



**ANALYSIS OF FIGURATIVE LANGUAGE USED IN ENGLISH SLOGAN
OF COMMERCIAL BEVERAGE PRODUCTS**

RESEARCH PROJECT

**Submitted as Partial Fulfillment of the Requirement for the
Degree of *Sarjana Pendidikan* in English Education**

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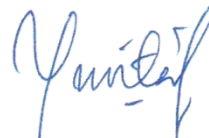
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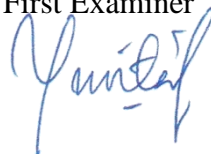
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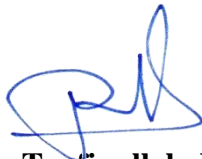
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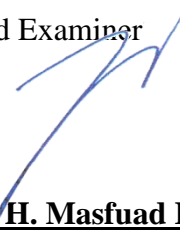
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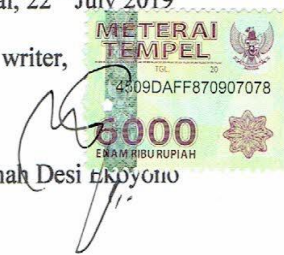
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MOTTO AND DEDICATION

Motto:

- Even if you didn't make it. It's not the end of the world. As long as you know you've tried hard, that's all that matters.
- Being weird. Being normal doesn't get you far in life. Be you are and only who you are. Don't let anybody shape you into something else.
- Don't be so caught up in trying becoming an adult. Enjoy your life right now, do everything that you want to do, have fun and only when you're truly ready, that you can think that; "I'll live as an adult now."
- Be joyful, be sad, laugh, cry, and live everyday to its fullest. Let your emotions remind you mind that you are alive.

Dedication:

This thesis is dedicated to:

- My God (Allah SWT) thanks for your love and blessing me with ideas and health.
- My beloved parents. The reason of what I become today. Thanks for your great support and continuous care.
- My advisor I (Dr. Taufiqulloh, M.Hum), and my advisor II (Drs. H. Masfuad, M.Pd) thanks for your advice.
- My dear friends for their motivation and help.
- My Muse, Day6. Thank you for inspiring me and being the source of my happiness.

PREFACE

Alhamdulillah, praise to Allah SWT who always gives Mercies and Blessing, so the writer can finish the thesis entitled “The Analysis of Figurative Language Used in English Slogan of Commercial Beverage Products.”

The writer realizes that in writing this thesis, there are so many people who have participated and helped her directly or indirectly. So, in this opportunity the writer likes to convey her great gratitude particularly to:

1. Rector of Pancasakti University Tegal.
2. The Dean of the Faculty of Teacher Training and Education
3. The Head of English Department
4. The first advisor who patiently gave continuous guidance, advice and detail correction in finishing this thesis
5. The second advisor, who also patiently gave continuous guidance, advice and detail correction to the writer in finishing this thesis
6. All people around the writer for all long lasting kindness.

Finally, the writer realizes that this thesis is far from being perfect. Therefore, critics and suggestion are needed to make this thesis better. The writer hopes that this thesis will be useful for the readers.

Tegal, July 2019

The writer

ABSTRACT

Ekoyono, Rohmah Desi. 2019. 1615500053:”*Analaysis of Figurative Laguage Used in English Slogan of Commercial Beverage Products.*” Research Project. Strata I Program, Faculty of Teacher Training and Education, Pancasakti University Tegal, The First Advisor is Dr. Taufiqulloh, M. Hum and The Second Advisor is Drs. H. Masfuad ES, M.Pd.

Keywords: *English Slogan, Commercial Beverage Product, Figurative Language, Contextual Meaning.*

Slogan is a short, memorable catch phrase used to identify a product or company in advertisement. A slogan must be concise and shorter to be effective, so it makes the consumer remember the slogan and not confused or will give them much time to understand the meaning of the brand. The objective of this research is to identify the types of figurative language and analyze the contextual meaning of figurative language used in English slogan of commercial beverage products.

This study used descriptive qualitative research method to analyze the data. Qualitative research is a research that collecting, analyzing and interpreting data by observing what people do and say. This research used qualitative data. Qualitative data is data in the form of words, not numbers form. Qualitative data obtained through various types of data collection techniques such as interviews, document analysis, focused on discussion, or observations which have been stated in the field notes (transcripts). Another form of qualitative data is images obtained through shooting or video recording. The data of this research was written document that was shown in English slogans. There were 30 slogans analyzed by the researcher.

Based on the research, the writer found the result of this research includes that 1) The writer used 30 kinds of English slogan as the object of this research; all of the slogans come from commercial beverage product. 2) From 30 kinds of slogans, the writer found five slogans using metaphor as a figurative language. 3) There are five slogans using simile as a figurative language. 4) There are six slogans used hyperbole as a figurative language. 5) Six slogans used personification, two slogans used litotes, and one slogan used synecdoche. 6) the most figurative language contained in the English slogan were simile and hyperbole.

The producer or the advertiser must be careful in making a slogan and advertisements because in some cases the slogans which used in the packaging of product can be clear or unclear for the consumers and careful to choosing words to make slogans because consumers can give a different perception.

ABSTRACT

Ekoyono, Rohmah Desi. 2019. 16155 00053:”*Analisis Bahasa Figuratif yang Digunakan dalam Slogan Bahasa Inggris pada Iklan Produk Minuman.*” Skripsi. Program Sarjana 1, Fakultas Ilmu Pendidikan dan Keguruan, Universitas Pancasakti Tegal. Pembimbing I : Dr. Taufiqulloh, M. Hum. Pembimbing II : Drs. H. Masfuad ES, M.Pd.
Kata Kunci: *Slogan Bahasa Inggris, Iklan Produk Minuman, Bahasa Figuratif.*

Slogan adalah frasa pendek dan mudah diingat yang digunakan untuk mengidentifikasi sebuah produk atau perusahaan dalam iklan. Sebuah slogan harus ringkas dan singkat agar lebih efektif, jadi membuat slogan itu diingat, tidak membingungkan atau menyita banyak waktu para konsumen untuk mengerti arti dari slogan itu sendiri. Objek dari riset ini adalah untuk mengidentifikasi jenis bahasa figuratif apa saja yang digunakan dalam slogan dan menganalisa arti bahasa figuratif tersebut secara kontekstual.

Penelitian ini menggunakan metode riset kualitatif deskriptif untuk menganalisa data. Kualitatif riset adalah penelitian yang mengumpulkan, menganalisis, dan menginterpretasikan data melalui observasi apa yang orang lakukan atau katakan penelitian ini menggunakan data kualitatif. Kualitatif data itu sendiri adalah data dengan bentuk kata, bukan menggunakan bentuk angka. Data pada riset ini didapat melalui berbagai teknik pengumpulan data seperti interview, analisis dokumen, diskusi, atau observasi. Bentuk data lainnya berupa gambar yang diperoleh melalui rekam video atau potret. Terdapat 30 slogans yang dianalisis oleh peneliti.

Berdasarkan riset, penulis menemukan 1) Penulis menggunakan 30 jenis slogan Bahasa Inggris sebagai objek dari penelitian ini; semua slogan yang digunakan merupakan slogan dari iklan minuman dari berbagai negara. 2) Dari 30 slogan, peneliti menemukan lima slogan menggunakan metaphor. 3) Terdapat 5 slogan menggunakan simile. 4) Terdapat 12 slogan dengan masing-masing menggunakan personifikasi dan hiperbola. 5) Terdapat enam slogan menggunakan personifikasi, 2 slogan menggunakan litotes, dan satu slogan menggunakan sinekdok. 6) Bahasa kiasan yang mendominasi pada slogan-slogan ini adalah simile dan hiperbola.

Untuk para produsen atau pembuat iklan diharapkan berhati-hati dalam membuat slogan dan iklan dikarenakan beberapa kasus pada tampilan produk ada yang jelas atau tidak jelas bagi konsumen dan juga berhati-hati dalam memilih kata atau kalimat karena beberapa konsumen memiliki persepsi yang berbeda dalam menangkap arti dari slogan tersebut.

TABLE OF CONTENT

COVER	i
APPROVAL.....	ii
STATEMENT OF ORIGINALITY	iii
MOTTO AND DEDICATION	iv
PREFACE	v
ABSTRACT.....	vi
TABLE OF CONTENT	viii
LIST OF TABLE	x
LIST OF APPENDIX	xi
CHAPTER I INTRODUCTION.....	1
A. Background of the Problem.....	1
B. Statement of the Problem	6
C. Objectives of the Research	6
D. Limitation of the Problem	7
E. Conceptual/ Operational Definitions.....	7
F. Significances of the Research.....	8
1. Theoretically of the Research.....	8
2. Practically Significances	8
CHAPTER II REVIEW OF RELATED LITERATURE	9
A. Review of the Previous Studies.....	9
B. Review of the Related Theories	12
1. Figurative Language.....	12
2. Kinds of Figurative Language.....	14
3. Semantics	23
4. Theory of Meaning.....	24

5. Varieties of Meaning	25
6. English Slogan.....	32
CHAPTER III RESEARCH METHODOLOGY	35
A. Approach and Design of the Research	35
B. Subject of the Research	36
C. Role of the Researcher	36
D. Type of Data	37
E. Data Collecting Technique	37
F. Instrument of Research.....	38
G. Procedures of Analysing Data	39
H. Technique of Reporting Data	40
CHAPTER IV RESEARCH RESULT AND DISCUSSION	42
A. Research Result	42
B. Discussion	45
CHAPTER V COCLUSION AND SUGGESTION	57
A. Conclusion.....	57
B. Suggestion	58
REFERENCES.....	60
APPENDICES	62

LIST OF TABLE

Table	Page
1. Table of Reporting Data.....	38
2. The Result of Figurative Language.....	43
3. Inventorying Figurative Language in English Slogans.....	45
4. Classifying of Figurative Language.....	51

LIST OF APPENDICES

Appendix	Page
1. The Picture of the Products	62
2. The Slogan of the Products	69

CHAPTER I

INTRODUCTION

This chapter consists of background of the problem, statement of the problem, limitation of the problem, objective of the research, conceptual/ operation definitions, and significances of the research.

A. Background of the Problem

Language is a system of sounds that we can combine with several rules which express the meanings that can be captured by peoples who speak the language. Another meaning, language is a medium to convey information, ideas, concepts or feeling which comes to the heart, in the sense of the word as a means of conveying something, so human being can communicate with each other and able to exchange knowledge, beliefs, opinions, wishes, threats, commands, thanks, etc.

In general, language is a signaling system which operates with symbolic vocal sounds and which is used by a group of people for the purpose of communication (Susanto, 2007:2). Obviously, language has very important role in humans live. One of the main goals of language is to communicate with people and to understand them. When someone speaks, he intends to convey about what he thinks or feels through language. Hamby (2007) stated that language is a system of sounds, words, and pattern used by

human to thought and feeling. Meanwhile according to Sapir, language is as purely human and non-instinctive method of communicating ideas, emotion, and desire by means of system of the voluntarily produced symbol.

In the current time, people communicate with each other not only with people nearby, but also with people all over the world. For example, if we work in international company and want to build a good interaction among people, he/she should provide themselves by mastering English as an international language. English as an international language is used not only in spoken but also in written form. It used in many fields, such as commerce, government, economics, education, social cultural, sport, entertainment, etc.

In the education field, it is important for students to learning and understanding the language. The student do not only understand the form of language, but also the behind meaning in it. There are many ways to delivered the ideas to other people so another people can understand and catch the meaning of idea up. In business field, the activity which using language is selling activity. Based on Business dictionary selling is the last step in the chain of commerce where buyer exchanges cash for a seller's good or service. In the business area, competition to selling product or services is very difficult. If the seller wants to get great profits in selling activity, they must know how to sell their product to the customer effectively. They should have some strategies to increase their profits. The producer can use an advertisement as a strategy in marketing the brand.

The producer figure out their ideas and put a message into a slogan. According Sukini (2005:162) stated that “the meaning of slogan is a short sentence that has persuasive character, and the arrangement in sentences is not as usual.”As we know, a slogan is an example of linguistics. In many times, people find difficulties to understand what the advertiser means in a slogan, because what conventionally says does not always the same as they intends to express. The advertiser usually put the meaning implicitly. In the effort to understand the meaning of what advertiser or producer means in the slogan, a firther knowledge is needed. In the modern era like now, many various ways in advertising the products. The companies try to make interesting advertisement to attract the consumers. So they compete with each other to create interesting advertisement. Advertisement can be found in almost all mass media such as in TV, radio, newspaper, magazine.

The companies have a different way to attract consumer to buy their product. For example, on a newspaper page there is a special column called newspaper advertisement column which has a function to advertise a product or service. Meanwhile on TV or Radio, they will insert an advertisement between their programs. Although those various media that mentioned before have different ways to introduce their products, they have the same function to inform and influence the wider society.

Thus, an advertisement needs to use particular language to communicate and to persuade. The producer used a short phrase which can affect consumers. A slogan is a short, memorable catch phrase used to

identify a product or company in advertisement. Based on Godin (2005), the advertising slogan as a “scenario”, which attracts a potential customer.

In general, there are many reasons why the companies need advertisement. In the article “Why Do We Need Advertisement”, Goodwin (2012) explained six reasons why do the companies need advertisement. First, advertising drives economic growth, without advertising is would not be possible to tell people about new products and services, innovation would grind to a halt and there would be remarkably few products around. Second, from advertising people can choose the good that their need and people having the information in their hand to be able make informed decisions. Third, advertising allows some business models to function, without advertising all these media such as TV, Magazines, and newspaper would either be hugely expensive or simply not exist. Fourth, advertising allows us to express ourselves, the nation of a branding is actually liked by person, people like to wear certain brands and use this to express themselves. Fifth, advertising in some ways (oddly) is good for the environment, makes of people spend money n intangible things and not simply more and is therefore more environmentally friendly than we may think. And the last is in some countries of people like ads, it seems more about the context, and the type of ad more than advertising as a concept.

The use of language in advertisement can be seen in their slogan on the package of the product or advertisement that we found in the mass media. According Sukini (2005:162) stated that “the meaning of slogan is a short

sentence that has persuasive character, and the arrangement in sentences is not as usual.”

Yushchuk’s study (2012) showed that Slogans is very important element for a brand/ products because it makes much easier to attract the consumers and increase consumers’ desire. So, slogan is an advertising statement that describes all about the brand. Slogans must be concise and shorter to be effective. A slogan taking up whole sentence to convey the brand is less effective than a slogan with just three words because the fewer words, it is easier for the consumer to remember your slogan, and the slogan must also be precise in to be effective so the consumer not confused or will give them much time to understand the meaning of your brand. Similarly, Kohli et al (2007) define the advertising slogan as one of the three elements of brand identity.

The reason the writer chooses this title for her study because, in the business fields advertising is important role to promote and selling the product to get profits. It is not easy to get people’s attention, so advertiser competes with other advertisers to make interesting and unique slogans. The second reason is, to prove how far the slogans can affect the consumers to buy the product. In the other side, learning English through English slogan can be a way for the writer or the students to understand linguistics more easily. For the writer, linguistic competence is of reservation for being a professional language teacher beside psychology, anthropology and education awareness (Grave, Stroller and Tardy, 2000 in Sarah and Larry: 2005).

Concerning to Grabe, Stroller, and Tardy's opinion, the importance of linguistic to language teaching and learning collides certain areas of making assumption of students' learning characteristic, determining certain language teaching method to be applied in teaching and learning process, monitoring device of students' language learning process and identifying success and failure of students' language learning as well.

The above facts motivate the writer to analyze English slogan focus on figurative language and the meaning of English slogan on commercial beverage products because it is very familiar, and easy to find. Commercial products especially soft drink used by people every time and everywhere. People will buy those products after by reading the advertisement.

B. Statement of the Problem

From the background of the problem, the writer would like to write the problem of study.

1. What is the type of figurative language used in English slogans of commercial beverage products based on X.J Kennedy?
2. What is the meaning of figurative language used in English slogan of commercial beverage products?

C. Objective of Research

From the background of the problem, the writer has objective of study. The objective of study is:

1. Identify the types of figurative language used in English slogan of commercial soft drink products.
2. Analyze and describe the contextual meaning of figurative language used in English slogan of commercial beverage products.

D. Limitation of the Problem

There are many problem emerged in the background of the problem above, but the limitation of time, cost, and energy make it is impossible to investigate all problems. This research conducted to can found based on the background of knowledge, but because there need time cost. For the limitation, the researcher limits to investigate only 30 English slogans of commercial beverage products. In addition, the writer does not analyze the slogan which not containing figurative language.

E. Conceptual/ Operational Definitions

This study will be focused on the figurative language. The following are short explanation of terms used in this thesis.

1. Semantic is one of the branches of linguistics studying about meaning, and it is considered as a major branch of linguistics devoted of the study of meaning in language.
2. Figurative language is a type of language that varies from the norms of literal language, in which words mean exactly what they say. Also known as the “ornament of language,” figurative language does not mean exactly what it says, but instead forces the reader to make an

imaginative leap in order to comprehend an author's point. In order words, figurative language is parallel to plain language because of the underlying meaning that it carries.

3. Analyze is examine or study especially, by separating something into its part, and also can be defined as the activity of elaborate or solving a unit into the smallest unit.
4. Slogan is a short phrase that company use to attract the consumers.

F. Significances of the Research

After this research is complete, the writer hopes this research give benefits:

1. Theoretically Significances

This research provides the important this for the Semantic class. It can help the student in semantic class for analyzing the kind of figurative language and the concept of figurative language is frequently use in semantic. The writer also hopes that this research provides contribution for other researchers who are interested in doing further research in this area.

2. Practically Significances

- a. The writer hopes the reader know that figurative language in English slogan of commercial beverage products, so when the reader listens to the slogan, they know what the meaning of any slogan.

- b. This research expected is useful in giving reference for the other writers that will conduct the same research. Besides, it is also hoped to be useful for anyone that will be concerned with figurative language.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher presents review of related literature of this research. There are review of related previous researches and the results of reviewing of some theories that are relevant to the problem. The reviewed theories related to the concept of figurative language, the type of figurative language, semantics, and theory of meaning, varieties of meaning, English slogan, and analyzing figurative language.

A. Review of the Previous Studies

The researcher conducted this research because she was inspired by other researchers who had done this research before. Some of previous discussion has been focused on English slogan. Intends to conduct this research because the researcher is inspired by other researcher too. However, among the previous discussion, the writer found some similarities and differences. The similarities of these two studies is discussed the slogans on advertisement. The writer also describe the differences each study.

The firstly, journal research by Ludmila Jancoicova; 2015 with research entitled "*Stylistic Devices Used in English Advertising Slogans.*" She discusses stylistic devices used in English advertising slogans, both from the theoretical and practical viewpoints. Special attention is focused on the linguistics analysis of stylistic devices used in the analyzed advertising

slogans at particular language levels (phonological, morphological, syntactic, and semantic levels). She used randomly selected advertising slogans. The sample consisted of 80 slogans taken from the following internet sources such as <http://www.adslogans.co.ud/ans/adslogansartscience.php> and <http://www.adslogans.co.uk/site/pages/home/hall-of-frame.php>. This research gave five hypotheses, 3 hypotheses were proved and two was not proved. There are five results from this paper. Firstly, the linguistic analysis of 80 randomly selected advertising slogans showed that the most frequently used phonological stylistic devices were rhyme and alliteration. Second, based on the research sample showed that adjective was the most frequently used word class in the analyzed corpus. Third, the simple structure was one of the most important features of the analyzed advertising slogans. Fourthly, declarative sentence was the most frequently used sentence type in the analyzed advertising slogans. And the last, semantic stylistic devices were used in the analyzed corpus of advertising slogans only very.

The second research is from Fatmanissa Prima Ayunda; 2010 with research entitled “*An Analysis of the Slogans on the Beverage Products (A Pragmatic Approach)*.” This research study to analyze the slogans on the package of the beverage products collected from Luwes Swalayan on March 2010 and describing about the implicate of each slogan on the beverage products. This research take 15 slogans on various packages of beverage products used as the data of this research and 10 people who are familiar with beverage products as the respondents. The result of this research: First, each

slogan on the package of various beverage products mostly constitutes the extra ordinaries of the products. Second, from 15 data, there are seven slogans (46, 67%) that obey all the maxims of cooperatives. Third, the slogan which obey all the maxims of cooperative principles have an explicit relation with the package of the beverage products while the rest of the data (eight data or 53, 33%) have an implicit relation. Last, based on the questionnaires that were distributed to the consumers, total average mean of comprehension level is 2, 70. It indicates that the slogan is easy to understand and can help to attract them to buy the products.

The third research from Tatjana Duboviciene; 2014 with research entitled “*The Analysis of Some Stylistic Features of English Advertising Slogans.*” This study describes the use and purpose of linguistic devices in print advertising. The bodies of 100 English advertising slogans chosen for the analysis on the random basis were divided into three groups with the focus on the language and rhetorical devices used in them. The most and least often used figurative language, sound techniques and rhetorical devices were identified. The result this research is, 1) Though the definition of advertising slogan varies from author to author, all the definitions share a common idea that the advertising slogan is a short catchy phrase related to a specific brand and defines, presents and helps customers remember the key concepts of a brand or advertising campaign. 2) The analysis demonstrated that 40% of the sampled slogans contained figurative language, 32% of slogans used sound technique, and 28% of the analyzed slogans were made using other rhetorical

devices (repetition, comparison, parallelism, antithesis, and hyperbole). 3) The tendency is that 16% of all the sampled English advertising slogans exhibit the usage of pun (word play), while simile, personification, and paradox are the rarest examples of figurative language and make up 2%, 2%, and 1% of all the analyzed slogans respectively. 4) The most often used sound technique in English advertising slogans is alliteration, which was identified in 11% of the sampled slogans, while rhythm and onomatopoeia can be considered the rarest sound techniques used in slogans as they were found in 1% and 2% of the analyzed slogans respectively. 5) the most often used rhetorical device in the other rhetorical devices list is repetition, which was observed in 13% of all the sampled slogans, while the rarest is antithesis, which was identified in 2% of the analyzed slogans.

In this research, the writer presents an analysis of figurative language seen on the English slogan of commercial soft beverage products. This research has similarity with above researches. All of them study about English slogan. However it also has difference from the previous research, which is on the object of study.

B. Review of Related Theories

There are some theories that support for the present research. In writing a good analysis, the research should be supported some related theories such as figurative language, the types of figurative language, semantics, theory of meaning, varieties of meaning, English slogan, and analyzing figurative language.

1. Figurative Language

Figurative Language is one which literally in compatible term, forces the readers to attend connotation rather than to the denotation. Wren and Martin (2002: 23) explain that figure of a speech is departure from the ordinary course of ideas to produce a greater effect. According to Gorys Kerraf (2006:113), figurative language or style is a way of showing mind through a special language that shows the soul and the characteristics of the writer (language user). Figurative language is a language which has figurative meaning and incorporates the speaker's desire to touch the emotions, to cause shock and to persuade into action (Peter, 2002:12). In other words, figurative language is a derive that the speakers to help him transfer his ideas or thoughts into the audience's minds.

Vendonk (2003:3) states that figurative language is kind of stylistic. Figurative language is usually used when someone says or writers something in creating the multiple meaning. Peter (2002) added that when we described someone's manner of writing, speaking, or performing, we could say, "he writes a vigorous style" or "he started off in fine style."

Another explanation about figurative language is made by easier who explains that figurative language or speech contains images. The writer or speaker describes something through the use of unusual comparisons, for effect, interest, and to makes things clearer.

We use and understand figurative language constantly in our everyday conversation, without even thinking about it. Figurative language

takes many both in linguistics and literature forms. When we think of figurative language, we almost always think of metaphor and similes. A simile is a comparison of two things using the words “like” or “as.” A metaphor is a more direct comparison of two things.

From those explanations above, it is considered that figurative language does not offer a literal explanation, it can be used to compare one idea to a second idea to make the first idea easier to visualize. Usually, writers use figurative language to elicit emotion, help reader form mental images and draw reader into the work.

2. Kinds of Figurative Language

There are many kinds of figurative language. Taylor (1981:167) has classified figurative language into three groups. They are following:

- 1) Comparison and substitution: simile, metaphor, allusion, metonymy, analogy, and allegory.
- 2) Representation by substitution: synecdoche, personification, symbol.
- 3) Contrast by discrepancy and inversion: overstatement, understatement, paradox (oxymoron), irony, verbal, situational, and dramatic.

Tarigan (1995:114) also has classified figurative language into four groups. They are as follow:

- 1) Contrastive figure of speech consists of hyperbole, litotes, irony, oxymoron, paronomasia, parallelism and zeugma.
- 2) Comparative figure of speech consists of simile, metaphor, personification, allegory, and antithesis.
- 3) Linkage consists of metonymy, synecdoche, allusion, euphemism, ellipsis, inversion and gradation.
- 4) Repetition consists of alliteration, autanaktasis, chiasmus and repetition.

X.J Kennedy (1983:481) also classified figurative language into three groups. They are as follow:

- 1) Comparative language: personification, metaphor, and simile.
- 2) Contradictive: hyperbole, litotes, paradox, and irony.
- 3) Correlative: metonymy, synecdoche, symbol, allusion, and ellipsis.

Based on definition above, the writer re uses the theory from X.J Kennedy for analyze the figurative language from English slogan.

According to X.J Kennedy, there are some classifications of figurative language. They are:

1. Comparative Language
 - a. Personification

Personification is a figure of speech in which a thing, an animal, or an abstract term (truth or nature) is made human (Kennedy, 1979:495). Personification gives human characteristics to inanimate objects, animals, or ideas. Using personification affects the way readers imagine things, and it sparks an interest in the subject. For example:

1) *The sun greeted me when I woke up in the morning*

2) *The sky was full of dancing stars*

The meaning of the first statement is the sun is a non-human object but has been given human characteristics, since greetings can only be performed by living creatures, the sky of that night is very beautiful because full of stars. Both of the sentences above describe the sun and the sky is played and dancing as human does. The word “played” and “dancing” has a connotative meaning.

b. Metaphor

Metaphor is a statement that one thing is something else, which in a literal sense, it is not. It does not use connective words such as like or as (Kennedy, 1979:490). It means that metaphor only makes sense when the similarities between the two things become apparent or someone understands the connection. Keraf (1994:139), metaphor is variety of analogy which compare two things directly, but in short

pattern. It means that between subject and object have same attributes, and writer uses it to compares it to another. For example:

1) *He has a heart of stone*

2) *My friend is a rat*

The meaning of heart of stone is the man cannot accept opinion from others because his heart is hard like a stone. For the example, this sentence this compares your friend to the nastiest little creature.

a. Simile

Kennedy (1979:490) states that simile is comparison of two things, indicated by some connective, usually like, than or verb such as resembles. Similes are figure of speech that compares two different things and uses the word “like” as “as” and are commonly used in everyday communication. For example:

1) As easy as shooting fish in a barrel.

2) The cat sat in the chair like a king overlooking his kingdom

The first example is doing something that people think is hard but he makes it is very easy and simple. For the second example, the car sitting posture is compared that of

king who relaxes in special chair that is reserved for him and not any other person in the kingdom.

2. Contradictive Language

a. Hyperbole

Hyperbole is replacing a point with statement containing exaggeration. It can be ridiculous or funny. Hyperbole can be added to fiction to add color and depth to a character. Hyperbole is figure of speech that it is intentional exaggeration or overstating, often for emphasis or vivid descriptive. For example:

- 1) I had walk 15 miles to school in the snow, uphill
- 2) He was so hungry, he ate that whole cornfield for lunch, stalks, and all

The meaning of the first sentence is he walks to school in the snow it make like walk so far like 15 miles away. The second statement describe that he ate so much because very hungry. The statement above is expression of over-statement.

b. Litotes

Litotes is opposite from hyperbole. It is kind of understatement where the speaker uses negative of a word ironically, to mean the opposite. According to Hornby (2000:451), litotes is expression of one's meaning by saying

something is the direct opposite of one's thought, it to make someone's remarks forceful. For example:

- 1) *Welcome to my ugly palace.*
- 2) *It was not easy matter.*

The meaning of the first example is a luxury place, where the king lives with luxurious. The meaning of the second statement is the man always things carefully when problem come, and not makes it simple and easy.

c. Paradox

Paradox it statement which seem to contain two opposite facts but is or may be true. Paradox occurs in statement that at first strikes us as self-contradictory but that on reflection make some sense (Kennedy, 1979:497). For example:

- 1) *He was dad in the middle of his riches.*
- 2) *We just need to move quickly but carefully.*

The meaning of the first statement is the man was dead when he was in the top in his riches has much money. The meaning of the second statement is they need to move as fast as possible but carefully. The both of example are contradictory statement because it has make sense.

d. Irony

The last contradictory figurative language is irony. Irony has a meaning that extends beyond its use merely as a figure of speech. According to Diyyani (2004:933), irony almost arises from a contrast or discrepancy between what happens and what has been expected to happen. For example:

- 1) *You are so discipline because you come the meeting at 8:00 o'clock*
- 2) *Your house is very beautiful because there are so many things on the floor*

The meaning of the first example is the employee come too late at the meeting. The meaning of the second statement is the house is very dirty because there are many things in everywhere. The statement above is a contrast between what happens and what his been expected to happen.

3. Correlative Language

There are five correlative figurative languages consist of:

a. Metonymy

Metonymy is the use of something closely related for the thing actually meant. It is figure of speech which the name of one object is replaced by another which is closely associated with it (Perrine, 1978). For example:

- 1) *Somebody wants your love so open the door.*
- 2) *The pen is mightier that the sword*

The meaning of the first sentence is someone falling in love and asking girl for accepting his love. The second example describe not only sword, weapon, knife that can hurt of someone else, but pen can hurt other as sharp as sword. Both sentences are closely related to the thing actually meant.

b. Synecdoche

Is the use of part a thing to stand for the whole of it or vice versa (Kennedy, 1979: 479)? From the definition above a synecdoche is a figure of speech in which a part is used for the whole.

1) All eyes on me

2) Well, because Medicare doesn't cover old ladies falling off of giant bees. Get down.

The meaning of the first example, all of people are looking at her. The meaning of the second statement, Medicare is not always covering all of old ladies of their sickness. The words eyes and giant bees are used to designate a part thing for the whole.

c. Symbol

Symbol is any object or actions that represent something beyond its literal self (Diyanni, 2004:569). An apple pie, for example, can represent an American lifestyle. Natural symbol

like light and darkness, fire and water can stand for contradictory things. The meaning of any symbol whether an object, an action, or a gesture, is controlled by its context. A symbol can be defined simply as any object or action that means more than itself. For example:

1) *Music is nature's painkiller. Sing him a song*

2) *I'm ready on jail*

The meaning of statement above is the man dislike music, and the meaning of the second sentence, the man is ready with anything happen with him. Because the painkiller and jail here.

d. Ellipsis

Ellipsis is figurative language that eliminates word of part of sentence (Potter, 1967:146). For example: *Boni and his mother to Kupang* (eliminate verb go).

The sentence eliminate verb in it because the correct sentence is Boni and his mother go to Kupang.

e. Allusion

According to Potter (1967:145), allusion is figurative language that show indirectly forwards a person or even that people have known together. For example: *Many victims caused by Nazi*

Nazi was a military organization that was led by Adolf Hitler, this organization was known as a cruel organization, its members might be killed all by the enemies and did not pay attention toward its enemies women, children, old people, all were killed by them.

3. Semantics

Semantics is a branch of linguistics that relates to meaning. Semantics is considered as a study of meaning in language. Semantics is traditionally defined as the study of meaning, and this is the definition that we shall initially adopt (Lyons, 1997: 1). As a statement of Palmer (1981:1) that stated semantics is the technical term used to refer to the study of meaning, and, since meaning is a part of language, semantics is a part of linguistics. It deals with the expression of linguistic objects such as word, phrases and sentences. It can be concluded that semantics is a study of meaning.

Semantics has developed and become a worthy study. There are two factors which make semantics become an important and worthy study. First, meaning is strictly connected with interpretation. A certain meaning can be delivered through interpretation. Secondly, the process of human attempts to comprehend the nature of meaning involves the mental ability by the use of reasoning and perception. As stated by Palmer (1981:5), he stated that if language is regarded as an information system, or more strictly as a communication system, it will associate a message (the

meaning) with a set of signs (the sounds of language or the symbols of the written text).

The semantics analysis, generally, must explain how the sentences of a particular language are understood, interpreted, and related to states, processes and objects in the world. When learning more on semantics, it finds out a lot about how the world's languages match forms to meanings. Then in doing that, learning a lot about ourselves and how we think, as well as acquiring knowledge that is useful in many different fields and applications. In this case, semantics can be used to figure out the meaning that appears in song lyrics through figurative language to convey a message from the songwriter to listener. It delivers a good communication.

4. Theory of Meaning

Language is an important tool of human being to communicate one to another. Language which used by the human beings as tool of communication, indicates a certain meaning. The word "meaning" is simply derived from the word "mean". There are some definitions of meaning that are suggested by semanticist. They are as follows:

1. Richarf (1985:172) in Saleh (2008) said "Meaning is what a language expresses about the world we live in or any possible or imaginary word."
2. Grice as cited in Simanjuntak (2016:2) said "The meaning describes in terms of propositional attitude and act nations the conditions necessary

and sufficient for a sentence to mean some specific thing among the members of a population.”

3. Mwihaki (2004:128) stated “The meaning as use refers to speaker meaning and particularly the intention of the speaker or the desired communicative effect of the utterance.”
4. Bloomfield (1933:139) defined “Meaning of a linguistics form as a situation in which the speakers utter it and response which it calls forth in the hearer.”
5. Richard (1985:172) said “Meaning is what a language expresses about the world we live in or any possible or imaginary word.”

By getting know the definition above; the word “meaning” has varieties and a number different intentions as in expressing their ideas, minds, feelings, speakers use a word to mean something different from what it denotes.

5. Varieties of Meaning

Meaning has been classified by the expert from different point of view based on their deliberations. The varieties of meaning can be explained in the explanation below:

- a. Lexical, Grammatical, Contextual Meaning
 - 1) Lexical Meaning

According to Lyon (1995:47) lexical meaning is the noun “lexeme” that is related to the word lexical and lexicon (lexicon as having the same meaning as vocabulary or dictionary). Chaer

(1995) stated that lexical meaning is the real meaning, the meaning that is appropriate with the observation result of sensory, or dictionary meaning (as cited in Fauziah 2006:3). Whole of the explanation above, lexical meaning is dictionary definition or the real meaning that do not give the affix.

2) Grammatical Meaning

As stated by Kridalaksana (1993:132) in Sofianah's study (2013:12), grammatical meaning is relation between linguistic elements in a big unit, such as relation between word to the other word in phrase or sentence. Grammatical meaning exists if a grammatical process happens, such as affection, reduplication, composition, and etc. (Chaer 1994:290 as cited in Sofianah 2013:12). It can be concluded that grammatical meaning is meaning that is defined by word formation (morphology) or word arrangement in phrase or sentence (syntax).

3) Contextual Meaning

Ullman (1972:64) in Eliza's study (2011:4), contextual meaning can be said as the meaning of words which are found in particular situation. Chaer (1995) stated that contextual meaning is meaning of lexeme or words being in a context (as cited in Fauziah 2006:4). So, contextual meaning is the meaning that is appropriate with the context such as: place, time, and situation.

b. Types of Meaning

1) Conceptual Meaning

Conceptual meaning is sometimes called denotative content, cognitive content, or logical content. It is widely assumed to be the central factor in linguistic communication. Conceptual meaning refers to the dictionary meaning which indicates the concepts. In reading we can find many different words have the same conceptual meaning is to move forward by placing one foot in front of the other. There also a few other words that, according to the dictionary, mean to move forward on foot. Larson noted that denotative meaning is also called as primary meaning, that is the meaning suggested by the word when it used alone. It is the first meaning or usage which a word will suggest to most people when the word is said in isolation. It is the meaning learned early in life and likely to have reference to a physical situation (Larson, 1984: 100).

The denotation of word is its agreed-upon sense-what it refers to, stands for, or designates, a part from the feeling it may call up, and this again is able for a good deal on the context the words that appears in.

It is said that the aim of denotative meaning is to provide, for any given interpretation of a sentence, a configuration of abstract symbols, in which shows exactly what we need to know if

we are to distinguish that meaning from all other possible sentence meaning in the language

2) Connotative Meaning

It refers to the function of language in or by society which has big proportions in determining the meaning which certain the speaker has to use and wants to convey. Those factors include social class of the speaker and hearer and the degree of formality. Only one part of the social meaning of a conversation meanings of a word that exists together with the denotative meanings. The connotations for the word dragon could include epidemic or danger.

As we experience, words are human situations, they not only take on certain denotation, but also acquire individual flavors. They come to have emotive tone, the associations, and suggestiveness of the situation in which they have been a part. For example the words “brink” this denotes on “edge”. However in the phrase “*The brink of the cliff*” or “*the brink of disaster*”, this word suggests danger and its emotive tone is that of fear. According to Leech (1974: 40-41) connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. It will be clear if we are talking about connotation, we are in fact talking about the “real word experience”.

Someone associates with an expression when someone uses and hears it. The fact that if we compared connotative meaning with denotative meaning is that connotations are relatively unstable; that is they vary considerably we have seen, according to culture, historical period, and the experience of the individual. Although all the speaker of particular language speaks the language exactly the same conceptual framework, actually each of them has individual perception of words.

Connotative meaning is indeterminate and open in the same way as our knowledge and belief about the universe are opened-ended. Connotations play a major role in the language of literature, of politics, of advertising, and a greeting card.

3) Stylistic Meaning

Stylistic meaning is that a piece of language conveys about the circumstances of its use. A recent account of English has recognized some main dimensions of stylistic variation. For instance:

- They chucked a stone at the cops, and then did a bunk with the loot.
- After casting a stone at the police, they absconded with the money. Sentence (1) could be said by the two criminals, talking casually about the crime afterwards; sentence (2) might be said by the chief of the police in making the

official report; both could describe the same happening
(Leech, 1974: 15)

4) Social Meaning

Social meaning is the usage of language in and by society which has big proportions in determining the meaning that certain speaker has to use and wants to convey, those factors include social class of the speaker and hearer and the degree of formality. One of part of the social meaning of a conversation is carried by the words. Saying hello or talking about the weather, often such talk like that has little dictionary. It is way to be polite.

5) Affective Meaning

Affective meaning is a sort of meaning which an effect the personal feeling of speakers, including his/her attitude to the listener, or his/her attitude to something he/she talking about. In order to get people attention to be quiet, we might say either (1) *"I'm terribly sorry to interrupt, but I wonder if you would be so kind as to lower your voice as a little"* or (2) *"Will you belt up"*. Factors such as intonation and voice timbre are also important here. The impression of politeness in the sentence (1) can be reserved by tone of biting sarcasm; sentence (2) can be turn into a playful remark between intimates if delivered with the intonation of a mild request.

6) Reflected Meaning

Reflected meaning involves an interconnection on the lexical level of language, it is the meaning, which arises in case of multiple conceptual meaning, when one senses of word forms part of our response to another sense. For instance, on hearing the Church service, the synonymous expressions The Comforter and The Holy Ghost both refer to the Third Trinity, but the Comforter sounds warm and comforting, while the Holy Ghost sounds awesome.

7) Collocative Meaning

Collocative meaning consists of the associations a word acquires on account of the meanings of the words, which tends to occur in its environment. For instance the words pretty and handsome share common ground in the meaning of good looking. But may be distinguished by the range of noun in which they are like to occur or collocate; Pretty woman and handsome man. The ranges may well match although they suggest a different kind of attractiveness of the adjectives.

8) Thematic Meaning

This is the final category of meaning, thematic meaning is the meaning that is communicated by the way in which the speaker or writer organizes the message, in terms of ordering, focus, and emphasis. It is often felt an active sentence such as (1) below has a

different meaning from its passive equivalent (2) although in conceptual content they seem to be the same (Leech. 1974: 19)

- Mrs. Bessie Smith donated the first prize.
- The first prize was donated by Mrs. Bessie Smith

We can assume that the active sentence answers an implicit question “*what did Mrs. Bessie Smith donate?*”, while the passive sentence answer the implicit question “*who donates the first prize?*”, that in other words (1) in contrast to see (2) suggest that we know who Mrs. Bessie Smith.

6. English Slogan

A slogan is a short and memorable catchy phrase usually used to advertise or promote something. In product, a slogan has become a brand slogan which has meaning a small set of words or a short phrase that a business uses to make its company and product stuck in consumer’s memories. Smetoniene in Dubovicieni (2001:83) states that advertising slogans can help memorize the advertisement itself, because “*they remind of and consolidate ideas presented in the introduction*” or “*clearly express the main idea of the advertisement,*”

According to Kohli et al (2007) define the advertising slogan as one of the three elements of brand identity can Clow and Baack’s (2012) added that the advertising slogan is an easily remembered catchy phrase that makes a key point about the company’s image to the customer.

The word slogan is derived from *slogorn* which was an Anglicization of the Scottish and Irish Gaelic *sluagh-ghairm* (Surhone: 2010). The Scotland's clans were the groups of related families that joined together, especially to protect against outsiders. In the old days these outsiders might be other clans but usually, they were the English to the south. When it was time to assemble members of the clan for a battle, the Scots would shout the *sluagh-ghairm*, which meant "army cry." It is made up of the Scottish Gaelic word *sluagh*, meaning "army," and *ghairm*, meaning "call, cry." This came into English as *slogorn* and later became *slogan*. At first *slogan* meant a "battle cry" or "rallying cry." Later it came to be used for "a motto or phrase used by a group to attract attention." (Webster: 2007).

Based on Qunsheng Ke opinion in his study, the most important point in advertisement is the slogan can attract the consumer's attention as soon as possible. Therefore, a slogan should obey the following rules:

a. Attentive Value

The language of slogans must be a language of immediate impact and rapid persuasion. It must be more attentions, focus on the quality and service in the most attractive way, and clearly outline.

b. Memorability and Readability

In the article "How to Create Catchy Slogans and Taglines", Lasquite describes the slogan it should capture the attention of consumers with entertaining words that will persist in their minds.

To maintain memorability, a slogan should be short, honest, and precise. (<https://visme.co/blog/how-to-create-memorable-taglines-and-slogans>). Memorability is much dependence on readability. Readability puts much emphasis on the simple, colloquial style, and familiar vocabulary to make the message easy to read and grasp.

c. Selling power

In the business field, the company must consider the force of slogan, either because he uses it himself or his competitors use it. An ordinary consumer buys what he is influenced directly or indirectly, consciously or unconsciously. All of these effects contributed together can be summarized as the final criterion of the advertising slogan—selling power. Qusheng and Weiwei (2013) assume one basic way of increasing the selling power is to make a product appear unique.

CHAPTER III

RESEARCH METHODOLOGY

In this chapter describes research methodology. The following topic are approach and design of the research, subject of the research, role of the research, type of data, data collecting technique, instrument of research, procedures of analysis data, technique of reporting data.

A. Approach and Design of the Research

Research is a pursuit of trust with the help out study observation, comparison and experiment, the search for knowledge through objective and systematic method of finding solutions to a problem (Kothari: 2006). Creswell (2008) added that research is a process of steps used to collect and analyze information to increase our understanding of topic or issue. The research consists of three steps: pose question, collect data to answer the question, and present an answer to the question.

A research design is a strategy to arrange the setting of the research in order to get the valid data that are suitable to all variable characteristics and the objectives of the research. Based on the number of subject and objectives, in this research the writer uses descriptive qualitative research. Descriptive research is a research method that is not used to observe condition, situation, event, activity, etc (Arikunto, 2010: 3).

Qualitative research is collecting, analyzing, and interpreting data by observing what people do and say. Qualitative research is primarily exploratory research which used to obtain an understanding of underlying reasons, opinions, and motivation. Qualitative research is also used to uncover trends in thought and opinions and dive deeper into the problem. The writer using qualitative research to collect the data and to analyze the data. It was a research design to describe what types of figurative language and the contextual meanings of figurative language found in English slogans of commercial beverage products.

B. Subjects of the Research

The subject of analysis of this research was English slogans from various brands. In this research, the researcher took thirty English slogans from internet or other mass media.

C. Role of the Research

In qualitative studies, Denzin and Lincoln (2003) stated that the role of the researcher is quite different. The research is considered an instrument of data collection. It is mean that to fulfill this role, the researcher need to know about human instrument. According to Greenbank (2003) “The qualitative researcher needs to describe relevant aspects of self, including any biases and assumptions, any expectations, any expectations, and experiences to qualify his or her ability to conduct the research.

According to David Thiel (2009), role of researcher in designing a survey such as:

1. Develop the research plan
2. Design the survey instrument
3. Select the sample population
4. Issue/ distribute the survey
5. Analyze the data
6. Generate conclusions

D. Type of Data

This research used qualitative data. Qualitative data is data in the form of words, not numbers form. Qualitative data obtained through various types of data collection techniques such as interviews, document analysis, focused on discussion, or observations which have been stated in the field notes (transcripts). Another form of qualitative data is images obtained through shooting or video recording.

The data of this research was written document that was shown in English slogans. There were 30 slogans analyzed by the researcher.

E. Data Collecting Technique

The process of collecting data this discussion which the writer arranged must be have a way or technique to get a good data or information. This data also structured and accurate from every side so that the correctness of information data which the writer obtained can be justified.

Among various methods on research, observation method seems to be an important method and needs more attention. Observation reveals a systematic picture of events, behavior, objects or works result, and equipment which used.

In documentation technique, data were a collected form varieties source that was relevant and support this research. The researcher chose reference from some journal, e-book, and website as reference and strengthener of grounded data.

In collecting data, the writer makes observation by following the steps:

- a. The writer looking for the slogans from mass media, such as television, newspaper, or internet.
- b. The writer select the slogans belong to beverage products.
- c. Analyzed the slogan.
- d. Write down the data.
- e. Arrange data into several parts based on classification.

F. Instrument of Research

According to qualitative research, human is the best instrument for grasping the meaning people give the events in their lives. In this research, the researcher itself was the main instrument. The researcher directly observed the English slogan of beverage product in mass media because the researcher does not need a questionnaire. In this study, the researcher

analyzed the English slogan to find out the figurative languages used in the English slogan and to find the contextual meanings of figurative language.

G. Procedures of Analyzing Data

For observation data, the writer summarizing the result of data following the below steps

1. Reading and describing the English slogans

The researcher read the slogan one by one and then describing.

2. Identifying and interpreting each of figurative language used.

Identifying was treated to the phrase and sentence of the English slogans that contain figurative languages by giving number. That, interpreting was done to the English slogans that contain figurative languages by using some information related to those slogans...

3. Inventorying

The researcher inventoried figurative language of the thirty slogans into table based on those products out...

4. Classifying

The research classified figurative languages of the thirty slogans on the table: All English slogans containing figurative languages were classified o the table.

5. Reporting

Finally, the researcher made a report or conclusion based on the data that have been got.

H. Technique of Reporting Data

In writing the report, the data have to be reported into a systematic design in order to it can give a meaningful description. The result of the analysis was presented in descriptive form. Reporting data in table form was used by the researcher since this research used qualitative approach. The table consists of number, the kinds of figurative language, and the English slogan containing figurative language. Reporting data was tabular as follows:

Table 1. Table Form of Reporting Data

No.	Kinds of Figurative Languages	English Slogan Containing Figurative Languages
1.	Personification	<i>Imagination at work</i>
2.	Metaphor	<i>Bounty- the taste of paradise</i>
3.	Simile	<i>Easy as Dell</i>
4.	Hyperbole	<i>Made from the best stuff in the world</i>
5.	Litotes	<i>The beer so bad!</i>
6.	Symbolism	<i>Queen of land</i>
7.	Synecdoche	<i>Become a night person</i>

8.	Metonymy	<i>Do you have the bunny inside?</i>
9.	Apostrophe	<i>I'm lovin' it</i>
10.	Paradox	<i>Nothing sucks like an Electrolux</i>

This tabular form was aimed to give information and description on sum detailed in order to facilitate data analyzer in analyzing the data. Therefore in this research, the researcher compiled the result of data by tabulating the comparison of figurative languages use found in the English slogans. It was followed by descriptions and explanation.

CHAPTER IV

RESEARCH RESULT AND DISCUSSION

This chapter consists of data description, research result, the analysis of English slogan of commercial beverage products, and the discussion.

A. Research Result

This research is titled “Analysis of Figurative Language Used in English Slogan on Commercial Beverage Products.” The purpose of this study is to find out the figurative language and adjective frequency that construct the slogan of commercial soft drink products.

The writer analyzed about slogans in the commercial soft drink products. Slogan is a motto or phrase can be used in political, commercial, religion contexts as an expression of idea or for something that easy to remember. Soft drinks itself is a carbonated drink but do not contain alcohol. This carbonated drink is made by a process of entering CO² which makes the drink contain an acid, which strengthens the taste. This is also makes drinks last longer.

In several countries, soft drinks have different names, for example, the United States naming this drink is pop, soda, or coke. In England it is

called fizzy drinks, and Ireland is called minerals. Finally, the producer named this drink is Soft Drinks.

This research used qualitative method. There are 30 slogans from different beverage brands analyzed in this research. In the process of the data finding, the writer using two steps there are Observation (Sekaran, 2006).

1. Observation

Observation is one of the data collection techniques that not only measures the attitudes of respondents (interview and questionnaires) but can also be used to record various phenomena that occur (situations or conditions). This technique is used when research is intended to study human behavior, work processes, natural symptoms and is done on respondents who are not too large. There are two kinds of observation namely; (a) Participant Observation, in this observation, the researcher is directly involved in the daily activities of the person or situation observed as a data source. For example, a teacher can make observations about how student behavior. Student enthusiasm, managerial ability of the principal, relationships between teacher, etc. (b) Non Participant Observation, contrary to the participant observation, Non Participant is observation in which the researcher does not participate directly in the activities or processes being observed. For example, research on patterns of sports coaching, a researcher who places himself as an observer and records various events that are deemed necessary as research data. The advantage of this method is that researcher will not get deep data because they only act as observers from the outside without knowing the

meaning contained in the event. The tools used in this observation technique including check sheet list, notebook, photo camera, etc.

After doing this research, the researcher found some research findings. It was found that from twelve types of figurative language there were seven kinds of figurative language used in English slogan on the commercial beverage products. Those seven kinds of figurative language are simile, metaphor, personification, litotes, synecdoche, symbolism and hyperbole. Besides, those seven kinds of figurative language contained in the English slogan appear the contextual meaning in the slogan.

Table 2. The Result of Figurative Language

Kinds of Figurative Language	Quantity	Percentage (%)
Personification	5	16,7%
Metaphor	5	16,7%
Simile	6	20%
Hyperbole	6	20%
Litotes	2	6,6%
Symbolism	5	16,7%
Synecdoche	1	3,3%
Total	30	100%

Based on the table above, it was found that there were thirty English slogan containing figurative languages. There are five English slogans (16,7%) containing a kind of figurative language called personification. Five slogans (16,7%) called metaphor. Six slogans (20%) containing a kind of figurative language called hyperbole. Six slogans (20%) containing a kind of figurative language simile. Two slogans containing a kind of figurative language called litotes. One slogan (3, 3%) containing a figurative language called synecdoche. Five slogans (20%) containing a figurative language called symbolism.

The detail information can be seen in the discussion to understand more the result of the research about the analysis of figurative language used in English slogan of commercial soft drink products.

B. Discussion

This subchapter discusses about the result of analysis in the previous subchapter. The English slogans containing figurative language were the object of this research. Total of the English slogan were 30 slogans. The researcher used seven kinds of figurative language. Theories on the kinds of figurative languages from some experts were used to analyze the English slogan.

1. Inventorying of English Slogans Containing Figurative Languages on Commercial Beverage Products

Based on the data analysis, the researcher inventoried the English slogans containing figurative languages into table based on

the products. This step was made to make the reader easier to understand the kinds of figurative languages contained in the English slogans of research's subject. The product's picture can be seen in the appendixes.

Table 3. Inventorying Figurative Languages in English Slogans

No.	Product	Slogans	Figurative Languages in English Slogans
1.	Coca Cola (2001)	Life tastes good	Metaphor
2.	Coca Cola (2009)	Open Happiness	Metaphor
3.	Red Bull	It give you wings	Personification
4.	Vault	Drinks like a soda, kicks like an energy drink	Simile
5.	Havana Libre	The taste of freedom	Symbolism
6.	Jolt Cola	Maximum Energy, Maximum Taste	Personification
7.	Pepsi	Summer time is Pepsi time	Metaphor
8.	Dr. Pepper (2010)	There's nothing like a Pepper	Simile

9.	Monster Energy Drink	Unleash the Beast	Symbolism
10.	Horlicks	Horlicks- the food drink of the night	Symbolism
11.	Original love juice pomegranate	Lots of love for health	Hyperbole
12.	Adelma Mineral Water	Fresh Squeezed Glaciers	Hyperbole
13.	Fresca	Nothing tastes like Fresca	Simile
14.	Dr. Pepper (2001)	Dr. Pepper, so misunderstood!	Litotes
15.	7-Up	Nothing does it like Seven-up!	Simile
16.	Gastorade	Be Like Mike	Simile
17.	Clan Gregor Vodka	Royal is my race	Metaphor
18.	Tizer	Freeze your head	Hyperbole
19.	Crystal Pepsi	You've never seen a taste like this	Simile

20.	Gini	The hottest of cold drinks	Symbolism
21.	Mackeson	King of the Night	Symbolism
22.	Caribou Coffee	Life is shot. Stay awake for it!	Metaphor
23.	Ricore	Become a morning person	Synecdoche
24.	Um Bongo	Moonshine, looks pretty weird but it tastes just fine.	Personification
25.	Bailey's Irish Cream	Baileys. Let your senses guide you	Personification
26.	Nescafe	We capture coffee at its brighter	Hyperbole
27.	Nescafe Cappuccino	Great Cappuccino just came home	Personification
28.	Bad Frog	The Beer it's not Bad	Litotes
29.	Coors Brewing Coors Light	The Coldest Tasting Beer in The World	Hyperbole
30.	Snapple	Made from the best stuff on Earth	Hyperbole

Based on the table above, it can be concluded that the researcher found English slogan containing figurative languages of personification, hyperbole, simile, litotes, metaphor, synecdoche, and symbolism in thirty English slogans that are on the commercial beverage products.

2. Contextual Meaning of English Slogan Containing Figurative Language

In this research, all of the English slogans that have figurative languages was analyzed its contextual meaning by the researcher by using Ullman's theory, contextual meaning can be said as the meaning of words which are found in particular situation.

1. Metaphor

a) Coca cola, 2001 "*Life tastes good*".

In this English slogan "Life is food", the research showed that a kind of figurative language is in this slogan is metaphor. Metaphor is a kind of figurative language that compares two unlike things using a form of to be. The research said that, we can eat food and thus experience different tastes of food. So life is conceived of as something that can be tasted and have different kinds of tasted.

2. Simile

a) Crystal Pepsi, "*You've never seen a taste like this*".

In this English slogan “You’ve never seen a taste like this”, the researcher showed that this slogan contains a kind of figurative language that is named simile. The use of words such as, than, as, like, appears, or seem is some characteristics of simile. In this slogan, the researcher likewise, surely you have never tried drinks like this. The sensation like wanting to try again and be addicted will taste.

3. Hyperbole

a) Adelm Mineral Water, “*Fresh Squeezed Glaciers*”.

The English slogan above contains a kind of figurative languages categories as hyperbole. Hyperbole is also known as overstatement. The sentence that shows hyperbole expression is “Fresh squeezed glaciers”. To know the contextual meaning of this slogan, it can be understood by knowing a general fact between infants and adults. This slogan is overstatement because felt fresh like standing among the ice.

4. Personification

a) Red Bull, “*It give you wings*”

In this English slogan “it gives you wings”, the researcher showed that a kind of figurative language is in the slogan. A kind of figurative language contained in this

slogan is personification. Personification is a style of figurative language that gives human habits to no-living objects. Using personification affects the ways readers imagine things and it sparks an interest in the subject. So, the researcher likewise, Red Bull one of the drinks that can feel sensations like flying.

5. Symbolism

a) Gini, "*The hottest of cold drinks*"

In this slogan "the hottest of cold drinks", the researcher showed that a kind of figurative language is in the slogan. A kind of figurative language contained in this slogan is symbolism. Symbolism is a figurative of speech that express something (could be an object, person, situation, or action) which stands for something else more abstracts as symbolic. This is a figure of speech that is used when a noun inherent meaning is used as a symbol for another object that has a completely different meaning. So, the researcher likewise, drinks are really claiming that it is a drink that is able to compete with other products with products of other beverages.

6. Synecdoche

a) Ricore, "*Become a morning person*".

In this English slogan “becomes a morning person”, the researcher showed that a kind of figurative language contained in the English slogan. A kind of figurative language in this slogan is synecdoche. Synecdoche is a type of figurative language that uses one part to refer to the whole, or the whole to refer to the part. So, the researcher likewise, ricore is one of the coffee drinks, if you drinks this product tastes as fresh as waking up in the morning.

7. Litotes

a) Bad Frog, “*The Beer it’s not bad*”.

In this slogan “the beer it’s not bad”, the researcher showed that a kind of figurative language contained in the English slogan. A kind of figurative language in this slogan is litotes. Litotes is a term for figure of speech that uses negative terms to express a positive statement. The researcher likewise, “not bad = good”, so this slogan was a kind of patronizing its products when in fact it feels very good.

The result of figurative languages in English slogan of commercial beverages products could be drawn as below:

Table 4. Classifying of Figurative Languages

No	Kinds of Figurative Languages	English Slogans containing Figurative Language
1.	Metaphor	<p><i>“Life tastes good”</i>. (1)</p> <p><i>“Open Happiness”</i> (2)</p> <p><i>“Summer time is Pepsi”</i> (7)</p> <p><i>“Royal is my race”</i> (17)</p> <p><i>“Life is shot. Stay awake for it!”</i> (22)</p>
2.	Simile	<p><i>“You’ve never seen a taste like this”</i>. (19)</p> <p><i>“Drinks like a soda, kicks like an energy drink”</i> (4)</p> <p><i>“There’s nothing like a Pepper”</i> (8)</p> <p><i>“Nothing tastes like Fresca”</i> (13)</p> <p><i>“Nothing does it like Seven-up!”</i> (15)</p> <p><i>“Be Like Me”</i> (16)</p>
3.	Hyperbole	<p><i>“Fresh Squeezed Glaciers”</i>.(12)</p> <p><i>“Lots of love for health”</i> (11)</p> <p><i>“Freeze your head”</i> (18)</p>

		<p><i>"We capture coffee at its brightest" (4)</i></p> <p><i>"The Coldest Tasting Beer in The World"</i> (26)</p> <p><i>"Made from the best stuff on Earth" (30)</i></p>
4.	Personification	<p><i>"It give you wings" (3)</i></p> <p><i>"Maximum Energy, Maximum Taste" (6)</i></p> <p><i>"Moonshine, looks pretty weird but it tastes just fine" (24)</i></p> <p><i>"Baileys. Let your senses guide you" (25)</i></p> <p><i>"Great Cappuccino just came home" (5)</i></p>
5.	Symbolism	<p><i>"The hottest of cold drinks" (20)</i></p> <p><i>"The taste of freedom" (5)</i></p> <p><i>"Unleash the Beast" (9)</i></p> <p><i>"The food drink of the night" (10)</i></p> <p><i>"King of the Night" (21)</i></p>
6.	Synecdoche	<i>"Become a morning person" (23)</i>
7.	Litotes	<i>"The Beer it's not Bad" (28)</i>

		<i>“Dr. Pepper, so misunderstood!” (2)</i>
--	--	--

Based on the result of the research, it can be concluded that seven kinds of figurative languages were found in the English slogans of commercial beverages products. The researcher found the English slogan containing metaphor in five slogans. Those five English slogans were *Life tastes good* from Coca Cola, *Open happiness* from Coca Cola, *Summer time is Pepsi* from Pepsi, *Royal is my race* from Clan Gregor Vodka, and *Life is shot. Stay awake for it* from Caribou Coffee. While the English slogans containing similes exist in five slogans. Those slogans were from Vault soda, Dr. Pepper, Fresca, 7-Up, Gatrode, and Crystal Pepsi. Hyperbole exists in six slogans. Those were from Adelma Mineral Water, Original love juice pomegranate, Tizer, Nescafe, Brewing Coors Light, and Snapple. Personification exists in five slogans. Those were form Red Bull, Jolt Cola, Um Bongo, Bailey’s irish cream, and Nescafe cappuccino. Symbolism exist five slogans. Those were from Havana Libre, Monster energy drink, Holicks, Gini, and Mackeson. Synecdoche only exists one slogan from Ricore and Litotes exist two slogans from same products, it is Dr. Pepper.

Based on the table of classifying of figurative language, the most of figurative language contained in the English slogan were

Simile and Hyperbole existed in twelve English slogans. The effect of using simile as figurative language is simile can add emotion or feeling that helps the reader get a vivid sense of the effect being described. Hyperbole is a unique figurative language that can give the reader a hint to the reader, it is strengthened by Harris (2008) that hyperbole has a purposed to emphasize the meaning and it is also effective to gain the other's attention. The researcher found ten slogans were contained metaphor and personification. Synecdoche exist in one slogans and litotes exists on two slogans.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and the suggestion. It concerns with the conclusion of this research. It is divided into two subsection. They are conclusion and suggestion.

A. Conclusion

Based on the analysis of 10 kinds of English slogans on commercial soft drink products that have been made, the writer can conclude as the following:

1. The writer uses 10 kinds of English slogan as the object of this research; all of the slogans come from commercial soft drink product that we can find anywhere.
2. From 10 kinds of slogan, the writer finds 3 slogans that do not contain a figurative language. Sometimes, the producer uses a simply word in making their slogan. So the meaning can be understood because they using denotative meaning.
3. There are 5 slogans using personification as a figurative language which describe the product
4. Another slogan using analogy and hyperbole as a figurative language.

5. The frequency of the adjective in this research only one time and each slogan has a descriptive adjective.

B. Suggestion

A slogan becomes important key in the business field especially in marketing. A slogan is a short phrase that have purpose to attract the consumers' attention or the readers to satisfy the goal of the producers. The slogan is used as a memorial and as an identity of the brand or product that increasing the selling rate of the company. The producer or the advertiser must be careful to making a slogan and advertisements because in some cases the slogans used in packaging of product can be clear or unclear for the consumers.

After identifying and analyzing the figurative language and adjective frequency in English slogan of commercial soft drink products. The writer suggests:

1. Lecturer :

From this research, they can get an additional knowledge about figurative language and learning source for their students.

2. The Students :

- a. They know about the definition of figurative language and explanation each figurative language.
- b. They can study about figurative language in English slogans.
- c. They can identify the figurative language easily by the example which the writer writes in this research.

- d. They can use an analysis of English slogan on commercial soft drink products as a title of research paper.

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Appendix 1

The Picture of the Beverage Product



COCA COLA



VAULT SODA



RED BULL



HAVANA LIBRE



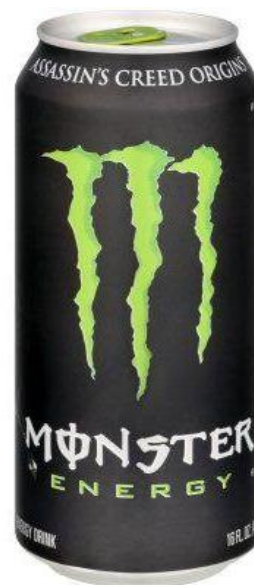
JOLT COLA



PEPSI



DR. PEPPER



MONSTER ENERGY



HORLICKS



ORIGINAL LOVE
JUICE POMEGRATE



ADELMA MINERAL
WATER



FRESCA



7-UP



GASTORADE



CLAN GREGOR
VODKA



TIZER



CRISTAL PEPSI



GINI



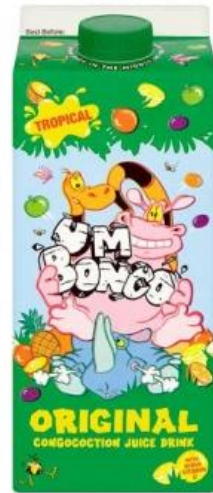
MACKESON



CARIBOU COFFEE



RICORE



UM BONGO



BAILEYS IRISH ICE CREAM



NESCAFÉ CLASSIC



NESCAFE
CAPPUCINO



MAD DOG BEER



BREWING COORS
LIGHT



SNAPPLE

Appendix 2

The Slogan of Beverage Products

No	The Name of Products	The Slogan
Soda		
1.	Coca-Cola	Life Taste Good (2001) Open Happiness (2009)
2.	Vault Soda	Drink like a soda, kicks like an energy drink
3.	Jolt Cola	Maximum Caffeine, More Power
4.	Pepsi	Summer time is Pepsi time
5.	Dr. Pepper	There's nothing like a pepper Dr. Pepper, so misunderstood!
6.	7-up	Nothing does it like Seven-up!
7.	Tizer	Freeze your head
8.	Crystal Pepsi	You've never seen a taste like this
9.	Gini	The hottest of cold drinks
Beer		
1.	Havana Libre	The taste of freedom
2.	Mackeson	King of the night
3.	Mad Frog Beer	The beer so good, it's bad!
4.	Brewing Coors Light	The coldest tasting beer in the world
Energy Drink		
1.	Red Bull	It give you wings
2.	Monster Energy	Unleash the Beast
3.	Gastorade	Be like me
Coffee		
1.	Caribou Coffee	Life is shot. Stay awake for it!
2.	Ricore	Become a morning

		person
3.	Nescafe	We capture coffee at its brightest
4.	Nescafe	Great cappuccino just came home
Others		
1.	Horlicks	The food drink of the night
2.	Original Love Juice Pomegranate	Lots of love for health
3.	Adelma Mineral Water	Fresh squeezed glaciers
4.	Clan Gregor Vodka	Royal is my race
5.	Um Bongo	Moonshine looks pretty weird but it tastes just fine
6.	Baileys Irish Cream	Baileys. Let your senses guide you
7.	Snapple	Made from the best stuff on earth



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Telah menyelesaikan skripsi dengan judul: Analysis of Figurative Language Used in English Slogan of Commercial Beverage Products

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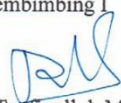
NO	TAHAPAN	TANGGAL PELAKSANAAN
1	Pengajuan Judul	12 Februari 2019
2	Penulisan proposal	19 Februari 2019
3	Pelaksanaan penelitian	13 March-15 May 2019
4	Pengumpulan Data	15 May 2019
5	Analisis Data	21 May 2019
6	Penyusunan Laporan Skripsi	28 March 2019

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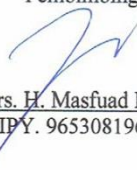
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Nama : Rohmah Desi Ekoyono
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Judul Skripsi : Analysis of Figurative Language Used in English Slogan of Commercial Soft Drink Products
Nilai : Angka 80 Huruf B
Keterangan : - LULUS

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