

ABSTRACT

Tsany, Fahmil, I. 2016. *English Slogans of Gadget Products on Printed Advertisements* Thesis. English Department. Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

Key word : Types of meaning, English slogans, Gadget: smartphone, laptop, tablet and camera.

This study examined the types of meaning used on English slogan of gadged product on printed advertisement especially smartphone, laptop, tablet and camera. This study was conducted to answer the following problems: (1) what is the type of meaning used in English slogan of gadget advertisement? (2) what is the interpretation meaning of the English slogan of gadget adverisement?

This study applied a descriptive qualitative approach. The data were selected by choosing the English slogan of gadget advertisements; smartphone, laptop, tablet and camera. The data were taken from PC Media magazine edition of Januari - March 2016 and brochure, banner, billboard in Hitech mall Surabaya on Mei 23, 2016. The analysis was done by applying Leech theory (1974) on meaning classification. This theory was applied to analyze the types of meaning used on English gadget slogans. Another theory was Goddard (1998 & 2003) about the language of advertising.

The result of this study showed that the interpretation meaning of some English slogans were suitable with the product. While some of slogans had intended meaning. From 24 slogans found three types of meanings which were mostly used. They were conceptual, connotative and affective. The conceptual meaning was marked by enclosed the kind and name or the brand of product offered. The connotative meaning was marked by the word which does not have corelation to the product. The meaning of connotative meaning was intended meaning. The researcher found that almost text slogans had positive connotations regarding the benefits of the product. While in the term of affective meaning was marked by the personal feeling of the advertiser which conveyed through the slogan as if as they have used the product. However all of the slogans had positive message as the persuasive vehicles to sell the product.

INTISARI

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Penelitian ini mengkaji tentang jenis - jenis arti yang digunakan di slogan iklan *gadget* berbahasa Inggris seperti, telefon gengam, laptop, tablet dan kamera. Penelitian ini dilakukan untuk menjawab beberapa pertanyaan berikut: (1) apa tipe arti yang digunakan dalam slogan iklan *gadget* berbahasa Inggris? (2) apa interpretasi arti dari slogan iklan *gadget* berbahasa Inggris?

Penelitian ini menerapkan pendekatan deskripsi kualitatif. Data diambil dengan memilih iklan slogan *gadget* berbahasa Inggris: telefon genggam, laptop, tablet dan kamera. Data diambil dari majalah PC Media edisi Januari – Maret 2016 serta brosur, spanduk dan papan iklan di Hitech mall Surabaya (pusat pembelanjaan *gadget*) pada tanggal 23 Mei 2016. Analisis ini menerapkan teori Leech (1974) tentang klasifikasi makna. Teori ini digunakan untuk menganalisis jenis-jenis makna yang digunakan pada slogan berbahasa Inggris. Teori lain yang digunakan adalah Gooddard (1998 & 2003) untuk menganalisis tentang bahasa iklan.

Hasil dari penelitian ini menunjukkan bahwa interpretasi arti dari beberapa slogan *gadget* berbahasa Inggris sesuai dengan kualitas produk. Sedangkan sebagian slogan memiliki arti terpendam. Dari 24 slogan ditemukan tiga jenis arti yang paling sering digunakan, antara lain *conceptual*, *connotative* dan *affective*. Arti konseptual ditandai dengan mencantumkan jeni dan nama atau merk produk yang ditawarkan. Arti konotatif ditandai dengan kata-kata yang tidak berhubungan dengan produk. Arti dari konotatif lebih bukan makna yang sebenarnya lebih pada makna tersirat. Peneliti menemukan bahwa teks slogan memiliki makna konotatif yang positif tentang manfaat dari produk. Sedangkan makna afektif ditandai dengan ungkapan pribadi tentang apa yang dirasakan melalui slogan produk seolah-olah merek telah menggunakanannya. Bagaimanapun semua slogan memiliki pesan positif sebagai sarana pembujuk untuk menjual produk.