

**AN UNDERGRADUATE THESIS**

**THE FEATURES OF ENGLISH SLOGAN FOUND IN TELEVISION  
COMMERCIALS OF PRIVATE TELEVISION STATIONS IN INDONESIA**



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**1442 H/2020 M**

**THE FEATURES OF ENGLISH SLOGAN FOUND IN TELEVISION  
COMMERCIALS OF PRIVATE TELEVISION STASIONS IN INDONESIA**

Presented as a Partial fulfillment of the Requirements  
for the Degree of Sarjana Pendidikan (S.Pd)  
in English Education Department

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**Assalamu`alaikum wr.wb**

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Sudah kami setuju dan dapat dimunaqosahkn. Demikian harapan kami dan atas penerimaannya kami ucapkanj terimakasih.

**Wassalamu`alaikum wr.wb.**

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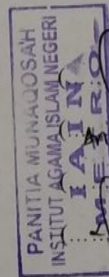
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The Undergraduate Thesis entitled: THE FEATURES OF ENGLISH SLOGAN FOUND IN TELEVISION COMMERCIALS OF PRIVATE TELEVISION STATIONS IN INDONESIA written by: VINNA NARALITA, Student Number 1601070055, English Education Department, had been examined (Munaqosyah) in Tarbiyah and Teacher Training Faculty on Friday, December 11<sup>st</sup>, 2020 at 08.00-10.00 a.m.

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## **ABSTRACT**

### **THE FEATURES OF ENGLISH SLOGAN FOUND IN TELEVISION COMMERCIALS OF PRIVATE TELEVISION STASIONS IN INDONESIA**

**By: Vinna Naralita**

Although slogan had been seen in everyday life by people and people had been already familiar with the slogan especially slogan found in private television stations in Indonesia. The slogan still does not have the significant place in the life. Many of the people think it is unnecessary to learn the slogan and it is not give any significant benefits specifically. However, Slogan needs a further exploitation to find the benefits within the slogan. This research is aimed to seek the features and linguistics characteristics within the slogan in order to enrich the knowledge of students language repertoire.

In this research, qualitative research was employ to collect and analyze the data. The researcher used case study to explore more about the slogan in television commercial. Furthermore, observation was being used as technique in collecting the data. The researcher was observed twelve different private television stations in Indonesia.

The finding of this research showed that English slogans found in television commercials slogan mainly used verb phrase (31%) as syntactic categories, imperative sentence (41%) commonly used in slogan as syntactic structure, apostrophe (16%) is discovered to be the most common rhetorical devices used in slogan, and rhyme (27%) is founded to be the mainly features used in English slogans found in television commercials of private television station in Indonesia.

***Keywords:*** *Slogan, Commercial, Television, Features of slogan.*

## **ABSTRAK**

### **KARAKTERISTIK SLOGAN BAHASA INGGRIS PADA IKLAN TELEVISI PADA STASIUN TELEVISI SWASTA DI INDONESIA**

**Oleh: Vinna Naralita**

Walaupun slogan banyak dilihat di kehidupan sehari-hari oleh kebanyakan orang dan orang-orang kebanyakan telah familiar dengan slogan terutama slogan yang ada di iklan di stasiun-stasiun televisi swasta. Slogan masih belum mendapatkan tempat yang penting dalam kehidupan. Banyak orang berfikir bahwa tidak penting mempelajari slogan serta slogan tidak memberikan manfaat khusus dalam kehidupan sehari-hari. Namun, slogan membutuhkan pemahaman yang lebih mendalam untuk memahami manfaat dari slogan. Penelitian ini bertujuan untuk mencari sifat-sifat dan karakteristik kebahasaan pada slogan dengan tujuan untuk memperkaya wawasan kebahasaan siswa.

Dalam penelitian ini, metode kualitatif digunakan untuk menggumpulkan dan menganalisa data. Peneliti menggunakan studi kasus untuk lebih memahami tentang slogan di iklan televisi. Selin itu, observasi juga digunakan sebagai teknik pengumpulan data. Peneliti melakukan observasi pada dua belas stasiun televisi yang berbeda di Indonesia.

Hasil penelitian ini menunjukkan bahwa slogan bahasa Inggris yang ditemukan di iklan televisi kebanyakan merupakan frasa kata kerja (31%) sebagai kategori sintaks, kalimat perintah (41%) biasanya digunakan sebagai struktur sintaks, apostrophe (16%) sebagai pereangkat retorik yang paling sering digunakan pada slogan, dan ritme (27%) merupakan sifat dari iklan yang paling banyak di gunakan pada slogan bahasa Inggris pada iklan di stasiun televisi swasta di Indonesia.

***Keywords:*** *Slogan, Iklan, Televisi, Sifat-sifat iklan*

## STATEMENT OF RESEARCH ORIGINALITY

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States that this undergraduate thesis is originally the result of the writer's research, in exception of certain parts which are excerpted from the bibliographies mentioned.

Metro, December 11<sup>st</sup> 2020

The writer,



Vinna Naralita  
1601070055

## MOTTO

اقْرَأْ بِاسْمِ رَبِّكَ الَّذِي خَلَقَ (١)

Read: In the name of thy Lord Who createth.  
(Q.S. Al-Alaq: 1)

*“I highly dedicate  
this undergraduate thesis  
to my beloved family and  
all of my friends”*


## ACKNOWLEDGEMENT

First, I would like to thanks to Allah SWT for the blessing, health, and mercy that I can finally finish this undergraduate thesis. Secondly, *sholawat* and *salam* is sent to our Prophet Muhammad who has brought us from the darkness to the lightness.

I would like to thank to my parents for believing me and allow me to continue my study in the university. I realize that I still cannot provide happiness for my parent but I will work harder in the future. My deepest thanks go to Mr. Dedi Irwansyah for telling me that someone like me deserve to have a dream. I also would like to say thanks to Mrs. Trisna Dinillah Harya for guiding me to be a better person as you told I will tried to always be grateful, I do not know what happened in the future maybe it will be harder than right know but I will always remember to be grateful. I would like to thanks to Mr. Dedi Irwansyah and Mrs. Trisna Dinillah for always helping me and guiding me so I can finished my undergraduate thesis.

Last but not least, my greatest gratitude to all of my friends. Although, you are weird, super noise and sometimes you persuade me to do evil or useless things , you need to know that you will always be my friend. Thanks to all people in IAIN Metro that I cannot mentioned one by one. I hope this undergraduate thesis can be interesting enough to read by someone.

Metro, December 11<sup>st</sup> 2020  
The Researcher



Vinna Naralita  
1601070055



## TABLE OF CONTENTS

<b>COVER PAGE .....</b>	<b>i</b>
<b>TITLE .....</b>	<b>ii</b>
<b>NOTIFICATION LETTER .....</b>	<b>iii</b>
<b>APPROVAL PAGE .....</b>	<b>v</b>
<b>RATIFICATION PAGE.....</b>	<b>vi</b>
<b>ABSTRACT.....</b>	<b>vii</b>
<b>STATEMENT OF RESEARCH ORIGINALITY .....</b>	<b>xi</b>
<b>MOTTO .....</b>	<b>x</b>
<b>DEDICATION PAGE.....</b>	<b>xi</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>xii</b>
<b>TABLE OF CONTENTS.....</b>	<b>xiii</b>
<b>LIST OF FIGURE .....</b>	<b>xv</b>
<b>LIST OF TABLE .....</b>	<b>xvi</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
A. Background of Study .....	1
B. Research Question.....	6
C. Purpose of Research.....	6
D. Benefit of Study .....	7
E. Prior Research .....	7
<b>CHAPTER II THEORETICAL REVIEW.....</b>	<b>10</b>
A. The Concept of Advertisement.....	10
B. The Concept of Slogan .....	14
C. The Concept of Syntax .....	18
D. Syntactic Structure .....	19
E. The Concept of Rhetorical Devices .....	22
<b>CHAPTER III RESEARCH METHOD .....</b>	<b>24</b>
A. Type and Characteristics of Research .....	26
B. Source Data .....	27
C. Data Collecting Technique.....	28
D. Data Analysis Technique .....	28

<b>CHAPTER IV RESULT AND DISCUSSION.....</b>	<b>34</b>
A. General Description of Research Data.....	34
B. The Syntactic Structures and Categories Found in English Slogan of Commercial Products.....	35
C. The Rhetorical Devices Found in English Slogan of Commercial Products.....	41
D. The Features of English Slogan in Commercial Products.....	44
E. Discussion.....	49
<b>CHAPTER IV CONCLUSION AND SUGGESTION.....</b>	<b>52</b>
A. Conclusion.....	52
B. Suggestions.....	53
C. Implications.....	54
<b>BIBLIOGRAPHY.....</b>	<b>56</b>
<b>APPENDIXES.....</b>	<b>59</b>
<b>CURRICULUM VITAE.....</b>	<b>117</b>

## LIST OF FIGURE

1. The Example of Noun Phrase .....	22
2. The Example of Adjective Phrase.....	23
3. The Example of Verb Phrase .....	22
4. Components of Data Analysis: Interactive Model.....	23
5. Syntactic Categories Found in English Slogans .....	38
6. Syntactic Structures Found in English Slogans .....	23
7. The Rhetorical Devices Found in English Slogan of Commercial Products.....	43
8. The Features of English Slogans.....	47

## LIST OF TABLE

1. The Data Pre Survey of Commercials Slogans Found in Private Television Stations.....	4
2. List of Private Television Stations.....	35
3. The Syntactic Structures and Categories Found in English Slogan of Commercial Products.....	36
4. The Rhetorical Devices Found in English Slogan of Commercial Products.....	41
5. The Features of English Slogan in Commercial Products .....	44
6. The result of sub-items analysis.....	51

# CHAPTER I

## INTRODUCTION

### A. Background of Study

People around the world have a language to communicate with the others. Language is a tool used to adapt or to be accepted or even to being more intimate in the social life. Language takes a big part in human life and it seems impossible to think human can even exist without a language. If people live without a language, it means these people have lost the tool to communicate with the others. People as a social being need a language to sharing the emotions and communicating in social life. People need language as a tool to communicate what ideas people want to convey.

Furthermore, language is used in every aspects of human life, it is not only used by the linguists, students, and teachers but also many other aspects such as business, marketing, politic and other aspects. Bloomfield in Bauer stated the entirety of utterances that can be made in a speech community is the language of the speech community itself.<sup>1</sup> Hence, language can be defined as the set of rules used by the people to communicate in a certain community to sharing ideas, knowledge to adapt and socialize with people within that community.

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<sup>1</sup> Laurie Bauer, *The Linguistics Student's Handbook* (Edinburgh: Edinburgh University Press, 2007), 4.

Moreover in this digital era, there is no boundary among people around the world. People can easily communicate with the others from all over the world. Nowadays, the territory did not affect people to communicate. People can easily communicate with people around the world from anywhere and anytime. There is no limitation on communication. English as the most popular of the International language is becoming more important each day. The usage of English is not only in the educational field but also the other fields as well. Nowadays, people can hear and see English everywhere and almost every time. People can see it in the daily live, in the advertisements, songs, traffic sign, business paper, research journal, and many more. This phenomenon is the result of the globalization. In this era, the boundary between countries is increasingly becoming vague.

As a result, it makes the foreign cultures and languages can easily affect people and people started to follow the trends of the foreign cultures and languages. Most of the people are fond of the western culture. People followed the western culture as well as the language (English). People want to look like and sound like a foreigner. There is many case of this phenomenon. As for the examples of this phenomenon is a lot public figures used English rather than Indonesia in their show. This not only happened among the celebrities but also many young generations in this era. This phenomenon also known of "*Being White*".

As the effect of this phenomenon, people started to consider foreign culture better than their culture of their own country. In Indonesia, this phenomenon makes many field started to use English instead of Indonesia to provide the western image. The usage of English term can easily be found in our daily activities such as in songs, advertisements, television, public places and many more. However, the most common one is slogans in commercials product.

A slogan is an important part of the advertising strategy of a brand that helps shape its identity and determine its positioning.<sup>2</sup> A slogan is not only a tag-line for a product, or a simple phrase made by the advertisers but more than it slogan built the identity of the product and also persuade the consumers to buy the products. The good slogan gives the effects the consumers` mind creating a good brand image and making consumers believe the product is a reliable product.

Nowadays, advertising slogans have been used by corporations either it is small or big corporations for more than few decades. The purpose of these catchy phrases is to build a brand image and draw the attention of a potential customer also help to distinguish a product or service from the majority products in the market. Many Indonesian corporations used English as the slogan of commercials product and even used English slogans as the company slogan such as *Metro TV* with the slogan “*knowledge to elevate*”.

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<sup>2</sup> Mayukh Dass et al., ‘A Study of the Antecedents of Slogan Liking’, *Journal of Business Research* 67, no. 12 (2014): 1.

However, people often confuse on how the company making a slogan especially the students. This happened because the language of the slogans is totally different from knowledge students get from school. As for example back in few years ago when Apple comes out with the new slogan “*think different*”. People argue that it should be “*think differently*” not “*think different*” because the adjective cannot be a modifier of a verb, the one that can be a modifier for a verb is an adverb. People keep debating on it either it is an error or it is just an action of Apple to draw more attention from public. However, this kind of slogans makes students confuse which one is the right one. Most of the slogans in the commercials product used ungrammatical language.

The following table is the data of some commercial slogans gathered from pre survey:

**Tabel 1.**  
**The Data Pre Survey of Commercials Slogans Found in Private Television Stations**

No	Slogan	Product	TV Station	Date	Time
1.	Feel the Beauty	Wardah	TRANS TV	04 Mei 2020	13.56
2.	Who says no to Mentos	Mentos	MNC TV	06 Mei 2020	19.35
3.	Healthy Inside, Fresh Outside	You C 1000	GTV	07 Mei 2020	16.15
4.	Snacking with No Worry	Fitbar	SCTV	07 Mei 2020	17.54
5.	It's cool makes you bright	Lovely	TRANS TV	08 Mei 2020	10.49
6.	Be Bold	LA Bold	GTV	08 Mei 2020	21.57
7.	Act Now!	Class Mild	GTV	09 Mei 2020	23.15
8.	Life is Never Flat	Chitato	ANTV	09 Mei 2020	16.52
9.	Selfie Expert	Oppo	ANTV	09 Mei 2020	16.13
10.	Have a break, Have a KitKat	KitKat	SCTV	09 Mei 2020	03.45



From data of the pre survey, it can be seen that the expression used in commercials advertisement often used ungrammatical expression or some odd word that may cause confusing of the viewer.

However, the researcher believes that the slogan is one of the authentic English texts and one of the sources to learn English. Studying the structure and the feature of slogan will elevate the students` knowledge. Studying the structure and the features of slogan will bring new information for students. This research especially gives the benefit for the English education department students to elevate their knowledge about the usage of language.

Furthermore, the researcher choose to conduct a research on commercials slogans found in television is to reveal what are the reasons of the usage ungrammatical expressions in the commercial slogans and what the features of commercial slogans. This matter is really important to provide the explanation for the readers (especially the students from the university level).

Hence, in this research under the title *“The Features of English Slogans Found in Television Commercials of Private Television Stations in Indonesia”*, the researcher focuses on analyze the syntactic structure of commercial slogan, the rhetorical devices and the feature used in commercial slogans.

**B. Research Question**

Based on the background above, the researcher will try to analyze a syntactic structure and features of English slogan on commercial products. To conduct the analysis, the researcher formulates this following research questions:

1. What are the types of syntactic structure and categories found in English slogan of commercial products?
2. What are the rhetorical devices found in English slogan of commercial products?
3. What are the features of English slogan in commercial products?

**C. Purposes of the Research**

According to research question above, the purposes of the research are as the following:

1. To investigate and reveal the types of syntactic structures and categories found in English slogan of commercial products.
2. To identify the most common rhetorical devices used in English advertising slogans
3. To describe the features of English slogans.

#### **D. Benefit of Study**

The benefits of the research are as the points below:

1. For the reader

This research is expected to help the reader especially the English education`s students to enrich their knowledge about slogan. The researcher expected that the reader will know the reason behind ungrammatical expression used in slogan. The researcher will also give the new information about the feature of English slogans.

2. For the other researcher

The writer hopes that the result of this research will be useful for other researcher to use the result of the study in this research as an additional reference in carrying out further research.

#### **E. Prior Research**

There are several researchers had conducted a research related to commercial slogan. As a references from the previous research, the researcher present in this section. The first relevant prior research was conducted by Nuria Galí, Raquel Camprubí and José A.Donaire in 2017, the objectives of the research was to observe the characteristics of 150 tourism destinations, in view of three geographical levels: countries, regions and cities, and to assess those slogans by the means of content analysis. It was reported that slogans tend to be

extremely simple and have an exclusive appeal, which derives from the emphasis on the emotional component of the message.<sup>3</sup>

The second research was conducted by Luluk Iswati and Pratomo Widodo in 2020, the purpose of the research was to examine the linguistic features of 38 common e-commerce slogans in Indonesia. It was reported that: (1) as regards linguistic devices the most common case is semantic device (self-reference). (2) Relating to syntactic errors, the most noticeable errors relate to word order and oversight of articles & prepositions. (3) Speaking of code-mixing, the most commonly used term is the term “*online*”. (4) Hence, in the aspect of moods, the most dominant mood is declarative.<sup>4</sup>

The third research was conducted by Chiranjeev Kohli, Lance Leuthesser and Rajneesh Suri in 2007, the aim of the research were to find out the way to avoid ineffective use of slogans and the poor linkage between the brand and the slogan. It was stated that there were seven set of guidelines to create effective slogan (1) Keep your eye on the horizon, (2) Every slogan is a brand positioning tool, and it should position the brand in a clear manner, (3) Link the slogan to the brand, (4) Please repeat that, (5) Jingle jangle, (6) Use slogans at the outset and

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<sup>3</sup> Nuria Galí, Raquel Camprubí, and José A. Donaire, ‘Analysing Tourism Slogans in Top Tourism Destinations’, *Journal of Destination Marketing & Management* 6, no. 3 (2017): 1.

<sup>4</sup> Luluk Iswati and Pratomo Widodo, ‘Linguistic Features in E-Commerce Slogans’, *Indonesian Journal of EFL and Linguistics* 5, no. 1 (2020): 21.

(7) It's okay to be creative. Slogan should positively impact brand knowledge and, in turn, brand equity.<sup>5</sup>

The fourth research was conducted by Tatjana Smirnova in 2016, the objectives of the research were analysis of slogans collected based on three-element pattern in contrastive perspective to create universal, quite universal and language-specific manifestations of linguistic iconicity with an aim to deem the challenges in localization of these messages transversely the working languages (English, Russian, and Latvian). It was reported that the resources are used more widely in English and that the impact of their use is more clear and traceable rhythm, onomatopoeia, alliteration, and assonance and metaphors can be employed in composing operative texts to develop efficient and universally appealing marketing and inspirational campaigns reaching the audiences on the global scale.<sup>6</sup>

Based on some previous research, the researcher decides to do a qualitative research to discuss the feature of commercials slogans found in private television stations in Indonesia. This research is totally differences from several research mentioned before in sense of the aim of the research. This research will investigate the possibility of commercials slogans as the source of learning English. The researcher believe that slogan is the authentic text of

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<sup>5</sup> Chiranjeev Kohli, Lance Leuthesser, and Rajneesh Suri, 'Got Slogan? Guidelines for Creating Effective Slogans', *Business Horizons* 50, no. 5 (2007): 420–421.

<sup>6</sup> Tatjana Smirnova, 'Sound of a Slogan: Appealing to Audiences in the Global Market', *Procedia - Social and Behavioral Sciences* 236 (2016): 130.

English. Furthermore, the subject of this research is the commercials slogans found in private television stations in Indonesia that totally different from the previous research. Moreover, this research wants to know the reasons why slogan used ungrammatical expressions. The researcher choose TV as a media because TV is the media or tool that mostly and widely used by the people so the research will be more effective and give bigger benefit.

## CHAPTER II

### THEORETICAL REVIEW

#### A. The Concept of Advertising

Advertising is truly common to people which even asking what an advertising is could sound strange. While advertising is all around us and people have seen the advertising throughout the day, people do not always think over its existence as a means of discourse, as a structure of language use whereas, on a routine basis, massive numbers of readers have brief '*conversations*' with the authors of numerous texts.

Advertising is often seen as that attracts attention to a specific product. It is generally created of a specified sponsor by an advertising company, and delivered through a variety of platforms. In streets and towns, advertising exists on television, along with radio, newspapers, magazines, and also as billboards. Hahn stated advertising is responsible for space or print such as newspaper and magazine ads, Internet advertising, radio and television commercials, and direct mail and other direct response activities, and also catalogs and billboards.<sup>1</sup> In conclusion, advertising is a medium or tool to persuade consumer with width impact as it is using many mass media. Mostly the media is used to display the

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<sup>1</sup> Fred E. Hahn et al., *Do-It-Yourself Advertising and Promotion: How to Produce Great Ads, Brochures, Catalogs, Direct Mail, Web Sites, and More!*, 3rd ed. (New Jersey.: John Wiley & Sons, Inc., 2003) xiii-xiv.

advertising is the media to purchase a particular type or brand of products. Advertising can directly influence the types and the amounts of products purchased.

However, multiple shops merely promote with signs stating a price beside the product. They expect other people to buy their stuff, through telling them whether the stuff is good rather than poor. A catchy slogan can be denied as one of the most efficient things that help to build the image of the product. A catchy slogan makes the consumers remember the product. The slogan “*I`m lovin it*” as for example, people have already remember McDonald’s.

Furthermore, Zimmerman argues advertising helps advertiser to send a clear message to a wide number of customers faster than any other form of communication. It helps you to genuinely interact with the customer; it gives people the ability to build an ongoing relationship with the consumer.<sup>2</sup> Advertising is a tool of communication between a brand and the consumers. The advertising can give the information about a certain product to consumers. This will give the consumers description about what kind of a brand and product are being offered. Advertising also build the image of a certain product make the consumers believe that the product have a good quality. Further, the advertising also gives the image of the company, what the advertising used in product also affect image of the company.

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<sup>2</sup> Jordan Zimmerman et al., *Inside the Minds: The Art of Advertising - Ceos from Bbdo, Mullin Advertising & More on Generating Creative Campaigns & Building Success* (New York: Aspatore Books, 2003), 7.



However, not all of the advertising will give the impacts on persuading consumers and improving the brand`s image only the effective advertising that could do that. According to Dahl, “effective advertising sells a product or a service that fulfills all the promises made about it”.<sup>3</sup> Based on this statement it can be inferred that an effective advertising convince the consumers, making people believe the product have high quality and persuade people to buy the product. In addition, Dahl mentioned that the effective advertising should have the characteristics as the following:

(1) **Creative**: It delivers the advertising message in a fresh, new way. (2) **Hard-hitting**: Its headline, copy, or graphic element stops readers or listeners dead in their tracks. (3) **Memorable**: It ensures that the audience will remember your business when they think about the products and services you`re selling. (4) **Clear**: It presents its message in a concise, uncomplicated, easy-to-grasp manner. (5) **Informative**: It enlightens the audience about your business and products, while giving them important reasons to buy from you. (6) **Distinctive**: It is unique and immediately recognizable as yours.<sup>4</sup>

Furthermore, advertisers often convince people`s emotions by techniques that include stereotyping and targeting the audience. Emotions are influenced by things such as occupation, beliefs, personality, self esteem, lifestyle, relationships, friends, how people look and what people wear. Advertisers use methods that attract attention. For example, to make a beauty product attach more attention, the advertiser used a model with target market beauty standard as the example in Indonesia the model of the beauty product has light skin,

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<sup>3</sup> Gary Dahl, *Advertising for Dummies*, 2<sup>nd</sup> ed. (Indiana: Wiley Publishing, 2007), 10.

<sup>4</sup> Dahl, 10.

pointed nose, average height, black straight hair, slim and cute. This is the standard of beauty in Indonesia. Instead the beauty standard of America rather different from Indonesia, in America the model of beauty product usually has tan skin, tall, slim, wavy hair and strong appealing.

However, advertising is not only about the commercial marketing of branded products, but may also involve the concept of texts intended to promote the reputation of a person, community or organization. Meanwhile, the concept of advertising as simple texts that work on a single level has now been questioned and advertising texts are seen as potentially involving complicated notions of audiences, where readers have to work hard to configure and grasp various address relationships.

Schwah stated that there are five fundamental in the writing good advertising:

1. *Get Attention*, Advertising can not influence the purchase intention if it is not heard, cannot be heard if it is not seen and will not be seen until it can be taken into account. The attention-value of ads is roughly twice as significant as the actual persuasiveness of the text itself.
2. *Show People an Advantage*, show people the advantages and keep showing the advantages. Attention can contribute to the capture of the mind. Successful advertising means that both the reader's mind and consumers` eyes must be captured.

3. *Prove it*, proof material can be used in the whole text of advertising. it has dramatic attention-getting value and it can demonstrates what the product will do for the consumers.
4. *Persuade People to Grasp This Advantage*, Showing up people how easily the benefit of the product will be gotten.
5. *Ask for Action*, make people think that the product is such a good product. Make people think that they should get the product immediately. Persuade the consumers to make an immediate purchase.<sup>5</sup>

To sum up to write a good advertising the writer have to gain the attention with the headline and layout or slogan, the advertiser held the reader's interest by showing advantages, prove that the product can deliver these advantages, showing how easily people get the benefit and ask for an action, give the reason why the reader have to buy the product.

## **B. The Concept of Slogan**

Slogan is usually a memorable word used mainly to express a idea or intent. Slogans have also been used in political and religious areas, but they are often used primarily in industry and commerce. Sutherlanda stated slogan is a word, a phrase or even a sentence can function as an obvious constant.<sup>6</sup> Slogan based on Surtherlanda definition can be inferred as a word, phrase, or sentence

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<sup>5</sup> Victor O. Schwab, *How to Write a Good Advertisement* (New York: Herper & Row, 1962), 1.

<sup>6</sup> Max Sutherland, *Advertising and the Mind of the Consumer: What Works, What Doesn't and Why*, 3<sup>rd</sup> ed. (Sydney: Allen & Unwin, 2008), 242.

that represent a certain brand for example if people heard “*Just do it!*” without even mentioned the name of the brand people have already know the brand (Nike). They differentiate from several other common text and pictures, and sometimes cannot communicate a lot of ideas and information due to severe their basic structure. Hereupon, rather than just targeting limited consumers, slogans are targeting mass consumers that communicate their particular messages.

Furthermore, Keller stated slogan is a short phrase that communicates descriptive or persuasive information about a certain brand. Slogan often appears in advertising but can play an important role on packaging of the product and also in other aspects of the marketing aspects.<sup>7</sup> Based on this definition it can be sum up that the slogans can be function as a “hook” that help people to grasp the meaning of the slogan. Slogans are as powerful as the brand names, people often can figure out the brand by hear or see the slogans.

In brief slogan can be defined as a short memorable words, phrases, or sentences that represent the brand image. Slogan is a bridge that helps the consumers to grasp the meaning of the advertisement of the product. The slogans can be seen in many mass media such as television, radio, newspaper, magazine and many other mass media. To get the attention of the people usually slogan use some catchy, unique or slang words or phrase.

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<sup>7</sup> Kevin Lane Keller, *Strategic Brand Management Building, Measuring, and Managing Brand Equity*, 4<sup>th</sup> ed. (Essex: Pearson Education, 2013), 158.

Moreover, slogan also can be seen as one of the brand elements. Brand elements are also called brand identity. The function of the brand element is to identify the brand and differentiate a certain brand among the other brands. Keller stated “Brand elements... the main ones are brand names, URLs, logos, symbols, characters, spokespeople, slogans, jingles, packages, and signage.” These brand elements helps to grow the brand awareness and brand equity. The slogans as one of the brand elements are designed to achieve two objectives promoting awareness of brand and creating the image of the product.

The usage of brand cues such as slogans, jingles, and music help to signpost advertising for viewers and provide commonality across markets. Once a slogan become impressive, catchy and memorable, it usually leads to its longer shelf life of the slogan. Thus, some great slogans last for many years, even for some decades. Still, some of the most popular brands change their slogans annually. The following below are memorable slogans that lived for decades:

**Tabel 2.**  
**The List of the Most Popular Commercial Slogan**

No.	Slogans	Brand Name
1.	Impossible is nothing	Adidas
2.	Think different	Apple
3.	Open happiness	Coca-Cola
4.	The happiest place on earth	Disneyland
5.	Don't be evil	Google
6.	Finger lickin' good	KFC
7.	I'm lovin' it	McDonald's
8.	Just do it	Nike
9.	Because you're worth it	L'Oreal
10.	Where's the beef?	Wendy's

There are a lot of slogans around the world, the slogans changed as well as the trends. However, the characteristics of slogans remain the same. According to Dass et al. the characteristics (features) of slogan are as mentioned below:

1. *Message Clarity*, the purpose of the slogan is to deliver a clear and concise message to customers to convey the benefits of the brand and to generate a positive feeling for it.
2. *Inclusion of benefit*, the advertiser mentioned the benefit of a certain brand and product. This characteristic of slogans can be the effective tools for brand positioning. Slogan has helped form the perceptions of the respective brands in the minds of people.
3. *Creativity*, One of the main criteria for advertising is creativity. In addition, creativity is differentiation or the extensiveness to which advertising is novel or different. Creative slogans will drive to favorable emotion and tend to be memorable. Several taglines or slogans are still being used today, even though these slogans were launched several years ago.
4. *Brand and product appropriateness*, the congruence between the message and the brand is increasing the favorable perceptions of consumers.
5. *Rhymes and music*, slogans are not only about messages but also about rhymes and music or jingles. These rhymes and music act as the as a

mnemonic, making consumers more responsive to the message of the brand by generating a more favorable perception.

6. *Brand name inclusion*, mentioning the name in the slogan of specific brand. This is usually done if the name of the brand already has the strong brand positioning such as in the slogan of Intel which is *Intel Inside*.
7. *Length (short)*, the shorter the better. The slogans need to be short. The shorter slogan is better than the longer ones.<sup>8</sup>

### C. The Concept of Syntax

Syntax is something that comes naturally for the native speaker. In the other hand, syntax is the most terrifying subject for the non-native speaker. Syntax can be inferred as the study how the word is put together. The term of “syntax” comes from Greek that has meaning “*arrange together*”. Furthermore, Chomsky stated “syntax is the study of the principles and processes by which sentences are constructed on particular languages. Syntactic investigation of given language has as its goal the construction of grammar that can be viewed as a device of some sort for producing the sentences of the language under analysis.”<sup>9</sup> Based on the definition above it can be concluded that syntax is the study of linguistics that analyze how the construction of sentences in certain language. It studied the principles as well as the process of the construction of language.

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<sup>8</sup> Dass et al., ‘A Study of the Antecedents of Slogan Liking’, 3–4.

<sup>9</sup> Noam Chomsky, *Syntactic Structure*, 2<sup>nd</sup> ed. (Berlin: Mouton de Gruyter, 2002), 1.

Furthermore, based on Bauer “syntax is currently often seen as the core of any language, although such a prioritizing of syntax is relatively new. Syntax is concerned with the ways in which words can be organized into sentence and the ways in which sentences are understood.”<sup>10</sup> As Tallerman states “syntax means sentence construction: how words group together to make phrases and sentences.”<sup>11</sup> Moreover Roberts also states that “syntax is traditionally the name given to the study of the form, positioning, and grouping, of the elements that go to make up sentences. In a word, it is about the structure of sentences. In studying a language, there is of course a lot else to talk about besides its syntax.”<sup>12</sup>

Syntax can be interpreted as the proper order of words in a phrase or sentence. The rules on how to order words help the parts of the language make sense. Sentences always begin with a subject followed by a verb in and contain an object or complement (or both) that indicates, for example, the phrase "Reno quickly finished the exam in the class." The sentence follows the pattern of the subject-verb-object ("Reno finished the exam"). Adverbs and adjectives take their positions in front of what they modify ("quickly finished"). The object ("the exam") is followed by the verb "finished."

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<sup>10</sup> Laurie Bauer, *The Linguistics Student's Handbook* (Edinburgh: Edinburgh University Press, 2007) 12.

<sup>11</sup> Maggie Tallerman, *Understanding Syntax*, 2<sup>nd</sup> ed. (London: Hodder Education, 2005), 1.

<sup>12</sup> Noel Burton Roberts, *Analysis Sentences: An Introduction to English Syntax*, 3<sup>rd</sup> ed. (Harlow: Pearson Education, 2011), 3.



#### D. Syntax Structure

Syntax is a branch of linguistics that comes from theory universal grammar by Chomsky. Syntax is the study of how words group together in language. Furthermore, syntax is a major of linguistics who describes a language. It can be said that syntax is descriptive not prescriptive. Syntax observes on how people use language, it doesn't say there is certain way people should write or talk. Syntax only focuses on describing the usage of a language in certain community. Based on Radford syntax can be explained as the following:

Syntax of a language is described in terms of *taxonomy* (i.e. classificatory list) of the range of different types of syntactic structures found in the language. The central assumption underpinning syntactic analysis in traditional grammar is that phrases and sentences are built up of a series of constituents (i.e. *syntactic units*), each of which belongs to a specific *grammatical category* and serves a specific *grammatical function*.<sup>13</sup>

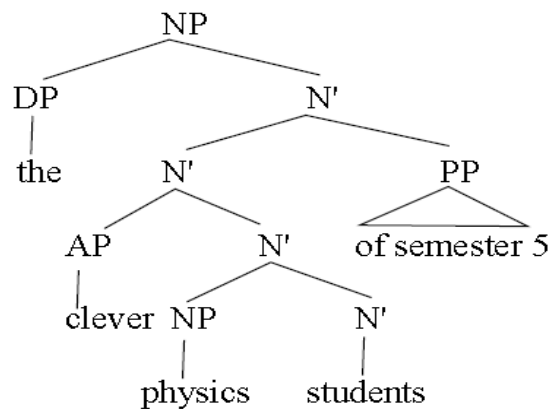
Based on the definition above it can be inferred syntax have different types of syntactic structures. In the traditional grammar consist of two different kinds of syntactic structure which are phrases and sentences. There phrases and sentences are build up from constituent (syntactic units). The kinds of phrases and sentences will be discussed in the discussion below.

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<sup>13</sup> Andrew Radford, *English Syntax An Introduction* (Cambridge: Cambridge University Press, 2004), 1.

## 1. Phrase

- a. Noun Phrase, “a noun phrase (NP) may have the five phrase elements (head, complement, attribute, adjunct, specifier) or just a head.”<sup>14</sup> A noun phrase is group of word that has a noun as a head. The example of noun phrase “*the clever physics students of semester 5*”, *the* is the specifier, *clever* is the attribute, *physics* is the complements, *of the semester 5* is the adjunct and *students* is the head of the phrase.



**Figure 1. The Example of Noun Phrase**  
(Source: Dwijatmoko, 2002)

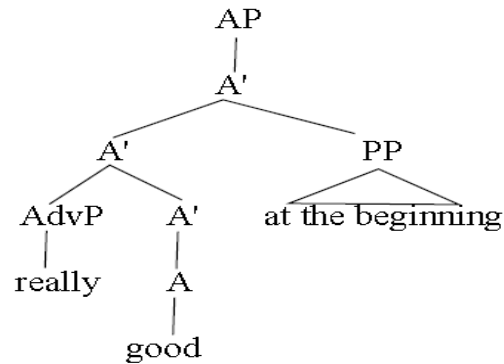
- b. Adjective Phrase

“An adjective phrase (AP) is a phrase which has an adjective as its head. It may consist of a single adjective (non-branching) or complete elements as the X-bar theory requires.”<sup>15</sup> The following phrase is the example of adjective phrase “*really good at the beginning*”, *really* is

<sup>14</sup> B.B. Dwijatmoko, *English Syntax* (Yogyakarta: Sanata Dharma University, 2002), 10.

<sup>15</sup> Dwijatmoko, 22.

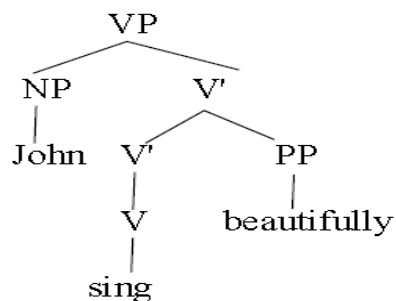
the attribute, *good* is the head, and *at the beginning* is the adjunct of the phrase.



**Figure 2. The Example of Adjective Phrase**  
(Source: Dwijatmoko, 2002)

c. Verb Phrase

A verb phrase (VP) is a phrase which has a verb as the head.<sup>16</sup> As the example “*sing beautifully*”, *sing* is the head and *beautifully* is adjunct of the phrase.



**Figure 3. The Example of Verb Phrase**  
(Source: Dwijatmoko, 2002)

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<sup>16</sup> Dwijatmoko, 37.

## 2. Sentence

Sentence is the main component in syntax study. Sentence is a set of words that contains subject and verb expressing a statement, a question or an order. Sargeant stated that the sentences are divided into:

- a. ***Declarative sentences (Statement)***, “a declarative sentence makes a statement.”<sup>17</sup> In a declarative sentence the subject and predicate have normal word order. The sentence ends with a period (called full stop in British English) in writing and a drop in pitch in speech.

Example: The child ate his dinner.

- b. ***Interrogative Sentences (Questions)***, “an interrogative sentence asks a question.”<sup>18</sup> In an interrogative sentence the subject and auxiliary are often reserved. The sentence ends with a question mark (or, interrogation point) in writing.

Example: Did the child eat his dinner?

- c. ***Imperative sentences (Requests, Commands)***, “an imperative sentence gives an order.”<sup>19</sup> In an imperative sentence only the predicate is expressed. The simple form of the verb is used, regardless of person or tense. The imperative sentence ends with a period in writing.

Example: Eat your dinner.

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<sup>17</sup> Howard Sargeant, *Basic English Grammar Book 2* (New York: Saddleback Education, 2007), 118.

<sup>18</sup> Sargeant, 118.

<sup>19</sup> Sargeant, 119.

- d. *Exclamatory sentences (Exclamations)*, “an exclamatory sentence makes a very strong statement called an exclamation. It shows a strong feeling such as surprise or anger. The exclamatory phrase is followed by the subject and the balance of the predicate.”<sup>20</sup> In writing the exclamatory sentence ends with an exclamation mark (or, exclamation point). Sometimes a period is used to lessen the force of the exclamation.

Example: What a good dinner that was!

### **E. The Concept of Rhetorical Devices**

According to Timothy, a rhetorical device (in general) is “a use of language that makes a position seem to be more compelling than it would otherwise be by generating an emotional response.”<sup>21</sup> This is one of tactic to make a written text becoming a memorable and can manipulate the emotions of the reader.

There are a lot of types of rhetorical devices, here are the explanation of rhetorical devices with the example of the commercial English slogan:

1. *Simile* is “one thing is likened to another, in such a way as to clarify and enhance an image. It is an explicit comparison (as opposed to the metaphor, where the comparison is implicit) recognizable by the use of

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<sup>20</sup> Sargeant, 118.

<sup>21</sup> Anderson Timothy, *Critical Thinking* (London: Humanities, 2007), 46.

the words 'like' or 'as'.<sup>22</sup> Simile can be defined as the comparison between one thing to another thing. It is usually used to make a description becoming vivid.

Example: *Easy as Dell* (Dell)

2. *Metonymy* defined "as a figure of speech in which the name of an attribute or a thing is substituted for the thing itself."<sup>23</sup> Metonymy is substituted the name of a thing with the thing means. People often recall metonymy as "*change a name*", take for example the crown referred to a royal person.

Example: *I like Volvo* (Volvo)

3. *Metaphor* is "one thing is described in terms of another. The basic figure in poetry. A comparison is usually implicit; whereas in simile, it is explicit."<sup>24</sup> A metaphor described an object which one thing is not another thing or could be said that literally not true.

Example: *Open Happiness* (Coca Cola)

4. *Pun or word play* is "a play upon words".<sup>25</sup> Pun is widely used in literature. Pun gives the sense of humor in the literature and a word play occurs when the different words are homophones or homonyms.

Example: *Get TIME, ahead of time* (TIME Magazine)

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<sup>22</sup> John A. Cuddon, *The Penguin Dictionary of Literary Terms and Uterary Theory*, 3rd ed. (London: Penguin Books, 1992), 880.

<sup>23</sup> Cuddon, 545.

<sup>24</sup> Cuddon, 542.

<sup>25</sup> Cuddon, 757.

5. *Personification* is “the impersonation or embodiment of some quality or abstraction; the attribution of human qualities to inanimate objects.”<sup>26</sup>

Personification is an inanimate being that is given human attributes.

Example: *The first creme that renews your skin during the night* (Nivea)

6. *Apostrophe* in which “a thing, a place, an abstract quality, an idea, a dead or absent person, is addressed as if present and capable of understanding.”<sup>27</sup> *Apostrophe* makes a phrase or a sentence can directly affect something or someone.

Example: *Because you're worth it* (L'oreal)

7. *Symbol* is “a kind of comparison between the abstract and the concrete.”<sup>28</sup>

In another word, something is being represented by an object, animate or inanimate.

Example: *A Diamond is Forever* (DeBeers diamonds)

8. *Rhyme* helps “to make verse easier to remember.”<sup>29</sup> *Rhyme* refers how the word is pronounced, not spelled the word.

Example: *Eye it - try it - buy it!* (Chevrolet)

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<sup>26</sup> Cuddon, 702.

<sup>27</sup> Cuddon, 55.

<sup>28</sup> Cuddon, 940.

<sup>29</sup> Cuddon, 797.

9. *Alliteration* is “a figure of speech in which consonants, especially at the beginning of words, or stressed syllables, are repeated.”<sup>30</sup>

The word in the verse has the same letter in the beginning of its word.

Example: *Fluent in finance* (Barclays Bank)

10. *Assonance* consists of “the repetition of similar vowel sounds, usually close together, to achieve a particular effect of euphony.”<sup>31</sup> Assonance can be defined as the repetition of the vowel, assonance also known as *vocalic rhyme*.

Example: *See what we mean* (Canon)

11. *Repetition* is “an essential unifying element in nearly all poetry and much prose.”<sup>32</sup> The word, phrase or syllable are repeated several times in one piece of slogan.

Example: *Buy it. Sell it. Love it* (Ebay)

12. *Parallelism* consists of “phrases or sentences of similar construction and meaning placed side by side, balancing each other.”<sup>33</sup> It can be inferred that parallelism is mentioned phrase or sentence with same grammatical and construction side by side.

Example: *My Goodness. My Guinness* (Guinness)

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<sup>30</sup> Cuddon, 25.

<sup>31</sup> Cuddon, 63.

<sup>32</sup> Cuddon, 787.

<sup>33</sup> Cuddon, 680.



13. *Antithesis* is fundamentally, “contrasting ideas sharpened by the use of opposite or noticeably different meanings.”<sup>34</sup> It means creating a strong contrast in ideas by using the obvious contrast word or phrase.

Example: *Small seeds generate big ideas* (CNN)

14. *Hyperbole* contains “an exaggeration for emphasis.”<sup>35</sup> Hyperbole is making exaggeration on something but it is not to be taken literally.

Example: *Takes You Miles Away in Seconds* (Lexus)

According to Timothy, these fourteen rhetorical devices are the most common rhetorical devices that often used in slogans whether in television, radio, newspapers and other advertisement media.<sup>36</sup> Hence, several researches also mentioned that these rhetorical devices are the most common rhetorical devices used in slogan as also mentioned by Smirnova and Gali.

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<sup>34</sup> Cuddon, 51.

<sup>35</sup> Cuddon, 435.

<sup>36</sup> Anderson Timothy, *Critical Thinking* (London: Humanities, 2007).

## CHAPTER III

### RESEARCH METHOD

#### A. Type and Characteristics of Research

In this study, qualitative method will be used in this research. The researcher will investigate the syntactic structure and the feature, rhetorical feature, and the feature of slogan of English commercial slogans found on Private TV Stations. Qualitative research is seen as the most appropriate types of research. According to Creswell qualitative research is:

An approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data.<sup>1</sup>

The qualitative method is analyzing non-numeric data. The data can be in form of text, audio or even video and many other sources. This method means to understand and explore the meaning of certain individual or group to describe the problem in the social life. Furthermore, the characteristic of this research is case study. Crasswell stated "a case study is in which the researcher explores in depth a program, event, activity, a process or one or more individual."<sup>2</sup> It means that the researcher collected the information using a variety of data collecting procedures and the researchers collected the data from one or more data source.

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<sup>1</sup> John W. Creswell, *Research Design*, 3<sup>rd</sup> ed. (California: Sage Publications, 2009), 4.

<sup>2</sup> Creswell, 15.

## **B. Source Data**

Data takes an important part of the research without the data the researcher will get nothing. Hence, the source of data is very significant because it related to the validity of the data. The researcher will use two different kinds of data sources, namely:

1. *Primary sources* are original documents, relics, remains, or articles. There is the directly coming out of events or records of eyewitness. It means that when the researcher gets the data through object directly so it is called primary sources. In this case, the researcher will get the data from the advertisement found in Private television Stations in Indonesia.
2. *Secondary sources* are the mind of a non-observer also comes between the even and the user of the record. It means that when the data which gotten not directly from the object but from another resources. The researcher uses it to support and complete her data. In this research, the secondary source can be taken from books, articles in encyclopedia or in the internet and review of research and so on.

## **C. Data Collecting Technique**

Data collecting technique of qualitative method is used to provide the depth-understanding of the data from phenomenon in social life. There is some data collecting method that can be use for the qualitative method such as observation, interview, documents and audio and visual material. However, the

data need to be suit with the aims of the research. Hence, the researcher had selected two kinds of data collecting method namely:

1. The researcher will take field notes on the people or group of people behavior and activities of individuals at the research site. The researcher will conduct an observation on the advertisement found in Private Television Stations in Indonesia.
2. The researcher will collect qualitative documents. These may be public documents (e.g., newspapers, minutes of meetings, official reports) or private documents (e.g., personal journals and diaries, letters, e-mails).<sup>3</sup> The researcher is going to look for the data related to the research such as pamphlet and billboard to know the slogan used a particular brand.

#### **D. Data Analysis Technique**

There are three flows of activity to analyze the qualitative data that will be used by the researcher: (1) data condensation, (2) data display, and (3) conclusion drawing/verification.

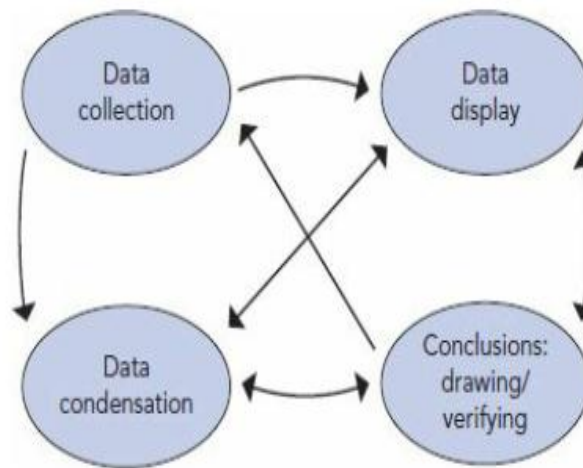
The flow will be explained as the following discussion:

1. Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and/or transforming the data that appear in the full corpus (body) of written-up field notes, interview transcripts, documents, and other empirical materials.

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<sup>3</sup> John W. Creswell, *Research Design : Qualitative, Quantitative, and Mixed Methods Approaches*, 4<sup>th</sup> ed. (California: Sage Publications, 2014), 239–240.

2. The second major flow of analysis activity is data display. Generically, a display is an organized, compressed assembly of information that allows conclusion drawing and action.
3. The third stream of analysis activity is conclusion drawing and verification. From the start of data collection, the qualitative analyst interprets what things mean by noting patterns, explanations, causal flows, and propositions.<sup>4</sup>



**Figure 4. Components of Data Analysis: Interactive Model**  
(Source: Miles & Huberman, 1994)

Therefore, it can be inferred that the researcher is going to simplify the data after data collecting and display the data and drawing the conclusion of the data. The result will be shown in diagram to make it simple.

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<sup>4</sup> Matthew B. Miles and A. Michael Huberman, *Qualitative Data Analysis: An Expanded Sourcebook*, 2<sup>nd</sup> ed. (California: Sage Publications, 1994), 10–12.

## **CHAPTER IV**

### **RESULT AND DISCUSSION**













#### **A. General Description of Research Setting**

This chapter showed of the researcher`s finding and analysis of the data that had been collected during the procedures of the research. As mentioned in the previous chapter English Education Students find difficulties in understanding the slogans of television commercials because most of the advertisement breaks the grammar rules. Most of the students do not know why the slogan break the grammar rules, this research focused to reveal the reasons behind this phenomenon. The research focused on revealing the syntactic structure and categories of slogan, describing the feature of English slogan and identifying the rhetorical devices used in English slogan.

The research was conducted by watching the commercial slogans in the private television stations in Indonesia to answer the research questions in the previous chapter. The researcher had chosen twelve private television stations in Indonesia. The qualification these stations chosen to be investigated was based on the popularity of these television stations.

The television stations had chosen to be investigated by the researcher were as following below:

**Tabel 2.**  
**List of Private Television Stations**

No.	Television Stations	Logo	Established Year	Owner
1.	RCTI		1989	MNC Media
2.	MNCTV		2010	
3.	GTV		2017	
4.	iNews		2017	
5.	SCTV		1990	Surya Citra Media
6.	INDOSIAR		1995	
7.	antv		1993	Visi Media Asia & Intermedia Capital
8.	tvOne		2008	Visi Media Asia
9.	Metro TV		2000	Media Group
10.	Trans 7		2006	Trans Media
11.	Trans TV		2001	
12.	NET.		2013	Net Visi Media

## **B. The Syntactic Structures and Categories Found in English Slogan of Commercial Products**

The data of 70 slogans of the twelve private television stations were collected by conducting an investigation on private television stations in Indonesia. The data the types of syntactic categories and structures of English commercials slogan will be shown in form of table. The Table 3 will give the information about the syntactic structures and syntactic categories within English Slogans of commercials product.

**Tabel 3.**  
**The Syntactic Structures and Categories**  
**Found in English Slogan of Commercial Products**

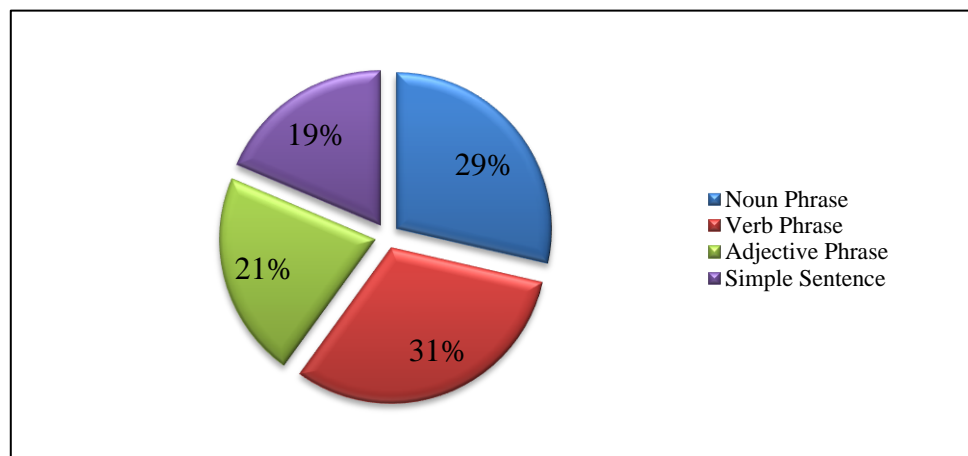
No.	English Slogans	Syntactic Categories	Syntactic Structure
1.	6 Cameras, Pro Display	Noun Phrase	Declarative
2.	Always Listening, Always Understanding	Noun Phrase	Declarative
3.	AlwaysOn Unlimited	Adjective Phrase	Declarative
4.	As Great As You Want	Adjective Phrase	Declarative
5.	Awesome Screen, Awesome Camera, Long Lasting Battery Life	Noun Phrase	Declarative
6.	Baby Happy Mom Happy	Noun Phrase	Declarative
7.	Be Happy in Your Own Skin	Verb Phrase	Imperative
8.	Best Education Platform	Noun Phrase	Declarative
9.	Black is The New Vanilla	Simple Sentence	Declarative
10.	Bright on Girls!	Adjective Phrase	Imperative
11.	Bringing Water to Life	Noun Phrase	Declarative
12.	Clear in Every Shoot	Adjective Phrase	Declarative
13.	Come to the World of Vitalis	Verb Phrase	Imperative
14.	Dare to Lead	Verb Phrase	Exclamatory
15.	Don't Stop! Xpand Your Adventure	Simple Sentence	Imperative
16.	Experts' Choice	Noun Phrase	Declarative
17.	Fat Free Full Delight	Noun Phrase	Declarative
18.	Feel the Color	Verb Phrase	Imperative
19.	Feel the color comfort	Verb Phrase	Imperative
20.	Feel the Flawless	Verb Phrase	Imperative
21.	Feel the Glow	Verb Phrase	Imperative
22.	Feel the Light	Verb Phrase	Imperative
23.	Feel the Perfection	Verb Phrase	Imperative
24.	For the Pleasure Seeker	Noun Phrase	Declarative
25.	For Your Unstopable Move	Noun Phrase	Declarative
26.	Great Taste in all Sizes	Noun Phrase	Declarative
27.	Growing Together	Noun Phrase	Exclamatory
28.	Have a Break, Have a Kit Kat	Verb Phrase	Imperative
29.	Have an Aice Day	Verb Phrase	Imperative



<b>No.</b>	<b>English Slogans</b>	<b>Syntactic Categories</b>	<b>Syntactic Structure</b>
30.	Healthy Inside, Fresh outside	Adjective Phrase	Exclamatory
31.	Hello Glow!	Verb Phrase	Exclamatory
32.	I'm lovin it!	Simple Sentence	Exclamatory
33.	Innovation and You	Noun Phrase	Exclamatory
34.	It all starts with a Nescafe	Simple Sentence	Imperative
35.	Its Cool Makes You Bright	Simple Sentence	Declarative
36.	Just Do it	Verb Phrase	Imperative
37.	Keep you happy all day	Simple Sentence	Declarative
38.	Latte up Your Day with Nescafe Latte	Verb Phrase	Imperative
39.	Life is an Adventure	Simple Sentence	Declarative
40.	Life is Never Flat	Simple Sentence	Declarative
41.	Live Bold	Verb Phrase	Imperative
42.	Live Boldly	Verb Phrase	Imperative
43.	Looks Good, Tastes Good	Verb Phrase	Exclamatory
44.	Love Yourself	Noun Phrase	Imperative
45.	My Mood Booster	Noun Phrase	Exclamatory
46.	My Sedap is The Best	Simple Sentence	Declarative
47.	Nurture the Exceptional	Adjective Phrase	Declarative
48.	Open Happiness	Verb Phrase	Imperative
49.	Perfect Night Perfect You	Adjective Phrase	Declarative
50.	Raise Them Ready	Verb Phrase	Imperative
51.	Ready to Win Your Day	Adjective Phrase	Imperative
52.	Refresh Your World	Adjective Phrase	Imperative
53.	Say Good Morning to Your New Life Style	Simple Sentence	Imperative
54.	Scent of Success	Noun Phrase	Exclamatory
55.	Share Happiness	Adjective Phrase	Imperative
56.	Smells so Good, so Delizioso	Verb Phrase	Exclamatory
57.	Smile, Smile Merries	Adjective Phrase	Imperative
58.	Snacking with No Worries	Noun Phrase	Imperative
59.	So Natural So Juicy	Adjective Phrase	Exclamatory
60.	So Yumie	Adjective Phrase	Exclamatory

No.	English Slogans	Syntactic Categories	Syntactic Structure
61.	Stay Clean Stay Beautiful	Verb Phrase	Imperative
62.	Super Speed, Super Zoom	Adjective Phrase	Declarative
63.	The Real 4G LTE	Noun Phrase	Declarative
64.	Want Cookies, Say Cheese	Verb Phrase	Imperative
65.	We are Stronger than other	Simple Sentence	Declarative
66.	Where you can experience a balance in life	Simple Sentence	Imperative
67.	Who Says No to Mentos	Simple Sentence	Interrogative
68.	You are All Heroes	Simple Sentence	Declarative
69.	Your Beauty Bestie	Noun Phrase	Declarative
70.	Yummie Time	Noun Phrase	Exclamatory

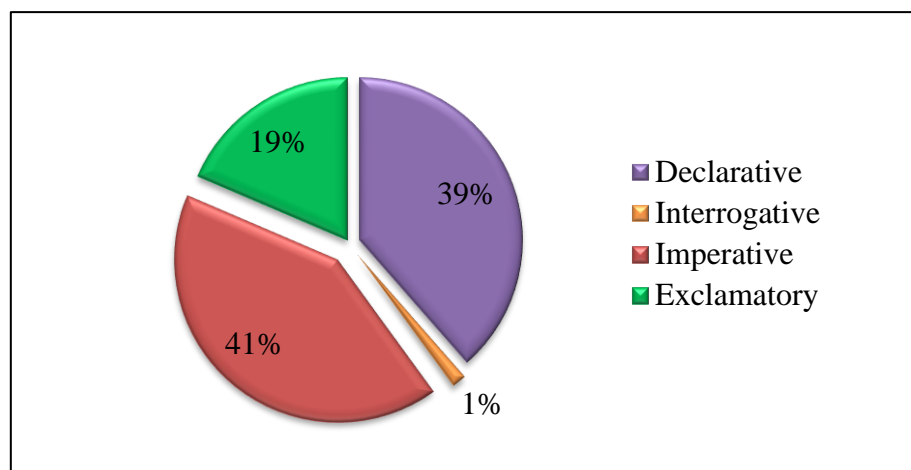
It is obvious the most common syntactic categories used in the English commercials television slogans. The most common syntactic category used in slogan is verb phrase. Out of seventy English slogans which had been found, twenty two of these slogans were verb phrase, followed by twenty pieces of noun phrase, also fifteen adjective phrases and thirteen pieces of simple sentence. These data will be shown in the Figure 5:



**Figure 5. Syntactic Categories Found in English Slogans**

The most common syntactic categories appeared in English slogans of commercials products was verb phrase. Based on the data thirty one percents (31%) of data were verb phrases, followed by the noun phrase, adjective phrase, and simple sentence with twenty nine percents (29%), twenty one percents (21%) and nineteen percents (19%). Based on the English slogans found in private television stations in Indonesia, the most common types of English slogans in television commercial product was verb phrase.

Furthermore, the data also revealed the number of syntactic structure of English slogans found in English commercial television slogans. Based on the analysis that had been done by the researcher twenty nine of English slogans were Imperative Sentence. Meanwhile, the number followed by declarative with twenty seven pieces, exclamatory with thirteen pieces and interrogative with one pieces of English commercial slogan. The data showed in Figure 6:



**Figure 6. Syntactic Structures Found in English Slogans**

According to the data the out of seventy English slogans found in private television stations in Indonesia twenty nine of the slogans were imperative. Imperative sentence was the types of sentences structures that had the highest frequency on appearing in commercials slogans. Most of the imperative slogan used the simple structure such as the slogan *Share the happiness, Keep you happy all day* and *Open Happiness*. The word used in imperative slogans often used the verb base. The verb base itself was the verb without adding any suffix or prefix on it. Most of imperative sentence in slogans only consists of least than 5 words. The researcher also found that interrogative sentence are rarely found in commercials slogans. Based on the research out of seventy slogans had found only one of them that was an interrogative sentence. According to the data above it could be inferred the syntactic structure commonly used in English commercials slogans are imperative sentence.

### **C. The Rhetorical Devices Found in English Slogan of Commercial Products**

Based on the data found by investigating Private Television Stations in Indonesia, the researcher found seventy pieces of English Slogans of Commercial Products. These slogans were widely come from many different products from a beauty product to a technology product. Tabel 4 showed what kind of rhetorical devices used in commercials English slogans found in private television stations in Indonesia, the table will show what kind of rhetorical devices used in the slogans of commercial products.

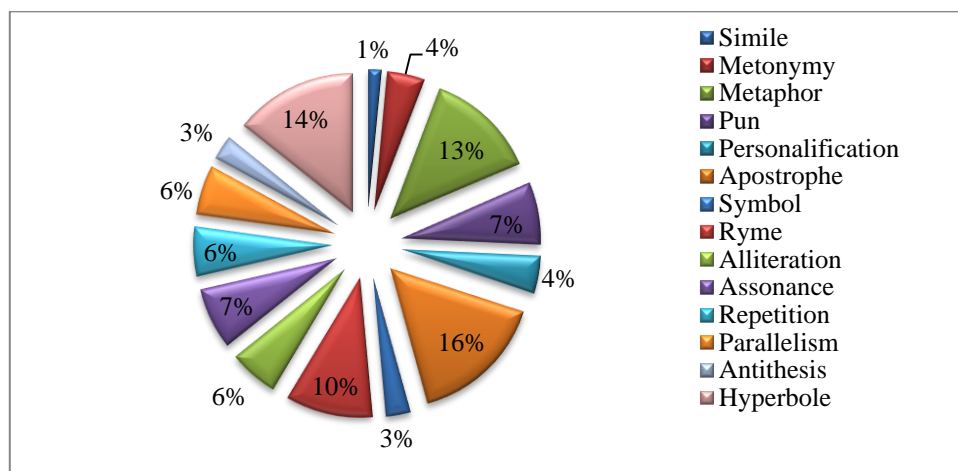
**Tabel 4.**  
**The Rhetorical Devices**  
**Found in English Slogan of Commercial Products**

No.	English Slogans	Rhetorical Devices
1.	6 Cameras, Pro Display	Assonance
2.	Always Listening, Always Understanding	Parallelism
3.	AlwaysOn Unlimited	Symbol
4.	As Great As You Want	Simile
5.	Awesome Screen, Awesome Camera, Long Lasting Battery Life	Rhyme
6.	Baby Happy Mom Happy	Parallelism
7.	Be Happy in Your Own Skin	Apostrophe
8.	Best Education Platform	Assonance
9.	Black is The New Vanilla	Symbol
10.	Bright on Girls!	Rhyme
11.	Bringing Water to Life	Hyperbole
12.	Clear in Every Shoot	Hyperbole
13.	Come to the World of Vitalis	Metonymy
14.	Dare to Lead	Metaphor
15.	Don't Stop! Xpand Your Adventure	Pun
16.	Experts` Choice	Apostrophe
17.	Fat Free Full Delight	Alliteration
18.	Feel the Color	Apostrophe
19.	Feel the color comfort	Apostrophe
20.	Feel the Flawless	Alliteration
21.	Feel the Glow	Apostrophe
22.	Feel the Light	Apostrophe
23.	Feel the Perfection	Apostrophe
24.	For the Pleasure Seeker	Hyperbole
25.	For Your Unstoppable Move	Hyperbole
26.	Great Taste in all Sizes	Antithesis
27.	Growing Together	Apostrophe
28.	Have a Break, Have a Kit Kat	Metonymy
29.	Have an Aice Day	Pun

<b>No.</b>	<b>English Slogans</b>	<b>Rhetorical Devices</b>
30.	Healthy Inside, Fresh outside	Assonance
31.	Hello Glow!	Rhyme
32.	I'm lovin it!	Apostrophe
33.	Innovation and You	Apostrophe
34.	It all starts with a Nescafe	Metonymy
35.	Its Cool Makes You Bright	Assonance
36.	Just Do it	Rhyme
37.	Keep you happy all day	Apostrophe
38.	Latte up Your Day with Nescafe Latte	Pun
39.	Life is an Adventure	Hyperbole
40.	Life is Never Flat	Hyperbole
41.	Live Bold	Metaphor
42.	Live Boldly	Metaphor
43.	Looks Good, Tastes Good	Parallelism
44.	Love Yourself	Metaphor
45.	My Mood Booster	Metaphor
46.	My Sedap is The Best	Antithesis
47.	Nurture the Exceptional	Metaphor
48.	Open Happiness	Metaphor
49.	Perfect Night Perfect You	Repetition
50.	Raise Them Ready	Alliteration
51.	Ready to Win Your Day	Personification
52.	Refresh Your World	Personification
53.	Say Good Morning to Your New Life Style	Personification
54.	Scent of Success	Alliteration
55.	Share Happiness	Metaphor
56.	Smells so Good, so Delizioso	Parallelism
57.	Smile, Smile Merries	Repetition
58.	Snacking with No Worries	Ryme
59.	So Natural So Juicy	Ryme
60.	So Yumie	Hyperbole
61.	Stay Clean Stay Beautiful	Repetition

No.	English Slogans	Rhetorical Devices
62.	Super Speed, Super Zoom	Repetition
63.	The Real 4G LTE	Assonance
64.	Want Cookies, Say Cheese	Personification
65.	We are Stronger than other	Hyperbole
66.	Where you can experience a balance in life	Hyperbole
67.	Who Says No to Mentos	Rhyme
68.	You are All Heroes	Hyperbole
69.	Your Beauty Bestie	Metaphor
70.	Yummie Time	Pun

According to the analysis that had been done by the researcher, the number of each types of rhetorical devices are as the following: simile (one), metonymy (three), metaphor (nine), pun (five), personification (three), apostrophe (eleven), symbol (two), rhyme (seven), alliteration (four), assonance (five), repetition (four), parallelism (four), antithesis (two) and hyperbole (ten). The percentage of the data will be shown with this following figure:



**Figure 7. The Rhetorical Devices Found in English Slogan of Commercial Products**

The data above showed that apostrophe was the most common rhetorical devices used with eleven slogans used it out of seventy. It followed by hyperbole with ten slogans and metaphor with eight slogans. This researcher revealed that the most common rhetorical devices used in commercial slogans was apostrophe followed by metaphor and hyperbole. Based on the data apostrophe often used in the cosmetics commercials, the slogan were such as *feel the color comfort* and *growing together*. Meanwhile, metaphor was often found in the food product, as in the snack, milk and others food. The example of slogan used metaphor was *have a break have a kit kat*. In addition, hyperboles were used in the aspect of technology such as in the smart phone and the other product. It can be inferred that the type of rhetorical devices that commonly used in commercial English slogans was Apostrophe.

#### D. The Features of English Slogan in Commercial Products

Here is the list of English Slogans found in Private Television Stations in Indonesia. The list showed in form of Table 5 that briefly explained what kind of features used in English commercial slogan.

**Tabel 5.**  
**The Features of English Slogan in Commercial Products**

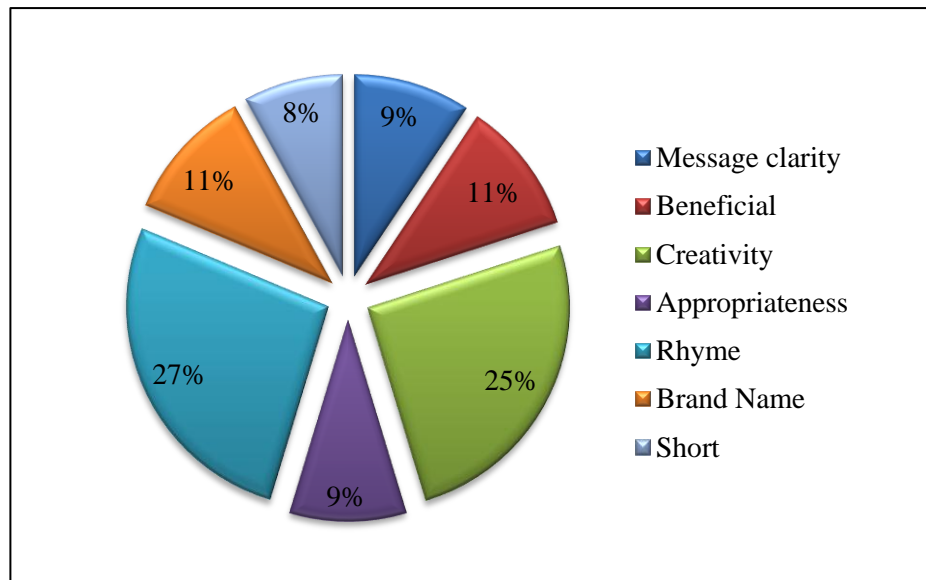
No.	English Slogans	Features of Slogan
1.	6 Cameras, Pro Display	Beneficial
2.	Always Listening, Always Understanding	Rhyme
3.	AlwaysOn Unlimited	Beneficial
4.	As Great As You Want	Rhyme
5.	Awesome Screen, Awesome Camera, Long Lasting Battery Life	Rhyme



<b>No.</b>	<b>English Slogans</b>	<b>Features of Slogan</b>
6.	Baby Happy Mom Happy	Beneficial
7.	Be Happy in Your Own Skin	Beneficial
8.	Best Education Platform	Message Clarity
9.	Black is The New Vanilla	Brand Name
10.	Bright on Girls!	Short
11.	Bringing Water to Life	Message Clarity
12.	Clear in Every Shoot	Beneficial
13.	Come to the World of Vitalis	Brand Name
14.	Dare to Lead	Message Clarity
15.	Don't Stop! Xpand Your Adventure	Brand Name
16.	Experts` Choice	Short
17.	Fat Free Full Delight	Rhyme
18.	Feel the Color	Creativity
19.	Feel the color comfort	Creativity
20.	Feel the Flawless	Creativity
21.	Feel the Glow	Creativity
22.	Feel the Light	Creativity
23.	Feel the Perfection	Creativity
24.	For the Pleasure Seeker	Creativity
25.	For Your Unstoppable Move	Messages Clarity
26.	Great Taste in all Sizes	Beneficial
27.	Growing Together	Creativity
28.	Have a Break, Have a Kit Kat	Rhyme
29.	Have an Aice Day	Brand Name
30.	Healthy Inside, Fresh outside	Rhyme
31.	Hello Glow!	Short
32.	I'm lovin it!	Rhyme
33.	Innovation and You	Messages Clarity
34.	It all starts with a Nescafe	Brand Name
35.	Its Cool Makes You Bright	Message Clarity
36.	Just Do it	Creativity
37.	Keep you happy all day	Creativity

<b>No.</b>	<b>English Slogans</b>	<b>Features of Slogan</b>
38.	Latte up Your Day with Nescafe Latte	Brand Name
39.	Life is an Adventure	Appropriateness
40.	Life is Never Flat	Creativity
41.	Live Bold	Short
42.	Live Boldly	Short
43.	Looks Good, Tastes Good	Rhyme
44.	Love Yourself	Appropriateness
45.	My Mood Booster	Appropriateness
46.	My Sedap is The Best	Brand Name
47.	Nurture the Exceptional	Brand Name
48.	Open Happiness	Creativity
49.	Perfect Night Perfect You	Rhyme
50.	Raise Them Ready	Rhyme
51.	Ready to Win Your Day	Rhyme
52.	Refresh Your World	Rhyme
53.	Say Good Morning to Your New Life Style	Appropriateness
54.	Scent of Success	Rhyme
55.	Share Happiness	Creativity
56.	Smells so Good, so Delizioso	Rhyme
57.	Smile, Smile Merries	Rhyme
58.	Snacking with No Worries	Appropriateness
59.	So Natural So Juicy	Rhyme
60.	So Yumie	Short
61.	Stay Clean Stay Beautiful	Rhyme
62.	Super Speed, Super Zoom	Rhyme
63.	The Real 4G LTE	Beneficial
64.	Want Cookies, Say Cheese	Appropriateness
65.	We are Stronger than other	Beneficial
66.	Where you can experience a balance in life	Appropriateness
67.	Who Says No to Mentos	Rhyme
68.	You are All Heroes	Message Clarity
69.	Your Beauty Bestie	Creativity
70.	Yummie Time	Rhyme

According to the research that had been done, it can figure out that the most important feature of the slogan is memorable. Based on the analysis that had been done out of seventy pieces English slogans nineteen have rhyme as its feature. Then it followed by creativity (fourteen), brand name and beneficial (eight), appropriateness and messages clarity (seven) and short (five). To make it easier to understand the percentages the usage of features in commercial English slogans here is the Figure 8:

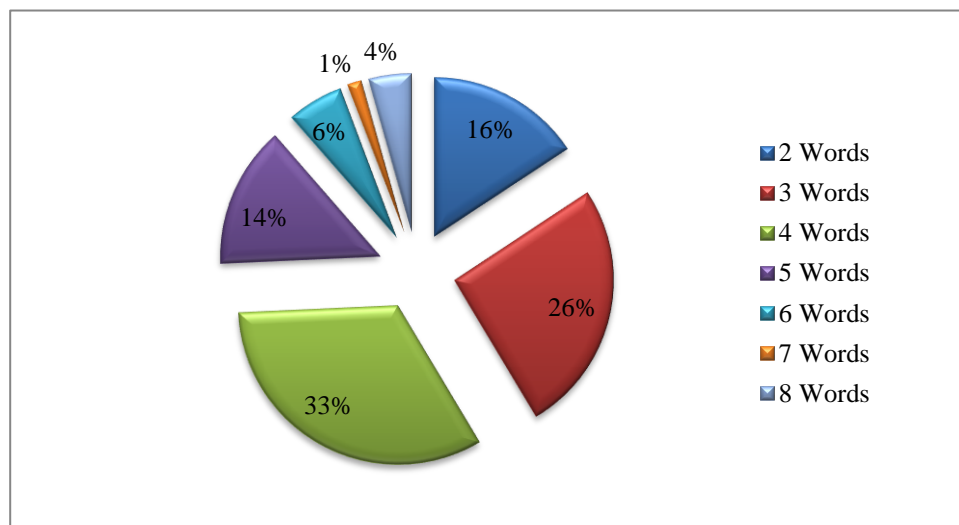


**Figure 8. The Features of English Slogans**

The figure above shown that the most important of the features of slogan was rhyme (catchy phrase). Out of seventy English slogans found, twenty of the English slogans, which if it turned to the percentage becomes 25% of the slogans, it had shown that rhyme was the most important criteria of a slogan. Some pieces that commonly people heard it in the daily life were slogans such as *Just do it* and

*Always listening Always understanding.* Furthermore, based on the analysis had been done by the research. Most of these slogans used the informal language such as a slang and abbreviation also used to make the slogan have a good rhyme. Take an example of slogan Tri AlwaysOn Unlimited, AlwaysOn was not an English word, it referred always online. On was abbreviation of online, the advertiser made it like that to made it sounds catchy. Besides, slogan also used slang words as in slogan Yummie Times, Yummie was slang word (informal word) that means something was really delicious.

It also revealed that commercials slogan in Indonesia commonly consists of the short phrase. Based on the data, it showed that mostly the slogan in Indonesia consists of four words with 33% of commercials slogan used 4 words. It was followed with 3 words with 26% of the slogans.



**Figure 9. Words in Commercials Slogans**

## E. Discussion

English Commercial slogans are around us all the time. To the point it would be strange if people do not know about it. Slogans can help a brand to stand out. The best slogans are those that in the short catchphrase explain everything what the brand stands for and also help the brand to be distinguished from their competitors.

Advertising language is meant to be playful, innovative and catchy that would make the consumer attract to the product. Slogans, as probably the shortest advertising message, are meant to be a real attention catcher for the consumers. However, it has been found that some slogans break the rules of written English. Here are the slogans are mostly people will confuse about it:

1. *I'm lovin' it.* This slogan is very well known among English teachers. At first it seems to be grammatically incorrect use of the stative verb love in the progressive tense. People learned that in progressive tense are allowed to use only dynamics verbs as they involve some kind of action or process which is happening over some period of time. However people are also familiar with verbs that are stative and dynamic at the same time. Although the latter is not the case of the verb to love, the use of love in progressive tense lovin' can be considered as idiomatic use of stative verb. Language is in the constant process of development, it is dynamic and still changing process. People may hear native speakers of English language

more often to use the stative verbs in progressive tense. Native speakers would probably never say *I am loving my mother*, but they can say *I am loving your new dress*. People should probably still be referring to grammar and say do not use stative verbs in progressive tense, however, may hear native speakers to use it when it is appropriate. It has become a colloquialism, especially among young people in the United States.

2. Yummie Time, Yummie comes from the word Yummy the difference in the writing is not because the misspelling of the word but rather to emphasize that something is really delicious.
3. *Your Beauty Bestie*, the word bestie in this slogan is an informal word means “*a person’s best friend*”.
4. *Who says no to Mentos Darn* is used in the reference of dissatisfaction or annoyance. In this collocation it is used for exaggeration or hyperbole to emphasize the word *says no*. *Darn* is believed to be euphemistic expression that should reduce the harsh term ‘damn’.

In line with the finding of the research and the discussion, several points can be show as in the Table 6:

**Tabel 6**  
**The result of sub-items analysis**

No.	Question substance	Sub-item	Percentage
1.	Syntactic categories found in English slogans	Verb phrase	31%
		Noun phrase	29%
		Adjective phrase	21%
		Simple sentence	19%
2.	Syntactic structure found in English slogans	Imperative	41%
		Declarative	39%
		Exclamatory	19%
		Interrogative	1%
3.	Rhetorical devices found in English slogans	Apostrophe	16%
		Hyperbole	14%
		Metaphor	13%
		Ryme	10%
		Assonance	7%
		Pun	7%
		Alliteration	6%
		Parallelism	6%
		Repetition	6%
		Metonymy	4%
		Personification	4%
		Antithesis	3%
		Symbol	3%
4.	Features found in English slogans	Rhyme	27%
		Creativity	25%
		Brand name	11%
		Beneficial	11%
		Appropriateness	9%
		Message clarity	9%
		Short	8%

The complex structure of English slogan will help students learn more. Also, the language that the slogans used is the language that had the most similarities to the native speakers of English. English slogans are the authentic text of English that the students can use as the source of learning.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

The research revealed several point that can be highlighted. These points are as following:

1. Most of syntactic features and categories used in slogan are verb phrase and imperative sentence. Slogan carried on the task to persuade people to buy or to use certain product, verb phrase and imperative sentence give the effect on people mind making people believe it is a need to buy the product.
2. Rhetorical devices are common to used in the advertisement. Rhetorical devices make the words, phrases, and sentences in the slogans catchy, unique and attract people to buy the product. The most common rhetorical devices used in slogan is apostrophe
3. Rhyme is the most common feature used in English slogan. Based on the Table 6 it seen that the mostly the feature used in making slogan are the features that can attract viewer attention.



## **B. Suggestions**

There are several suggestions for English teacher or lecture especially teacher or lecturer who teach in sociolinguistics, syntax and discourse analysis oriented in which syntactic categories, syntactic structure rhetorical devices are included. This study is hopefully can help the learners to develop the ability in identifying the syntactic categories, syntactic structure and types of speech act used in slogans.

The researcher chooses slogan as the object of her research because she assumes that slogan is one of authentic source of English text. Slogan also easy to find near students' environment. Based on them, the reseacher suggests that teachers should use it in taeching learning process in order to make students easier in mastering language abilities and skills.

Finally, it is also advisable to develop this study with a larger samples taken from more various English writings with more clearly description and more discussion and thus resulting in more valid and safe generalization. Moreover, this research is expected to improve the readers' knowledge about syntactic categories, syntactic structures and rhetorical devices and also the feature of slogan, so they will understand the classification and characteristics of each slogan. Also it is expected to find another authentic English text which is often found in our daily.

### **C. Implications**

Based on the finding and discussion, slogan can be used as material for some subject in English:

#### **1. Sociolinguistics**

Commercial English slogans can be used as the source of learning because the slogan is the authentic text of English. It will help students to know the daily vocabularies that often used by the native speaker. In another word, by learning slogan students can improve their knowledge in writing and also in speaking as well. the students will understand the slang and daily word used in informal situation, this will help students to understand sociolinguistics better.

#### **2. Discourse Analysis**

Commercial English slogans can become the English teaching materials for teacher. Language repertoire is all the varieties of linguistics codes that a person store in their mind and it will be used depending on situations, environment and speech community. Teaching slogan will give the students various linguistics code that students can use it. It also will give the knowledge on styles, dialects, registers and also accents in different location and regions.

### 3. Syntax

Commercials slogan will help the students on enrich their knowledge in syntax rules. It will give the references for the students how to apply uncommon syntax rules. Making the writing more flexible, communicative and more easy to be understood.

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# APPENDIXES



(Source: facebook Erafone, 2020)





(Source: id.pinterest.com, 2020)

**3** Voucher Internet **AlwaysOn.** DEWII DUDAH SHOP  
Tri.co.id

**Unlimited +6GB**      **Unlimited +10GB**

**Isi Ulang/Inject**  
6GB + Lokal Unlimited (Jam 01:00-17:00) 30 Hari + Pulsa 2k  
10GB + Lokal Unlimited (Jam 01:00-17:00) 30 Hari + Pulsa 2k

**Voucher**  
6GB + Lokal Unlimited (Jam 01:00-17:00) 30 Hari  
10GB + Lokal Unlimited (Jam 01:00-17:00) 30 Hari

DEWII DUDAH SHOP

Isi ulang AlwaysOn. Unlimited  
Perdana AlwaysOn. Unlimited +6GB

(Source: tri.co.id, 2020)

NEW COLOR  
Aurora  
Purple

# OPPO A92

As Great As You Want

Buy Now & Get Cashback Offer

1080P Neo-Display • 8GB RAM • 128GB ROM • 5000mAh Battery • Fast Charging • 48MP AI Quad Camera

(Source: oppo.com, 2020)

Galaxy A51

Galaxy A51

Galaxy A51

LONG LASTING BATTERY

AWESOME SCREEN

AWESOME CAMERA

(Source: twitter, 2020)



(Source: wingscorp.com, 2020)



(Source: shopee.com, 2019)

A screenshot of the Ruangguru app listing on an app store. On the left is the Ruangguru logo, a teal square with the text "ruang guru" in white, and a yellow ribbon below it that says "BEST EDUCATION PLATFORM". To the right of the logo, the app title "Ruangguru - One-stop Learning Solution" is displayed, along with the website "ruangguru.com", the category "Education", a 3+ age rating, and a star rating of 4.5 from 112,693 reviews. At the bottom right of the listing are buttons for "Add to Wishlist" and "Install". Below the listing are two promotional banners. The left banner features two men's faces and the text "BIMBEL? INGAT ruang guru" with a play button icon. The right banner is titled "Solusi Belajar Terlengkap" and describes the app's features: "Mulai dari menonton video belajar, belajar di group chat, chatting dengan tutor, tes privat, tryout, lengkap!".

(Source: play.google.com, 2020)

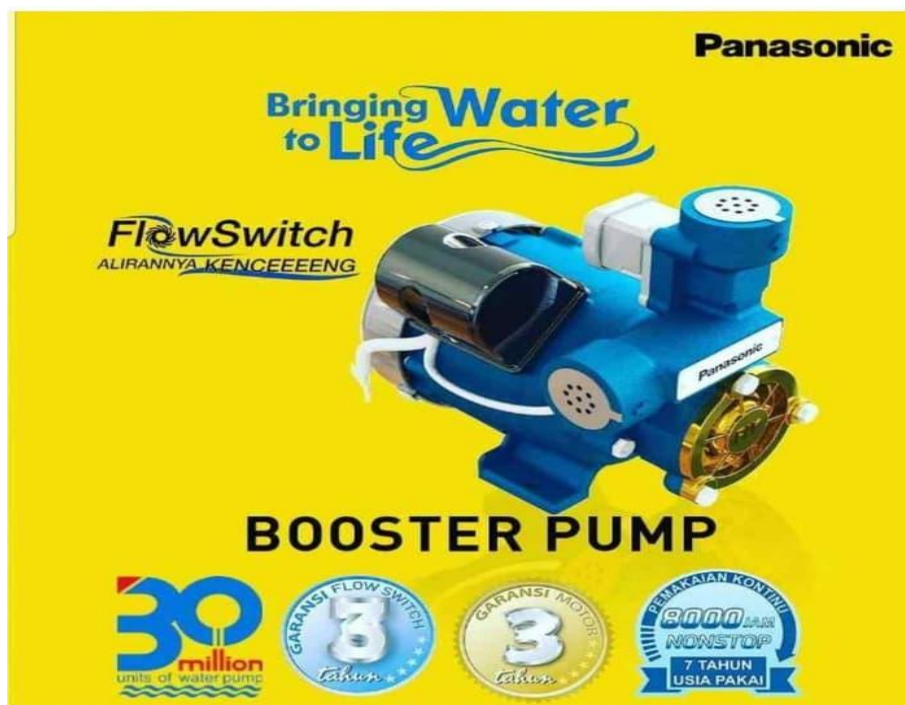


(Source: tokopedia.com, 2020)





(Source: Iklan TV Indonesia, 2020)



(Source: Lazada.co.id, 2020)



(Source: Oppo.com, 2020)



(Source: Vitalis anthem, 2019)



(Source: Mitsubishi-boyolali.com, 2020)



(Source: tokopedia.com, 2020)





(Source: blibli.com, 2020)



(Source: blibli.com, 2020)

**Alfamart**

*Feel Flawless*

~~Rp 40.900~~  
**Rp 32.900**  
16 - 31 Agustus 2019

**WARDAH LIGHTENING TWO WAY CAKE REFILL**

- UV Protection
- Microbright Formula
- 12 Hours Long Lasting Formula

Wardah  
FEEL THE BEAUTY

HALAL

(Source: Alfamart, 2020)

*Feel the Glow*

**WARDAH WHITE SECRET**

Wardah  
FEEL THE BEAUTY

HALAL

(Source: wardahbeauty.com, 2020)



(Source: wardahbeauty.com, 2020)



(Source: Youtube Magnum India, 2020)



**EYESSENTIALS**

**INSTAPERFECT**

Stay unstoppable with your #EYESSENTIALS stare!

by Wardah  
FOR YOUR UNSTOPPABLE MOVE!

**BELI SEKARANG**

The advertisement features a woman with long dark hair and a cityscape background. To her right, several makeup products are displayed, including an eyeshadow palette, two liquid eyeliners, a mascara, and a lip gloss. The products are arranged vertically and are reflected on a surface below them. The overall color scheme is a soft, muted pink.

(Source: wardahbeauty.com, 2020)





(Source: RCTI+, 2020)



(Source: Youtube Friso Gold Malaysia, 2019)



(Source: bigbasket.com, 2020)



(Source: toko pelangiku, 2020)



(Source: Iklan TV Indonesia, 2020)



MS GLOW

*Bye Flek*  
**Hello Glow**

Whitering  
Day Cream

Whitering Day Cream cocok untuk dipakai semua jenis kulit.  
Oleskan Whitering day cream di atas kulit bersih secara merata  
untuk mendapatkan hasil yang maksimal.

(Source: Facebook MS Glow, 2020)

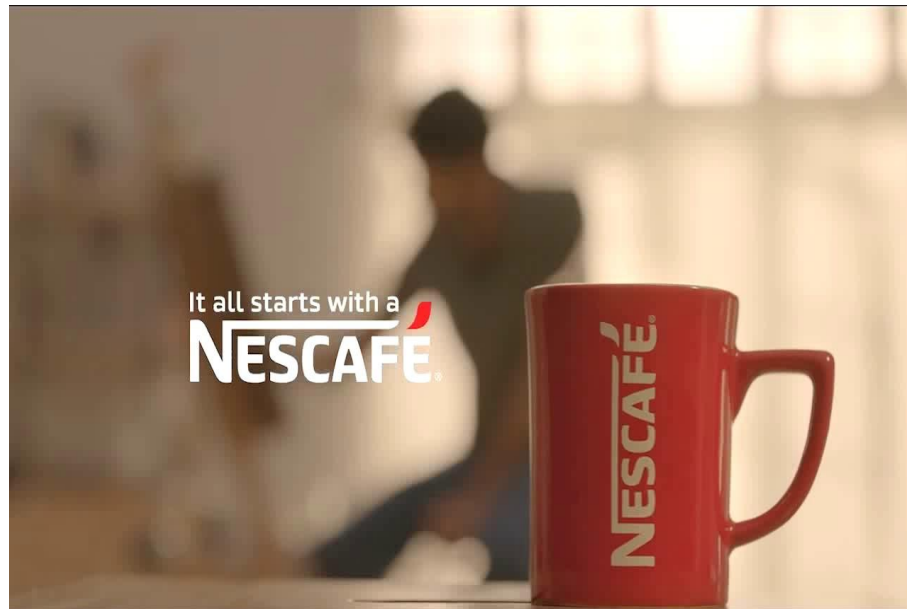




(Source: pixy.org, 2020)



(Source: Philips.com, 2020)



(Source: Nestlé Lanka, 2020)



(Source: emeron lovely twitter, 2020)



(Source: idntimes.com, 2020)



(Source: wardahbeauty.com, 2020)



(Source: blibli.com, 2020)



(Source: indofoodvideos, 2020)



(Source: lazone.id, 2020)



**A Alfamidi**

WINGSFOOD

**Sedaap**  
Kecap  
Special

**Kedelai Hitam Special**

LOOKS GOOD  
TASTES GOOD

**NEW**

Udang Kecap Manis  
Kecap Sedaap Special

**HARGA SPESIAL 22.900**  
**Rp 18.500**

Nikmati Kedelai Hitam Special baru dari Kecap Sedaap. Benar-benar hitam, kental dan meresap sampai ke dalam masakan.

SEDAAP KECAP SPECIAL POUCH 550ML

www.alfamidiku.com | Alfamidi Ku | @alfamidi\_ku | alfamidi\_ku | Alfamidi

(Source: alfamidi, 2020)



(Source: facebook, 2019)



(Source: TVC iklan, 2020)



(Source: youtube mie sedaap, 2020)



(Source: tokopedia.com, 2020)





(Source: yutsai.com, 2020)



(Source: olx.co.id, 2020)



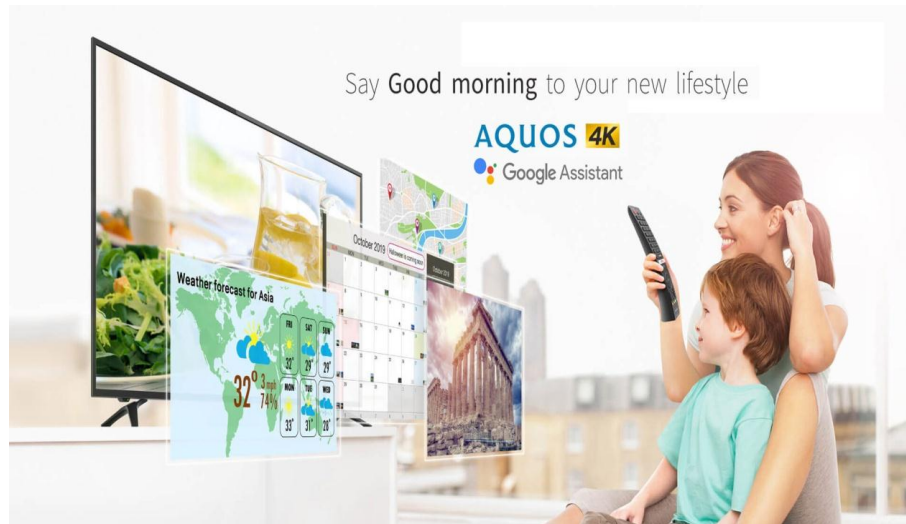
(Source: SINDOnews.com, 2018)



(Source: Majalah Gadis, 2019)



(Source: pinterest.com, 2020)



(Source: id.sharp, 2020)



(Source: royalebysoklin.com, 2020)





(Source: glico.com, 2020)



(Source: UTV, 2020)



(Source: merries.co.id, 2020)



(Source: Kompasiana.com, 2020)

IS HAPPINESS  
#SoJuicySoNatural ID

**COUNTRY CHOICE**  
Kemasan Kotak 1 L  
Isi 12 pcs  
(Apel, Jambu, Jeruk, Mangga)

**COUNTRY CHOICE**  
Kemasan Kotak 250ml  
Isi 24 pcs  
(Apel, Jambu, Jeruk, Mangga)

Sumber Vit C 100%Akg\*,  
So Juicy So Natural

The advertisement features a top section with a juicer and fruit. Below, two product packages are shown with their respective descriptions. The bottom section contains a large headline and an illustration of a delivery person in a uniform and helmet.

(Source: tokopedia.com, 2020)

WINGSFOOD

So YUMIE GELAS

Baru!  
Rp. 1.000

The advertisement shows a woman and a young girl sitting at a table, both eating from 'So Yumie Gelas' cups. The woman is holding a red cup, and the girl is holding a blue one. A 'WINGSFOOD' logo is in the top right corner. A 'So YUMIE GELAS' logo is in the top left. A red banner in the bottom left corner says 'Baru! Rp. 1.000'.

(Source: Iklan TV Indonesia HD, 2020)



(Source: sahabatmarina.com, 2020)





realme

**realme X3** SuperZoom

Super Zoom, Super Speed

12GB+256GB

Rp **7.999.000**

Pre-Order  
16 - 20 Juni 2020

Free Gift\*

Tersedia di

realme.com | tokopedia

Snapdragon 855+ | 120Hz Ultra Smooth Display  
60X Periscope SuperZoom

(Source: today.line.me, 2020)



THE REAL 4G LTE

TELKOMSEL

OmG!  
Oh My Gigabytes!

Internetan wah! Lebih puas.

(Source: Facebook Telkomsel, 2020)



(Source: shopee.co.id, 2020)



(Source: Iklan TV Indonesia HD, 2020)



(Source: slrmag.co.uk, 2020)



(Source: Iklan TV Indonesia, 2020)



(Source: Emina Cosmetics, 2020)

Baru!

Wardah  
LIGHTENING  
*liquid foundation*

cerah  
ringan  
natural coverage

FEEL THE LIGHT

12

Wardah  
Lightening  
Liquid Foundation

12 jam tahan lama  
tertahan 20 tahun

The advertisement features a light blue background. On the left, a brush-like shape contains the word 'Baru!'. Below it, the brand name 'Wardah' is in a large font, followed by 'LIGHTENING' in all caps and 'liquid foundation' in a script font. In the center, a woman's smiling face is shown within a circular frame. To the right of her face, the text 'cerah ringan natural coverage' is written. On the far right, a tube of the foundation is shown, with 'FEEL THE LIGHT' written above it. A circular icon with the number '12' is positioned above the tube. Below the tube, there is a small circular icon and the text '12 jam tahan lama tertahan 20 tahun'.

(Source: [blibli.com](https://www.blibli.com), 2020)

### Observation Sheet of English Slogan Found in Television Commercials

No.	Product	English Slogan	Time	Date	Duration	TV Stations
1.	Wardah Velvet Matte	Feel the color comfort	10.43	19 June 2020	00.00.15	Indosiar
2.	Mie Gelas	So Yumie	13.27	19 June 2020	00.00.25	Antv
3.	So Klin Hijab	Scent of Success	17.43	19 June 2020	00.00.20	SCTV
4.	Nutrilon Royal	Raise Them Ready	19.45	19 June 2020	00.00.10	GTV
5.	Wardah Facial Foam	Feel the Light	08.13	20 June 2020	00.00.20	SCTV
6.	Choco Drink	My Mood Booster	11.35	20 June 2020	00.00.30	MNC TV
7.	Red-A	Ready to Win Your Day	12.47	20 June 2020	00.00.20	Trans TV
8.	Friso Trakeasy	Growing Together	15.18	20 June 2020	00.00.31	NET.
9.	S-26 Procal Gold	Nurture the Exceptional	16.45	20 June 2020	00.00.31	RCTI
10.	Telkomsel	The Real 4G LTE	17.05	20 June 2020	00.01.01	Trans 7
11.	Marina Body Wash	Stay Clean Stay Beautiful	19.11	21 June 2020	00.00.15	Indosiar
12.	Bear Brand	You are All Heroes	20.08	21 June 2020	00.00.15	Trans 7
13.	Xpander Cross	Don't Stop! Xpand Your Adventure	20.51	21 June 2020	00.00.31	Metro TV
14.	Nescafe Original	It all starts with a Nescafe	22.18	21 June 2020	00.00.15	Trans TV
15.	Emina	Your Beauty Bestie	09.12	22 June 2020	00.00.16	SCTV
16.	Papadayan	Where you can experience a balance in life	10.58	22 June 2020	00.00.30	iNews
17.	Sweaty Golden Pants	Experts` Choice	12.16	22 June 2020	00.00.30	GTV
18.	Revlon	Live Boldly	13.49	22 June 2020	00.00.15	Trans TV
19.	Sharp Aquos	Say Good Morning to Your New Life Style	19.12	22 June 2020	00.00.16	Metro TV
20.	Realme 6	Dare to Lead	19.34	22 June 2020	00.00.16	RCTI
21.	Dunhill Mild	Great Taste in all Sizes	21.10	23 June 2020	00.00.16	tvOne
22.	Ms Glow	Be Happy in Your Own Skin	23.25	23 June 2020	00.00.16	Trans TV
23.	Pompa Air Panasonic	Bringing Water to Life	07.09	24 June 2020	00.00.30	iNews
24.	Serena Cheese Cookies	Want Cookies, Say Cheese	07.18	24 June 2020	00.00.15	iNews
25.	Kecap Sedap	Looks Good, Tastes Good	09.17	24 June 2020	00.00.31	MNC TV
26.	Vitalis	Come to the World of Vitalis	09.25	24 June 2020	00.01.01	tvOne
27.	Oppo A92	As Great As You Want	10.01	24 June 2020	00.00.31	iNews
28.	Country Choice Juice	So Natural So Juicy	10.02	24 June 2020	00.01.01	iNews
29.	Merries	Smile, Smile Merries	10.21	24 June 2020	00.00.16	RCTI
30.	Samsung Galaxy A31	Awesome Screen, Awesome Camera, Long Lasting Battery Life	11.34	24 June 2020	00.00.16	RCTI

No.	Product	English Slogan	Time	Date	Duration	TV Stations
31.	Top Coffe	Smells so Good, so Delizioso	14.05	25 June 2020	00.00.30	Metro TV
32.	Wong Coco	Fat Free Full Delight	14.22	25 June 2020	00.00.15	tvOne
33.	Tri	AlwaysOn Unlimited	15.12	25 June 2020	00.00.31	antv
34.	Emeron Lovely	Its Cool Makes You Bright	15.34	25 June 2020	00.00.30	Indosiar
35.	Mie Sedap	My Sedap is The Best	19.37	26 June 2020	00.00.16	Trans 7
36.	Tango Drink	Black is The New Vanilla	09.02	26 June 2020	00.00.16	NET.
37.	Nescafe Latte	Latte up Your Day with Nescafe Latte	10.08	26 June 2020	00.00.30	RCTI
38.	Baby Happy Pants	Baby Happy Mom Happy	10.07	26 June 2020	00.00.15	SCTV
39.	Aice	Have an Aice Day	20.16	26 June 2020	00.00.15	tvOne
40.	Philips	Innovation and You	21.17	27 June 2020	00.00.15	antv
41.	Vivo V19	Perfect Night Perfect You	21.18	27 June 2020	00.00.35	antv
42.	Oppo Reno 3	Clear in Every Shoot	21.31	27 June 2020	00.00.30	GTV
43.	Pro Mild	We are Stronger than other	22.50	27 June 2020	00.00.15	GTV
44.	Mayumi	Yummie Time	23.02	27 June 2020	00.00.30	MNC TV
45.	ESSE	Love Yourself	23.30	27 June 2020	00.01.00	Indosiar
46.	LA Bold	Live Bold	23.48	27 June 2020	00.00.16	SCTV
47.	Ponds Facial Cleanser	Hello Glow!	10.17	28 June 2020	00.00.15	MNC TV
48.	Realme 6 pro	6 Cameras, Pro Display	12.49	28 June 2020	00.00.54	GTV
49.	You C 1000	Healthy Inside, Fresh outside	21.43	28 June 2020	00.01.01	iNews
50.	Instaperfect Wardah	For Your Unstopable Move	21.56	28 June 2020	00.00.16	antv

**Observation Sheet of English Slogan Found in Public Documents**

No.	Product	English Slogan	Date	Data Source
1.	Nike	Just Do it	19 June 2020	<a href="http://advertising-indonesia.id/2017/11/07/seri-tulisan-iklan-iklan-paling-inspiratif-2-just-do-it/">http://advertising-indonesia.id/2017/11/07/seri-tulisan-iklan-iklan-paling-inspiratif-2-just-do-it/</a>
2.	Mentos	Who Says No to Mentos	19 June 2020	<a href="https://www.slrmag.co.uk/mentos-seeks-out-nay-sayers/">https://www.slrmag.co.uk/mentos-seeks-out-nay-sayers/</a>
3.	Wardah Perfect Bright	Bright on Girls!	19 June 2020	<a href="https://www.youtube.com/watch?v=AAMct_4JuvU">https://www.youtube.com/watch?v=AAMct_4JuvU</a>
4.	Wardah	Feel the Flawless	19 June 2020	<a href="https://web.facebook.com/alfamartku/photos/feel-flawless-wardah-lightening-two-way-cake-refill-hanya-rp-32900-buat-hari-sah/10156933555942772/?_rdc=1&amp;_rdr">https://web.facebook.com/alfamartku/photos/feel-flawless-wardah-lightening-two-way-cake-refill-hanya-rp-32900-buat-hari-sah/10156933555942772/?_rdc=1&amp;_rdr</a>
5.	Wardah	Feel the Color	19 June 2020	<a href="https://www.blibli.com/merchant/wardah/PTP-60093?page=1&amp;start=0&amp;pickupPointCode=&amp;cnc=&amp;multiCategory=true&amp;excludeProductList=true">https://www.blibli.com/merchant/wardah/PTP-60093?page=1&amp;start=0&amp;pickupPointCode=&amp;cnc=&amp;multiCategory=true&amp;excludeProductList=true</a>
6.	Wardah White Secret	Feel the Glow	19 June 2020	<a href="https://wardahbeauty.stg02.mobileforce.mobi/en">https://wardahbeauty.stg02.mobileforce.mobi/en</a>
7.	Bebelac	Raise Them Ready	23 June 2020	<a href="https://photo.sindonews.com/gallery/30550/lactamil-dan-nutrilon-royal-gelar-raise-them-ready">https://photo.sindonews.com/gallery/30550/lactamil-dan-nutrilon-royal-gelar-raise-them-ready</a>
8.	Wardah Cushion	Feel the Perfection	23 June 2020	<a href="https://wardahbeauty.stg02.mobileforce.mobi/en">https://wardahbeauty.stg02.mobileforce.mobi/en</a>
9.	Nutrilon	Life is an Adventure	23 June 2020	<a href="https://www.blibli.com/cari/nutrilon?page=1&amp;start=0&amp;searchTerm=nutrilon&amp;intent=true&amp;merchantSearch=true&amp;multiCategory=true&amp;customUrl=&amp;sort=0">https://www.blibli.com/cari/nutrilon?page=1&amp;start=0&amp;searchTerm=nutrilon&amp;intent=true&amp;merchantSearch=true&amp;multiCategory=true&amp;customUrl=&amp;sort=0</a>
10.	Wardah foundation	Feel the Light	24 June 2020	<a href="https://www.blibli.com/merchant/wardah/PTP-60093?page=1&amp;start=0&amp;pickupPointCode=&amp;cnc=&amp;multiCategory=true&amp;excludeProductList=true">https://www.blibli.com/merchant/wardah/PTP-60093?page=1&amp;start=0&amp;pickupPointCode=&amp;cnc=&amp;multiCategory=true&amp;excludeProductList=true</a>
11.	Magnum	For the Pleasure Seeker	25 June 2020	<a href="https://www.youtube.com/watch?v=-Cdut3eJT5U">https://www.youtube.com/watch?v=-Cdut3eJT5U</a>
12.	Chitato	Life is Never Flat	25 June 2020	<a href="https://www.youtube.com/watch?v=sdE3GKQJzUM">https://www.youtube.com/watch?v=sdE3GKQJzUM</a>
13.	Wardah Cheek and liptint	Keep you happy all day	25 June 2020	<a href="https://www.wardahbeauty.com/">https://www.wardahbeauty.com/</a>
14.	Fitbar	Snacking with No Worries	25 June 2020	<a href="https://www.kompasiana.com/pemirsa/551abe7e813311150b9de0f7/ngemil-tanpa-rasa-bersalah?page=all">https://www.kompasiana.com/pemirsa/551abe7e813311150b9de0f7/ngemil-tanpa-rasa-bersalah?page=all</a>



No.	Product	English Slogan	Date	Data Source
15.	Prudential	Always Listening, Always Understanding	26 June 2020	<a href="https://id.pinterest.com/pin/569705421601616654/">https://id.pinterest.com/pin/569705421601616654/</a>
16.	Kit Kat	Have a Break, Have a Kit Kat	27 June 2020	<a href="https://www.bigbasket.com/ps/?q=kitkat">https://www.bigbasket.com/ps/?q=kitkat</a>
17.	Mc Donald	I'm lovin it!	27 June 2020	<a href="https://pixy.org/628250/">https://pixy.org/628250/</a>
18.	Coca Cola	Open Happiness	27 June 2020	<a href="https://www.yutsai.com/new-index#/coca-cola-open-happiness-1/">https://www.yutsai.com/new-index#/coca-cola-open-happiness-1/</a>
19.	Ruang Guru	Best Education Platform	28 June 2020	<a href="https://play.google.com/store/apps/details?id=com.ruangguru.livestudents&amp;hl=en&amp;gl=US">https://play.google.com/store/apps/details?id=com.ruangguru.livestudents&amp;hl=en&amp;gl=US</a>
20.	Pepsi	Refresh Your World	28 June 2020	<a href="https://www.pinterest.com/pepsinextpins/">https://www.pinterest.com/pepsinextpins/</a>



## UJI TURNITIN FTIK IAIN Metro

### SURAT KETERANGAN

Nomor : TBI-7.0010/PTF/11/2020

Tim Turnitin FTIK IAIN Metro menerangkan bahwa Tes Turnitin Skripsi Jurusan TBI telah selesai dilakukan pemeriksaan duplikasi dengan membandingkan artikel-artikel lain menggunakan perangkat lunak Turnitin pada tanggal **29 November 2020**

Judul : THE FEATURES OF ENGLISH SLOGAN FOUND IN TELEVISION COMMERCIALS OF PRIVATE TELEVISION STATIONS IN INDONESIA

Penulis : Vinna Naralita

NPM/Jurusan : 1601070055/TBI

No. Pemeriksaan : TS.07.0016

Dengan Hasil sebagai berikut:

Tingkat Kesamaan diseluruh artikel (Similarity Index) yaitu **11%**

Demikian surat keterangan ini dibuat untuk digunakan sebagaimana mestinya

Wassalamualaikum, Wr. Wb

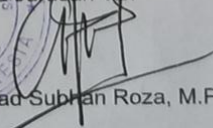
Metro, 29 November 2020

Hormat kami,

**Tim Turnitin FTIK**

- Draf yang dilampirkan dalam Ujian Skripsi yaitu skripsi yang telah diturnitin (bisa itu yang asli atau dari hasil turnitin)

Mengetahui,  
Metro, 29 November 2020  
Ketua Jurusan TBI

  
Ahmad Subhan Roza, M.Pd

### Notifikasi Hasil Tes Turnitin

Judul : THE FEATURES OF ENGLISH SLOGAN FOUND IN TELEVISION COMMERCIALS OF PRIVATE TELEVISION STATIONS IN INDONESIA

Penulis : Vinna Naralita

NPM/Jurusan : 1601070055/TBI

No. Pemeriksaan : TS.07.0018

Tanggal Pemeriksaan : 29 November 2020

Hasil Tes (Similarity Index) : 11%

Unduh Filenya dibawah ini :

<https://drive.google.com/file/d/1XXNF0F2KVZG0EMQVvUc00JxUh23ZDEq-/view?usp=sharing>

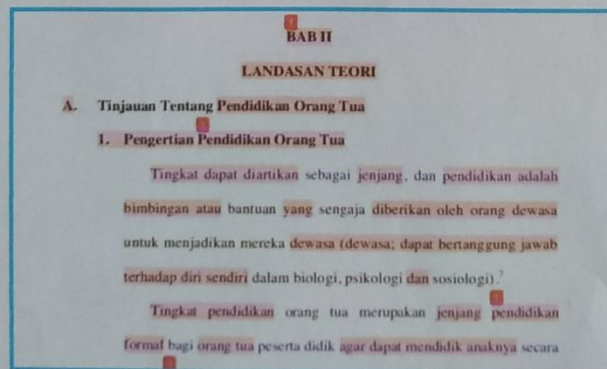
Catatan :

1. Lihat hasil turnitin dibagian bawah file yang diunduh
2. Nilai yang dinyatakan lulus uji Tes Turnitin adalah 25%
3. Apabila belum mencapai 25% maka diperbaiki, adapun yang perbaiki adalah yang bertanda ada warna pada tulisannya
4. Kemudian, setelah selesai diperbaiki, mendaftarkan tes turnitin kembali
5. Lihat Cara Daftar Turnitin di : <https://youtu.be/UchZoGI1IE8>

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**\*Untuk Turnitin berikutnya, dilaksanakan minimal 1 minggu setelah email ini di terima.\***

contoh :





**KEMENTERIAN AGAMA REPUBLIK INDONESIA**  
**INSTITUT AGAMA ISLAM NEGERI METRO**  
**FAKULTAS TARBIYAH DAN ILMU KEGURUAN**  
 Jalan Ki. Hajar Dewantara Kampus 15A Iringmulyo Metro Timur Kota Metro Lampung 34111  
 Telp. (0726) 41507; Faksimili (0725) 47296;  
 Website: www.metrouniv.ac.id E-mail: iainmetro@metrouniv.ac.id

**FORMULIR KONSULTASI BIMBINGAN SKRIPSI MAHASISWA**  
**FAKULTAS TARBIYAH DAN ILMU KEGURUAN**  
**IAIN METRO**

Nama : Vinna Naralita  
 NPM : 1601070055

Jurusan/Fakultas : TBI/Tarbiyah dan Ilmu Keguruan  
 Semester/TA : IX/2020

No	Hari/ Tanggal	Pembimbing		Materi yang dikonsultasikan	Tanda Tangan
		I	II		
	03/09/2020			Chapter IV & Chapter V	
	18/11/2020			How for Munawar	

Mengetahui,  
 Ketua Jurusan TBI

**Ahmad Subhan Roza, M.Pd.**  
 NIP. 19750610 200801 1 014

Dosen Pembimbing I

**Dr. Dedi Irwansyah, M.Hum**  
 NIP. 19791223 200604 1 001





**KEMENTERIAN AGAMA REPUBLIK INDONESIA**  
**INSTITUT AGAMA ISLAM NEGERI METRO**  
**FAKULTAS TARBIYAH DAN ILMU KEGURUAN**  
 Jalan Ki. Hajar Dewantara Kampus 15A Iringmulyo Metro Timur Kota Metro Lampung 34111  
 Telp. (0726) 41507; Faksimili (0725) 47296;  
 Website: www.metrouniv.ac.id E-mail: iainmetro@metrouniv.ac.id

**FORMULIR KONSULTASI BIMBINGAN PROPOSAL MAHASISWA**  
**FAKULTAS TARBIYAH DAN ILMU KEGURUAN**

**IAIN METRO**

Nama : Vinna Naralita  
 NPM : 1601070055

Jurusan/Fakultas : TBI/Tarbiyah dan Ilmu Keguruan  
 Semester/TA : IX/2020

No	Hari/ Tanggal	Pembimbing		Materi yang dikonsultasikan	Tanda Tangan
		I	II		
	27/07/ 2020			Chapter IV and V → <u>Needs revision</u>  One more Supervision. Please complete the all required documents	

Mengetahui,  
Ketua Jurusan TBI

**Ahmad Subhan Roza, M.Pd.**  
NIP. 19750610 200801 1 014

Dosen Pembimbing I

**Dr. Dedi Irwansyah, M.Hum.**  
NIP. 19791223 200604 1 001



KEMENTERIAN AGAMA REPUBLIK INDONESIA  
 INSTITUT AGAMA ISLAM NEGERI METRO  
 FAKULTAS TARBIYAH DAN ILMU KEGURUAN

Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111

Telepon (0725) 41507; Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iaim@metrouniv.ac.id

KARTU KONSULTASI BIMBINGAN PROPOSAL MAHASISWA  
 FAKULTAS TARBIYAH DAN ILMU KEGURUAN  
 IAIN METRO

Nama : Vinna Naralita  
 NPM : 1601070055

Jurusan : TBI  
 Semester : VII

No	Hari/ Tanggal	Pembimbing		Materi yang dikonsultasikan	Tanda Tangan Mahasiswa
		I	II		
	22/07/2020			1. Chapter IV should provide answers of problems stated in chapter one. 2. Chapter V. A. General description of research setting. B. The Syntactic Structure & Categories - Data → Tables, Figures - Penjelasan trend, persentase C. The Rhetorical Device - Data → Title, Figure, Table, Headline → Penjelasan D. The Features..	

Mengetahui  
 Ketua Jurusan TBI

**Ahmad Subhan Roza, M.Pd.**  
 NIP. 19750610 200801 1 014

Dosen Pembimbing I

**Dr. Dedi Irwansyah, M.Hum**  
 NIP. 19791223 200604 1 001

## Bimbingan Skripsi

Kotak Masuk



**Vinna Naralita** 9 Jul

Assalamu'alaikum pak dedi ini bab 1-5 tugas akhir saya. Terima kasih



**Dedi Irwansyah** 17 Jul

kepada saya



Assalamu'alaikum,  
Silahkan mendaftar ujian. Namun untuk mendapatkan tanda tangan saya, saya akan mengadakan ujian lisan tatap muka. Saya akan bertanya tentang arti (meaning) tulisan Anda.  
Jika Anda tidak bisa menerjemahkan apa yang Anda tulis, dan jika ada 1 kata dalam tulisan Anda yang tidak Anda ketahui artinya, Anda akan di-skors tidak boleh bimbingan selama satu bulan, atau sampai Anda benar-benar menguasai skripsi Anda.  
Langkah ini kami ambil untuk meningkatkan mutu ujian skripsi/proposal dan untuk menjamin bahwa skripsi/proposal tersebut murni karya Anda.

Terima kasih



## Bimbingan APD

Kotak Masuk



**Vinna Naralita**  9 Jun

Assalamu'alaikum pak dedi, maaf mengganggu waktunya ini revisi proposal



**Dedi Irwansyah** 11 Jun

kepada saya ▾



Walaikumsalam Vinna,  
Oke, setelah saya pelajari, APD nya sudah cukup bagus. Silahkan lanjut ke tahap berikutnya: pengambilan data.

Best luck for you Vinna  
Segera lulus  
Fokus





## Bimbingan skripsi bab IV dan V

Kotak Masuk



**Vinna Naralita**  3 Jul

Assalamualaikum pak dedi, maaf Pak mengganggu waktunya saya Cinta Naralita.



**Dedi Irwansyah** 6 Jul

kepada saya 



Walaikumsalam Vinna. Sekilas saya baca sudah bagus. Namun, untuk memeriksa bab IV dan V, saya memerlukan BAB 1-3. Jika ada waktu dan jika rumahnya tidak terlalu jauh dari kampus, silakan bimbingan offline dengan membawa semua bab 1-5. Vinna harus mampu meyakinkan penguji bahwa skripsi ini yang nulis adalah Vinna. Jadi setiap kata di dalam skripsi harus dikuasai artinya.

I wish you a good luck.



**KEMENTERIAN AGAMA  
INSTITUT AGAMA ISLAM NEGERI METRO  
FAKULTAS TARBIYAH DAN ILMU KEGURUAN**

Jalan Ki Hajar Dewantara Kampus 15A Iringmulyo Metro Timur Kota Metro Lampung 34111  
Telp (0725) 41507, Faksimili (0725) 47296, Website: [www.metrouniv.ac.id](http://www.metrouniv.ac.id) E-mail: [ainmetro@metrouniv.ac.id](mailto:ainmetro@metrouniv.ac.id)

**KARTU KONSULTASI BIMBINGAN PROPOSAL MAHASISWA  
FAKULTAS TARBIYAH DAN ILMU KEGURUAN  
IAIN METRO**

Nama : Vinna Naralita  
NPM : 1601070055

Jurusan : TBI  
Semester : VIII

No	Hari/Tanggal	Pembimbing		Materi yang dikonsultasikan	Tanda Tangan Pembimbing
		I	II		
1.	Senin 29/6-2020		✓	Revise ch. IY	
	Kamis 2/7-2020		✓	Ace ch. IY. B V	

Mengetahui,  
Ketua Jurusan TBI

**Ahmad Subhan Roza, M.Pd.**  
NIP. 19750610 200801 1 014

Dosen Pembimbing II

**Trisna Dinillah Harva, M.Pd**  
NIP. 19830511200912 2 004



**KEMENTERIAN AGAMA**  
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Jl. Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111  
 Telp. (0725) 41507 Fax. (0725) 47296 website: [www.metrouniv.ac.id](http://www.metrouniv.ac.id) Email: [iainmetro@metrouniv.ac.id](mailto:iainmetro@metrouniv.ac.id)

**KARTU KONSULTASI BIMBINGAN SKRIPSI MAHASISWA**  
**FAKULTAS TARBIYAH DAN ILMU KEGURUAN**  
**IAIN METRO**

Nama : Vinna Naralita

Jurusan : TBI

NPM : 1601070055

Semester : VIII

No	Hari/ Tanggal	Pembimbing		Hal-hal yang dibicarakan	Tanda Tangan Mahasiswa
		I	II		
1.	Selasa 2 Juni 2020		✓	Acc 1 PD.	

Mengetahui :  
Ketua Jurusan TBI

Ahmad Subhan Roza, M.Pd.  
NIP. 19750610 200801 1 014

Pembimbing II

Trisna Dinillah Harva, M.Pd  
NIP. 19830511 200912 2 004



## Bimbingan Proposal (Proposal Lengkap)



Kotak Masuk



**Vinna Naralita**  9 Apr



**Dedi Irwansyah** 13 Apr

kepada saya ▾



Bismillahirrohmanirrohim,  
Pada hari ini, Senin 13 April 2020, proposal penelitian a.n. Vinna Naralita (1601070055) disetujui untuk dilanjutkan ke tahap berikutnya: seminar proposal. Pernyataan ini dibuat untuk keperluan proses administrasi pengurusan seminar proposal.  
Dosen pembimbing,  
Dr. Dedi Irwansyah

Pada tanggal Kam, 9 Apr 2020 pukul 14.31  
Vinna Naralita  
<[vinnanaralita181297@gmail.com](mailto:vinnanaralita181297@gmail.com)> menulis:



## Bimbingan Proposal



Kotak Masuk



**Vinna Naralita**  8 Apr

Assalamu'alaikum pak dedi. Ini revisi bab 2 saya. Terima kasih sebelumnya pak.



**Dedi Irwansyah** 8 Apr

kepada saya 



Salam,  
Silakan direvisi bab 3.  
Selanjutnya kirimkan semua naskah proposal: (1) cover, (2) daftar isi, (3) bab 1, (4) bab 2, (5) bab 3, (6) daftar referensi.  
Naskah dijadikan satu file.  
Beri nama file: Proposal\_Lengkap\_Nama Mhs

Terima kasih,  
Harap dikerjakan secepatnya agar segera seminar.



## Bimbingan Proposal



Kotak Masuk



**Vinna Naralita**  5 Apr

Assalamualaikum pak Dedi, ini bab 2 dan bab 3 saya pak. Terima kasih sebelumnya



**Dedi Irwansyah** 6 Apr

kepada saya 



Salam,  
Silahkan diperbaiki sesuai catatan.

[Tampilkan kutipan teks](#)

--

--

**Dr. Dedi Irwansyah**  
**Head of Research and Publication**  
**Department of State Islamic Institute of**  
**Metro**  
**Jln. Ki Hajar Dewantara Kampus 15 A**  
**Iringmulyo Metro Timur 34111, Lampung,**  
**Indonesia**



**Vinna Naralita**  30 Mar



**Dedi Irwansyah** 2 Apr

kepada saya ▾



Salam,  
Hi Vinna, silakan dilihat catatan yang saya berikan...direvisi ya secepatnya lalu kirim kembali.

Terima kasih

Pada tanggal Sen, 30 Mar 2020 pukul 07.35  
Vinna Naralita  
<[vinnanaralita181297@gmail.com](mailto:vinnanaralita181297@gmail.com)> menulis:





**KEMENTERIAN AGAMA REPUBLIK INDONESIA  
INSTITUT AGAMA ISLAM NEGERI METRO  
FAKULTAS TARBİYAH DAN ILMU KEGURUAN**

Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111  
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**KARTU KONSULTASI BIMBINGAN PROPOSAL MAHASISWA  
FAKULTAS TARBİYAH DAN ILMU KEGURUAN  
IAIN METRO**

Nama : Vinna Naralita  
NPM : 1601070055

Jurusan : TBI  
Semester : VII

No	Hari/ Tanggal	Pembimbing		Materi yang dikonsultasikan	Tanda Tangan Mahasiswa
		I	II		
	Jumat 13/12-19.		✓	Acc ch-111	

Mengetahui  
Ketua Jurusan TBI

**Ahmad Subhan Roza, M.Pd.**  
NIP. 19750610 200801 1 014

Dosen Pembimbing II

**Trisna Dinillah Harva, M.Pd.**  
NIP. 19830511 200912 2 004





KEMENTERIAN AGAMA REPUBLIK INDONESIA  
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 Telepon (0725) 41507; Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iain@metrouniv.ac.id

KARTU KONSULTASI BIMBINGAN PROPOSAL MAHASISWA  
 FAKULTAS TARBİYAH DAN ILMU KEGURUAN  
 IAIN METRO

Nama : Vinna Noralita  
 NPM : 1601070055

Jurusan : TBI  
 Semester : VII

No	Hari/ Tanggal	Pembimbing		Materi yang dikonsultasikan	Tanda Tangan Mahasiswa
		I	II		
	Jum'at. 25 Okt 2019		✓	Mention the Problem on Background of the Problem!	
	Jum'at 1/11-19		✓	Acc ch. I Continue to ch II.	
	Jum'at		✓	Acc ch. II Continue to ch. III.	
	Jum'at 6/12-19		✓	Revise ch-II.	

Mengetahui  
 Ketua Jurusan TBI

Ahmad Subhan Roza, M.Pd.  
 NIP. 19750610 200801 1 014

Dosen Pembimbing II

Trisna Dinillah Harva, M.Pd.  
 NIP. 198305112009122004



**KEMENTERIAN AGAMA REPUBLIK INDONESIA  
INSTITUT AGAMA ISLAM NEGERI METRO  
FAKULTAS TARBİYAH DAN ILMU KEGURUAN**

Jl. Ki. Hajar Dewantara 15A Iringmulyo Metro Timur Kota Metro 34111  
Telp. (0725) 41507 Fax. (0725) 47296 Website: www.metrouniv.ac.id, e-mail: iain@metrouniv.ac.id

Nomor : B-1270/In.28.1/J/TL.00/6/2020  
Lampiran : -  
Perihal : **BIMBINGAN SKRIPSI**

Metro, 12 Juni 2020

Kepada Yth.,

1. Dr. Dedi Irwansyah, M.Hum (Pembimbing I)
2. Trisna Dinillah Harya, M.Pd (Pembimbing II)

Di-

Tempat

*Assalamu'alaikum Wr. Wb.*

Dalam rangka menyelesaikan studinya, maka kami mengharapkan kesediaan Bapak/Ibu untuk membimbing mahasiswa dibawah ini:

Nama : Vinna Naralita  
NPM : 1601070055  
Fakultas : Tarbiyah dan Ilmu Keguruan  
Jurusan : TBI  
Judul : The Features Of English Slogan Found In Television Commercials Of Private Television Stations In Indonesia

Dengan ketentuan sebagai berikut:

1. Dosen Pembimbing, membimbing mahasiswa sejak penyusunan proposal sampai dengan penulisan skripsi, dengan ketentuan sbb:
  - a. Dosen pembimbing 1 bertugas mengarahkan judul, outline, alat pengumpul data (APD) dan mengoreksi skripsi Bab I s.d Bab IV setelah dikoreksi pembimbing II.
  - b. Dosen Pembimbing 2 bertugas mengarahkan judul, outline, alat pengumpul data (APD) dan mengoreksi skripsi Bab I s.d Bab IV sebelum dikoreksi pembimbing I.
2. Waktu menyelesaikan skripsi maksimal 4 (empat) semester sejak SK Pembimbing Skripsi ditetapkan oleh Fakultas
3. Diwajibkan mengikuti pedoman penulisan karya ilmiah/skripsi yang ditetapkan oleh IAIN Metro
4. Banyaknya halaman skripsi antara 60 s.d 120 halaman dengan ketentuan sebagai berikut:
  - a. Pendahuluan  $\pm$  1/6 bagian
  - b. Isi  $\pm$  2/3 bagian
  - c. Penutup  $\pm$  1/6 bagian

Demikian surat ini disampaikan, atas kesediaan Bapak/Ibu diucapkan terima kasih

*Wassalamu'alaikum Wr. Wb*



Ketua Jurusan TBI

Abdullah Subhan Roza, M.Pd  
197506102008011014

**SURAT TIDAK MENGGUNAKAN SURAT RESEARCH**

Saya yang bertanda tangan dibawah ini:

Nama : Vinna Naralita

NPM : 1601070055

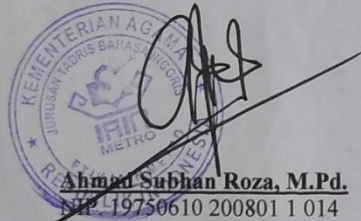
Program Studi : Tadris Bahasa Inggris

Judul Skripsi : The Features of English Slogans Found in Television  
Commercials of Private Television Stations in Indonesia

Memohon keringanan untuk tidak membuat surat research. Penelitian saya merupakan penelitian yang tidak perlu menggunakan surat research karena tidak berhubungan dengan instansi, lembaga atau sekolah manapun. Hal ini juga telah saya diskusikan dengan dosen pembimbing saya dan juga ketua jurusan Tadris Bahasa Inggris.

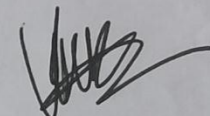
Saya memohon pihak-pihak yang terkait dapat memakluminya. Karena sifat penelitian saya yang tidak membutuhkan surat research ini maka saya tidak dapat melampirkan balasan surat research pada tugas akhir saya ini. Demikian surat ini saya buat dengan sebenar-benarnya dan atas persetujuan Ketua Jurusan Tadris Bahasa Inggris. Terimakasih atas perhatiannya dan saya mohon pengertiannya.

Ketua Jurusan TBI



**Ahmad Subhan Roza, M.Pd.**  
NPM. 19750610 200801 1 014

Kamis, 18 Juni 2020  
Pemohon,



**Vinna Naralita**  
NPM. 1601070055



## SURAT TIDAK MENGGUNAKAN SURAT PRA-SURVEY

Saya yang bertanda tangan dibawah ini:

Nama : Vinna Naralita

NPM : 1601070055

Program Studi : Tadris Bahasa Inggris

Judul Skripsi : The Features of English Slogans Found In Television Commercials of Private Television Stations in Indonesia

Memohon keringanan untuk tidak membuat surat pre-survey. Penelitian saya merupakan penelitian yang tidak perlu menggunakan surat pre-survey karena tidak berhubungan dengan instansi, lembaga atau sekolah manpun. Hal ini juga telah saya diskusikan dengan dosen pembimbing saya dan juga ketua Jurusan Tadris Bahasa Inggris

Saya memohon pihak-pihak yang terkait dapat memakluminya. Karena sifat penelitian saya yang tidak membutuhkan surat pra-survey ini maka saya tidak dapat melampirkan balasan surat pra survey pada tugas akhir saya ini. Demikian surat ini saya buat dengan sebenar-benarnya atas persetujuan Ketua Jurusan Tadris Bahasa Inggris. Terima kasih perhatiannya dan saya mohon pengertiannya.



**Ahmad Subhan Roza, M.Pd.**  
NIP. 19750610 200801 1 014

Metro, 25 Maret 2020  
Pemohon,

**Vinna Naralita**  
NPM. 1601070055



**KEMENTERIAN AGAMA REPUBLIK INDONESIA  
INSTITUT AGAMA ISLAM NEGERI METRO  
UNIT PERPUSTAKAAN**

Jalan Ki Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111  
Telp (0725) 41507; Faks (0725) 47296; Website: digilib.metrouniv.ac.id; pustaka.iain@metrouniv.ac.id

**SURAT KETERANGAN BEBAS PUSTAKA  
Nomor : P-638/ln.28/S/U.1/OT.01/07/2020**

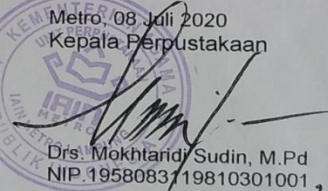
Yang bertandatangan di bawah ini, Kepala Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung menerangkan bahwa :

Nama : VINNA NARALITA  
NPM : 1601070055  
Fakultas / Jurusan : Tarbiyah dan Ilmu Keguruan/ Tadris Bahasa Inggris

Adalah anggota Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung Tahun Akademik 2019 / 2020 dengan nomor anggota 1601070055.

Menurut data yang ada pada kami, nama tersebut di atas dinyatakan bebas dari pinjaman buku Perpustakaan dan telah memberi sumbangan kepada Perpustakaan dalam rangka penambahan koleksi buku-buku Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung.

Demikian Surat Keterangan ini dibuat, agar dapat dipergunakan sepenuhnya.

Metro, 08 Juli 2020  
Kepala Perpustakaan  
  
Drs. Mokhtari Sudin, M.Pd  
NIP. 1958083119810301001,

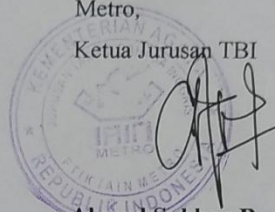
### SURAT KETERANGAN

Ketua Jurusan Tadris Bahasa Inggris menerangkan bahwa:

Nama : Vinna Naralita  
 NPM : 1601070055  
 Fakultas : Fakultas Tarbiyah dan Ilmu Keguruan  
 Angkatan : 2016

Telah menyerahkan buku berjudul : *Second language Acquisition:  
 An Introductory Course*

Metro,  
 Ketua Jurusan TBI



**Ahmad Subhan Roza, M.Pd**  
 NIP. 19750610 200801 1 014

### SURAT KETERANGAN

Ketua Jurusan Tadris Bahasa Inggris menerangkan bahwa:

Nama : Vinna Naralita  
 NPM : 1601070055  
 Fakultas : fakultas Tarbiyah dan Ilmu keguruan  
 Angkatan : 2016

Telah menyerahkan buku berjudul : *Second language Acquisition:  
 An Introductory Course*

Metro,  
 Ketua Jurusan TBI



**Ahmad Subhan Roza, M.Pd**  
 NIP. 19750610 200801 1 014

## CURRICULUM VITAE



Vinna Naralita was born in Siraman, Desember, 18<sup>th</sup> 1997. She was the first child in her family. She inspired by her teacher Mrs. Siwi Nugroho Widhi and she decided to become a teacher. She graduated from elementary school in 2010 from SD Negeri 1 Tulus Rejo. She graduated from SMP Negeri 2 Pekalongan in 2013. She continued her study in SMK Negeri 1 Metro and she took Accounting as her major. She won several competitions in high school such as Third place in LHKP, Second place in VESSEL Writing competition, First place in Writing competition in Metro, she also had won second and third place in Red Cross competition. She continued her study in IAIN Metro and she took English Education Program as her major. She received two scholarships during her study. She also won the writing competition in English education Department. She had followed several writing competition such as National Essay Competition held by Chinese Government and National Essay Competition held by UIN Mataram. She had published a journal under the title *“Using Islamic Songs and Its Effect in Teaching English at an Indonesian Islamic University”*. She was active in organization during her study in IKABIM and HMJ TBI. She was also an active member of Red Cross.