

ABSTRACT

Rozalina. 2015. *Language Styles of iPhone Advertisement Slogans*. Yogyakarta:Sanata Dharma University.

Advertisement is a medium that helps companies to promote their products. To convince the customers, the advertisement employs certain characteristics which can make it interesting to see. Thus, it can grab the customers' attention only in a glance. Advertisement slogans such as *Say hello to iPhone* and *the sign of design with you in mind* have several lexical and syntactic features which become the wording characteristics of advertisement language. Moreover, added on the online advertisement, which is considered as a common place to find an advertisement, it is interesting to analyze the language style of advertisement, especially in lexical and syntactic features.

There were 2 research problems addressed in this research. The first was to classify and analyze lexical and syntactic features that were contained in iPhone advertisement slogans. The second was to find out what characterizes the uses of lexical and syntactic features in iPhone advertisement slogans. The data were taken from online iPhone advertisement slogan from the second version to the latest iPhone version recently.

This research used a document analysis method and was categorized as qualitative and quantitative research. To solve those research problems, the researcher utilized theories from several linguists, namely, Grey (2008), Leech (1972), and Goddard (2002). Nine lexical features and nine syntactic features were used to classify and analyze the data, for instance, hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, humor, potency, short sentence, long noun phrase, ambiguity, imperative, simple and colloquial, present tense, syntactic parallelism, association, and incomplete sentence. After classifying and analyzing the data, the researcher calculated the frequency to identify the top three mostly employ in lexical and syntactic features used in iPhone advertisement slogans and then figure out the reason using theories from Grey (2008), Leech (1972), and Goddard (2002).

The results of the research were there are seven lexical features and seven syntactic features employed in iPhone advertisement slogans and the most three top dominant lexical features are simple vocabulary with 38.4%, hyperbole 21.1%, and potency with 19.2%. The top three commonly used in syntactic features are short sentence with 23.5%, present tense with 19.6%, and long noun phrase with 13.7%. Those language styles are used to grab the customers' attention.

Keywords: advertisement slogan, language styles, advertisement, iPhone

ABSTRAK

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Iklan adalah sebuah media yang membantu perusahaan-perusahaan untuk mempromosikan produk-produk mereka. Pembuat iklan harus meyakinkan para konsumen melalui karakteristik tertentu yang membuat unik sehingga menarik untuk di lihat. Hal ini dapat menarik para konsumen hanya dalam sekali pandang. Slogan seperti , Say hello to iPhone dan the sign of design with you in mind mempunyai fitur-fitur leksikal dan sintaks yang menjadi cirri khas bahasa iklan. Terlebih lagi, iklan yang dipasang di internet, akan menarik untuk menganalisis bahasa iklan khususnya dalam hal fitur leksikal dan sintaks.

Terdapat 2 rumusan masalah dalam penelitian ini, yaitu: 1. Menganalisis dan mengklasifikasi fitur-fitur leksikal dan sintaks yang terdapat pada iklan iPhone dan 2. Menyimpulkan alasan dari 3 fitur leksikal dan 3 fitur sintaks yang paling sering digunakan pada iklan iPhone tersebut. Data di ambil dari iklan iPhone yang ada di internet dari versi pertama iPhone hingga versi terakhir saat ini.

Penelitian ini menggunakan metode dokumen analisis dan bersifat kualitatif dan kuantitatif. Untuk menyelesaikan kedua permasalahan tersebut, peneliti menggunakan teori-teori dari ahli terapan seperti Grey (2008), Leech (1972), dan Goddard (2002). Sembilan fitur leksikal dan Sembilan fitur sintaks digunakan untuk mengklasifikasi dan menganalisis data, seperti: hyperbole, neologism, weasel word, familiar language, simple vocabulary, repetition, euphemism, humor, potency, short sentence, long noun phrase, ambiguity, imperative, simple and colloquial, present tense, syntactic parallelism, association, dan incomplete sentence. Setelah mengklasifikasi dan menganalisis data, peneliti menghitung frekuensi untuk mengidentifikasi fitur leksikal dan fitur sintaks yang paling sering digunakan lalu dengan menggunakan teori dari Grey (2008), Leech (1972), dan Goddard (2002), dan mencari tahu mengapa tiga fitur dari leksikal dan tiga fitur dari sintaks tersebut menjadi fitur yang paling sering muncul.

Hasil dari penelitian ini adalah tujuh fitur leksikal dan tujuh sintaks yang digunakan dalam slogan iklan iPhone, ada tiga fitur leksikal yang paling sering muncul adalah simple vocabulary sebesar 38,4%, hyperbole sebesar 21.1%, dan potency sebesar 19.2% dan ada tiga fitur sintaks yang paling sering muncul adalah short sentence sebesar 23.5%, present tense sebesar 19.6%, dan long noun phrase 13.7%. semua fitur-fitur gaya bahasa digunakan untuk menarik perhatian konsumen.

Kata kunci: advertisement slogan, language styles, advertisement, iPhone