

CHAPTER I

INTRODUCTION

A. Background of the Study

Reference, generally, is defined as the relationship between word, thought, and world or fact (Flowerdew, 2013). Linguistic forms used to identify something is called referring expressions (Cutting, 2002). Common people or audiences found referring expressions used pronouns or other types of expressions that used in sentence. As an easy way, people or audiences concluded that reference refers to something that is in a sentence with a thing. A few people or audiences did not realize that reference not only refers to meaning but also thing. In advertisement side, promotion sentence is used to attract people's interest (El-Daly, 2011). But, most people or audiences are not aware of which referring expressions refer to because there is no specific information about it.

Audiences might feel difficult to find the referent in advertisement because of the lack of background knowledge to interpret the referent (Cutting, 2002). The background knowledge is one of the aspects that makes misinterpretation of the reference in advertisement. Therefore, it might take a few times to decide which referent is in a sentence especially in advertisement. Audiences' assumptions which are provided by picture, slogan, logo, and other aspects that appear in advertisement built a belief that the referring expressions refer to literal meaning of sentence.

Based on Lock (1996: 36) in Flowerdew (2013), the relationship between referring items and reference categories are not one-to-one. It means that the referring expression does not directly refer to the thing or human. In other words, misinterpretation of the reference in advertisement occurs because there is no additional information and explanation for the audiences to take inference, unless context and co-text.

This relationship between the words and the referents can be interpreted if the audiences have ability to analyze context in advertisement. The message of the advertisement can be successfully taken by the audiences. The audiences would relate the reference into what they believe (Cutting, 2002). As stated previously, the background knowledge help audiences to have assumptions of the reference.

Having presented the importance of context and co-text in interpreting information, an understanding the reference through context and co-text in advertisement is required. This research, therefore, investigates the reference through context and co-text in advertisement.

B. Scope and Limitation of the Study

The scope of this study is reference based on pragmatics study. The limitation of the study is how context and co-text influence the reference meaning which is used in advertisements. The advertisements are chosen in English and Indonesian advertisement and in electronic form (screen capture or images and transcription of the dialogues).

C. Statement of the Problem

Based on the background of the study, this study focuses on the understanding reference through context and co-text in advertisement. Then, the statement of the problem is formulated as how references are identified based on context and co-text in advertisement.

D. Purpose of the Study

According to the statement of the problem, the purpose of the study is to describe the references based on context and co-text in advertisement.

E. Significance of the Study

The researcher hoped this study gave benefits especially to the researcher itself and to the readers. For the researcher, this study might give deeper understanding of references based on context and co-text. For the readers, especially college students, this study might be an addition knowledge of studying pragmatics and this study might be an alternative way of understanding reference based on context and co-text in advertisement.

E. Definition of Key Terms

1. Reference is the use of language to refer to persons and things, directly or indirectly (Mey, 2001).
2. Referent is the other name of the thing or person who is referred to.
3. Context is physical setting in which a communication takes place and everything in it (Paul Gee, 2011).
4. Co-text is linguistics material which is accompanying referring expression (Yule, 1996).
5. Pragmatics is the study of meaning of utterances.