

CHAPTER I INTRODUCTION

1.1 Basic Consideration

Language is commonly used in communication. By language we can make world is different. Human communication by spoken language or written text to make big relationship, tighten relationship or make it terminate. Language that the human produce by voice or write could be called utterance or sentence. Moreover, has contained of meaning. Language is very kinds because there is someone who cannot speak by mouth however could be use body language. I said that language is unique.

Meaning refers to symbol and referent. It has a strong relation because human communicate each other and can be understand. Sometime we make miss communication that make the situation become a big problem that difficult to solving. In addition, we have to be careful in communication in order there is no problem that happened. In addition, in around as we always interact with someone who we recognize or not, we did not realize that we get laugh, love, sadness, happiness, and much more if talking with someone who because we use same language and know the meaning.

Campaign is the one of media that the speakers who used to communicate something the hearer or reader either spoken language or written text. In addition, Rodgers and Storey (1987) states that campaign is group or individual communication has purpose to persuade someone who to do something. In this study, I chose UNICEF as my object because UNICEF campaign has utterance has a good language.

After the reason above, I chose the aspect of meaning as my topic because it contains theme, feeling, tone, and intention. Those are previous aspects that make me interesting to analyze UNICEF campaigns. In this situation, the speaker is looking for some ideas to make sure the hearer or reader is interested by a good utterance. An additional UNICEF campaign uses an utterance to persuade the hearer or reader. There are some reasons that drove me to select UNICEF campaigns as my researches are more the data that I need to analyze, utterances in campaigns interesting to analyze, contains meaning, etc. The researcher chose the aspect of meaning as a topic to analyze a campaign because the aspect of meaning contains theme, feeling, tone, and intention. In a campaign, the aspect of meaning has a strong connection to analysis. For example, 1 pack of pampers = one lifesaving vaccine means that we have to keep children from disease.

In this research, I take the analysis aspect of meaning in UNICEF campaign videos because in a campaign of course it has good utterances to make the hearer and reader influenced.

1.2 Scope of Study

In this study, I focus on analyzing the aspect of meaning in five UNICEF campaign videos. I limit the discussion about four aspects of meaning: theme, feeling, tone, and intention.

1.3 Problem Statement

Based on the basic consideration and problem identification above, the problem statements are:

- a) What utterances could be found in UNICEF campaign videos?
- b) How the aspect of meaning reflected in UNICEF campaign video?

1.4 Object of Study

The objectives of study in this research are:

- a) To find out the utterances in UNICEF campaign videos.
- b) Find out the aspect of meaning reflected in UNICEF campaign videos.

1.5 Significance of Study

The scopes of study of this research are:

- a) To enrich students insight in Gorontalo state university especially department of English about semantic and pragmatic case.
- b) To increase the students references on semantics and pragmatic especially the aspect of meaning.