

**THE STUDY OF SLOGAN USED
IN INDOONESIAN NATIONAL TELEVISION ADVERTISEMENT
SOCIOLINGUISTICS APPROACH**

TERM PAPER



**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND CULTURE
FACULTY OF HUMANITIES
DARMA PERSADA UNIVERSITY
JAKARTA
2019**

**THE STUDY OF SLOGAN USED
IN INDONESIAN NATIONAL TELEVISION ADVERTISEMENT
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Submitted in part-fulfilling for obtaining

Strata One (S-1) degree



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JAKARTA
2019**

INTELLECTUAL PROPERTY STATEMENT PAGE

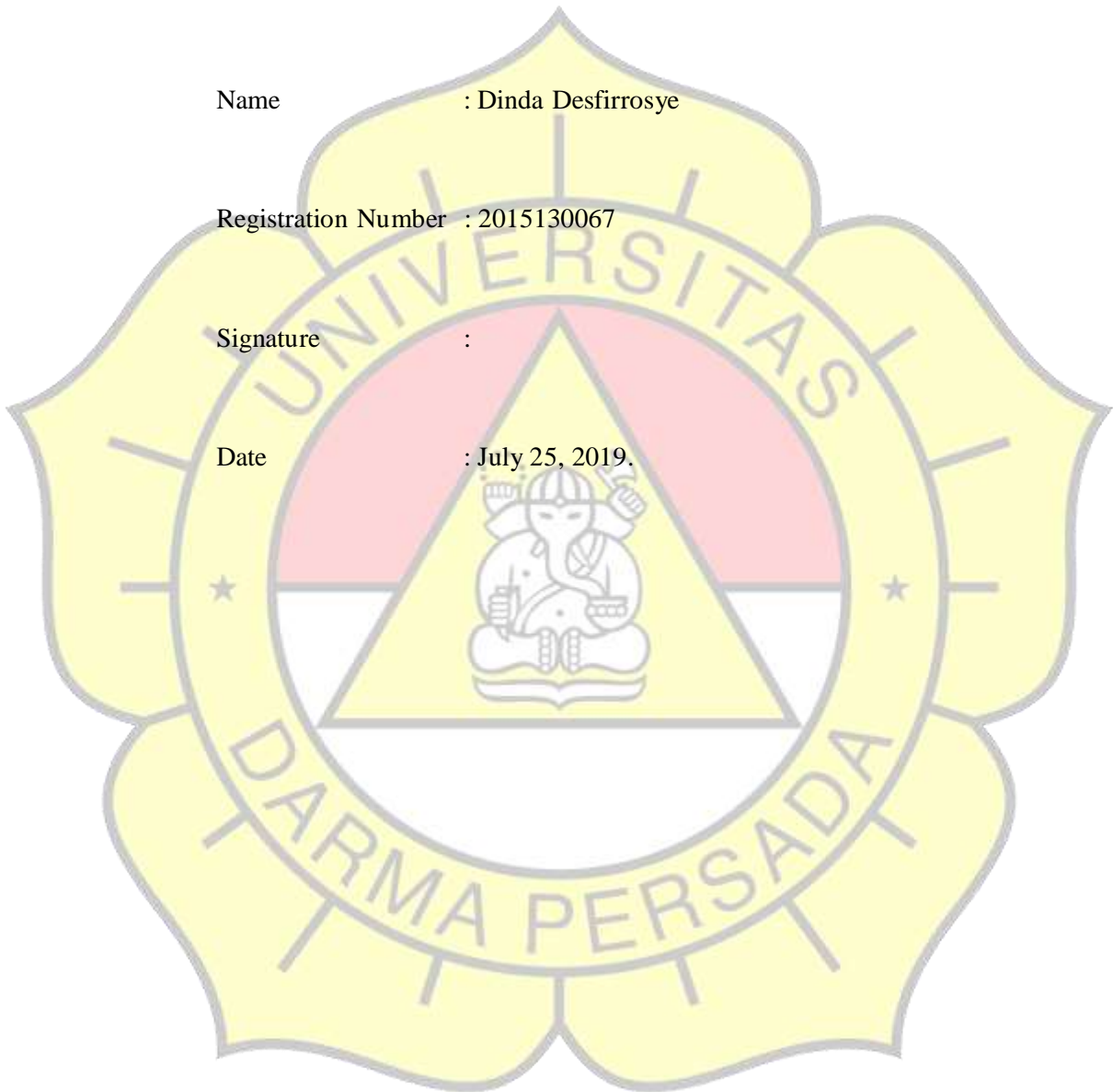
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ACKNOWLEDGEMENT

Praise be to the Almighty Allah SWT, who always gives me His guidance, ways, mercy, strength and power to complete this term paper entitled *The Study of Slogan Used in Indonesian National Television Advertisement: Sociolinguistics Approach*. This term-paper is submitted in part-fulfilling for obtaining Strata One (S-1) degree in English Language & Culture Department, Darma Persada University.

I am so grateful to all my lecturers in English Department who have taught and guided me thoroughly since my first semester. Especially, in finishing this term-paper, I would like to pay special thankfulness and warmth to the persons below who have made my term-paper successful and assisted me at every point to cherish my goal:

1. Nurul Fitriani, S.S., M.Hum, as the first advisor in writing term paper who has given her time to guide and correct in this term paper related to its contents.
2. Yoga Pratama, S.S., M.Pd, as the reader who has wonderfully supported, taught me about conducting a term paper from the beginning, comments and suggestions which are very valuable as this term paper progressed.
3. Mr. Tommy Andrian, S.S., M.Hum, as the head of English department.
4. Juliansyah, M.Pd, as Academic Advisor, the most unpredictable and kindest chairperson during the examination. You are inspiring by giving the advice, corrections and, new knowledge.
5. Dr. Eko Cahyono, as the Dean of Faculty of Humanities.
6. All lecturers in English Department who have taught me from the beginning till the end.
7. My parents, Drs. Achmad Firman and Farida Maruapey, who have given their time for the prayers, emotional and spiritual support that always arouses enthusiasm to finish this paper well. I might be a naughty daughter for you, but, Mom, Dad, you must know how much I love you, and I promise I will make you both proud of me.

8. Novrida Firsella, my best sister ever since day one, who always being there whenever I got stuck, tolerance and assistance that has been given from the beginning till the end. You are inspiring, every support, every advice and suggestion that you all have given to me. I know you hate me sometimes but thanks for never giving up on me.
9. My partner, my classmates, who have given encouragement to keep going, support, sending me ideas, and collections of theses that they have for the addition of my term paper material. Especially, laughter that we have shared in class will never be forgotten and always be a wonderful memory in college.

Overall, I hope that Allah is pleased to give all the good of all those who have helped. I hope this term-paper brings benefits to the next study. This term-paper is far from perfection. Suggestions and constructive criticism are welcome.

Jakarta, July 25, 2019

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ABSTRACT

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Program of Study : English Language and Culture

Title : **The Study of Slogan Used in Indonesian National
Television Advertisement: Sociolinguistics Approach**

The purpose of this term-paper is to find slogans in Indonesian national television advertisement. The writer examines for the meaning contained. This study uses qualitative approach with descriptive method where the writer gives explanation about the slogan found in television advertisements. The writer used 40 slogans to analyse and classified them into literal and figurative meanings. After conducting the research, it is found that there are 25 slogans classified into literal meaning and 15 slogans in figurative meaning. So, in Indonesian national television advertisements mostly use the slogan with the actual implied message to show to the customers in directly and ones less have figurative meaning by using idioms to make it persuasive advertisement in catchy-way.

Key words: *slogan, advertisement, literal meaning, figurative meaning.*

ABSTRAK

Nama : Dinda Desfirrosyie
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Program Jurusan : Bahasa dan Budaya Inggris
JudulSkripsi : **The Study of Slogan Used in Indonesian National
Television Advertisement: Sociolinguistics Approach**

Tujuan dari makalah ini adalah untuk menemukan slogan-slogan di iklan TV nasional Indonesia. Penulis memeriksa makna yang terkandung. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif dimana Empat langkah dilakukan penulis, menentukan sumber, mengumpulkan, menganalisis dan menyajikan data. penulis memberikan penjelasan tentang slogan yang terdapat pada iklan TV. Penulis menggunakan 40 slogan untuk menganalisis, dan mengklasifikasikannya menjadi makna literal dan figuratif. Setelah melakukan penelitian, ditemukan bahwa ada 25 slogan yang diklasifikasikan menjadi makna literal, dan 15 slogan dalam arti kiasan. Jadi, dalam iklan TV Indonesia sebagian besar menggunakan slogan dengan pesan tersirat yang sebenarnya untuk ditampilkan kepada pelanggan secara langsung dan sisanya memiliki makna kiasan dengan menggunakan idiom untuk membuat iklan persuasif dengan cara yang mudah diingat.

Kata kunci : slogan, iklan, makna literal, makna figuratif.

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