

**PRAGMATIC ANALYSIS ON THE SLOGANS OF
COSMETICS ADVERTISEMENT**



**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 *Pragmatic Analysis on the Slogans of Cosmetics Advertisement*, 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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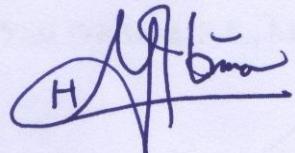
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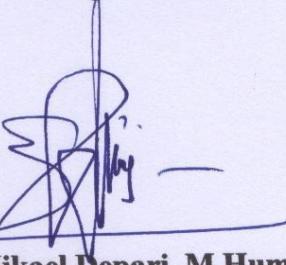
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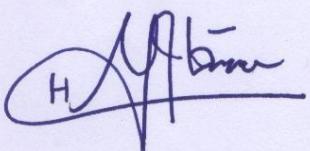
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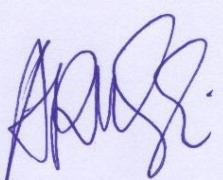
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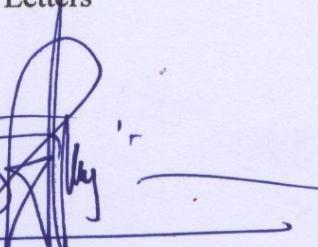
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DEDICATION

This thesis is dedicated to:

- Jesus Christ
- my beloved parents: the late Markus Pono, and Yohana Pono
- my beloved brothers and sisters:
Melianus Eduard Pono, Agnes Mathilda Pono, Aprianus Paskalis Pono, Yunita Aksemina Pono and Doria Novita Pono
- my dearest girlfriend Benedikta Nining
- my friends and lecturers
- my Alma Mater

MOTTO

But those who hope in the LORD will renew
their strength. They will soar on wings like
eagles; they will run and not grow weary,
they will walk and not be faint.

(Isaiah 40:31)

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YULIUS OKTAVIANUS

ABSTRACT

YULIUS OKTAVIANUS (2014). PRAGMATIC ANALYSIS ON THE SLOGANS OF COSMETICS ADVERTISEMENT

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

This study discusses the slogans used in cosmetics advertisement. It includes: to what the pragmatic meanings of the slogans of cosmetics advertisement are related, and the aims of using the slogans in cosmetics advertisement.

This research is descriptive in nature. The data were obtained from the packages of cosmetics products, advertisement videos in internet, and cosmetics websites. The units of analysis discussed in this research were words and sentences found in the slogans of cosmetics advertisement.

To get the sample, this research applied total sampling. Therefore, all of the data were analyzed one by one. To find the pragmatic meaning of the slogans of cosmetics advertisement, pragmatic equivalent method was applied. Likewise, to explain the aims of using the slogan in cosmetics advertisement, pragmatic equivalent method was also applied.

Based on their meanings, slogans of cosmetics advertisement were pragmatic meanings of the slogans of cosmetics advertisement related to: the prestige of the products, the nature of the products, and the benefit of the products.

Moreover, related to their aims of use, slogans of cosmetics advertisement were aimed to explain to people about the superiority of the advertised products, to suggest people to buy the advertised products, to stimulate people to buy and use the advertised products, convince people to buy the advertised products, to build people's belief to the advertised products.

The findings of this research show that pragmatic meanings of slogans of cosmetics advertisements related to the prestige of the products are the highest, while pragmatic meanings of slogans of cosmetics advertisements related to the nature of the products are the lowest. Moreover, related to their aims, most of the slogans of cosmetics advertisements are intended to stimulate people to buy and use the advertised products. While, just a few of the slogans of cosmetics advertisements are intended to build people's belief of the advertised product.

ABSTRAK

**YULIUS OKTAVIANUS (2014). PRAGMATIC ANALYSIS ON THE SLOGANS OF COSMETICS ADVERTISEMENT
Madiun : Jurusan Sastra Inggris, Fakultas Sastra, Universitas Katolik Widya Mandala Madiun.**

Penelitian ini membahas slogan-slogan di dalam iklan kosmetik. Pembahasan tersebut meliputi makna pragmatik dalam slogan-slogan iklan kosmetik dan tujuan penggunaan slogan-slogan dalam iklan tersebut.

Penelitian ini menggunakan metode deskripif. Data dalam penelitian ini diperoleh dari kemasan-kemasan produk kosmetik, video-video iklan di internet, dan situs-situs kosmetik. Data yang dianalisis dalam penelitian ini berbentuk kata-kata dan kalimat-kalimat yang mengandung makna pragmatik yang ditemukan dalam iklan kosmetik.

Penelitian ini menerapkan total sampling. Jadi, semua data dianalisis satu per satu. Untuk menemukan makna pragmatik dalam slogan-slogan iklan kosmetik, penulis menggunakan metode padanan pragmatik. Demikian pula untuk menjelaskan tujuan-tujuan penggunaan slogan-slogan dalam iklan kosmetik, metode padanan pragmatik juga diterapkan.

Berdasarkan makna pragmatiknya slogan-slogan dalam iklan kosmetik berhubungan dengan prestise produk, kealamian produk, dan manfaat produk. Selanjutnya, bekaitan dengan tujuan penggunaannya, slogan-slogan dalam iklan kosmetik digunakan untuk menjelaskan keunggulan produk-produk yang diiklankan, menyarankan publik untuk membeli produk-produk yang diiklankan, menstimulasi publik untuk menggunakan produk-produk yang diiklankan, meyakinkan publik untuk membeli produk-produk yang diiklankan, dan membangun kepercayaan publik terhadap produk-produk yang diiklankan.

Hasil penelitian ini menunjukkan makna pragmatik yang berhubungan dengan prestise produk merupakan yang terbanyak, sedangkan makna pragmatik yang berhubungan dengan kealamian produk merupakan yang paling sedikit. Sementara berhubungan dengan tujuan penggunaannya sebagian besar slogan digunakan untuk menstimulasi public untuk menggunakan produk yang diiklankan, sedangkan hanya sedikit yang digunakan membangun kepercayaan publik terhadap produk-produk yang diiklankan.

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