LINGUISTIC ANALYSIS ON SLOGAN OF MOBILE PHONE ON PULSA MAGAZINE

PUBLICATION ARTICLE

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

By

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MUHAMMADIYAH UNIVERSITY OF SURAKARTA
2013
APPROVAL

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ABSTRACT

This research studies about analysis 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.
A. Introduction

One of the ways to introduce products is by an advertisement. An advertisements needs to use particular kinds of language to communicate and to persuade. Talking about advertisement, it cannot be separated with slogan. Slogan is easily remembered phrase used in advertising. There are many products that used slogan to interest customers. In this research, the writer presents the previous study which related with slogans. The first is Hasriah (2008) whose research entitled “Linguistics Analysis of Slogan in Teenage Cosmetic Product”. In her research, she describe the linguistic forms, and to describe the meaning of slogan in teenage cosmetic product. The second researcher is Anggarina Dyah (2008) whose research entitled “Analysis on English Slogan of Fashion Label and Accessories”. In her research, she describing the linguistic forms, describing the meaning and describing the types of English slogan of fashion label and accessories. The third is Juanita Evi (2008) whose research entitled “A Pragmatic Analysis of Slogan Used in T-Shirt”. In her research, she describe the linguistic forms, and to describe the meaning of slogan in teenage cosmetic product. Here the writer try to extend the knowledge of a greater understanding to the reader that people can learn to set a good slogan for the package of the product especially in mobile phone product and give a clear description about the types, the linguistic forms find, the functions, and the meanings of the slogan in mobile phone product. It can be said that the implicit message of a slogan will influence people to do something, namely, to buy a product.

B. Research Method

In this research, the writer uses documentation method for collecting the data. This research is descriptive interpretative, the writer analyze about the slogan in the Pulsa magazine that contains about mobile phone product advertisements that using English slogan. In analyzing the data, the writer does the following techniques: (1) Analyzing the types of slogan using the type of slogan proposed by Fred Weiss frame work. (2) Analyzing the linguistic forms of slogan. (3) Identifying the functions of slogan. (4) Identifying the meanings of the slogan using semantic approach. (5) Making conclusion based on the data analysis.
C. Finding and Discussion

The researcher chooses words, phrases, and sentences of slogans used in advertisements of mobile phone products in Pulsa magazine as data, while the source of the data in this research is taken from Pulsa magazine which contains English slogans. The researcher analyzes the types of slogans, linguistic form, language function, and the type of meaning of the slogan.

Here are the findings of the analyses that the researcher found in his research.

1. Types of slogans

   Here the writer analyzed the slogans and categorized the types of slogans used based on theory by Fred Weiss. In general, Fred Weiss (2009) categorized them into four major different types. There are descriptive slogans, superlative slogans, imperative slogans, and provocative slogans. Descriptive slogans describe a key feature or benefit of the campaign, while superlative slogans exaggerate or embellish, calling your donors to action. Imperative slogans give donors a command. Short and sweet, these slogans sometimes have the greatest impact, while provocative slogans ask a question or call for reflection. Here are the findings of analysis based on Fred Weiss theory:

   1) Descriptive Slogans

      Giving a descriptive type in a slogan is present to emphasize the idea of a general characteristic of the product, a benefit which is presented as long-lasting and obvious. This is the example of the data that categorized into descriptive slogan.

      (1) 9 = High speed processor (IMO)

      The slogan categorized into descriptive slogan because the slogan describes a key feature of the slogan; this is in the phrase itself, it means the product is already applying high speed of processor in this mobile phone product.

   2) Superlative slogans

      Giving a superlative type in a slogan is present to evoke some memorable image or stimulate a new way of thinking about a brand and has staying power with viewers. This is the example of the data that categorized into superlative slogan.

      (1) 7 = Moving towards innovation (MOVI)

      The slogan categorized into superlative slogan can be seen from the phrase itself. This phrase makes the consumers think
that this product is moving towards innovation, from the slogan the manufacturer desire the consumers thought that this product is good and interesting as the slogan.

3) Imperative Slogan

The type of imperative slogan is drawing our attention and using command tactics to create an interest and have the public remember the product. This is the example of the data that categorized into imperative slogan.

(1) 17= Leet’s play (CROSS)

This slogan in type of slogan is categorized into imperative type of slogan. The data is categorized into imperative slogan because it’s shown by the phrase itself. It means the slogan of this product is command to the consumers to plying with this mobile phone.

4) Provocative slogan

Giving a provocative type in a slogan is the one which affects the consumers mind, emotional and attitude. This is the example of the data that categorized into provocative slogan.

(1) 10= Smart device for smart people (IMO)

This slogan the one which provoke the consumer thought. It’s because the consumers are provoked to use this mobile phone because if the consumers are smart they will choose this mobile phone for his device.

<table>
<thead>
<tr>
<th>No</th>
<th>Type of Slogan</th>
<th>Data Sample</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Descriptive Slogan</td>
<td>1= It’s me, it’s... (IMO)</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4= The game changer (NOKIA)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>9= High speed processor (IMO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>14= Music go wireless (MITO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>19= New style (MITO)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Superlative Slogan</td>
<td>2= Take the smart world (IMO)</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5= Inspiring the brilliance (IMO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>6= Expanding your vision (IMO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>8= Carry the world (IMO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>13= More just a phone (MITO)</td>
<td></td>
</tr>
</tbody>
</table>
2. Linguistic Form

Here the writer found the linguistic form in the form of word, phrase, and sentence. The explanation of each component elaborated into wide explanation below.

(1) Word

According to Bloomfield (in Saeed, 1997:57), a word is a minimum free form. Words are classified into four classes of word: noun, verb, adjective and adverb. Here the finding from the analysing shows that the most common data of slogan mobile phone is in the form of adjective, verb, and noun. The explanation of word classes discussed further into wide explanation below.

(1) Adjective

Frank (1972:109) describe adjective as a modifier that has the grammatical property of comparison. This is the example of the data that used of adjectives.

a) Fast fun.

The core of this slogan is the adjective fast and modified by adjective fast.

(2) Verb

A verb is traditionally defined as a “doing” or “action” word, and formally identifiable in many languages as an element displaying contrast of tense, aspect, voice, mood, person, and number (Crystal, 1994:409). The verb is usually used to get our attention and using command tactics to create an interest of the product. This is the example of the data that use of verb.

a) Make it happen

It is a imperative sentence and the core of this sentence is verb make.
(3) **Noun**

Noun is words that indicate people, object, place, plant, animal, idea or concept and etc. The slogan tends to focus on the used of noun which represents the product. This is the example of the data that use of noun.

a) Great entertainment **experience**.

The core of this slogan is the noun *experience* and it modified by noun phrase *great entertainment*.

Table 4.2.1

<table>
<thead>
<tr>
<th>No</th>
<th>Linguistic Form</th>
<th>Kind</th>
<th>Data Sample</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Word</td>
<td>Adjective</td>
<td>Smart Mini Fun Fast Expanding Your</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Word</td>
<td>Verb</td>
<td>Fell Connect Hear Watch Feel Touch Play</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Noun</td>
<td></td>
<td>Changer Brilliance Vision Processor Device Smartphone</td>
<td>15</td>
</tr>
</tbody>
</table>

(2) **Phrase**

Lyons in Nugraha (2007:14) defines that a phrase is any group of words which is grammatically equivalent to a single word and which
does not have its own subject and predicate. Analysis shows that the most common data of slogan mobile phone is in the form of phrase, which is in the noun phrase. The explanation of noun phrase discussed further into wide explanation below.

(1) Noun Phrase

Noun phrase has a function as a subject, object complement of sentence and as complement in preposition phrases. The slogan tends to focus on the use of noun which represents the product. This is the example of the data that categorized into noun phrase.

a) 9= High speed processor (IMO)

The datum is in the form of noun phrase because the core of this noun phrase is the noun changer. This phrase is modified by noun phrase the game.

Table 4.2.2
Phrase

<table>
<thead>
<tr>
<th>NO</th>
<th>Linguistic Form</th>
<th>Kind</th>
<th>Data Sample</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Phrase</td>
<td>Noun Phrase</td>
<td>4= The game changer (NOKIA)</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5= Inspiring the brilliance (IMO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6= Expanding your vision (IMO)</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>7= Moving towards innovation (MOVI)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>9= High speed processor (IMO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>10= Smart device for smart people (IMO)</td>
<td></td>
</tr>
</tbody>
</table>

(3) Sentence

Frank (1972:220) states that sentence are full predication containing a subject plus a predicate with a finite verb. Sentence is a group of words that have subject and predicate. Analysis shows that the most common data of slogan mobile phone is in the form of type sentence which is in the type declarative and imperative sentence. The explanation of each type sentence discussed further into wide explanation below.
(1) Declarative Sentence

Declarative sentence is a sentence that its subject and predicate have normal order. The slogan of the product which is categorized into declarative sentence is used for delivering the brand’s messages about the product.

a) 1= It’s me, it’s... (IMO)

The slogan of Groovy is *It’s me, it’s*..., this slogan is categorized into declarative sentence of linguistic form because the subject of this sentence is pronoun *it* and main verb (in the form of to be) *is* acts as the predicate. The subject and the predicate of this data are in normal order so this data is categorized into declarative sentence.

(2) Imperative Sentence

Imperative sentence is sentence in which the predicate is expressed. In imperative sentence, the sentence has function to make a request, invitation, or offer. The slogan of the product which is categorized into imperative sentence is to recall the brand name for delivering the message of the brand about the product. This is the example of the data that categorized into imperative sentence.

a) 17= Let’s play (CROSS)

This slogan is in type of imperative sentence of language form. It’s because the sentence is started by *let’s* which express a request. Therefore, it is categorized into imperative sentence.

<table>
<thead>
<tr>
<th>NO</th>
<th>Linguistic Form</th>
<th>Kind</th>
<th>Data Sample</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sentence</td>
<td>Declarative sentence</td>
<td>1= It’s me, it’s... (IMO) 14= Music go wireless (MITO) 24= I am simple (VIRTUV) 26= Mini is beauty (MITO) 30= It doesn’t take a genius (SAMSUNG)</td>
<td>7</td>
</tr>
</tbody>
</table>
3. Language Function

Here the writer analyzed the slogan using the theory by Halliday. A key concept in Halliday's approach is the "context of situation" which obtains "through a systematic relationship between the social environment on the one hand, and the functional organization of language on the other" (Halliday, 1985:11). Halliday categorized the function of language into seven types of language. First, instrumental: use language to communicate preferences, choices, wants, or need. Second, personal: use language to express individuality. Third, interactional: use language to interact and plan, develop, or maintain a play or group activity. Fourth, regulatory: use language to control. Fifth, representational: use language to explain. Sixth, heuristic: use language to find things out, wonder, or hypothesize. Seventh, Imaginative: use language to create, explore, and entertain. The analysis shows that the most common data of slogan mobile phone is in the form of Personal, Representational, Heuristic, and Imaginative. The explanation of each component will be discussed further into wide explanation below.

1) Representational Function

Representational function is use in connection with the advertising and promoting of their goods and services as identifier of product. This is the example of the data that categorized into representational function.

(1) 38= Big screen entertainment in a slim Android Smartphone (SONY)

The slogan is included into representational function. It is so because the slogan tries to explain to the consumers that this product has big screen but slim of shape to see all entertainment in this mobile phone.

2) Imaginative Function

The imaginative function is creating in the consumer’s mind a picture of a specific serves a purpose of making a consumer change
his present attitude and persuade him into purchasing of a given product. This is the example of the data that categorized into imaginative function.

1) 10= Smart device for smart people (IMO)

The slogan of this vendor mobile phone has imaginative function of language function. The slogan is included into imaginative function of language function. It’s so because the slogan creates the impression to the consumers thought that this device is to smart people, which is good and make the consumer interested to this product.

3) Heuristic Function

The heuristic function is effort of the product which entails arousing consumer’s curiosity and encourages him/her to buy the product. This is the example of the data that categorized into heuristic function.

1) 25= Hear me! (VIRTUV)

This slogan is categorized into heuristic function of language function because the slogan can make the consumers wonder and curious what they hear from this mobile phone and why must hear from this mobile phone.

4) Personal function

Personal function is drawing consumer’s attention and arousing his interest to the product. This is the example of the data that categorized into personal function.

1) 1= It’s me, it’s... (IMO)

This slogan is categorized into personal function of language function because this expresses from the sentence it’s me. The manufacturer uses this slogan to introduce the product. The main aim this is distinguishing the slogan and drawing consumers attention as well as making the slogan easier to remember.
Table 4.3
Language Function

<table>
<thead>
<tr>
<th>No</th>
<th>Language Function</th>
<th>Data Sample</th>
<th>Frequency</th>
</tr>
</thead>
</table>
| 1  | Representational Function | 4= The game changer (NOKIA)  
14= Music go wireless (MITO)  
16= Feel the sound (MITO)  
17= Let’s play (CROSS) | 25        |
| 2  | Imaginative Function    | 2= Take the smart world (IMO)  
3= Make it happen (NOKIA)  
5= Inspiring the brilliance (IMO)  
6= Expanding your vision (IMO)  
5= Inspiring the brilliance (IMO) | 16        |
| 3  | Heuristic Function      | 25= Hear me! (VIRTUV)  
40= Fast fun (NOKIA) | 2         |
| 4  | Personal Function       | 1= It’s me, it’s... (IMO)  
24= I am simple (VIRTUV) | 2         |

4. Types of Meaning
Here the writer analyzed the slogan and categorized the type of meaning used of theory by Leech. Leech (in Nugraha, 2007:24-36) suggested seven types of meaning. There are conceptual meaning, connotative meaning, stylistic meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning. The analysis shows that the most common data of slogan mobile phone is in the form of affective meaning, and connotative meaning. The explanation of each component will be discussed further into wide explanation below.

1) Affective Meaning
Affective meaning is used for giving emotional value through the product. This is the example of the data that categorized into affective meaning.

   (1) 9= High speed processor (IMO)

   The slogan categorized into affective meaning, this is shown from the phrase that after the consumer reading the
slogan the reader find out that this product is already has the use of high speed processor.

2) Connotative Meaning

Connotative meaning is used for giving communicative value that the consumers may get value over the product. This is the example of the data that categorized into connotative meaning.

(1) 18= Just touch a way (CROSS)

The slogan of this mobile phone is included into connotative meaning. It’s because the sentence make the impression to the consumers that if we touch this mobile phone we can feel a way into place that we want.

<table>
<thead>
<tr>
<th>NO</th>
<th>Type of Meaning</th>
<th>Data Sample</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Affective Meaning</td>
<td>3= Make it happen (NOKIA)</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4= The game changer (NOKIA)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>5= Inspiring the brilliance (IMO)</td>
<td></td>
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<td></td>
<td></td>
<td>6= Expanding your vision (IMO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>7= Moving towards innovation (MOVI)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Connotative Meaning</td>
<td>1= It’s me, it’s... (IMO)</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2= Take the smart world (IMO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>8= Carry the world (IMO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>13= More just a phone (MITO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>18= Just touch a way (CROSS)</td>
<td></td>
</tr>
</tbody>
</table>

D. Conclusion

1. Conclusion

The conclusion are described as follows:

1) The Type of the Slogan

The result from the analysis in the previous section there are descriptive slogans, superlative slogans, imperative slogans, and provocative slogans. The most common type of slogan is descriptive type.
2) The Linguistic Form of the Slogan

The result of the data analysis show that slogan used in slogan of mobile phone on Pulsa magazine are in the form verb, noun, adjective, noun phrase, declarative sentence and, imperative sentence. The result from the analysis in the previous section shows that the most common form of linguistic form is verb.

3) The Language Function of the Slogan

The result of language function are representational function, imaginative function, personal function and, heuristic function. The language function that mostly used on slogan of mobile phone on Pulsa magazine is representational function and imaginative function.

4) The Type of Meaning of the Slogan

The result from the analyzed are affective meaning and connotative meaning. The meaning of slogan that mostly uses is affective meaning.
BIBLIOGRAPHY


**VIRTUAL REFERRENCE**


