

ABSTRACT

Nur Laili Pratiwi. 1145030136. *English Students' Understanding on Computer Brand's Slogan*. Undergraduate Thesis, English Department, Faculty of Adab and Humanities, Universitas Islam Negeri Sunan Gunung Djati. Advisors: 1. Drs. Abd. Hannan EF., M.Ag; 2. Dr. H. Mahi Mamat Hikmat, M.Si.

key word: semantics, slogan, advertisement, type, meaning

The writer analyzes the interpretation of English Literature students of the computer brand's slogan. The writer selects 13 respondents to provide the necessary data. The writer focuses on the types of meaning in semantics and uses Leech's theory as the main theory. This research aims to find out how the students of English Literature interpret a meaning of slogan in the advertisement and how the students understand the meaning of slogan itself. The research questions are what type of meaning do students understand of slogan and how do students understand the computer brand's slogan.

The theory which is used is the theory of types of meaning according to Geoffrey Leech (1981) which consists of conceptual meanings, connotative meanings, social meanings, affective meanings, reflective meaning, collocative meaning and thematic meanings. Data is taken from an open-ended questionnaire of 13 respondents and analyzed data based on qualitative analysis.

The result of the research shows that in the respondent understanding of slogan tend to understand 4 types of meaning such as, conceptual meaning, connotative meaning, affective meaning and thematic meanings. The conceptual meaning arises because the interpretation of the word based on the real meaning of the slogan and defined in terms of synonymy, antonymy, or homonymy. The connotative meaning is expressed based on the meaning behind the original meaning, the affective meaning based on feelings and the thematic meanings based on particular emphasis.

Type of meaning that most understand from all respondents are conceptual meaning and connotative meaning, 5 respondents tend to understand conceptual meaning, 4 respondents tend to understand connotative meaning and 4 respondents are balance to understand of both types. The writer concludes that in the understanding of slogan the student do understand the slogan based on the interpretation of conceptual and connotative meaning.

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kata kunci: semantik, slogan, iklan, tipe, makna

Penelitian ini menganalisis tentang interpretasi mahasiswa Sastra Inggris mengenai slogan merk komputer. Peneliti memilih 13 respondent untuk memberikan data yang dibutuhkan. Penulis memfokuskan penelitian ini pada tipe makna dalam semantik dan menggunakan teori Leech sebagai teori utama. Penelitian ini bertujuan untuk mengetahui bagaimana mahasiswa Sastra Inggris menginterpretasikan sebuah makna slogan dalam iklan dan mengetahui tipe makna dari interpretasi itu. Pertanyaan penelitian ini adalah tipe makna apa saja yang muncul dalam interpretasi respondent dan tipe makna apa yang dominan muncul pada interpretasi respondent.

Teori yang digunakan yaitu teori tipe-tipe makna menurut Geoffrey Leech (1981) yang terdiri dari makna konseptual, makna konotatif, makna sosial, makna afektif, makna relfektif, makna kolokatif dan makna tematik. Data diambil dari kuisisioner terbuka dari 13 orang respondent dan menganalisis data berdasarkan deskriptif kualitatif.

Hasil dari penelitian menunjukkan bahwa dalam interpretasi respondent terdapat 4 macam tipe makna seperti, makna konseptual, makna konotatif, makna afektif dan makna tematik. Makna konseptual muncul karena makna nyata mengenai slogan baik baik didefinisikan berdasarkan persamaan kata atau sinonim, antonim, maupun homonim. Makna konseptual diungkapkan berdasarkan makna dibalik makna aslinya, makna afektif berdasarkan perasaan dan makna tematik berdasarkan penekanan tertentu.

Tipe makna yang paling banyak muncul di 5 respondent yaitu makna koseptual, 4 respondent makna konotatif dan 4 lainnya sama banyaknya memunculkan makna konseptual dan makna konotatif.