ABSTRACT

Deni Sajati (208 500 385): “The Types of Slogan in Oil Advertisement and Its Contextual Meaning”

Many people do not conscious in choosing a product that they have been “hypnotized” by the power of language which became the slogan of the product. The slogans that they made and published have traction powers that almost balance and make the potential consumers hesitate to buy which one the best product. A slogan has to be containing a great meaning, because it is relating to loss and profit a product which they sell, for example in oil advertisement slogans.

The theories of this research are taken from syntax and semantics. It consist of definition of phrase, kinds of phrase, definition of clause, kinds of clause, definition of sentence, kinds of sentence, definition of slogan, types of slogan definition of meaning, definition of lexical meaning, and definition of contextual meaning.

The writer uses qualitative method in this research. Qualitative method uses for understanding the phenomenon. The phenomenons in this research are types of slogan and its contextual meaning in advertisement oil slogan. Hence, the writer uses this method. By using this method, the writer classifies and analyzes the data collected.

The analysis of this research, the writer use types of slogan and contextual meaning theory. These theories help the writer to analyze this research. The results of this research in research question number one are classification of the types of the slogan. And the results of the research question number two are the lexical and contextual meaning of the slogans.

The majority type is a benefit type. There are 18 slogans that are belonged to this type. Many products uses this type because of the benefit of the oil makes the potential consumer feels good for their vehicle. Most of the contextual meaning of the slogans is about the best protection for the machine or engine.