

CHAPTER 1

INTRODUCTION

There are five parts of this chapter. Those are a background of the study, scope and limitation of the study, statement of the problem, the purpose of the study, and the definitions of key terms.

A. Background of The Study

The term cigarette is a thin cylindrical rod made using paper filled with tobacco leaves and other materials that have a diameter of about 10 mm and a length of about 70 to 120 mm. Cigarettes are consumed by being burned and smoked by mouth. If examined carefully, then basically there is no one thing that can be obtained from consuming cigarettes except getting smoke that is bad for health. There are several reasons people want cigarettes as follows, want to try, just want to feel, feel lonely, to look stylish (prestige), imitate parents, eliminate tension, let it not be said transvestites, as a symbol of maturity, looking for inspiration, as a stress reliever, and as a saturated remover. In this study, the researcher not only discuss the implicit meanings of cigarettes, but researche also discuss the language of advertising. The language of cigarette advertising is the slogan contained in cigarette advertisements in online media that contains interesting messages influenced or to attract consumers. Advertising is a message that offers cigarette products aimed at the public through online media.

The implied meaning on researcher opinion is the meaning of the text delivered not directly or not openly, but in a hidden meaning and can only be understood by the person who wrote the word, for example in a djarum super cigarette advertisement, meaning “my life my adventure” implied in this super djarum cigarette is Djarum super Provides a sense of pleasure in every suction. The meaning of this word ha

nothing to do with the writing of my life my adventure. The implied word looks more polite but hidden. Implied meaning will make it difficult for people to be able to understand the word.

Based on the expert, some some views of online media

Severin and James W. Tankard, (2005: 445) Online media is a media that published in cyberspace, the term cyber was first introduced states that William Gibson (1984/1994) in his novel that interpreted the virtual world, namely globally connected reality, supported computer, computer access, multidimensional, artificial, or virtual. Syarifudin Yunus (2010: 27) While state that, Online media namely internet media, such as websites, blogs, and others that are published / broadcast in cyberspace, can be read and viewed on the internet. Online media is a new player in the Indonesian press scene, according to several online media sources in Indonesia that has grown since 1994. Vini Winarti Halim (2006: 27) stated that Online media, namely: Online media, namely websites / sites that function as electronic communication media that are not bound by space and time in order to provide actual information that can be accessed by the public in real time.

Further Romeltea in www.romelteamedia.com describes two definition online media are as follows: Online media in general, namely all types or formats of media that can only be accessed through the internet containing text, photos, videos and sounds. online media can also be interpreted as a means of online communication. Online media specifically that is related to the understanding of media in the context of mass communication. Media - short of mass communication media - in the scientific field mass communication has certain characteristics, such as publicity

and periodicity. online media specifically is a media that presents journalistic works (news, articles, features) online. Asep Syamsul M. Romli in the book *Online Journalism: Guide to Managing Online Media* (Nuansa, Bandung, 2012) defines online media as follows, "Online media is mass media that are presented online on internet websites. According to Romli in the book, online media is the third generation mass media after printed media - newspapers, tabloids, magazines, books - and electronic (electronic media) media - radio, television, and film / video. Online Media is an online journalistic product. Online journalism also called cyber journalism. Technically, online media is telecommunications and multimedia-based media (computers and Internet). Included in the online media category are portals, websites (websites, including blogs), online radio, online TV, and e-mail.

In this study, researchers presented previous research related to directive speech. Previous research was carried out by Kusumawati (UMS, 2011) entitled *Social-Pragmatic Analysis of the Speeches of Commander in Another Boleyn Girl Film and Translations*. The results of his research are that first, the speech command forms are translated into words, phrases translated into words, positive imperative sentences translated into positive imperative sentences, negative imperative sentences are translated into negative imperative sentences, declarative sentences are translated into declarative sentences, question sentences, and said. Second, the implicature is conversational and conventional implicatures in the form of equivalents and non-equivalents.

The reason the researcher chooses the implied meaning of cigarettes in online advertising is because researcher are very interested in examining the implicit meanings contained online advertisements that are part of the reproduction process.

B. Scope And Limitation

The Scope of the study is pragmatic and the limitation of the Study is the implied meaning of cigarettes in online advertisements.

C. Statement of The Problem

The Statement of the Problem is : How is the implied meaning of cigarettes in online advertisements?

D. The purpose of the study

Based on the statement of the problem mentioned above, the purpose to be achieved through this research are: To know how is The implied meaning of cigarettes in online advertisements

E. Significance of The Study,

1. Teacher, can be used as a learning medium for students, teach articulates that are online advertisements,
2. Student, able to learn the implied meaning of cigarettes in online advertisements and can increase students' insight.
3. Other researcher, this research can be as references to relation other research

F. The definition of key terms

Researchers provide several definitions of key terms to make clear and to avoid misunderstandings.

1. Advertising
Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are

intended to inform or influence people who receive them, as defined by the Advertising association of UK.

2. Online advertising

Online advertising is information or messages delivered to the general public with the aim of introducing, inviting, persuading the general public or the community to participate in a particular invitation that is installed and visible on the internet network. Info or messages can be products, companies or ideas. Online advertising is also an online marketing effort by displaying a website on paid search results. Online advertising is also commonly described as an activity of advertising to offer products or services through cyberspace, whose purpose is nothing but to gain profits from sales activities.

3. Pragmatic

Pragmatics is the study of how language used that is concerned with meaning. According to Yule (1996:3) pragmatics is concerned with the study of meanings communicated by a speaker (or writer) and interpreted by a listener (or reader).

4. Implied Meaning

Implicature is an utterance that implies something different from what is actually pronounced. "something different" itself is the speaker's meaning that not explicitly stated. In other words, implicature is the intention, desire, or the expressions of a hidden.