

**THE STUDY OF PRAGMATIC MEANINGS IN THE MOTTOS
OF TOURISM ADVERTISEMENTS**



**A Thesis Presented to the English Department,
the Faculty of Letters, Catholic University of Widya Mandala Madiun
as a Partial Fulfillment of the Requirements
for the Sarjana Degree
in English**

By:

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MADIUN
2014**

STATEMENT OF ORIGINALITY

This is to certify that all of the ideas, phrases and sentences within my thesis entitled “The Study of Pragmatic Meanings in the Mottos of Tourism Advertisements” unless otherwise stated, are my own ideas, phrases and sentences.

If I deceitfully take somebody else’s ideas, phrases, and sentences without due and proper reference, I hereby acknowledge and will accept all consequences including cancellation of my academic degree and my status as student of Catholic University of Widya Mandala Madiun.

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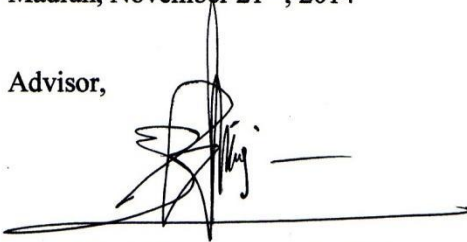
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APPROVAL SHEET I

This is to certify that the Sarjana thesis of Itania Andika Setyawati has been approved by the advisors for further approval by the Thesis Examining Committee.

Madiun, November 21st, 2014

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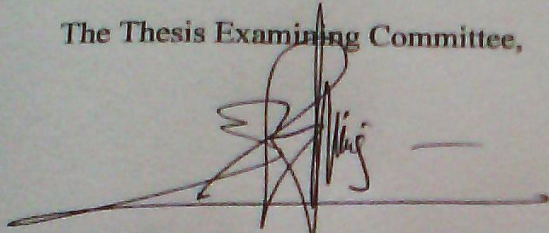
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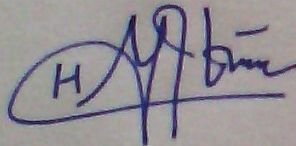
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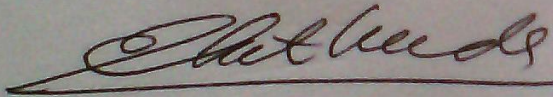
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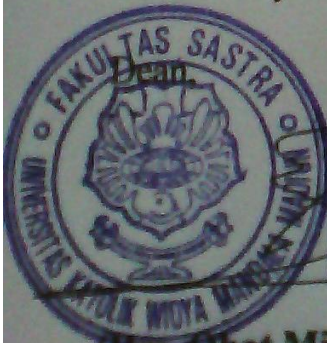
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(Drs. Obat Mikael Depari, M.Hum.)

DEDICATION

This thesis is dedicated to:

- my Father and Jesus Christ
- my beloved parents and brothers
- my beloved family
- my lecturers
- my dearest friends
- my Alma Mater

MOTTO

Ask, and it will be given to you; seek, and you will find; knock, and it will be opened to you.

(Matthew 7:7)

ACKNOWLEDGMENT

First of all I would like to thank my Father and Jesus Christ who always blesses me in His way to finish this thesis. I am also thankful to my Alma Mater, Catholic University of Widya Mandala Madiun. My great gratitude is addressed to my co-advisor, Yuli Widiana, S.S.,M.Hum, who guides me patiently and gives me good advices in writing my thesis. My immeasurable gratitude goes to my advisor, Drs. Obat Mikael Depari, M.Hum., who helps and gives me much good suggestion during the process of writing this thesis. Moreover, I wish to appreciate all of the lecturers and staffs of the English Department, Catholic University of Widya Mandala Madiun for their great help during my study. I am so grateful to become your student who gets knowledge and ability from you.

My special and eternal gratitude is dedicated to my family, especially my beloved parents who always support me all the time in their precious ways. Besides, I thank all of you my friends, who become my spirit and motivation. Moreover, thank everybody who has helped me to finish this thesis. May God bless all of us.

ITANIA ANDIKA SETYAWATI

ABSTRACT

ITANIA ANDIKA SETYAWATI, (2014). THE STUDY OF PRAGMATIC MEANINGS IN THE MOTTOS OF TOURISM ADVERTISEMENTS.

Madiun: English Department, The Faculty of Letters, Catholic University of Widya Mandala Madiun.

This research discusses the mottos of tourism advertisements. It includes the analysis of pragmatic meanings in the mottos of tourism advertisements and the purposes of using the mottos. In line with the problem of the study, the applied research method is descriptive in nature. All of the data in this research are analyzed one by one. In this case, total sampling is applied in this research. Next, pragmatic equivalent method is applied to explain both the pragmatic meanings and the purposes in using the mottos.

Based on the analysis, the data that are obtained in this research are classified into the kinds of meaning and the purposes of using the mottos. The first is the kinds of meaning in tourism mottos which are related to culture, nature, and modernity. The result of this research shows most kinds of meaning are related to culture and nature, while just a few of the meaning are related to modernity.

Generally, the mottos are used to attract the visitors to come and to enjoy the tourism destinations that are offered by a country. In order to classify the purposes of using the mottos of tourism advertisements, this research uses speech act functions. Thus, the purposes of using the mottos of tourism advertisements in this research could be delivered by directive, commissive, representative, declarative, and expressive act. The analysis shows that most of the mottos have the purpose of declarative act, while only a few of the mottos contain commissive and expressive act.

ABSTRAK

ITANIA ANDIKA SETYAWATI, (2014). THE STUDY OF PRAGMATIC MEANINGS IN THE MOTTOS OF TOURISM ADVERTISEMENTS.

Madiun: Program Studi Sastra Inggris, Fakultas Sastra, Universitas Katolik Widya Mandala.

Penelitian ini membahas moto iklan pariwisata. Pembahasan tersebut mencakup analisis makna pragmatik dalam moto iklan pariwisata dan tujuan penggunaan moto tersebut. Sehubungan dengan pokok pembahasannya, penelitian ini menggunakan metode deskriptif. Seluruh data dalam penelitian ini dianalisis satu per satu. Dalam hal ini, metode total sampling diterapkan di dalam penelitian ini. Selanjutnya, untuk mengetahui makna pragmatik dan tujuan penggunaan moto dalam iklan pariwisata, penulis menggunakan metode padanan pragmatik.

Berdasarkan hasil analisis, data yang diperoleh dalam penelitian ini diklasifikasikan ke dalam jenis makna dan tujuan penggunaan moto. Jenis makna dalam moto pariwisata berhubungan dengan budaya, alam, dan modernitas. Hasil penelitian ini menunjukkan bahwa sebagian besar makna yang digunakan dalam moto pariwisata berkaitan dengan budaya dan alam, sedangkan makna pragmatik yang paling sedikit digunakan ialah yang berkaitan dengan modernitas.

Secara keseluruhan, moto digunakan untuk menarik minat pengunjung untuk datang dan menikmati setiap tempat wisata yang ditawarkan oleh sebuah negara. Terkait dengan tujuan penggunaan moto tersebut, analisis ini menggunakan kategori tindak tutur yang didasarkan pada fungsi tindak tutur yang direktif, komisif, representatif, deklaratif dan ekspresif. Analisis ini menunjukkan bahwa, sebagian besar moto digunakan untuk menunjukkan tindak tutur yang deklaratif. Sementara itu, hanya sedikit moto yang menunjukkan tindak tutur yang bersifat komisif dan ekspresif.

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