

ABSTRACT

Nabila Dwi Oktavia, 1175030182. *Meaning and persuasive technique of English Tagline in Sociolla's Advertisement on Instagram*. An Undergraduate Thesis. English Literature Department, Adab and Humanities Faculty, State Islamic University Sunan Gunung Djati Bandung. Advisor Hasbi Assidiqi, M.A and co-advisor Ice Sariyati, S.S., M.Pd.

Meaning in the tagline is an explanation of a specific product accompanied by the advantages of the product. In understanding this meaning, there is a persuasive technique inside. Persuasive Techniques is a strategy as the way of doing things so that people can reach their goals that one has freely chosen from among several options.

Therefore, the researcher is interested in researching this topic with research questions: 1) How are the persuasive techniques to understand the meanings of English Tagline in Sociolla's advertisement on Instagram? 2) What are the meanings of English Tagline in Sociolla's advertisement on Instagram?

This research used a qualitative descriptive method and the main theories were from Geoffrey Leech (1974) and George Keraf (2004).

Based on the research findings, the results showed that from 32 data found, there were conceptual meaning (11 data), connotative meaning (10 data), social meaning (3 data), collocative meaning (3 data), thematic meaning (3 data), affective meaning (1 data), and reflective meaning (1 data). Meanwhile, the types of persuasive techniques found in the data analysis were suggestion technique (9 data), identification technique (8 data), rationalization technique (7 data), compensation (4 data), conformity (2 data), projection (1 data), and displacement (1 data).

Based on the research above, it can be concluded that every tagline has a different meaning. Therefore, the use of persuasive techniques in advertising greatly affects the purpose of advertisements launched to consumers to influence them on a product offered. Thus, the selection of the right use of persuasive techniques will also be very helpful in understanding the meaning contained in each of these taglines for consumers.

Keywords: Meaning, Tagline, Persuasive Technique