

ABSTRACT

Fitrah Aprilian Anhari. 1125030098. "*The Readers' Understanding of Smartphone's slogan Meaning in Advertisement* " an undergraduate paper, English Studies Program, Adab and Humanities Faculty, Universitas Islam Negeri Sunan Gunung Djati. Advisors: 1. Dr. H. Yuyun Nurulaen, M.Si and Advisor: 2. Cipto Wardoyo, Spd, M.Hum

Nowadays most of people have used a smartphone, it is one of the most important things that people need to communicate with others. It is a kind of devices to communicate with others by using higher technology function than telephone. The purpose of this research is to know kinds of meaning the readers understanding of smartphone's slogan also the difficulties found by the readers in understanding meaning of smartphone's slogan in advertisement.

This research used descriptive qualitative method which took purposive sampling technique. The applied theory is theory of Semantics by John Lyons. The other theories are applied in this research like: theory of semantics, meaning, and theory of reader response. The data of the research were taken from the advertisement such as: newspaper, brochure, television advertisement, internet advertisement.

The result of the research were; 48, 43 % of respondents interpreted by using contextual meaning, 17, 96 % of respondents interpreted by using lexical meaning, 10, 93 % of respondents interpreted by using grammatical meaning, 8,59 % of respondents interpreted by using expressive meaning, 7, 03 % of respondents interpreted by using descriptive meaning 7, 03 % of respondents interpreted by using social meaning. The most kinds of meaning who interpreted by the respondents is contextual meaning with the percentage 48,43 % and the least kinds of meaning who interpreted by the respondents are descriptive meaning and social meaning with the percentage 7, 03%.

The researcher concluded that from the whole 16 (sixteen) respondents. They have same problems that are difficulties in finding the appropriate vocabularies also is hard to classify which are the most appropriate meanings of the smartphone slogan in advertisement.

Keywords: Semantics, Meaning, Reader's Understanding and the Smartphone's slogan.