

**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

Proposed by:
Novia Trias Pratiwi
A320140055

**ENGLISH DEPARTMENT
FACULTY OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA
2018**

APPROVAL

**ANALYSIS OF SLOGAN USED IN FASHION ADVERTISEMENT
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Novia Trias Pratiwi

A320140055

This research has been approved and received by the advisor Faculty of Teacher Training and Education, Muhammadiyah University of Surakarta to be hold in front of the examiner.

Surakarta, 4 July 2018



Dr. Malikatul Laila, M. Hum.

NIDN. 0614026301

ACCEPTANCE

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

RESEARCH PAPER

Proposed by:

NOVIA TRIAS PRATIWI
A320140055

Accepted by the Board of Examiners Faculty of Teacher Training and Education
Muhammadiyah University of Surakarta and declared to have fulfilled the
requirement to acquire a *Sarjana Pendidikan* Degree in
English Department

The Board of Examiners:

1. Dr. Malikatul Laila, M. Hum.
(Chair Person)


(.....)

2. Agus Wijayanto, Ph.D
(Secretary)


(.....)

3. Dra. Siti Zuhriah Ariatmi, M. Hum.
(Member)

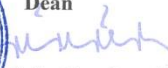

(.....)

Surakarta, 12 July 2018

Muhammadiyah University of Surakarta
Faculty of Teacher Training and Education

Dean




Prof. Dr. Harun Joko Prayitno, M. Hum.
NIP. 19650428199303001

DECLARATION

The undersigned below,

Name : Novia Trias Pratiwi
NIM : A320140055
Study Program : English Department
The Title of Research : Analysis of Slogan Used in Fashion Advertisement in Magazine *High End Teen*

I hereby state that the research which has submitted here is an original piece of 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,



Novia Trias Pratiwi

A320140055

MOTTO

“Maka sesungguhnya bersama kesulitan ada kemudahan”

(Q.S. Al-Insyirah: 5-6)

“Barang siapa yang menghendaki kehidupan dunia maka wajib baginya memiliki ilmu, dan barangsiapa yang menghendaki kehidupan akhirat, maka wajib baginya memiliki ilmu, dan barangsiapa yang menghendaki keduanya maka wajib baginya memiliki ilmu.

(HR. Turmudzi)

“Where there is no struggle, there is no strength”

(Oprah Winfrey)

“Be positive thinking, and positive energy will lead to you with positive action”

(The writer)

DEDICATION

This research paper is dedicated to:

1. My beloved father and mother,
2. My dearest sisters and brother,
3. My beloved big family,
4. My beloved lecturers and teachers,
5. My dearest future husband,
6. And anyone who has interest in linguistics.

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.

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In the name of Allah, the Most Gracious and Most Merciful, Allah SWT for the blessing to the writer in accomplishing well this research paper, entitled “**Analysis of Slogan Used in Fashion Advertisement in Magazine *High End Teen***”. Furthermore, the writer will deliver the deepest thanks to these following people who have helped in finishing this research paper:

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Though she has done her best, she realizes that this research paper is far from being perfect. However, she hopes this research paper could give contribution to the linguistics study especially in language use. Thank you very much.

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Surakarta, 4 July 2018

Novia Trias Pratiwi

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