A PRAGMATIC ANALYSIS OF SLOGAN
USED IN CAR ADVERTISEMENT

RESEARCH PAPER
Submitted as Partial Fulfillment of the Requirements
for Getting Bachelor Degree of Education
in English Department

by
ASHAR WASKITO INDERAGIRI
A320090191

SCHOOL OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA
2013
APPROVAL

A PRAGMATIC ANALYSIS OF SLOGAN
USED IN CAR ADVERTISEMENT

RESEARCH PAPER

by:

ASHAR WASKITO INDERAGIRI
A320090191

Approved by:

First consultant

\[\text{Signature}\]
Drs. H. Marvadi, MA
NIK. 1958 03 04 1986 03 1001

Second Consultant

\[\text{Signature}\]
Dra. Siti Zuhriah Ariatmi, M. Hum
NIK. 225
ACCEPTANCE

A PRAGMATIC ANALYSIS OF SLOGAN

USED IN CAR ADVERTISEMENT

by:

ASHAR WASKITO INDERAGIRI
A320090191

Accepted by the Board of Examiners School of Teacher Training and Education Muhammadiyah University of Surkarta

The Board of Examiner

1. Drs. H. Maryadi, MA
   Chairperson
2. Dra. Siti Zuhriah Ariatmi, M.Hum
   Member I
3. Drs. Agus Wijayanto, M.A, Ph.D
   Member II

The Dean of School of Teacher Training and Education

Dra. Nining Setyaningsih, M. Si.
NIK. 403
TESTIMONY

Herewith, I testify that in this Research Paper, there are no plagiarisms of the previous literary works which have been raised to obtain bachelor degree of a university. I use my own words and there is no opinion that has been written or published before, except the written references which are referred in this paper and mentioned in the bibliography. If the future, there will be any incorrectness which is proved and contradicted with my statement here, I will be fully responsible.

Surakarta, July 2013

[Signature]

ASHAR WASKITO I

NIM A320090191
MOTTO

*There is a will, there is a way*

(The writer)

*Some dreams come true, some don’t*

*but that should never stop us from having good dream!*

(Anies Baswedan)
DEDICATION

This research paper is dedicated to:

His beloved parents “father and mother”

His beloved younger brother

His dearest someone, and

All who helped the researcher to finish the paper
ACKNOWLEDGEMENT

Assalamu’alaikum Wr. Wb

Alhamdulillahi robbil’alamiin, all praise be to Allah, the lord of the world, the master and the creator of everything in the universe, because of His mercies and blessings the writer accomplish to finish his research paper entitled, “A PRAGMATIC ANALYSIS OF SLOGAN USED IN CAR ADVERTISEMENT”, as the requirement for getting the bachelor degree in English Department of Muhammadiyah University of Surakarta. Greeting and salvation are presented to the Prophet Muhammad SAW, who was brought human life into the brightness. The success would not be achieved without the help and support from many people during conducting and finishing the research paper. Therefore in this opportunity he would like to express his deepest gratitude and appreciation to:

1. Dra. Nining Setyaningsih, M. Si as the dean of Scholl of Teacher Training and Education, Muhammadiyah University of Surakarta who gives the legalization toward his research paper.

2. Titis Setyabudi, S.Si, M. Hum as head of English Department who has given the writer permission to write this research paper.

3. Drs. H. Maryadi, MA as the first consultant, who has given careful guidance and suggestion during the completion of his research.
4. Dra. Siti Zuhriah Ariatmi, M. Hum as the second consultant who has given much valuable suggestion for the correction of the research.

5. Drs. Agus Wijayanto, M.A, Ph.D as the third consultant who examines the research and give remarkable correction.

6. All of the lecturer in English Department of Muhammadiyah University of Surakarta, for transferring the knowledge and giving guidance.

7. His beloved parents, “Ibuk Retno” and “Bapak Maryadi”, the reason that makes the researcher survive as the man who never gives up.

8. His beloved brother “Ilham” who give him support.

9. His dearest close friends; Rian, Ahim, Teguh, Frita, Noka, Asri, Amel, Kiki, Nana, Tina, for the meaningful friendship, sweet memory and loyalty to grow up together.

10. His beloved friend (Rochell) for the solace and companionship.

11. His Mentor (Desi Antri) for the great support which starts from the beginning until the end.

12. His beloved Joko Boarding House family (Arifin, Nopri, Satria) for being a great family for him.

13. His beloved Bahrudin Boarding House friends (Hafid, Aziz, Anang, Amirul, Basuki, Wisnu, Danang) for togetherness and the meaningful friendship.

14. All members of Gendhis Theatre, for togetherness and great partner.
15. Her dearest friends in English Department ’09 for all craziness, togetherness and beautiful moments during studying in UMS.

16. And others which cannot be mentioned one by one, who help the writer in finishing the research paper.

The writer considers that this research paper is far from being perfect. Therefore, suggestions and criticism are welcome and accepted. His wishes that this research paper would be valuable for the readers.

Wassalamu’alaikum wr.wb

Surakarta, July 2013

Ashar Waskito Inderagiri
ABSTRACT


This research is aimed at describing the linguistic forms and meanings of each slogan used in car advertisement. This research is descriptive qualitative research. The object this research is the slogan used in car advertisement.

The data are slogans that are in the form of word, phrase, clause and sentence of car advertisement slogan that only slogan from a car made in Japan taken from internet, television, car brochures, magazine and newspaper. In collecting the data, the writer uses a documentation method by selecting and writing the slogans which is found in internet, television, car brochures, magazine and newspaper. In finding out the linguistic forms of the slogans, the writer uses structural grammar. In describing the meaning of the slogans, the writer uses pragmatic analysis especially speech act theory.

Based on the analysis, the researcher finds the data based on the linguistics form of the slogan 3 (6,12%) data of noun, 1 (2,04%) datum of adjective, 20 (40,82%) data of noun phrase, 3 (6,12) data of verb phrase, 1 (2,04%) datum of adjective phrase, 1 (2,04%) datum of adverb phrase, 1 (2,04%) datum of gerund phrase, 8 (16,33%) data of declarative sentence, 1 (2,04%) datum of interrogative sentence and 10 (20,41%) data of imperative sentence. Based on the meaning of the slogan, the researcher finds 24 (48,98%) data of asserting, 12 (24,49%) data of commanding, 9 (18,37%) data of persuading and 4 (8,16%) data of informing.

Key word: Pragmatic, Slogan, Car Advertisement, Linguistic Forms.
TABLE OF CONTENTS

TITLE ........................................................................................................... i

APPROVAL ................................................................................................. ii

ACCEPTANCE ........................................................................................... iii

TESTIMONY ............................................................................................... iv

MOTTO .......................................................................................................... v

DEDICATION ............................................................................................... vi

ACKNOWLEDGEMENT .............................................................................. vii

ABSTRACT ................................................................................................. x

TABLE OF CONTENTS ............................................................................... xi

LIST OF TABLE ........................................................................................... xiv

CHAPTER I : INTRODUCTION

A. Background of the Study ................................................................. 1

B. Previous Study ................................................................................. 3

C. Problem Statement ........................................................................... 5

D. Objective of the Study ................................................................. 5

E. Benefit of the Study ................................................................. 6

F. Research Paper Organization ................................................... 6

CHAPTER II : UNDERLYING THEORY

A. Pragmatics ......................................................................................... 8
1. Linguistics Form of Slogan ........................................ 26

2. Meaning of Slogan ......................................................... 48

B. Discussion ........................................................................ 95

1. Linguistics Form of Slogan ........................................ 96

2. Meaning of Slogan ......................................................... 100

CHAPTER V : CONCLUSION AND SUGGESTION

1. Conclusion ....................................................................... 104

2. Suggestion ....................................................................... 105

BIBLIOGRAPHY ...................................................................... 107

VIRTUAL REFERENCES ............................................................. 109

APPENDIX ............................................................................. 110
<table>
<thead>
<tr>
<th>Table IV.1: Forms of slogan</th>
<th>96</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table IV.2: Meaning of slogan</td>
<td>100</td>
</tr>
</tbody>
</table>