

**ANALYSIS OF SLOGAN USED IN FASHION ADVERTISEMENT
IN MAGAZINE *HIGH END TEEN***



This research is submitted as the requirement for the attainment of *Sarjana Pendidikan* (S.Pd.) Degree in English Department

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MUHAMMADIYAH UNIVERSITY OF SURAKARTA
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APPROVAL

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PUBLICATION ARTICLE

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This research has been approved and received by the advisor Faculty of Teacher
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to be hold in front of the examiner.

Surakarta, 4 July 2018



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ACCEPTANCE

ANALYSIS OF SLOGAN USED IN FASHION ADVERTISEMENT
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Accepted by the Board of Examiners Faculty of Teacher Training and Education
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DECLARATION

The undersigned below,

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I hereby state that the research which has submitted here is an original piece or writing and free from plagiarism's work, unless cited in the script and mentioned in the bibliography. If someday this research will have proved as plagiarism's work, I will wholly responsible according to regulations.

Surakarta, 4 July 2018

The writer,



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ANALYSIS OF SLOGAN USED IN FASHION ADVERTISEMENT IN MAGAZINE *HIGH END TEEN*

Abstrak

Penelitian ini meneliti bentuk linguistik dan fungsi sosial penggunaan slogan pada iklan *fashion* di majalah *High End Teen*. Penelitian ini bertujuan untuk: 1) mengidentifikasi bentuk linguistik penggunaan slogan pada iklan *fashion* di majalah *High End Teen*, edisi Agustus 2016 – Juli 2017, dan 2) menjelaskan fungsi penggunaan slogan pada iklan *fashion* di majalah *High End Teen*, edisi Agustus 2016 – Juli 2017. Penelitian ini adalah penelitian kualitatif yang menjelaskan bentuk linguistik dan fungsi sosial yang ditemukan pada iklan *fashion* di majalah *High End Teen*. Data penelitian ini yaitu ujaran dari penggunaan slogan. Dalam teknik pengumpulan data, penulis menggunakan dokumentasi dan observasi. Dalam menganalisis data, penulis menggunakan teori tentang bentuk linguistik dan teori dari Roman Jakobson (1987) tentang fungsi bahasa. Hasil dari penelitian ini menunjukkan bahwa: 1) ada tiga bentuk secara linguistik dalam penggunaan slogan yang di representasikan dalam bentuk kata, frasa, dan kalimat. Tipe-tipe kata tersebut yaitu kata tunggal (7,7%) dan kata gabung (7,7%). Kemudian, bentuk-bentuk frasa yaitu frasa benda (38,5%) dan frasa adverbial (7,7%). Kalimat-kalimat yang ditemukan di penelitian ini ada dua tipe: kalimat deklaratif (7,7%) dan imperatif (30,8%); 2) fungsi-fungsi yang ditemukan dalam penggunaan slogan (berdasarkan Jakobson) adalah fungsi konatif (46,2%), fungsi referensial (38,5%), dan fungsi ekspresif (15,4%).

Kata Kunci: slogan, fungsi sosial, sosiolinguistik.

Abstract

This research investigates the linguistic forms and social function of slogan used in fashion advertisement in magazine *High End Teen*. This research aimed to: 1) identify the linguistic forms of slogan used in fashion advertisement in magazine *High End Teen*, edition August 2016 – July 2017, and 2) describe the functions of slogan used in fashion advertisement in magazine *High End Teen*, edition August 2016 – July 2017. This research is qualitative research that describes the linguistic forms and social function found in fashion advertisement in magazine *High End Teen*. The data of this research are the utterances consisting of slogan used. In the technique of collecting data, the writer uses the documentation and observation. In analyzing the data, the writer uses the theory about linguistic form and theory from Roman Jakobson (1987) about function of language. The result of this research shows that 1) there are 3 forms linguistically in the slogan used which are represented as word, phrase, and sentence. The types of word are single word (7,7%) and compound (blend) word (7,7%). Then, the forms of phrase are noun phrase

(38,5%) and adverb phrase (7,7%). The sentences found in this research are two of types: declarative (7,7%) and imperative sentence (30,8%); 2) the functions found in slogan used (based on Jakobson) are conative function (46,2%), referential function (38,5%), and expressive function (15,4%).

Keywords: slogan, social function, sociolinguistics.

1. INTRODUCTION

The existence of advertisement in society has become very popular form of language communication which is seen widely. Advertisement has been applied in trade for some periods. It is one of the instruments to attract the consumer's intention and plays the important role to improve its selling and marketing. Advertising or advertisement is a way for communicating one's products or services by using some languages and pictures attractively. According to Bovee (1986: 5), advertising is "non-personal communication of information, usually paid for and usually persuasive in nature about products, services or ideas by identified sponsor through the various media". The language which is embedded in the advertising establishes strategy for producers or advertisers to influence the readers so that the public know and consume the product or service towards the advertising offered. The language of advertisement has the intention to influence the people in order to convince towards what they have been reading the ads. Usually it is supported by fascinated design visual to complete the purpose to promote the message of ads. Design visual content in advertising has a great effect on the public, but implementation of language can help people to identify a product or service and then remember it. Moreover, the using of diction in advertisement is chosen by the advertisers effectively and persuasively.

Language used in advertisement must be effective, communicative, unique and persuasive because it aims to persuade people to purchase the product. Mostly fashion advertisement and the others advertisement have the slogan within. 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 (Urdang and

Robbins, 1984: 18). Slogan is coined to represent what the product or service looks like by using words that memorable to the public and target consumers.

The advertising agencies and brand companies endeavor to promote their product to the public in such a way like introduce it by mass media. Sometimes, they use all mass media in order to get the massive selling to their company. It depends on each company to achieve their goal. Many kinds of mass media which shows the advertising can be found around, such as, television, radio, internet, tabloid, magazine, newspaper, billboard and the others.

One of the masses media is magazine, which is the printed media that published periodically not only serves information about specific theme inside, but also offers advertisements to the readers from several products. There are many kinds of magazine, such as, women's magazine, men's magazine, sport's magazine, music's magazine, parenting's magazine, etc. One of the kinds of magazine that turn into the big phenomena is woman lifestyle's magazine, since it is the big numbers of the readers. In fact, the women are the potential target reader and consumer. Women lean to have a desire about knowing everything, especially fashion style. Because of that, setting up the advertisement inside the magazine can be a strategy to promote the product with showing the content of visual and language of the advertisement. Nevertheless, language itself is the important thing of a part of advertisement.

There have been many studies previously about analysis of language used in slogan as conducted by researchers such as Althyabat (2012), Akinbode (2012), Inderagiri (2013), Ernestivita (2013), Widyaka (2014), 'Aliyah (2015), and Mardiana (2015). However, part of them analyzed the slogan's function using sociolinguistics perspective, is that the research from Althyabat (2012) and Akinbode (2012) and the others analyzed the speech act and language style of the slogan. As for Althyabat (2012) with his study entitle "*A Sociolinguistic Study of Sport Slogans Used in Jordanian Playgrounds*", he has found 16 sociolinguistic functions ranging from expressing praising and anger by referring by Roman Jakobson theory; Inderagiri (2013) with his study "*A Pragmatic Analysis of Slogan Used in Car Advertisement*" which described the linguistic

form and speech act in slogan. In his speech act analysis, he focuses on the locution and illocution force.

The writer applies several theories related to the previous study in order to support the analysis data of the research. The several theories to support the research namely, the Notion of Sociolinguistics, Sociolinguistics Function by Janet Holmes (2001), Sociolinguistics Function of Language by Roman Jakobson (1987), Advertisement and Slogan, and Linguistics Form.

2. RESEARCH METHOD

The type of this research is qualitative research. It belongs to qualitative because this research intends to describe the function of language and linguistics form in the slogan used of fashion advertisement. The object of this research is English slogan of fashion advertisement in magazine *High End Teen*. The data of this research is all written utterances of slogan used in fashion advertisement in magazine *High End Teen*.

The method of this research is documentation and observation. In collecting the data, the writer goes through the several techniques. The first is selecting the slogan of advertisement text from magazine *High End Teen*. The second is classifying the slogan of advertisement that includes into fashion advertisement as the data, and separates the others. The third technique is coding all the slogan of fashion advertisement found in magazine *High End Teen*. Finally, the next technique is identifying the linguistics form and function of the slogan of fashion advertisement.

In data validity, there are 3 triangulation used in this research, such below;

2.1 Triangulation of data source

There are two data source, from document and the expert. The form of the document will be the slogan of fashion advertisement in magazine *High End Teen* while informant will be the expert of linguistic especially in sociolinguistics.

2.2 Triangulation of technique of collecting data

There are three of collecting data:

2.2.1 Collecting information

2.2.2 Coding the data

2.2.3 Content analysis documentation

The documents are analyzed in the linguistics form and language function by Roman Jakobson.

2.3 Triangulation of theory

In conducting this research, the writer uses the basic theory of linguistics form and theory from Roman Jakobson (1987) about function of language.

3. FINDING AND DISCUSSION

3.1 Research Finding

Table 1. Linguistics form of slogan used in fashion advertisement in magazine *High End Teen*

Classification		No	Code	Data Slogan	Percentage
Word	Single word	1	5/WC/IX/16	Steady. Stable. Stylish.	7,7 %
	Compound and blend	2	7/PS/X/16	Denimlab	7,7 %
Phrase	Noun phase	1	4/OS/IX/16	Fashion eyewear center	38,5%
		2	10/SN/II/17	Your stylish shoes companion circa 1998	
		3	12/BO/VII/17	Your fashion e-commerce	
		4	10/BM/VII/17	Stylish guide for every urbanite	

		5	9/CE/I/17	Great happiness and fortune	
	Adverb phrase	6	5/VM/X/16	Together in Style	7,7 %
Sentence	Imperative sentence	1	10/WK/X/16	Feel the lite	30,8 %
		2	11/GM/I/16	Feel the comfort	
		3	13/NT/II/17	Keep it lite	
		4	3/NV/VII/16	Fit your everyday style	
	Declarative sentence	5	12/DL/VII/16	Patriot is me	7,7 %
				Total	100 %

The classification of data which is shown in the table as briefly can be explained that phrase is the biggest amount used in the slogan of fashion advertisement in magazine *High End Teen*. The phrase consists of noun phrase (38,5%) and adverb phrase (7,7%). Thus, the other linguistics form found in the data findings are words which includes single word (7,7%) and compound word (blend) (7,7%). The sentence consists of declarative sentence (7,7%) and imperative sentence (30,8%).

From the data, it can be shown that English slogans of fashion advertisement in magazine *High End Teen* are in the forms of word as the lowest data used, in the middle data is sentence and the most data are in the form phrase.

3.2 Discussion

There are 3 forms linguistically of slogan used in fashion advertisement in magazine *High End Teen*. Those forms are word, phrase, and sentence. Phrase is the most dominant forms used in slogan of fashion advertisement which are found by the writer. The advertiser prefers to apply phrase in some slogans because the language used is more acceptable, representative, and simpler. The phrase consists of noun phrase and adverb phrase. The

occurrence of noun phrase is 38,5% and adverb phrase is 7,7%. In the form of word, the writer finds that compound word and blend, and single word are used to create the slogan of some advertisers. The borderline of compound word and blend appears in the data, that is, "*Denimlab*". Meanwhile, the single word which comes out in the slogan of fashion advertisement is adjective like the slogan from Wacoal, "*Steady, Stable, Stylish*". Sentence is the other linguistics form which is found in the data. It consists of declarative sentence which appears 7,7% of occurrence and imperative sentence (30,8%) occurs in this research finding.

4. CONCLUSION

The writer finds linguistically, the form of the slogan is word, phrase and sentence, although the theory of linguistics form stated that the linguistics form is word, phrase, clause and sentence.

The writer finds the language function in this research is referential, conative, and expressive function. The most dominant data of language function is conative function (46,2%), then the middle dominant data is referential (38,5%) and the lowest data is expressive function (15,4%). In addition, beyond this research analysis, conative function is mostly common used for advertisement since the advertisement has the purpose to command and request the reader and consumer to have a product or service offered because of its advantages and marketing promotion by using implicitly language sometimes. Therefore, the consumers will keep in their mind towards what the impression the slogan or language of advertisement has said to buy the product or service.

The form of linguistics that belongs to conative function in this research is imperative sentence as the dominant form. The referential can be formed from noun phrase as the dominant. Thus, expressive function can have the form of sentence and phrase.

The language of slogan in society undergoes many progressing and upgrading. It makes the using of language function cannot be applied only by the

theory from Jakobson but it must be an addition theory, is that, the meaning is used (based on the context).

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