

**A PRAGMATIC ANALYSIS OF SLOGAN  
USED IN CAR ADVERTISEMENT**



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ASHAR WASKITO I

## **A PRAGMATIC ANALYSIS OF SLOGAN USED IN CAR ADVERTISEMENT**

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### **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.*

## **A. Introduction**

In recent decades, the automobile markets are still dominated by car brands from Japan such as *Toyota, Suzuki, Mitsubishi, Daihatsu* and *Honda*. Fierce competition and innovation of the automotive companies to develop vehicles make consumers confused in choosing a car. However, most people tend to look for a car that is easy maintenance and stable selling price. So, the cars made in Japan are much-loved by customers. In the business area, the producers in every automobile company from Japan should have some strategies of business to increase their benefit from the customers. One of the strategies of business is by using car advertisement, it can be found in TV, newspaper, magazine and internet. In general, advertisement is a form of communication for marketing and used to encourage, persuade, or manipulate an audience to take some new action. By using a car advertisement, an automobile company can communicate and inform the society by giving message about products or services to get responses. The advertisers spread the information of their products by using unique and attractive language. By using unique and attractive language, the customers will get impression of the product offered then they will decide to buy them.

Almost all car advertisements have the slogans. Slogan is a memorable motto, or phrase used in political, commercial, religious and other context as a repetitive expression of an idea or purpose. Urdang and Robbins (1984: 18) define that slogan is a group of words that promise a reward in a dramatic way which is easy to read, easy to say, and easy to remember. Slogan used to illustrate a product and the languages of slogan represent the particular product. The advertisers always choose attractive words although the words are not familiar for the customers. It is often encountered when the people reading a slogan in car advertisement.

In this research, the researcher tries to identify the slogans of car advertisements because the language used in slogans are difficult to understand if the people only read or see it once. The researcher only

chooses the slogans of cars made in Japan because they are the best-selling car in the automobile market. The researcher is interested in identifying the slogans of car advertisement by using speech act theory. The speech act are focused on locution and illocution force. The researcher is interested in identifying the slogans of car advertisement by using speech act theory. The speech act are focused on locution and illocution force.

## **B. Research Method**

In this research, the writer takes descriptive qualitative research. The descriptive qualitative research means a type of research in which it does not include any calculation or enumeration (Moleong, 2004:11). The purpose of the research is to get the systematic description of the facts and the characteristic description of the data.

In this research, the researcher chooses slogan used in car advertisement as the object of the study. The data are words, phrases, clauses and sentences of car advertisement slogan (only slogan from car made in Japan). The data sources are from internet, television, car brochures, magazine and newspaper.

In collecting the data, the writer uses the documentation method. In this research, the data collected by collecting car advertisement slogan which can be found in internet, television, car brochures, magazine and newspaper. The procedures are as follows: finding the data in internet, television, car brochures, magazine and newspaper; reading the car advertisement slogan carefully; selecting and writing the slogan into a list of data; coding the data. For example is 1/CA/ACURA: 1 stands for the datum number, CA connects with car advertisement, and ACURA regard as ACURA Company.

To analyze the data, the procedures are as follows: describing the linguistic forms of the slogan used in car advertisement by referring linguistic form theory, describing the pragmatic meaning of car

advertisement slogans by using Speech act theory, discussing the findings of data analysis, and then drawing the conclusion

### C. Result and Discussion

The researcher has collected 49 data. The data is categorized and analyzed according to the problem statement of form and meaning of the slogan used in car advertisement.

#### 1. Forms of slogan

There are three kinds of forms slogan used in car advertisement, namely word, phrase, and sentence.

**Table I. 1**  
**Table Form of Slogan**

No	Linguistic Form	Kind	Data	Amount	Percentage
1	Word				
		Noun	- Advance - Crave - Zoom	3	6,12%
		Adjective	- Incredible	1	2,04%
2	Phrase				
		Noun Phrase	- Innovation for tomorrow - Your best friend in life - The right choice - Your smart move - The smart SUV - The power of dreams - The van of your dreams - Your responsible partner - Unrivaled revolution of sedan - Your luxurious MPV	20	40,82%

			<ul style="list-style-type: none"> <li>- The art of luxury</li> <li>- Rainbow your life</li> <li>- The legend reloaded</li> <li>- Way of life</li> <li>- Your excitement</li> <li>- First class comfort for the family</li> <li>- The real star</li> <li>- Just the one for everyone</li> <li>- Pride of happiness</li> <li>- Adventure unlimited</li> </ul>		
		Verb Phrase	<ul style="list-style-type: none"> <li>- Drive @earth</li> <li>- Discover more</li> <li>- Go onwards</li> </ul>	3	6,12%
		Adjective Phrase	<ul style="list-style-type: none"> <li>- Like no other</li> </ul>	1	2,04%
		Adverb Phrase	<ul style="list-style-type: none"> <li>- More swift</li> <li>- more sporty</li> </ul>	1	2,04%
		Gerund Phrase	<ul style="list-style-type: none"> <li>- Moving forward</li> </ul>	1	2,04%
3	Sentence				
		Declarative Sentence	<ul style="list-style-type: none"> <li>- It loves you back</li> <li>- It's addictive</li> <li>- It's my car</li> <li>- The legend meets urban soul</li> <li>- Makes city life easier</li> <li>- You'll think you can</li> <li>- The world is mine</li> <li>- Made to impress others</li> </ul>	8	16,33%
		Interrogative Sentence	<ul style="list-style-type: none"> <li>- One life, why so serious?</li> </ul>	1	2,04%

		Imperative Sentence	<ul style="list-style-type: none"> <li>- Ride your wishes</li> <li>- Play your wild side</li> <li>- Change the rules Free your spirit</li> <li>- Shift the way you move!</li> <li>- Drive the executive way Drive your passion</li> <li>- Cross the limit</li> <li>- Mark your success</li> <li>- Be groovy!</li> </ul>	10	20,41%
				$\Sigma=49$	100%

From the table 4.1, it is clear that all 49 numbers of data are in the form of word, phrase and sentence.

From the table above, the researcher found 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. The biggest percentage of linguistic form in all of the data used is noun phrase. Noun phrase most frequently appears in car advertisement slogan because the advertiser prefers to describe their products with simpler form but effective (easy to read, easy to say and easy to remember) so that the readers will clearly and directly understand the advertisers' intention.

This research is different from the first previous study conducted by Eddy about pragmatic analysis of slogan used in mobile phone brand. His finding from thirty data of mobile brand slogan, there are thirteen data of noun phrase and two verb phrase. Then, there is only one noun clause followed by eleven data of declarative sentence. Finally, there are

three data in the form of imperative sentence. The noun phrase is the most preferable slogan used in mobile phone brand.

This second previous study was conducted by Chasan about pragmatic analysis of domestic and international airlines slogan. He found there are three linguistic forms which are found in the domestic and international airlines slogan, namely phrase, clause and sentence. From twenty seven there are fourteen forms of the noun phrase. Then, there is only one independent clause followed by six data of declarative sentence. Finally, there are six data in the form of imperative sentence. The noun phrase is the most preferable slogan used in domestic and international airlines.

This research also different from the third previous study was conducted by Windaryati about pragmatic analysis of English slogan on soft drink products. The linguistics forms of slogan found in the data are phrase and sentence. Phrase consists of noun phrase and gerund phrase. While the sentence consists of declarative sentence, imperative sentence, and interrogative sentence. From seventeen numbers of data there are five forms of noun phrase, two forms of gerund phrase, five forms of declarative sentence, three forms of imperative and two forms of interrogative sentence. Noun phrase and simple declarative sentence are the most preferable linguistic forms used in advertising soft drink products.

So from the data of previous studies and this research the researcher can conclude that, most of slogan form used in advertisement is noun phrase. This proves that noun phrase provides simpler but effective way to deliver meaning to the addresser.

## 2. Meaning of slogan

Form the data analyzed, the researcher finds four kinds of meaning, namely; asserting, commanding, informing and persuading.

**Table I. 2**  
**Table Meaning of Slogan**

<b>No</b>	<b>Meaning</b>	<b>Data</b>	<b>Amount</b>	<b>Percentage</b>
1	Asserting	<ul style="list-style-type: none"> <li>-Advance</li> <li>-Innovation for tomorrow</li> <li>-The right choice</li> <li>-The power of dreams</li> <li>-It loves you back</li> <li>-It's addictive</li> <li>-Crave</li> <li>-The van of your dreams</li> <li>-Zoom, zoom, zoom</li> <li>-Like no other</li> <li>-Unrivaled revolution of sedan</li> <li>-Drive @earth</li> <li>-The Art of Luxury</li> <li>-It's My Car</li> <li>-Makes City Life Easier</li> <li>-Way of life</li> <li>-First class comfort for the family</li> <li>-You'll Think You Can</li> <li>-The Real Star</li> <li>-The world is mine</li> <li>-Incredible</li> <li>-Just the one for everyone</li> <li>-Pride of happiness</li> <li>-Made to impress others</li> </ul>	24	48,98%
2	Commanding	<ul style="list-style-type: none"> <li>-Ride your wishes</li> <li>-Play your wild side</li> <li>-Change the rules</li> <li>-Free your spirit</li> <li>-Shift the way you move!</li> <li>-Drive the executive way</li> <li>-Discover More</li> <li>-Drive your passion</li> <li>-Go Onwards</li> <li>-Cross the limit</li> <li>-Mark your success</li> <li>-Be Groovy!</li> </ul>	12	24,49%
3	Persuading	<ul style="list-style-type: none"> <li>-Your best friend in life</li> <li>-Your smart move</li> <li>-The smart SUV</li> <li>-One life, why so serious?</li> </ul>	9	18,37%

		-Your responsible partner -Your luxurious MPV -Rainbow Your Life -Your excitement -Moving forward		
4	Informing	-The legend meets urban soul -The legend reloaded -More swift more sporty -Adventure unlimited	4	8,16%
			$\Sigma=49$	100%

From the data of slogan used in car advertisement analyzed in this paper, the researcher found of meaning namely, asserting, commanding, persuading and informing. The researcher found the meaning of car advertisement is 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. The dominant meaning of the car advertisement slogans used as the data is asserting. The advertiser intends to assert consumers to buy the product, because the advertisements are able to assert the consumers believe that the product advertised is good for the consumers. While, the meaning of the slogan that least used in car advertisement is informing. The advertiser prefers asserts, commands and persuades consumers buy the product because it has a more attractive and efficient function.

The researcher found some differences from the previous study. The first previous study was conducted by Eddry about pragmatic analysis of slogan used in mobile phone brand. He found there are three meanings of the slogan which is found in mobile phone brand, namely asserting, persuading and informing. The meaning of the slogan that mostly used by mobile phone company is to persuade.

The second previous study was conducted by Chasan about pragmatic analysis of domestic and international airlines slogan. The meaning of domestic and international airlines slogan the writer found

are asserting, persuading and informing. The persuasion is the common meaning used in domestic and international airlines slogan.

This research also different from the third previous study was conducted by Windaryati about pragmatic analysis of English slogan on soft drink products. The intentions of slogans consist of asserting, persuading, informing, and offering. The meaning of the slogan that mostly used by soft drink company is asserting.

So from the data of previous studies and this research the researcher can conclude that, most of slogan meaning used in advertisement is asserting and persuading.

#### **D. Conclusion**

Based on the data analysis, the writer found several conclusions.

They are:

##### **1. Form of slogan**

The biggest percentage of linguistic form in all of the data used is noun phrase. Noun phrase most frequently appears in car advertisement slogan because the advertiser prefers to describe their products with simpler form but effective (easy to read, easy to say and easy to remember) so that the readers will clearly and directly understand the advertisers' intention.

So from the data of previous studies and this research the researcher can conclude that, most of slogan form used in advertisement is noun phrase. This proves that noun phrase provides simpler but effective way to deliver meaning to the addresser.

##### **2. Meaning of slogan**

The dominant meaning of the car advertisement slogans used as the data is asserting. The advertiser intends to persuade consumers to buy the product, because the advertisements are able to assert the consumers believe that the product advertised is good for the consumers. While, the meaning of the slogan that least used in car advertisement is informing.

The advertiser prefers asserts commands and persuades consumers to buy the product because it has more attractive and efficient functioned.

So from the data of previous studies and this research the researcher can conclude that, most of slogan meaning used in advertisement is asserting and persuading.

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