

CHAPTER I

INTRODUCTION

1.1. Background of the Research

Language is the main aspects of human life to communicate ideas, information and people's emotions or feelings by using sounds, gestures, and signals that have patterns. This can submit people to convey or receive information. This process of transferring information from one person to another people by using particular medium called as communication. It enables one to maintain relationship with other people.

Furthermore, there are varieties or language style used by people called as language. One of the assumptions to maintain the conversation keep going on the language style is how people communicate with other people by using their own way to communicate.

According to Stewart and Vaillete, (2001:337) style is variations in speech based on factors such as topic, setting, and addressee, and they are normally described in terms of degrees of formality. Eckert and Rickford (2001:26) said that style is variation within the usage of a single speaker or author, and within a single language. Then according to Holmes, (2013) style is language varies which influence by addressee and social factors like participants, setting, topic, and function. By these statements mentioned before, the writer concludes that style is a variation of language.

Actually, the variations of language is not only found in daily communication but also in slogan, magazine, newspaper, short story, novel, and another.

However, this research is only focused on analyzing the language style used in political slogans. Thus the political slogans use an appropriate word in language style because by using more than one of language style, it can make public more interested.

According to Blackburn (2003) politics are primarily associated with the art of government and the activities of the state. It is also an effort that aims to direct society to realize the common good in a country is in the implementation of a policy in the public. So, political slogan aims to straighten the way government in building a country.

Slogan is a brief attention-getting phrase used in advertising or promotion (Merriam-Webster online, 2019). According to Stewart and Vaillete (2001:235) advertising is a business in which language is used to persuade to do the thing. Slogan is also a memorable motto or phrase used in a political, commercial, religious, and other context as a repetitive expression of an idea or purpose. Slogan in politics are one of the ways of the motto of some parties. To make political successfully, the slogan has to consider that it can persuade, attract and influence people to choice one of those party politics. In this research the writer tries to describe and to look for the types of language style in the political presidential campaign slogans.

According to Joos (2007, p.10) in Nurjannah's (2014) there are five types of language style, those are; frozen, formal, consultative, casual, intimate. Mandell and Kriszner (2003, p.17) in Sapriyani's (2013) divides language style into four categories, they are slang, colloquial, formal, and informal style. In this research,

the writer uses Holmes theory (2013, p.77) which said that language has many variety from vernacular language (non standard language), standard language, lingua francas then pidgins and creoles and the theory from Joos (1976) which consist of five language style, there are frozen, formal, consultative, casual, and intimate style.

In order to make the political successfully, the slogans have to consider the language used that can persuade people to do the thing and vote for someone or believe thing for example; a corporation is trustly good or political philosophy is a good one. Thus the slogans used an appropriate word in language style. Because of that, in this research the writer tries to describe and to look the types of the language style and then the function of the style in the political presidential campaign slogans.

1.2. Identification and Limitation of the Problem

Sociolinguistics is study relationship about language and society, There are many phenomena of utterances found in the society with some different cases. Language style is one of the sociolinguistics study that discuss about the variation of the language.

The variation of the language has great contribution in attracting people who choose some parties politics. Almost of every political slogan use some language style with purposes to attracts their publics. the variations of language is not only found in daily communication but also in slogan, magazine, newspaper, short story, novel, and another. However, this research is only focused on analyzing the language style used in political slogans. Thus

the political slogans use an appropriate word in language style because by using more than one of language style, it can make public more interested. So they use language style that interesting to the public. In this research, the writer focuses on language style used in American presidential campaign slogans. The writer wants to analyze the choice of language based on the style.

1.3. Formulation of the Research

Based on the data and limitation of the problems, the writer formulates the following research questions below in order to make her easily analyzing this research:

- a. What are the types of language style used in the political presidential campaign slogans?
- b. What are the functions on the language style?

1.4. Purpose of the Research

The writer has two following purposes of this research below, those are:

- a. To find out the types of language style used in political presidential campaign slogans.
- b. To describe the functions of the language style.

1.5. The Signification of the Research

In this research, the writer hopes that the result of this research will give contributions to linguistics study, especially for language style so that it can give information about language style itself and to give contribution to development of sociolinguistics research. Finally, the writer also expects that this research can enriching the knowledge of the writer and the readers. Overall, the writer hopes this research can avoid the misunderstood about the words used in political presidential campaign slogans.