

A SEMANTIC ANALYSIS OF THE ENGLISH BILLBOARD ADVERTISEMENT ON ROADS IN BATAM

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ABSTRACT

This study was aimed to English Billboards along the road side in her hometown, Batam, because of that writer interested in studying the English words that used in the advertising, especially the billboards along the road in Batam. Writers investigated, how are the English billboard advertisements on roads in Batam and how is the word meaning of those English billboard advertisements. In addition, this study was to find out how are the English billboard advertisements on roads in Batam. This was to find out how is the word meaning of those English billboard advertisements by applying theory of semantics by Leech (1981).

The source of research data obtained was from the English billboard advertisements on roads in Batam., The Writers got twenty English billboards, some of these billboards is using English as the main language and some of them is using English as the implied language. This study was analyzed by using descriptive qualitative research.

The result of the study was the most frequently billboard used English as its language is Brand Advertising (90 %). This happened because the brand advertiser want their product can be sold to the multilayered people, as the resident of Batam comes from different backgrounds and nationalities.

This study concluded that a) there were two kinds of Billboard Advertisements that used English as its language; Brand Advertising and Institutional Advertising. b) The most type of Lexical Meaning that used in English Billboard Advertisements is Conceptual Meaning, the second is Connotative Meaning, and the last is Social Meaning.

Key Words: Word Meaning, English Billboard, and Advertisement.

A. Introduction

Language is a vital part in people's life. Without language, people will face a lot of difficulties to communicate with others. As result there will be no interaction among people. As social creatures, human beings need their fellows to be able to live in the world. Therefore, it can be stated a human cannot be separated from language since human needs language to communicate with others. Generally, language is divided into two main part: written language and spoken language. Written language is all languages that are used in written text while spoken language is languages that are used in speaking, especially in conversation.

Language is the most important tool in the relationship between person to person in a social group, community and society. Kramasach (1983) in Danik (2008:1) notes that language is principal means whereby people conduct their social lifes. In everyday life people use language for different purposes. Beside for communication, language is also used for negotiation, introduction and socialization. In other words, communication cannot be separated from language and society.

According to Cristal (1980:212)Linguistics is the scientific study of language. As the scientific study of language, it comprises very broad issues about language, such as the history of language, the development of language, the relationship between language and social cultural aspects, etc. There are several field of linguistics, i.e. Morphology, Phonology, Syntax, and Semantics. Semantics is the study of the meaning of words, phrases, or sentences in the language or semantics is the study of meaning in language, or simply semantic is the study of linguistic meaning. Palmer (1976: 1) states, "Semantics is the technical term used to refer to the study of meaning". Meaning is regarded as one of the most ambiguous and controversial terms

in the theory of language. The meaning of word is determined by the words arrangements in sentences or in other words.

According to Leech (1981:7), "Meaning is described in the Word net browser as (1) The message that is intended or expresses or signified; and (2) The idea that is intended.

Verbal communication is the common activity, we talk to our friends or strangers, we change information by saying and hearing it. Non Verbal communication is the way we change information by changing our expression, body language, e.g : when we don't seeing something gross, we will automatically smirk to what we see. Written communication is also the common way to communicate, we start to write since the stone age, people using symbol (e.g : animals drawing, nature drawing, etc) to change information. As the time goes by, people start to create new symbols, known as the letter (alphabetic and Arabic). In the first place, people use letter to change information, send it by post or pigeon, as the globalization, we know telegram, then we know internet, as the fastest way to change information, Written communication also used in advertising, we can see the advertisement in magazine, newspaper, catalogue, TV commercials, even billboard. And the last but not least, we have Para-Verbal communication, this kind of communication means the changing of tone or volume of our voice, like when we were angry, we will raise our voice, and start to yell, and when we sad, we will lower our voice, if we have a secret, we will start to whisper.

According to Farbey (2002 : 14) the advertising campaign is produced to achieve a purpose, to achieve what the advertiser desires, or needs. In advertising, it is all about how to attract the people. Many ways to do that, example: using beautiful models, using funny pictures, using catchy lines, using attractive colors. In making catchy line, sometimes the marketing use foreign language, people nowadays more interested with something "western influenced", and people often use the foreign language as the implied language during their conversation, e.g "Sebentar, akulagi On the Way nih". By using foreign language, especially English, we will get a "cool effect" of it, and avoid the formality in casual conversation.

Finally the writers wants to investigates, how are the English billboard advertisements on roads in Batam and how is the word meaning of those English billboard advertisements. Semantics is a part of Linguistics. According to Jendra, (2004 : 5) linguistics is the study of human language. Semantics is literally known as study of meaning. Semantics comes from the word "sēmantikós" (Greek), it focuses on the relation between signifier, like words, phrases, signs, and symbols.

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According to Lyons (1971: 115), Semantics deals with the signification of signs in all modes of signifying. As stated by Leech (1981: 2), "Semantics is the study of the meaning of words, phrases, or sentences in the language or semantics is the study of linguistic meaning."

The term meaning is simply derived from the word mean. The word 'meaning' has a number of definitions as suggested by semanticist, for instance, Leech (1981:23) notes three points of meaning. They are as follows:

- a. Meaning involves the speaker's intention to convey a certain meaning that may or may not be evident from the message itself.
- b. Consequently, interpretation by the hearer is likely to depend on the context.
- c. Meaning in the sense is something, which is performed rather than something that exists in static way. It involves action (the speaker produces and effects on the hearer) and the interaction (the meaning being negotiated between the speaker and the hearer on the basis of their mutual language).

Semantics meaning depends on the grammatical structure of the sentence. The meaning that the speakers say have to express their ideas, minds and feelings.

The advertisement can be broken down as these following sentences. Brand Advertising, Retail or Local Advertising, Political Advertising, Directory Advertising, Direct – Response Advertising, Business – to – Business Advertising, Institutional Advertising, Public Service Advertising, and Interactive Advertising.

Advertising is a paid form of communication. Although some forms of advertising, such as a public service announcements, use donated space and time. Not only is the message paid for, but the sponsor is identified. The most advertising tries to persuade or influence the consumer to do something, although in some cases the point of the message is simply to make consumers aware of the product or company.

The message is conveyed through many different kinds of mass media reaching a large audience of potential consumers. And then, because advertising is a form of mass communication, it also non personal.

B. Methodology

Research can be definite as a systematic observation analysis and objectively based on theory we can get the right result from events in special design . In this writing, writer use Qualitative research. Because, writer wants to builds a complex, holistic picture, analyzes words, reports detailed views of informants, and conducts the study in a natural setting.

According to Creswell (1997:15). Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem.

In getting of the data, the writers have two types. Those are primary and secondary data. The source of research data are the English billboard advertisements on roads in Batam. The Writer got twenty English billboards, some of these billboards is using English as the main language and some of them is using English as the implied language. Writers used this data to do the research.

C. Findings

In this finding of the data of the English Billboard Advertisements along the roads in Batam. The writers found the total numbers of the billboards are 20 billboards.

As mentioned in the previous chapter, advertisement can be divided into Brand Advertising, Retail or Local Advertising, Political Advertising, Directory Advertising, Direct – Response Advertising, Business – to – Business Advertising, Institutional Advertising, Public Service Advertising, and Interactive Advertising. Based on the data that the writer had obtained, the writer found that the English Billboard Advertisements on road in Batam only consist of : Brand Advertising (90 %), Institutional Advertising(10 %).

It is based on the result of the data above, the most frequently billboard used English as its language is Brand Advertising (90 %). This happens because the brand advertiser want their product can be sold to the multilayered people, as the resident of Batam comes from different backgrounds and nationalities.

In this part is discussion of the data findings. Therefore, the writers explain more detail all the data found in the advertising in Batam road. Those will be explained in following data.

D. Conclusions

This Study was based on the data analysis, therefore, the result of the data analysis advertisement can be divided into Brand Advertising, Retail or Local Advertising, Political Advertising, Directory Advertising, Direct – Response Advertising, Business – to – Business Advertising, Institutional Advertising, Public Service Advertising, and Interactive Advertising. Based on the data that the writer had obtained, the writer found that the English Billboard Advertisements on road in Batam only consist of : Brand Advertising (90 %), Institutional Advertising(10 %).

It is based on the result of the data above, the most frequently billboard used English as its language is Brand Advertising (90 %). This happens because the brand advertiser want their product can be sold to the multilayered people, as the resident of Batam comes from different backgrounds and nationalities.

This study can be concluded that :

- a. There are two kinds of Billboard Advertisements that use English as its language; Brand Advertising and Institutional Advertising.
- b. The most type of Lexical Meaning that used in English Billboard Advertisements is Conceptual Meaning, the second is Connotative Meaning, and the last is Social Meaning.

Thus, the study is aimed to that there are two kinds of Billboard Advertisements

It is based on the result above that mostly used brand of advertising. Therefore, branding is very useful in advertisement.

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