LINGUISTIC ANALYSIS ON SLOGAN OF MOBILE PHONE ON PULSA MAGAZINE

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TESTIMONY

I hereby assert that there is no plagiarism in this research paper. There is no other work that has been submitted to obtain the bachelor degree and as far as I am concerned 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 any incorrectness is proved in the future dealing with my statement above, I will be fully responsible.

Surakarta, 9 July 2013

The Writer

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MOTTO

"...Indeed, Allah will not change the condition of a people until they change what is in themselves..."

(The Glorious Qur'an 13:11)

"Never settle. Fight for the Life, the Career, the Dreams, the Love that you deserve"

(Mandy Hale)

"Sometimes choosing wheter to walk away or try harder is one of the hardest decisions we'll ever face in life."

(The Writer)

DEDICATION

This research papper is dedicated for:

Allah SWT,

My beloved father and mother,

My beloved sisters, and

My beloved friends.

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SUMMARY

Andi Rois Al Faisal. A320080234. LINGUISTIC ANALYSIS ON SLOGAN OF MOBILE PHONE ON PULSA MAGAZINE. Research Paper. Muhammadiyah University of Surakarta. 2013

This research studies on slogan of mobile phone on *Pulsa magazine*. The objectives of the study are to explain the types of slogan, the linguistic forms, the function of slogan, and the meaning of the slogans.

This research applies descriptive qualitative research. By applying this method, the researcher uses Pulsa magazine which contains English slogan as the data source, while the data of the research can be word, phrase, and sentence of slogan used in advertisement of mobile phone product in Pulsa magazine. The method of collecting data is documentation method, collected Pulsa magazine, choose slogan English, and documented the English slogans with the way make the list of English-language slogans. The technique of analysis applied in this study is descriptive interpretative.

The results of this study are, first, the types of the slogans are in the type descriptive slogans, superlative slogans, imperative slogans, and provocative slogans. Second, the linguistic form of mobile phone slogans are in the form of word (adjective, verb, and noun), phrase (noun phrase), and sentence (declarative sentence and imperative sentence). Third, the language function mobile phone slogans are representational function, imaginative function, heuristic function, and personal function. Fourth, the meanings of mobile phone slogans are affective meaning and connotative meaning.

Keywords: slogan, mobile phone.