

SCHEME OF THE RESEARCH



THE STUDY OF SLOGAN USED IN INDONESIAN NATIONAL TELEVISION ADVERTISEMENT: SOCIOLINGUISTICS APPROACH

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BACKGROUND: Advertisement is a mean of communication with the users of a product or service. It contains messages paid for by those who send them and are intended to inform or influence people who receive them. However, not everyone thinks about what exactly advertising is and how manipulative it can be.

BENEFIT The writer conducts this research in order to help those who have the same analysis or need the same references about slogan, especially in television advertisement.

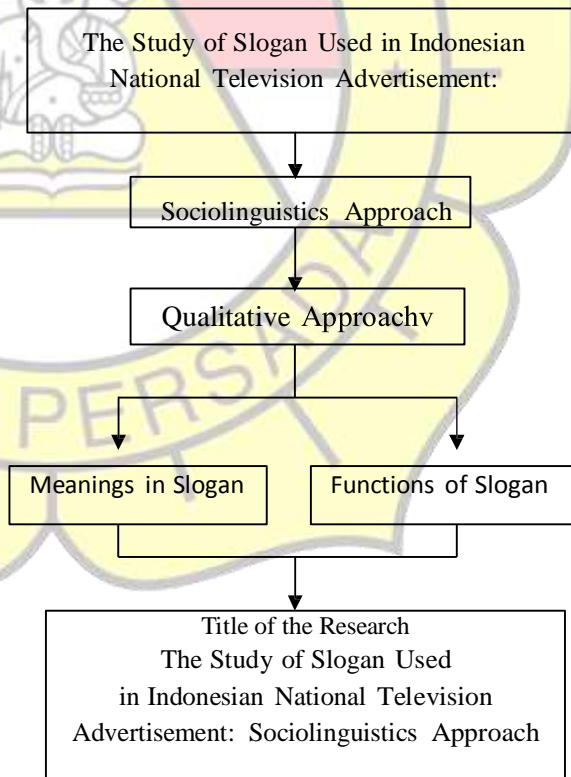
METHOD Qualitative approach is used to analyze the slogan used in advertisements. It is used to understand the meanings and functions of slogans in TV ads.

RESEARCH FINDINGS

Mostly those slogans in Indonesian national television advertisement have literal meaning. From 40 slogans, 25 slogans have literal meaning and 15 slogans of them have figurative meaning.

CONCLUSION The writer finds out the relation between them is to create an image that the company wants to show to the customers the involved 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.

SCHEME OF THE RESEARCH



CURRICULUM VITAE

PERSONAL DATA

Nama : Dinda Desfirrosye
Nationality : Indonesian
Sex : Female
Place/Date of Birth : Jakarta, December 18, 1997
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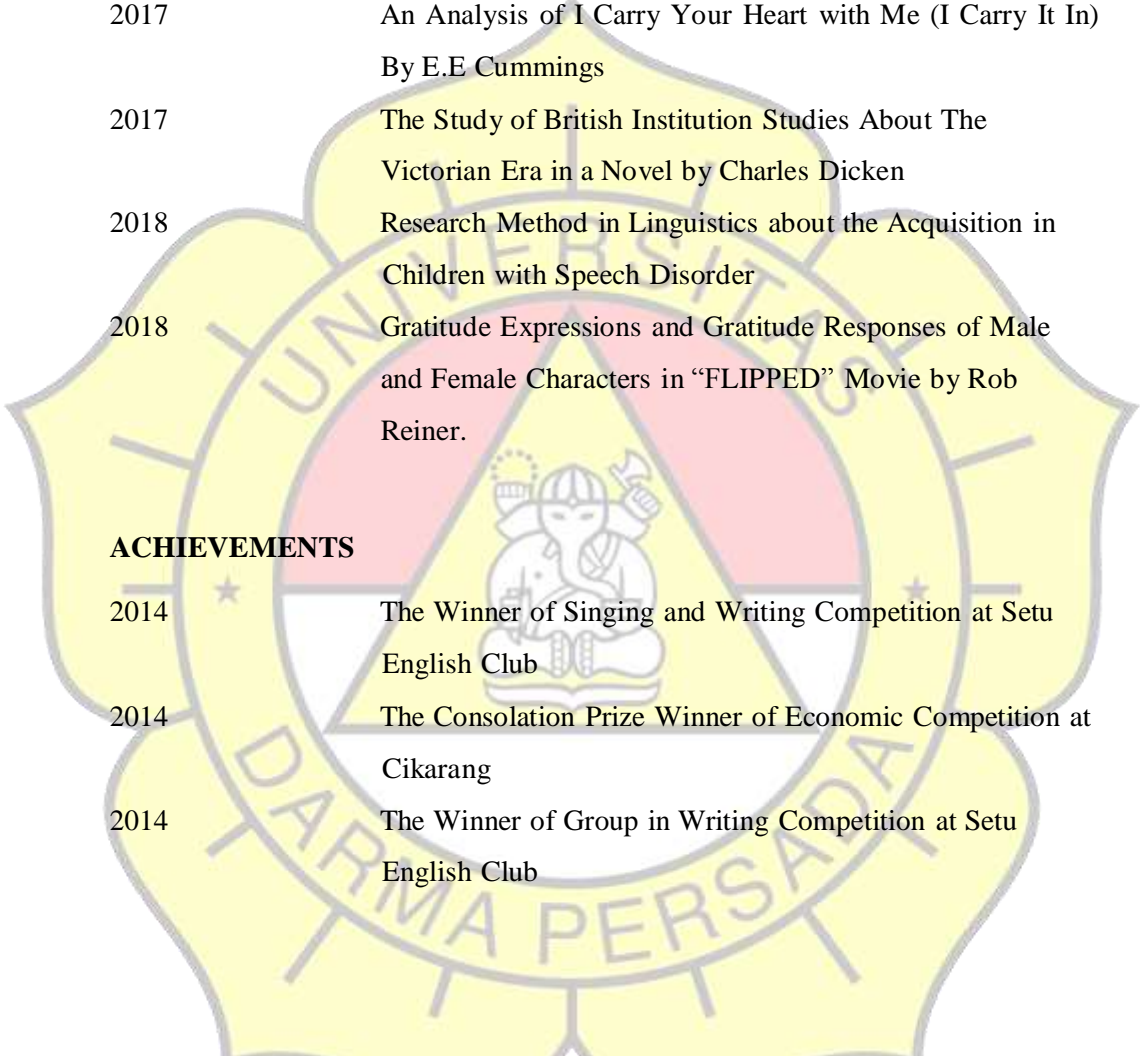


FORMAL EDUCATION

2004 - 2009 : SDN TELAJUNG 03
2009 - 2012 : SMPN 1 SETU BEKASI
2012 - 2015 : SMAN 1 SETU BEKASI
2015 – Present : Darma Persada University, Jakarta

RESEARCH EXPERIENCES

2016 : An Analysis of Implied Message by Little Ghost's Character in Mary Walkin's Story
2017 : The Implied Message about "Human Right" in The Cry of The Children's Poem
2017 : An Analysis of Implied Message by Little Ghost's Character in Mary Walkin's Story
2017 : The Implied Message About "Human Right" in The Cry of the Children's Poem
2017 : An Annotated Translation into Bahasa Indonesia in a Novel "Up at the Villa" by W. Somerset Maugham

- 
- 2017 How Does Our Language Shape The Way We Think?
(source: *Verbal Communication*)
- 2017 An Analysis of The Theme in William Shakespear's
Drama "Romeo and Juliet"
- 2017 An Analysis of "Friendship" A poem in Romanticism
Era by Henry David Thoreau
- 2017 An Analysis of I Carry Your Heart with Me (I Carry It In)
By E.E Cummings
- 2017 The Study of British Institution Studies About The
Victorian Era in a Novel by Charles Dicken
- 2018 Research Method in Linguistics about the Acquisition in
Children with Speech Disorder
- 2018 Gratitude Expressions and Gratitude Responses of Male
and Female Characters in "FLIPPED" Movie by Rob
Reiner.

ACHIEVEMENTS

- 2014 ★ The Winner of Singing and Writing Competition at Setu
English Club
- 2014 The Consolation Prize Winner of Economic Competition at
Cikarang
- 2014 The Winner of Group in Writing Competition at Setu
English Club

Client Name: Dinda Desfirrosye

Name: _____

Identification Number: 2015130067 **Date of Birth:** 1997/12/18

Test Date: 2019/07/01 **Valid Until:** 2021/07/01

Client/Institution Name: PT. Putra Pratama Raya

PT Institutional Test Center-TOEIC Center Indonesia, Plaza Sentral, 17th Floor, Jl. Jend. Sudirman, Kav. 47, Jakarta, Indonesia, 12900

Listening Score: 290 **Reading Score:** 240 **Total Score:** 530

Percent Correct of Abilities Measured: 69% (Listening) 52% (Reading)

Abilities Measured:

- Can infer gist/purpose and basic content based on information that is explicitly stated in short spoken texts: 69%
- Can infer gist/purpose and basic content based on information that is explicitly stated in extended spoken texts: 48%
- Can understand details in short spoken texts: 82%
- Can understand details in extended spoken texts: 83%
- Can make inferences based on information in written texts: 37%
- Can locate and understand specific information in written texts: 52%
- Can connect information across multiple sentences in a single written text and across texts: 55%
- Can understand vocabulary in written texts: 66%
- Can understand grammar in written texts: 58%

LISTENING		READING	
<p>Your scored score is close to 300. Test takers who score around 300 typically have the following strengths:</p> <ul style="list-style-type: none"> They can sometimes infer the basic idea, purpose, and basic content of short spoken exchanges, especially when the vocabulary is not difficult. They can understand the central idea, purpose, and basic content of extended spoken texts when this information is supported by repetition or paraphrase. They can understand details in short spoken exchanges when easy or medium-level vocabulary is used. They can understand details in extended spoken texts when the information is supported by repetition and when the requested information comes at the beginning or end of the spoken text. They can understand details when the information is slightly paraphrased. <p>To see weaknesses typical of test takers who score around 300, see the "Proficiency Description Table."</p>		<p>Your scored score is close to 250. Test takers who score around 250 typically have the following strengths:</p> <ul style="list-style-type: none"> They can make simple inferences based on a limited amount of text. They can locate the correct answer to a factual question when the language of the text matches the information that is required. They can sometimes answer a factual question when the answer is a simple paraphrase of the information in the text. They can sometimes connect information within one or two sentences. They can understand easy vocabulary, and they can sometimes understand medium-level vocabulary. They can understand common, rule-based grammatical structures. They can make correct grammatical choices, even when other features of language, such as difficult vocabulary or the need to connect information, are present. <p>To see weaknesses typical of test takers who score around 250, see the "Proficiency Description Table."</p>	
ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED	ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED
Can infer gist/purpose and basic content based on information that is explicitly stated in short spoken texts	69%	Can make inferences based on information in written texts	37%
Can infer gist/purpose and basic content based on information that is explicitly stated in extended spoken texts	48%	Can locate and understand specific information in written texts	52%
Can understand details in short spoken texts	82%	Can connect information across multiple sentences in a single written text and across texts	55%
Can understand details in extended spoken texts	83%	Can understand vocabulary in written texts	66%
		Can understand grammar in written texts	58%

* Proficiency Description Table can be found on our web site, www.ets.org/toiec

HOW TO READ YOUR SCORE REPORT:

Percent Correct of Abilities Measured:

Percentage of items you answered correctly on this test form for each one of the Abilities Measured. Your performance on questions testing these abilities cannot be compared to the performance of test takers who take other forms or to your own performance on other test forms.




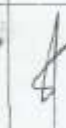


Note: TOEIC scores more than two years old cannot be reported or validated.


1. Lembar Kepembimbingan Skripsi

LAPORAN KEMAJUAN PENULISAN
SKRIPSI SARJANA

Nama Mahasiswa : Dinda Despirosye
 Dosen Pembimbing I : Nurul Fitriani, SS, M. Hum.
 Dosen Pembimbing II : Yoga Pratama, SS, M.Pd
 Judul Skripsi : The Study of Slogan Used
 in Indonesian Television
 Advertisement : A Sociolinguistics Approach
 Mulai Bimbingan : 11 April 2019
 Tahun Akademik : 2018 - 2019

No.	Hari & Tanggal	Catatan Pembimbing	Paraf
1.	Kamis / 21 April 2019	- Perbaiki 'background of the research' - Identification / limitation - Review bab 1	 Nurul F.
2.	Kamis / 18 April 2019	Lanjut bab 2 - Sociolinguistics - Language Variation - Meaning	 Nurul F.
3.	Senin / 6 Mei 2019	- Perbaiki referensi di Bab 2 - Lanjut Bab 3 - Bikin daftar slogan iklan yang akan dipakai	 Nurul F.

4.	Senin / 17 Juni 2013	<ul style="list-style-type: none"> - Perbaiki sumber data di bab 3 penulisan - Perbaiki inkonsistensi penggunaan beberapa kata di bab 3 	 Nurul F.
5.	Kamis / 20 Juni 2013	<ul style="list-style-type: none"> - Perbaiki penjelasan analisis slogan dalam iklan - Perbaiki / tambahkan referensi 	 Nurul F.
6.	Rabu / 26 Juni 2013	<ul style="list-style-type: none"> - Perbaiki Punctuation - Perbaiki referensi di bab 2 	
7.	Kamis / 4 Juli 2013	<ul style="list-style-type: none"> - Perbaiki penulisan sumber data di bab 3. 	
8.	Rabu / 10 Juli 2013	<ul style="list-style-type: none"> - Perbaiki Bab 4 - Perbaiki daftar pustaka - Buat skema penelitian 	
9.	Kamis / 18 Juli 2013	<ul style="list-style-type: none"> - Perbaiki ulang bab 3 - Perbaiki daftar pustaka 	

10.	<p>Robu/</p> <p>17 Juli 2019</p>	<p>Bab 4 diperbaiki &</p> <p>Dibutuhkan beberapa waktu</p> <p>Gesamoklah!!!</p>	
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Jakarta, 6 Agustus 2019

Pembimbing I

NF

(Nurul Firdians, SS, M.Pd)

Menyetujui:

Pembimbing II

(Yoga Pratomo, SS, M.Pd)

Pembimbing Akademik

(Juliansyah, M.Pd)

Mengetahui:

Kajar Inggris S-1

(Toni Pradana, SS, M.Pd)



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Telp. 8649051, 8649053, 8649057 Fax. 8649052

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SURAT PERNYATAAN

Yang bertandatangan di bawah ini:

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No. Telepon/Ponsel : 081298960440

Dengan ini menyatakan bahwa skripsi saya yang berjudul:

THE STUDY OF JARGON USED IN INDONESIAN TELEVISION ADVERTISEMENT: SOCIOLINGUISTIC APPROACH

yang diajukan pada semester ganjil tahun akademik 2018/2019 bersifat orisinal dan belum pernah ditulis oleh orang lain, dan akan diselesaikan penulisannya selambat-lambatnya 1 (satu) tahun akademik dan/atau setara dengan 2 (dua) semester.

Bilamana di kemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku.

Demikian pernyataan ini dibuat dengan sesungguhnya dan dengan sebenar-benarnya.

Jakarta, 27 Maret 2019

Mengetahui,

Ketua Jurusan Sastra Inggris S-1

Yang menyatakan,

Mahasiswa

Tommy Andrian, SS, M.Hum
NIK. 05395 / NIDN. 0320097601



Dinda Desfirrosye
NIM. 2015130067



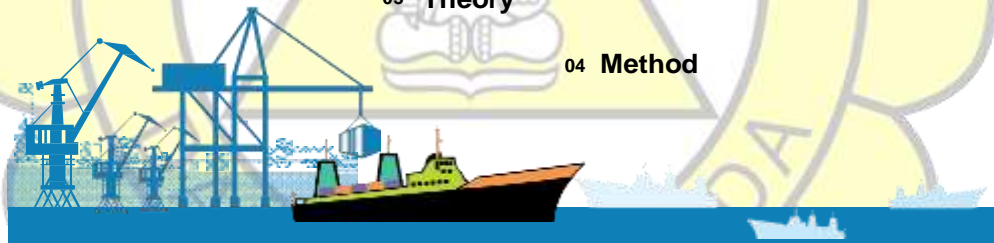
Introduction

01 Background

02 Identification

03 Theory

04 Method



01

"Life is Never Flat"



02

"One Heart"

Slogan in Advertisement

☒ The Function of Advertisement

☒ The Function of Slogan

Functions

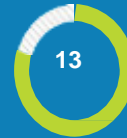
Conclusion

So, the meaning and function of slogan in ads....

Advertisements



Literal



Figurative