face, and it is said indirectly if the communication occurs because of a mediator that is used for the implementation of communication. While writing is a human ability to convey

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<sup>1</sup> Abdul Chaer and Leonie Agustina, *Sosiolinguistik: Perkenalan Awal* (Jakarta: PT Rineka Cipta, 2014), 14.

<sup>2</sup> Stefanie Junnelly, Robert Paletto, and Tracey L. Weldon, *Language Files, Sixth* (Ohio: Ohio State University Press, 1994), 6.

ideas, feelings, or information in writing. The written form is widely used by various parts, one of them is school. Schools use this written form to convey rules, visions and missions, prohibitions, advice, and various other positive goals in order to make students encourage to do something, provide motivation, or to remind about something based on the slogan. Writing that has such goals are known as a slogan.

Slogans are words or short sentences that are interesting, flashy, and easy to remember.<sup>3</sup> You can found slogans in public places, one of them is at school. Slogans are usually hung in the hallways, and directly written on the wall, inside or outside of the class. Slogans use short and interesting sentences with the aim to attract the reader and make them easy to remember the sentences that contained in it. Although only in a simple form, but there is an important message to be conveyed in the slogan. This is appropriate with the definition of slogan based on J.S Badudu that slogan is a word or a short sentence that has an interesting meaning and sound that is easy to remember.<sup>4</sup> Schools make slogans with the expectation of being able to ask students to do something, provide motivation, give advice, or to remind and inform about something. To make this expectation to be achieved, the reader must know and understand the true purpose of the slogan by knowing its meaning. To find out the meaning, you must learn how to interpret a sentence. And knowledge which learns about it is semantics.

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<sup>3</sup>Meity Taqdir Qodratillah, *KAMUS BAHASA INDONESIA UNTUK PELAJAR*, first (Jakarta: Badan pengembangan dan pembinaan bahasa kementerian pendidikan dan kebudayaan, 2011), 204.

<sup>4</sup> <https://www.artikelsiana.com/2018/08/Pengertian-Slogan-Ciri-Fungsi-Macam-Contoh-Metode-Menulis-Slogan-Arti-Slogan-Menurut-Ahli.html> access on 05 January 2020 at 08:15

Semantics is the study of the meaning of word and sentence.<sup>5</sup> Studying about semantics, it means that you will learn about everything related to the meaning of a word, phrase, or sentences. Semantics can discuss the meaning from various things, one of them is the type of meaning, namely lexical, grammatical, literal, contextual, etc. Semantics is one branch of linguistics that studies all of the matters relating to language, as to how words formation, sentence organization, the meaning of a word or sentence. Therefore, by understanding language and semantics you can find out the meaning and formation of a word or sentence.<sup>6</sup>

There are several studies about semantics that have been conducted by several researchers including Dwiki Rifandi researched Bob Marley's song. He analyzed it by using lexical and contextual meaning by Parera. From the results of his analysis, he found six types of lexical, namely: synonyms, antonyms, hyponyms, homonyms, denotations, and connotations. six types of context namely the context of the organ, the context of the situation, the context of the goal, the context of the mood of the speaker or listener, the context of the time, and the context of the object. So not all of the lexical and contextual types are found in this song.<sup>7</sup>

Enda Christiana Nora Ginting researched the slogan of the fast-food advertisement. She analyzed it by using seven types of meaning by G. Leech. The data were obtained from ten fast-food data in the fast-food advertisement and seventy-five data texts were taken. Based on analyzed data, the results of the

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<sup>5</sup> Mulyadi, *Introduction to Linguistic* (Pamekasan: STAIN Pamekasan Press, 2009), 50.

<sup>6</sup> D. Wagiman Adisutrisno, *SEMANTICS An Introduction to the Basic Concept* (Yogyakarta: CV Andi Offset, 2008), 2.

<sup>7</sup> Dwiki Rifandi, "Study Tentang Makna Leksikal Pada Lagu Bob Marley" (Thesis, Universitas Islam Negeri Maulana Malik Ibrahim, 2017).

study show that there are many conceptual meanings found in the slogan of the fast-food that has been studied.<sup>8</sup>

Istiana who researched maleficent films based on semantics, namely by using locutionary, illocutionary, and perlocutionary acts. She used qualitative descriptive as an approach in this research. Based on the results, she got where the discovery of thirty-three speech acts based on which were divided into several actions such as requests, orders, notices, and questions.<sup>9</sup>

Siti Qomariyatul Ulfa also researched slogans in motorcycles in the parking lot at the STAIN Pamekasan campus. she analyzed it by using conceptual and associative meanings. Based on the results of this research, researchers obtained six analyzed slogans, namely spirit of riding performance, smart riding experience, real street fighter, street fire, street runner, and revolution cruiser. So the researcher can know the actual meaning of the slogans that are printed in the motorcycle.<sup>10</sup>

Vebri Yanti Wulan Dari researched by using semantics. She discussed food names on culinary menus in Pamekasan restaurant based on conceptual, connotative, social meaning. This research discovers sixteen food names on three culinary menus at Pamekasan Restaurant. One of the results is school, which is food that has a level of spiciness from kindergarten to senior high school following the request of the customer.<sup>11</sup>

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<sup>8</sup> Enda Cristiana Nora Ginting, "Semantic Analysis of Fast Food Advertisemen Slogans" (Thesis, Universitas Sumatera Utara Medan, 2017).

<sup>9</sup> Istiana, "The Analysis of Locutionary, Illocutionary, and Perlocutionary Acts of Semantic on Maleficent Film by Robert Stromberg" (Thesis, STAIN Pamekasan, 2017).

<sup>10</sup> Siti Qomariyatul Ulfa, "The Analysis of Slogan on Motorcycle Using Semantic Meaning at STAIN Pamekasan" (Thesis, STAIN Pamekasan, 2016).

<sup>11</sup> Vebri Yanti Suci Wulan Dari, "An Analysis of Food Names on Culinary Menus in Pamekasan Restaurant Using Semantic Perspective" (Thesis, STAIN Pamekasan, 2018).

Schools put down the slogan because they have certain goals and objectives. One of the schools that put an English slogan is Islamic elementary school Al-Munawwaroh Pamekasan. Based on the phenomenon that the researchers found out after observing in the Islamic elementary school Al-Munawwaroh Pamekasan that the class was divided into two namely regular and English Class Programs which in this class focus on English. So that, all matters relating to the class use English. The researcher found that in every class there are words or sentences that use English, such as class schedules, class structure, and when in the teaching-learning process all of the subjects also use English. So, the slogan which placed in the class is in English. From the results of the interview to Mrs. Dedeh Rosidah as the headmaster at Islamic elementary school Al-Munawwaroh Pamekasan, she said that the existence of slogans in the school is very important. a slogan has a purpose to motivate students which must be adapted to the needs of each class. A slogan can be used as encouragement so that children can be motivated to practice the words or messages contained in the slogan into their daily lives. The reason for using the English slogan, because in this school English is the main program, there is a special class called the English class program, so the slogans in the class use English.<sup>12</sup> There are several examples of slogans found in this school, namely “Reading is a blast, boost your rocket, religious, humble, helpful, positive thinking, generous, honest, obedient”. “We are shalihah and healthy”, etc.

In this case, a slogan is interesting to be investigated, because the sentence contained in the slogan, usually there is an implied meaning that requires

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<sup>12</sup> Dedeh Rosidah, Headmaster at Islamic Elementary School Al-Munawwaroh Pamekasan, Direct Interview, (09 January 2020).

analysis to understand the message and meaning. So it cannot only be read at a glance. Moreover, the slogan used English, It will be more interesting to analyze. Because usually the slogan which there is in school is not accompanied by an Indonesian translation. Thus this makes some slogan's readers don't know about the meaning that contains in the sentence of the slogan. It is because they don't know how to translate. Moreover this slogan is in elementary school. Not infrequently they translate using word by word, even though grammatical can also affect the translation of a sentence, so that their translation becomes less precise, and make the purpose of the slogan not be conveyed. This is the reason, why the researcher interested in examining the slogans in Islamic elementary school Al-Munawwaroh Pamekasan.

Based on the research context above, the researcher has the interest to search about a slogan that can be found in Islamic elementary school Al-Munawwaroh Pamekasan by using semantics to know the meaning of slogan. In this research, the researcher decides to study it under the title “Analysis of Slogans in Islamic Elementary School Al-Munawwaroh Pamekasan based on Lexical and Grammatical Semantics”.

## **B. Research Focuses**

The research focus is also known as research question which are questions that the purpose statement to specified questions that researchers want to answer.<sup>13</sup> A researcher must be able to determine what problems will be discussed in this research. So that researcher can limit what will be studied and

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<sup>13</sup> John W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, fourth (Boston: Pearson Press, 2012), 110.

know what data should be sought and what data is not needed. Thus researcher can be directed in doing so and focus to answer questions by existing research questions. So the problem can be solved.

Based on the explanations above, the researcher focuses on this problem, they are:

1. What slogans use in the school of Islamic elementary school Al-Munawwaroh Pamekasan?
2. How does the member of school write slogans in Islamic elementary school Al-Munawwaroh Pamekasan?
3. What are the meanings of slogans in Islamic elementary school Al-Munawwaroh Pamekasan based on lexical and grammatical semantics?

### **C. Research Objectives**

The research objective is a statement of intent that specifies goals that the investigator plans to achieve in a study.<sup>14</sup> The research was conducted by a researcher with a specific purpose and objective. Thus, this goal must be achieved by researchers, so that researchers can answer research problems and know what this research is for.

Based on the research focuses that was decided, the researcher has three purposes, that are:

1. To know the slogans that use in Islamic elementary school Al-Munawwaroh Pamekasan.

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<sup>14</sup> W. creswell, 111.

2. To find out the method used by the member of Islamic elementary school Al-Munawwaroh Pamekasan in writing slogans.
3. To know the meaning of slogans in Islamic elementary school Al-Munawwaroh Pamekasan based on lexical and grammatical semantics.

#### **D. Research Significance**

The significance of the study relates to the importance of the researcher to convince readers that the results of this study can contribute to the educational practice and theory.<sup>15</sup> The results of a study are expected to be useful for others and also for the researcher itself. So, it can develop a knowledge of the research being carried out. Thus both readers and researchers can add their knowledge, especially about semantics and slogans.

The significance of this research is hopefully providing benefits in theoretically and practically, that are:

##### 1. Theoretically

The results of this research are expected to contribute or to add knowledge in linguistic research, especially on lexical and grammatical semantics.

##### 2. Practically

- a. The library. This research can add the collection at the IAIN Madura's library, and it can be a reference for students who will conduct research.

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<sup>15</sup> Donald Ary et al., *Introduction to Research in Education* (Cengage Learning, 2013), 589.



- b. The school. The research can be used as a view or a base for making other slogans more interesting, which have meaning that can motivate the student.
- c. The researcher. The research can increase the researcher's knowledge, especially about semantic analysis and slogans.
- d. The reader. They can get benefit from reading this research, which is knowing the meaning of a slogan that researchers discuss based on semantics.
- e. Further research. This research can be as a contribution of opinion or inspiration for further researchers if they decide to research the same discussion and areas.

### **E. Scope and Limitation of Research**

A researcher must use a scope and limitation to prevent too much discussion. Because it can make the research will be done by directed and more focused.

Based on Oxford Learner's Pocket Dictionary, the scope is the range of things that the subject organization.<sup>16</sup> The scope is used by the researcher to clarify the explanation of the research to be studied. So that the researcher can focus on this subject. The scope that will be used is focused on the analysis slogan based on lexical and grammatical semantics.

The limitation is the act of limiting or controlling someone or something.<sup>17</sup> The limitation is used by the researcher to provide a limit on the research that

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<sup>16</sup> *Oxford Learner's Pocket Dictionary*, fourth (UK: Oxford University Press, 2015), 393.

<sup>17</sup> *Oxford Learner's Pocket Dictionary*, 256.

will be conducted to focus on what things will be studied. The limitation of this research will be conducted in Islamic elementary school Al-Munawwaroh Pamekasan.

#### **F. Definition of Key Terms**

The key term is very important in doing research, which is to prevent misunderstanding between researchers and readers. So Creswell advises researchers to narrow the topic to a few key terms by using one or two words or short phrases.<sup>18</sup> In this research, there are three key terms that will be used, that are:

1. A slogan is a short sentence that has specific purposes that are to provide motivation, to ask the student to do something, to give advice, to remind, and to inform about something so the message contained in slogan can be applied and obeyed by the reader.
2. Lexical is the meaning based on a dictionary.
3. Grammatical is the meaning based on grammatical.

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<sup>18</sup> W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, 82.