

ABSTRACT

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Key word : Types of meaning, English slogans, Gadet: smartphone, laptop, tablet and camera.

This study examined the types of meaning used on English slogan of gadget product on printed advertisement especially smartphone, laptop, tablet and camera. This study was conducted to answer the following problems: (1) what is the type of meaning used in English slogan of gadget advertisement? (2) what is the interpretation meaning of the English slogan of gadget advertisement?

This study applied a descriptive qualitative approach. The data were selected by choosing the English slogan of gadget advertisements; smartphone, laptop, tablet and camera. The data were taken from PC Media magazine edition of Januari - March 2016 and brochure, banner, billboard in Hitech mall Surabaya on Mei 23, 2016. The analysis was done by applying Leech theory (1974) on meaning classification. This theory was applied to analyze the types of meaning used on English gadget slogans. Another theory was Goddard (1998 & 2003) about the language of advertising.

The result of this study showed that the interpretation meaning of some English slogans were suitable with the product. While some of slogans had intended meaning. From 24 slogans found three types of meanings which were mostly used. They were conceptual, connotative and affective. The conceptual meaning was marked by enclosed the kind and name or the brand of product offered. The connotative meaning was marked by the word which does not have correlation to the product. The meaning of connotative meaning was intended meaning. The researcher found that almost text slogans had positive connotations regarding the benefits of the product. While in the term of affective meaning was marked by the personal feeling of the advertiser which conveyed through the slogan as if as they have used the product. However all of the slogans had positive message as the persuasive vehicles to sell the product.

