

**THE READERS' UNDERSTANDING OF SMARTPHONE'S SLOGAN  
MEANING IN ADVERTISEMENT**

**an undergraduate thesis**

**Presented to**  
***Universitas Islam Negeri Sunan Gunung Djati***  
**in partial fulfillment of the requirements for the degree of**  
***Sarjana Humaniora*** in English Department of Adab and Humanities Faculty



**By**  
**Fitrah Aprilian Anhari**  
**Student ID: 1125030098**



**BANDUNG**  
**1437 H/2016 A.D**