

CHAPTER 4

CONCLUSION

This chapter will be the conclusion of the overall analysis in the previous chapter. This study uses the sociolinguistics approach as an analysis in qualitative approach. The purpose of this study is to find slogans in Indonesian national television advertisement, to analyze the meaning of slogans, and to identify the functions of slogan in Indonesian national television advertisement. The writer uses sociolinguistic theory to understand the meaning of communication by using language, literal and figurative meaning theory helps the writer to decide which one is literal or figurative meaning, advertisement theory and slogan theory to elaborate the analysis and identify the function of the slogan itself.

The writer has found many slogans in Indonesian national television advertisement. Each slogan has a relation between meaning and function. The company has used slogans to inform the meaning and function of the advertisement product itself. To keep the research focused, the writer has divided the slogan into two parts. The first one is the slogan that uses English on it. The second is the slogan that uses Bahasa Indonesia on it. After the writer has found the slogans in Indonesian national television advertisement, the writer has analyzed the meanings of slogan found in that advertisement. In analyzing the meanings in slogan in ads, the writer has decided to split them into two types which are literal and figurative meanings. Literal meaning is usually expressed explicitly; meanwhile the figurative one is usually expressed implicitly. That is why, the writer has to understand deeper on each slogan, and so that the writer can decide which one is literal or figurative meaning.

The writer has used 40 advertisements as data. After the writer has found the meaning, specifically literal and figurative, the writer has sum up the research with the functions of the slogan in Indonesian national television advertisements. Some of them have literal meaning to express the words actually mean, and some of them have figurative meaning which expressed it in meaning that is not literal. The figurative meaning used is not the meaning of the word or phrase itself, but a

different meaning implied by it. So, figurative meaning is the “indirect” meaning, and literal meaning is “direct” meaning.

After analyzing the meaning and function of slogan in advertisement, the writer has found out the relation between them is to create an image that the company wants to show to the customers the purpose of those types of advertisements. Some of them are explaining their actually meaning by their words, and some of them are making it the indirect meaning of the product by phrase to shows the implied meaning.

To sum up, the writer concludes that mostly those slogans in Indonesian national television advertisement have literal meaning. From 40 slogans, 27 slogans have literal meaning and 13 slogans of them have figurative meaning. So, in Indonesian national television advertisements mostly use the slogan with the actual implied message to show to the customers in directly and ones less have figurative meaning by using idioms to make it persuasive advertisement in catchy- way.

As not many have used slogan in ads as their topic, this research can become the reference for others who want to analyze deep related to this. They can use this research by using another approach such as psycholinguistic approaches or other linguistic fields.