A PRAGMATIC ANALYSIS OF SLOGAN USED IN
MOBILE PHONE BRAND

RESEARCH PAPER
Submitted as a Partial Fulfilment of the Requirement
for Getting Bachelor Degree of Education
in English Department

by

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SCHOOL OF TEACHER TRAINING AND EDUCATION
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APPROVAL

A PRAGMATIC ANALYSIS OF SLOGAN USED IN MOBILE PHONE BRAND

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A PRAGMATIC ANALYSIS OF SLOGAN USED IN MOBILE PHONE BRAND

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TESTIMONY

Herewith, I testify that in this research paper there is no plagiarism of the previous literary work which has been raised to obtain bachelor degree of a university, nor there are opinions or masterpieces which have been written or published by others, except those which the writing are referred in the manuscript and mentioned in literary review and bibliography.

Hence later, if it is proven that there are some untrue statements in this testimony, hence I will hold fully responsibly.

Surakarta,

Phengky Eddy Y
MOTTO

THERE IS A WILL, THERE IS A WAY
(The Writer)

WE ARE GOING CHOOSE TO BE OF WHAT WE ARE
(The Writer)
ASSALAMU’ALAIKUM WR. WB.

In the name of God Most Gracious, Most Merciful Peace and God Blessing on you all.

Alhamdullilahirabil alamin, glory to God Most High, Full of Grace and Mercy, the Sustainer of the world that because of His blessing and guidance, the writer is finally able to finish his research paper which is entitled A Pragmatic Analysis of Slogan Used in Mobile Phone Brand as one of the requirement for getting bachelor degree of education in English Department of Muhammadiyah University of Surakarta. Praise is also given to the great messenger, peace be upon him, glory person who gives his blessing to his masses in the next day.

In accomplishing this research paper, the writer gets much help and guidance from others. Therefore, he would like to express her greatest gratitude to the following people;

1. Drs. H. Sofyan Anif, M.Si, the Dean of school of teacher training and education of Muhammadiyah University of Surakarta, for approving this research paper,
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5. All lecturers in English Department who cannot be mentioned one by one, thanks a lot for teaching him this so far,

6. His parents for the prayers, loves, support, and spirit,

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8. My sweet princes and Gandung for supporting him to finish this paper,

9. Everyone who can’t be mentioned one by one for the spirit and support in finishing this report.

The writer realizes that this research paper is far from being perfect, in order to make it better, the writer will accept some advice and critics. The last, the writer wishes this research paper would be useful for us.

Wassalamu’alaikum Wr. Wb.

Surakarta, November 2011

Phengky
DEDICATION

This paper is dedicated to:

- My father and Mother who have sacrificed everything for me and always support me with love, praying, and trust.

- All of my friends.

- Everyone who recognize my existence
SUMMARY

PHENGKY EDDRY Y. A 320 050 099. A PRAGMATIC ANALYSIS OF SLOGAN USED IN MOBILE PHONE BRAND. RESEARCH PAPER. MUHAMMADIYAH UNIVERSITY OF SURAKARTA. 2011.

This research is aimed at describing the linguistic forms and meanings of each slogan used in mobile phone brands. The data are slogans that are in the form of phrase, clause, and sentence taken from internet, TV advertisement and magazine.

In collecting the data, the writer uses documentation method by selecting and writing the slogan which is found in internet, TV advertisement and magazine. To describe the linguistic forms the writer refers to linguistic form theory. In determine the meaning of slogan, the writer uses implicature theory.

Having analyzed the data, the writer finds that the linguistic forms of slogans which are used in mobile phone brands. There are fifteen forms of noun phrase and two verb phrase. There is only one clause in the form of noun clause. Then, there are three imperative sentences. And also the meaning of slogans that are to inform consists of eleven data, to persuade consists of thirteen data and to assert consists of six data.

Key words: Pragmatic, slogan, linguistic form, implicature

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Dean

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BQ = Brand Quotation

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