

ABSTRACT

Astuti, Fitria Kusuma. 1185030075. Connotative Meaning on Oppo Smartphone Advertising Slogan For the 2020-2021 Period. An Undergraduate Thesis. English Literature Departement, Adab and Humanities Faculty, State University of Sunan Gunung Djati Bandung. Advisors: 1. Dr. Dadan Firdaus, M.Ag 2. Toneng Listiani, M.Hum

Keyword: *Advertisement Slogan, Connotative Meaning, Semantics*

Connotative meaning is an expression of communication value due to the content it refers to, beyond its pure conceptual content. Obviously, if we are talking about connotation, we are actually talking about “real text experience.” It is also relatively unstable because it varies with culture, historical period, and personal experience. This research aims to know two main problems, they are (1) what are types of connotative meaning found in the Oppo Smartphone advertising slogan, and (2) how does the use of connotative meaning in the content of Oppo Smartphone advertising slogan. The researcher uses the theory of Tarigan (2015:53) which categorized the connotative meaning into positive connotative, negative connotative, and neutral connotative. This research uses the descriptive Qualitative method. The researcher uses 4 steps in analyzing data; a) identifying data b) categorizing data c) analyzing data d) making a conclusion based on the result of the research. The result of this research, The researcher found types of connotative meaning in Oppo Smartphone's advertisement slogan. They are positive connotative, negative connotative, and neutral connotative, which can be found in every slogan in words. It can be included the data found in this study contained 47 data. The results of the study with 47 data entered into the connotative meaning. 30 data on positive connotative, 1 data on negative connotative, and 16 data on neutral connotative. The most dominant in the data obtained is positive connotative because the results of the data found are dominated by positive connotative. And there are many sentences that have a positive sense of value and also have a good meaning.

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Kata kunci: *Makna Konotatif, Semantik, Slogan Iklan*

Makna konotatif adalah ekspresi nilai komunikasi karena konten yang diacunya, di luar konten konseptual murninya. Jelas, jika kita berbicara tentang konotasi, kita sebenarnya berbicara tentang "pengalaman teks nyata." Hal ini juga relatif tidak stabil karena bervariasi dengan budaya, periode sejarah, dan pengalaman pribadi. Penelitian ini bertujuan untuk mengetahui dua pokok permasalahan, yaitu (1) apa saja jenis makna konotatif yang terdapat pada slogan iklan Smartphone Oppo, (2) bagaimana penggunaan makna konotatif dalam isi slogan iklan Smartphone Oppo. Peneliti menggunakan teori Tarigan (2015:53) yang mengategorikan makna konotatif menjadi konotatif positif, konotatif negatif, dan konotatif netral. Penelitian ini menggunakan metode deskriptif Kualitatif, dan menganalisis data. Peneliti menggunakan 4 langkah dalam menganalisis data; a) mengidentifikasi data b) mengategorikan data c) menganalisis data d) membuat kesimpulan berdasarkan hasil penelitian. Hasil dari penelitian ini, Peneliti menemukan jenis makna konotatif dalam slogan iklan Smartphone Oppo. Yaitu konotatif positif, konotatif negatif, dan konotatif netral, yang terdapat pada setiap slogan dalam kata-kata. Jadi data yang ditemukan dalam penelitian ini terdapat 47 data. Hasil penelitian dengan 47 data masuk ke dalam makna konotatif. 30 data berkonotasi positif, 1 data berkonotasi negatif, dan 16 data berkonotasi netral. Yang paling dominan dalam data yang diperoleh adalah konotatif positif karena hasil data yang ditemukan didominasi oleh konotatif positif. Dan ada banyak kalimat yang memiliki arti nilai positif dan juga memiliki makna yang baik.