

ABSTRACT

Arina Zakiah Nur Fadilah. 1125030042. *Student's Comprehension of English Slogan's Structure and Meaning on Television*.an Undergraduate Thesis, English Department, Faculty of Adab and Humanities, Universitas Islam Sunan Gunung Djati. Advisor: 1. Drs. IrmanNurhaptudin, M.Hum.; 2. Dr. DadanRusmana. M.Ag

This research focus on students's comprehension about English slogan's structure and meaning.The problems of this research are formulated into three questions: 1) What are the student's comprehension of English slogan's structure? 2) Whatare the student's comprehension of English slogan's meaning? And 3) How do the students comprehend the English slogans?

In the process of exploring and analyzing data, the researcher used the language comprehension theory, syntaxand semantics. The method of this research was descriptive qualitative method by which the researcher categories, describe and analyze systematically in order to be able answer the research questions. The data used in this research are taken from questionnaire that the respondent answered.

The data was categorized based on the structure and meaning of the English slogan. It is resulted the student's comprehension of English slogan's structure and meaning and how they comprehend the English slogan.

Based on the data analysis in the fourth chapter, the researcher made the conclusions: the students comprehend the English slogan with adjective phrase structure more than sentence structures. They also comprehend the English slogan's meaning both lexically and contextually. Opening the dictionary, asking friends and remembering the advertising visualization are the efforts that the students did to comprehend the English slogan.

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