

Realization of Speech Functions in Shampoo's Slogan in Television Advertisement

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Abstract

This study deals with speech function in shampoo's slogans in television advertisement. The objectives of this study were to describe the speech functions linguistically coded in shampoo's slogan of television advertisement, to examine out the types of speech functions used in shampoo's slogan of television advertisement, to derive out the dominant types of speech functions used in shampoo's slogan of television advertisement, to explain reasons for the used of the dominant speech functions. The data were collected by using content analysis technique. The data were shampoo's slogans which were taken from advertising media like television, internet or billboard The data were analyzed based on the theory of speech function proposed by, Saragih (2000:9). There were found 11 slogans which consist of Speech Functions. The research finding, there were only 4 speech functions found in the slogans. They were statement, question, command, and offer. The most dominant speech function used was statement (90.9%).

Keywords: Speech function, Slogan, Advertisement

1. Introduction

One of the functions of language in human life as a member of the society is to exchange experience. This is systemically termed as speech functions (Halliday: 2004). Language is a device in communication both in written or spoken forms. When someone says something, sentence is used in the communication. The sentence itself consists of the meaning and structure.

In communication process, there is a transfer of information from the writer (speaker) to the reader (listener). According to Hornby, communication itself is the activity or process of expressing ideas or feelings or of giving information (2000:25). This information is described by applying the grammatical features such as speech functions.

Giving information means transferring knowledge, fact or news by the speakers as the doers to the listeners as the receivers. When they are interacting, the speakers want to express themselves clearly, effectively retrieve a clear and informative message. All those which are mentioned before is the essence of communication.

Halliday (1985) has sought to create an approach to linguistics that treats language as foundational for the building of human experience. The work of Halliday is concerned with the meaning. A language can not be disassociated from the meaning. His insights and publications from an approach called Systemic Functional Linguistics (SFL). SFL is an approach to linguistics developed by Halliday which sees language in social context. This approach is based on the theory of grammar which considers language as a resources used for communication and not a set rules.

In the theory of speech function, Saragih (2000:9) defines the interpersonal meaning is to realized at two level namely at the level of semantics (discourse) and lexicogrammar which is termed mood. At the level of semantics human beings perform two roles namely the acts of giving and asking or demanding in interactions. The commodity involved in the act of giving and demanding classified into two, they are information and goods and or services. These bring us to the four speech functions, statement, question, offer, and command.

Hornby (2000:17) defines advertisement as notice, pictures or firm telling people about the products, jobs or services. Advertisement is the product of advertising which one party used to tell public about products or services in order to encourage people to buy or to use the product being advertised. Advertisement which functions to tell the public about products or services called by commercial advertisement. Basically, the function of commercial advertisement is to give information of the products or services being advertised. The information conveyed can be viewed through the whole copy which is constructed by slogan. slogan is a brief message crystallizing an important idea about the product or the reason why someone should buy the product. Slogan is mostly used in television advertisement rather than in print media, because in television advertisement the copy of advertisement is dominated by illustrations. The viewers may be only interested of the demonstrations performed by the actors or the actresses or things in the demonstrations. This is the reason why, they sometimes do not pay much attention on what information actually delivered in the

whole copy. To avoid this, the copywriters create slogan in order to make the viewers remember the brand of the products along with the information delivered in the products advertised.

From linguistics point of view, advertisement seems, in effect to constitute a genre with distinct features which function is not only to inform but also persuade and influence by using the linguistics system as a toolkit in a creative manner. The previous statement suggests that advertisement has its own typical linguistics pattern. It is due to the fact that one of the elements of the advertisement; slogan should be constructed in clear, brief and in practical form of language.

This research study is planned to analyze speech function used in slogan of advertisement. The writer will try to investigate the speech function used in slogan language, deriving the dominant used of speech function and will try to draw the cause of the dominant used.

2. Review of Literature

2.1 Interpersonal Meaning

Language is simultaneously used as presentation, exchange and organization of experience (Halliday 1994:68). As social beings, humankind cannot live alone, isolated; they need to interact with others in order to fulfill their needs. The use of language to interact perform interpersonal functions.

The previous statement suggest that interpersonal function is needed because human being cannot live alone and provide their needs by themselves. It is due to some reasons; first human being is a social product or socially produced. Second, human being cannot fulfill his/her own needs by his/herself. Third, only human being are born with the competence to transmit and store information. When human being interact in community, they perform interpersonal function of language.

The interpersonal function is realized at two levels namely at the level of (discourse) semantics and lexicogrammar which is termed mood. At the level of semantic, human being performs two roles namely Giving and Demanding. The commodity exchange may be either information or Goods & Services. When the roles and commodities are cross classified, four specific activities or speech functions are divided as summarized in the table below:

Table 1. Speech Functions

	COMMODITY	COMMODITY
ROLES	INFORMATION	GOOD&SERVICES
GIVES	Statement	Offer
DEMANDING	Question	Command

Source: (Saragih:2009).

Based on the table above, the four speech function can be drawn as follows:

- (a) [Giving/information] = Statement

- Giving information = Giving statement
- (b) [Demanding/ information] = Question
Demanding information = Asking question
- (c) [Giving/goods/services] = Offer
Giving goods = Offering
Giving services = Offering
- (d) [Demanding/ goods/ services] = Command
Demanding goods = Commanding
Demanding services = Commanding

2.2 Advertisement

Advertisement becomes a great phenomenon in this era regarding their roles as tools in sharing information of what they are advertised. Hornby (2000:17) defines advertisement as notice, pictures or firm telling people about the products, jobs or services. Commercial advertisements are advertisements used to sell products. Commercial advertisement should offer information, stress buyer's benefit and build a good brand reputation. Commercial advertisement published on TV try to intrigue the viewers to see the entire commercial. To achieve this goal, the copywriters have to create advertisement in such a creative way so that the viewers feel that they need to see the advertisement.

Advertisement motivates people by appealing to their problem, problems and goals by offering a means of solving their problem, satisfying their desires and achieving their goals. To the individual consumers, a product is not so much physical object as a bundle of satisfaction.

In addition, Gein (1982) states that the advertisement is a product promotion. The advertisement has some texts, which provides information about the product, and more important provide anchorage for the image. Under the general category of text, there may be descriptive information about the product, other text that serves the purpose of catching the readers' (viewers') attention, as well as short phrases that act as a kind of slogan, and finally the name of company and/or the name of the product.

Basically, advertisement whether it is published on TV or the other media is constructed by two elements, namely Headline and Slogan. Headline is one of the elements of advertisement which functions to arouse the interest of the consumers so that the person wants to know more about the product being advertised, while slogan is a brief message crystallizing an important idea about the product or the reason why someone should buy the product.

2.3 Slogan

Slogan is the brief message, crystallizing and important idea about the product or reasons for buying the product which is expressed in the copy. According to Barnhart (1979), slogan is a word or phrase used by business, club, political party or the like the advertised its purpose. Slogans are mostly used in television advertisements rather than in print media. Slogan is social expressions with a single objective: to inform and draw the attention of consumers to what the product is all about. It is changing to adapt to current trends. They can be any

expression, saying, idiom, phrase, or trademark that can distinguish a product and make it notable. A slogan differs from most other form of writing because it is designed to be remembered and repeated word for word to impress a brand and its message on the customers. Ideally, the slogan should be short, clear and easy to remember. Some criteria of a good slogan are:

- Boldness Helps:
AT & T - The right choice (AT & T)
- Parallelism Helps:
Close to Boston Close to Perfect (The Charles Hotel)
- Aptness Helps:
More people Take our Word for it (Webster's Dictionary)
- The name of the product in a slogan is a great advantage:
Delta gets you there with care (Delta Airlines)
So Klin is the best (So Klin Detergent)

Slogans are not easy to create. Sometimes the slogans pop out of a piece of copy or a television commercials. Most often, they are the result of hard work and days and months of thinking and discussion by creative and marketing people.

3. Research Questions

1. How the speech functions are linguistically coded in slogan of television advertisement?
2. What types of speech functions used in slogan of television advertisement?
3. What is the dominant type of speech functions used in slogan of television advertisement?
4. Why is the speech functions dominantly used?

4. Methodology

This research is conducted by using qualitative content analysis. This research used the speech document technically as source of data. The data on this research is all the slogan of shampoo advertisement published on television., the data will be collected by doing television observation start from 7 pm until 11 pm for a week (April 18 until April 25, 2016). The writer will watch television advertisement for each television stations then the writer will record the data related to the object of study. And finally writer transcribes the data into a written data. The researcher acted as participant observer to the kinds of speech function applied in the instrument of the data collection.

5. Result And Discussion

5.1 Finding

The data will be analyzed based on four steps. They are: transcribing the data recorded, identifying speech function by used in slogan, identifying the dominant speech function used

by slogan of advertisement, deriving the cause of speech function dominantly used. Each of steps will be given separately below:

5.1.1 Transcribing The Data

After doing observation on nine television's stations for several period of time, the writer then transcribed all the data recorded into written form. In order to avoid confusion, the data collected are drawn in the form of table. The data are shown in the following table:

Table 2. Transcribing the Data

No.	Name of Brands	Slogan
1.	Clear men	<i>Tak Ada Lagi Ketombe</i>
2.	Dove Intense Care	<i>Saya Wanita DOVE and I Love it</i>
3.	Emeron Nutritive Shampoo	<i>Naturally Different</i>
4.	Head & Shoulders	<i>Shampoo Anti Ketombe Nomor Satu di Dunia</i>
5.	Lifebouy Shampoo	<i>Rambut Kuat dan Lebat</i>
6.	Loreal Anti hair Fall	<i>Tuntaskan Rontok Dari Akar</i>
7.	Pantene Hair Fall Control	<i>Memperbaiki Rambut Rontok</i>
8.	Rejoice Family	<i>Ngapain Bayar Lebih Buat Rambut Cantik?</i>
9.	Sunsilk	<i>Rambut Hitam Berkilauku Kebanggaanku</i>
10.	Tresemme	<i>Rambut Lembut seperti Sutra</i>
11.	Zinc	<i>Ahlinya Masalah Ketombe</i>

All the slogans above will be categorized based on the speech function used in each slogan, namely; statement, question, offer, command. The analysis can be observed below:

5.1.2 The Speech Function Reveals in Slogan of Television Advertisement

Table 3. The Speech Functions

No.	Name Of Brand	Slogan	Speech Function			
			S	Q	O	C
1.	Clear Men	<i>Tak Ada Lagi Ketombe</i>	√			
2.	Dove Intense Care	<i>Saya Wanita DOVE and I Love it</i>	√			
3.	Emeron Nutritive Shampoo	<i>Naturally Different</i>	√			
4.	Head & Shoulders	<i>Shampoo Anti Ketombe Nomor Satu di Dunia</i>	√			

5.	Lifebouy Shampoo	<i>Rambut Kuat dan Lebat</i>	✓			
6.	Loreal Anti hair Fall	<i>Tuntaskan Rontok Dari Akar</i>	✓			
7.	Pantene Hair Fall Control	<i>Memperbaiki Rambut Rontok</i>	✓			
8.	Rejoice Family	<i>Mau Bayar Lebih Buat Rambut Cantik?</i>		✓		
9.	Sunsilk	<i>Rambut Hitam Berkilauku Kebanggaanku</i>	✓			
10.	Tresemme	<i>Rambut Lembut seperti Sutra</i>	✓			
11.	Zinc	<i>Ahlinya Masalah Ketombe</i>	✓			

Notes:

S : Statement O : Offer

Q : Question C : Command

5.1.3 Identifying the Dominant Use

After analyzing all the speech functions used in slogan of television advertisement as seen in the table above, the writer then identified the speech function dominantly used by slogan of television advertisement. The analysis is done by classified each slogan based on the speech function used: statement, question, offer and command. The analysis can be seen below:

1. Name of Brand : Clear Men
 Slogan : *Tak Ada Lagi Ketombe*
 = This slogan informs all men that by using Clear Men no more dandruff they have **(Statement)**
2. Name of Brand : Dove Intense Care
 Slogan : *Saya Wanita Dove and I Love it!*
 = This slogan delivers information that by using Dove Intense Care prevents all womans' hair more bright and beautiful **(Statement)**
3. Name of Brand : Emeron Nutritive Shampoo
 Slogan : *Naturally Different*
 = This slogan informs consumers that Emeron Shampoo is naturally to other shampoo in making your hair more black and shining **(Statement)**
4. Name of Brand : Head & Shoulders
 Slogan : *Shampoo Anti Ketombe Nomor Satu di Dunia*
 = This slogan announces that Head & Shoulders Shampoo used as anti-dandruffs in the world o strengthen hair **(Statement)**

5. Name of Brand : Lifebouy Shampoo
 Slogan : *Rambut Kuat dan Lebat*
 = This slogan delivers information that Lifebouy Shampoo is used to strengthen and thicken hair. **(Statement)**
6. Name of Brand : Loreal Anti Hair Fall
 Slogan : *Tuntaskan Rontok Dari Akar*
 = This slogan tells the consumers that by using Loreal Anti Hair fall prevent totally fall repair from the root of the hair **(Statement)**.
7. Name of Brand : Pantene Hair Fall Control
 Slogan : *Memperbaiki Rambut Rontok*
 = This slogan suggests that Pantene Shampoo is used to control of hair fall **(Statement)**.
8. Name of Brand : Rejoice Family
 Slogan : *Mau Bayar Lebih Buat Rambut Cantik?*
 = This slogan asks the consumers that if willing to pay more to get beautiful hair **(Question)**.
9. Name of Brand : Sunsilk
 Slogan : *Rambut Hitam Berkilauku Kebanggaanku*
 = This slogan tells the consumers that uses Sunsilk Shampoo in making hair more black and shiny and proud of it **(Statement)**.
10. Name of Brand : Tresemme
 Slogan : *Rambut Lembut seperti Sutra*
 = This slogan delivers information to the consumers that by using Tresemme, making your hair more smooth and silky **(Statement)**.
11. Name of Brand : Zinc
 Slogan : *Black Shine*
 = This slogan tells the consumers that Zinc Shampoo is the expert in making the hair black and shining **(Statement)**

In order to avoid confusion, the writer then concluded her finding in the form of table can be seen in the following table.

Table 4. The Identifying the Dominant Use

No.	Name Of Brand	Slogan	Speech Function			
			S	Q	O	C
1.	Clear Men	<i>Tak Ada Lagi Ketombe</i>	√			
2.	Dove Intense Care	<i>Saya Wanita DOVE and I Love it</i>	√			
3.	Emeron Nutritive Shampoo	<i>Naturally Different</i>	√			
4.	Head & Shoulders	<i>Shampoo Anti Ketombe Nomor Satu di Dunia</i>	√			

5.	Lifebouy Shampoo	<i>Rambut Kuat dan Lebat</i>	✓			
6.	Loreal Anti hair Fall	<i>Tuntaskan Rontok Dari Akar</i>	✓			
7.	Pantene Hair Fall Control	<i>Memperbaiki Rambut Rontok</i>	✓			
8.	Rejoice Family	<i>Mau Bayar Lebih Buat Rambut Cantik?</i>		✓		
9.	Sunsilk	<i>Rambut Hitam Berkilauku Kebanggaanku</i>	✓			
10.	Tresemme	<i>Rambut Lembut seperti Sutra</i>	✓			
11.	Zinc	<i>Ahlinya Masalah Ketombe</i>	✓			
	Total		10	1		

From the table above, it can be seen that speech function which is dominantly used by slogan of the television advertisement is **statement**

Table 5. Speech Functions types found in the Findings

No.	Speech Function	Data	Percentage
1.	Statement	10	90.9%
2.	Questions	1	9.1%
3.	Offering	-	0
4.	Command	-	0
TOTAL			100%

Regarding Table 4 and table 5, the speech functions which were frequently used are hierarchically ordered from statement (90.9%), questions (9.1%). The offering and Command types at least frequently used in this journal (0%). So, the result of this study show that the writers used mostly statement types in speech function in order to persuade the reader or the customers interested to their product.

5.4.4 The Cause of the Speech Function Dominantly Used

Before starting to create an advertisement, most agencies develop a creative plan. The result of this document is a written creative strategy that offers a common starting point for everyone who will work on the advertisement. This basic strategy is particularly important to the copy people in developing their ideas. The creation of advertisement is made immensely easier if such a work plan is developed before word is put on paper.

It has been explained before that the function of advertisement is to give information about

the product they advertised. This is the reason why, the elements of slogan should fulfill this role. Slogan is derived from Gaelic *slaugh-ghairm*, meaning “battle cry”. Slogan sums up the theme for a product’s benefits to deliver easily remembered message in a few word. From the definition, it can be concluded that slogan can represent them and the message they deliver only by few words. Slogan only need few second to deliver the message from the advertiser about the product it advertised. By these few second, the slogan succeed in delivering the message or to give information about the product it advertised without making the television viewers getting bored. And in this research, the most dominant type of speech functions of the slogans was statement. It can be interpreted that slogan makers tend to give information in their advertisement. As the nature of advertisements which are made to inform people about the products, the speech function of statement was the most suitable to be used.

6. Discussion

Based on finding, there are four types of speech function used in slogan of television advertisement. In this research, the data will be analyzed based on four steps, namely transcribing the data recorded, identifying speech function by used in slogan, identifying the dominant speech function used by slogan of advertisement, deriving the cause of speech function dominantly used. Before analyzing the data, the writer doing observation on nine television stations for several period of time, the writer then transcribed all the data recorded into written form. After transcribing the data, the writer also categorized all the slogans based on the speech function used in each slogan, namely; statement, question, offer, command. After analyzing all the speech functions used in slogan of television advertisement as seen in the table above, the writer then identified the speech function dominantly used by slogan of television advertisement. The analysis is done by classified each slogan based on the speech function used: statement, question, offer and command. And the last, the writer give the reason the cause of speech function dominantly used in this research.

7. Conclusion and Suggestion

7.1 Conclusions

After analyzing the speech functions of the shampoos’ slogans in television advertisement, the writer can be drawn a conclusion as follows:

1. There were four types of Speech functions which exist in the slogan of shampoo in television advertisement, namely Statement, Question and Command.
2. The most dominant type of speech function used in slogan of shampoo products is Statement.
3. The possible cause of the dominant speech function used statement are:
 - a) The speech function which used to give information to others is statement. It can be interpreted that slogan makers tend to give information in their advertisement. As the nature of advertisements which are made to inform people about the products, the speech function of statement was the most suitable to be used.

- b) The function of slogan which sums up theme for product's benefits to deliver an easily remembered message in a few words.
- c) The struggle of the advertisers in confronting the avoidance of the television viewers to watch commercial break so that need to construct advertisement in short, clear, attractive form but still do their function that is a source of information to the consumers of the product they advertised. This conditions directs them to create a short, clear, attractive and informative slogan of advertisement as shown in the slogan of shampoo product stated above.

7.2 Suggestions

After concluding the finding, the suggestions of this research are made as the following:

1. It is suggested that the product advertised especially the slogan of the product should use the speech function; statement when they want to be an effective source of information of the product they advertised.
2. It is suggested to the all advertising agency to use the speech function; statement in delivering their message of the product to the consumers
3. It is suggested to the consumers to be careful in purchasing the product of their choices if they are much influenced by slogan. They must be aware of misleading slogan (slogans which do not deliver any information or any message from the product they advertised).
4. It is suggested to other studies related to use speech function as the researcher has done.

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