

# CHAPTER I

## INTRODUCTION

This chapter provides background, problems, objectives of the study and definition of key terms.

### 1.1 Background of The Study

There are so many activities that can not be separated from language, especially communication in daily activity. Cook (2003) explains that language is a communication tool for the exchange of ideas and also for the interaction between human being because many of our most important activities are inconceivable without it. In other hand, language is a system of symbols designed for the communication purpose. Here, language has big impact on our society because it is part of culture used to express feeling and thought. In the communication usage, language can be understood as written and spoken language which has the quality of unity. Therefore, language can be called as discourse based on Choyimah (2012).

Actually language has two functions: transactional and interactional functions (Yule, 1996). It gives the impression to show the importance for social relationship of establishing common points of view from different background culture. Moreover language also needs media to deliver its purpose and meaning and illustrates the strength of it through spoken or

written language. However, Choyimah (2012) describes that written language is more factual because it is well planned, so it can persuade the society as an addressee.

Furthermore, the connection between language and society can not be separated from critical discourse analysis (CDA). According to Fairclough (1995) CDA is used to figure out the link between linguistic and society.

Besides it could be understood as the theories and methods for empirical study of the relations between language and social and cultural developments in different social domain (Jorgensen et al, 2002 p. 60). In their further explanation, they state that the main aim of CDA is to explore the links between language use and social practice. In the simple way, CDA is an interdisciplinary study combining linguistic theories and social theories. It investigates how language can give influence to the society and is shaped by the world. In addition, it also describes and explains how the social and power domination are acted out in linguistic practice.

According to Cook (2003) "language is at the heart of human life. People have used language in every activity like to gossip and chat, play games, sing songs, give information, etc." People need language to develop themselves. In addition they also need information to enrich their knowledge and vocabulary. Therefore, the society can be separated from mass media because mass media has an essential role as a source of information. It delivers information and gives knowledge about everything around the world. In the past, mass media mostly talked about news, it was dealing with politics,

economics, or social problems. However nowadays, the information media is more various. It consists of music, culture, movie, entertainment, etc.

Mass media is divided into two groups, printed and electronic. Printed mass media are newspaper, magazine, tabloid, etc. The electronic ones are television, internet, etc. Among those, as cited in (<http://thesis.binus.ac.id/doc/Bab1/2011-2-01099-MC%20Bab1001.pdf>), television is the most mass media that widely consumed by society, including Indonesian people. Besides for disseminating ideas, persuading public opinion, and reaching voters, television wins hands-down as the most powerful form of mass media. It is proved with the typical of American in watching television is approximately minimum three hours per day and the typical of household is running its television for seven hours per day. So, television can attract large and wide-reaching audiences that there is no other form of communication can reach them. According to Gebner and Conolly cited in (<http://thesis.binus.ac.id/doc/Bab1/2011-2-01099-MCBab1001.pdf>) says that in order to watch television, we do not mobility where almost all households have television and available anytime. Therefore, it is not surprising that television is much more time consuming and attention from more people if it is compared to other media. In contrast to other media, television has advantages because it is audio-visual. Another plus is television can reach a heterogeneous viewer, from all age groups, and a variety of backgrounds and groups. Moreover, it delivers information fast by showing the real condition happened to the viewers. Meanwhile, television has many TV stations in which have different

strategy to attract the viewers and to communicate the product to the society.

Therefore, giving unique slogan is one of the strategies to attract the customer's mind and interest in a memorable way.

Trans TV is one of the TV stations in Indonesia that provides excellent programs covering all social stratification beginning from children, adult, until adolescent. Meanwhile, it also broadcasts interesting programs such as reality shows; infotainment, entertainment, sport programs and children programs to satisfy its audience. Thus, those programs that delivered by Trans TV appropriated with its slogan *Trans TV Milik kita bersama* based on (<http://www.library.upnvj.ac.id/pdf/5FISIPS1HI/207612115/BAB4.pdf>).

Moreover, slogan is a very important element for a brand because it makes the brand that much easier to be remembered and known. So, it can increase consumer's retention rate and desire. It is an advertising statement that describes what your brand is all about. It must be precise as well in order to be effective. The few words used in the slogan must convey exactly what the company is trying to achieve. In addition, according to Kam (2007, para. 2) slogan must be concise if slogan taking up a whole sentence to convey the brand is less effective than a slogan with just three words.

Slogan "*Trans TV Milik Kita Bersama*" used by Trans TV is one of good slogans because it is concise which only uses four words including the name of the company. Therefore the audience is easy to memorize. Besides, it is one of the special slogans of Trans TV because it has been the main icon and purpose of Trans TV since 2001 until 2012 that has been never changed

by the company. As we know there are so many popular TV stations in Indonesia. Based on Lubis (2012) there are seven TV stations to be the most favorite TV Station in Indonesia. They are TVRI, TRANS TV, TPI or MNC TV, METRO TV, TRANS 7, SCTV and RCTI. In other hand, according to Fahmi (2012) there are seven TV stations have become the most popular in Indonesia. They are GLOBAL TV, RCTI, TRANS TV, TRANS 7, TPI or MNC TV, INDOSIAR and SCTV. However, Trans TV has only changed the slogan three times since it is born until now (a Wikimedia project & Mediawiki, 2012). It distinguishes with another popular TV station which always changes the slogan more than three times to catch the viewers. However, “*Trans TV Milik Kita Bersama*” is the longest slogan used by Trans TV. Actually Indosiar has just changed its slogan two times since it was born but Trans TV has been more excellent than Indosiar. It can be seen from the achievement of Trans TV that has become the most popular and the most favorite TV station in Indonesia based on *7Top Ranking* and *7seven and 10ten Blogspot*. In fact, it also achieves many achievements in the broadcasting national competition level such as *corporate image (imac) award 2012*, *anugrah pewarta wisata Indonesia 2011*, *marketer award: Indonesia’s most favorite netizen brand2011*, *domet dhuafa award 2011*, *corporate image (imac) award 2011*, *penghargaan nasional hki (hak atas kekayaan intelektual) 2011*, *kpi award 2010*, *gold award in citra pariwisata 2010*, *the best ceo Indonesia 2010*, *Panasonic gobel awards*, *marketers award: Indonesia’s most*

*favorite citizen brand 2010, cakram and etc* based on (Trans TV Multimedia Team, 2013).

In addition, the researcher is really interested in analyzing the description the internal element and the impact of slogan “*Trans TV Milik Kita Bersama*” used by Trans TV to the society covering all age classification beginning from children, adolescent and adult, especially in village based on critical discourse analysis (CDA) of Fairclough’s theory. Actually there are three model of CDA based on Fairclough’s theory such as textual analysis, discourse practice, and socio-cultural practice. Textual analysis is used to investigate the internal element especially about the meaning and structure analysis of slogan “*Trans TV Milik Kita Bersama*”. Moreover, the researcher also analyzes the impact of this slogan to the village society using discourse practice and socio-cultural practice. However, village society is chosen by the researcher because the society usually still has information from television and it gives big impact toward society’s self development because of the limitation mass media. According to Skater FM Radio (2012, para. 3) one of the researchers about the role of a TV made by Lighting Research and Development Agency in collaboration with LEKNAS-LIPI and the Institute of Communication, East West Centre, Hawaii on 1976 (when TVRI was the only TV station in Indonesia) explains that the results of the presence of a TV show in the middle of rural communities were to improve life conditions of society which were 70% of them having low economy in the first survey. However in the second survey at 1982, their economic status increased to

higher levels. In addition, the presence of TV in society also changed the pattern of the use of community information sources, especially the TV audience groups. Finally, station TV has given big impact, influence, and power toward society in the village, especially in developing village which has good and increasing economic condition.

Irawan (2011) describes that the characteristics of developing village are good safety, less unemployment, and high or good education. In this research, the researcher chooses Banjarwati village because it is one of developing villages in Lamongan that located in north Lamongan city. It can be seen from the condition and the life style of the society. Based on Andri (2011) in the *Banjarwati village profile*, this village has good peacefulness because there is no problem about security and disturbance that happened. Meanwhile, it has *BANSER (Barisan Anshor Serbaguna)* and *LINMAS (Perlindungan Masyarakat)* which are always ready to maintain the security of the village. Besides, many of them have two jobs like farmer and fisherman, farmer and trader, or fisherman and trader. It is influenced the geography of the village that closed by the sea and tourism places especially *Sunan Drajat grave, Wisata Bahari Lamongan (WBL) and Maharani Zoo*. In addition, Banjarwati village also provides good education which is better than the other villages. It can be seen from the number of the school there. There are four kindergartens, four primary schools, four junior high schools, six senior high schools and *Sekolah Tinggi Agama Islam Raden Qosim (STAIRA)*. From this fact, this village fulfilled the characteristics of the

developing village. In addition, from the economic condition of the village can be concluded that in every household, almost all of them have a television. Even very likely to happen they have more one television. In short, all of the society knows about many TV stations and the slogan of the TV station. So, it will support and help the researcher to conduct this research.

In sum, the researcher thinks that the slogan “*Trans TV Milik Kita Bersama*” of Trans TV is the most representative issue which is relevant with critical discourse analysis. So, the researcher expects that this research can fulfill the study and give new information to the society about the benefit and the impact of slogan in TV station especially Trans TV. Moreover it also can be reference for the next researchers. Finally, the researcher arranges the title for research with “***TV VIEWERS’ INTERPRETATION TOWARD “TRANS TV MILIK KITA BERSAMA” SLOGAN USED BY TRANS TV (A CASE STUDY ON BANJARWATI VILLAGE SOCIETY).***”

## **1.2 Problems of The Study**

Based on the background, the research problems can be specified into detailed at the following questions.

1. What is the meaning of slogan “*Trans TV milik kita bersama*” used by Trans TV based on the TV viewers’ interpretation?
2. How is the structure of slogan “*Trans TV milik kita bersama*” viewed from syntagmatic and paradigmatic perspectives?



3. What is the impact of slogan "*Trans TV milik kita bersama*" used by Trans TV to the society in Banjarwati village?

### 1.3 Objectives of The Study

To answer three questions above, the objectives of the study are:

1. To describe the meaning of slogan "*Trans TV milik kita bersama*" used by Trans TV.
2. To describe the structure of slogan "*Trans TV milik kita bersama*" is viewed from syntagmatic and paradigmatic perspective.
3. To find out the impact of slogan "*Trans TV milik kita bersama*" used by Trans TV to the society.

### 1.4 Definition of Key Terms

To avoid misunderstanding, the researcher provides the definition of key terms used in this study. They are presented in the following explanations.

**1. TV Viewers** : people who watch television five hours more in a day which like Trans TV as their favorite TV station and remember the slogan "*Trans TV Milik Kita Bersama.*"

**2. Critical Discourse Analysis** : the study of the relationship between linguistic choices and effects in persuasive uses of language, of how these indoctrinate or manipulate (for example, in marketing

and politics), and the counteracting of this through analysis (Cook, 2003 p. 8)

### 3. Slogan

: simple and catchy phrase accompanying a logo or brand that encapsulates a product's appeal or a mission of a firm and makes it more memorable (businessdictionary.com)

### 4. Trans TV

: an Indonesian commercial television station company owned by TRANSCORPORATION, who is also the owner of the TRANS 7 ([www1.transtv.co.id](http://www1.transtv.co.id))

### 5. Society

: a group of variation of people covering children, adolescent, and adult which stay in one place, especially in Banjarwati village.

### 6. Banjarwati village

: one of the villages in Paciran, Lamongan, East Java located on the Mediterranean coast of Java.

### 7. Syntagmatic analysis

: combination of 'this-and-this-and-this' that refer intratextually to other signifiers co-present within the text (Chandler, 2007 p. 84).

**8. Paradigmatic analysis**

: selection of “this-or-this-or-this” that refer intertextually to signifiers which are absent from the text (Chandler, 2007 p.84).

