

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter presents the findings and the discussions of the research.

4.1 Finding of the research

In the finding of textual analysis there is similar interpretation about the meaning of slogan "*Trans TV Milik Kita Bersama*" from the researcher and the subjects of this research. In this case, the researcher explores the researcher and TV viewers' interpretation to emphasize the critical thinking both of them. So, the readers can know about the critical thinking of the researcher and the real condition easily. In researcher interpretation, the meaning of slogan "*Trans TV Milik Kita Bersama*" is Trans TV can be owned and enjoyed by the society.

Besides, the subjects of this research interpreted that Trans TV can be owned by all of people not only possession of Trans TV's management its self. Therefore semantically, the diction of "*Trans TV Milik Kita Bersama*" is good choice because it can represent the purpose of Trans TV. This slogan consists of the word "*Trans TV*" as subject, "*milik*" as verb, "*kita*" as object, and "*bersama*" as adverb of object. Furthermore, if the word of this slogan is changed with "*Trans TV Punya Kami Semua*", so the purpose and the target of Trans TV will be failed because the society have not owned Trans TV but Trans TV have owned the society.

To figure out the impacts of “*Trans TV Milik Kita Bersama*” slogan toward Banjarwati village society covering children, adolescents, and adults, the researcher used discursive practice or discourse practice and socio cultural practice. Actually there are 20 questions that researcher asked to the interviewees.

However only 6 questions that showing about interpretation of slogan and 7 questions which showing the impact of slogan “*Trans TV Milik Kita Bersama.*”

To know the impact of slogan “*Trans TV Milik Kita Bersama*”, the researcher began to analyze the viewers’ interpretation and then the impact. In the discourse practice, the researcher and the participants have same interpretation that slogan “*Trans TV Milik Kita Bersama*” is good slogan. It is one of the advertisements that included into promotional genre. Moreover, they felt have and were interested with this slogan. However, there is different interpretation between the researcher and the participants. In the researcher’s interpretation, the researcher interpreted that the slogan gave big impact to the society however the participants interpreted that there is no power of the slogan. The most important thing that influenced them to choose Trans TV as the favorite TV station is the program of Trans TV not the slogan “*Trans TV Milik Kita Bersama*”. In short, the researcher described more detail in the subheadings below.

4.1.1 Analysis of The Meaning of *Trans TV Milik Kita Bersama* Slogan Used by Trans TV.

Regarding to the text analysis, this model concentrates on vocabulary choices and structure analysis. Meanwhile, lexical choice of slogan “*Trans TV*

Milik Kita Bersama” is good selection applied by Trans TV. In this case, the researcher interviewed 10 subjects covering 3 children, 5 adolescents and 2 adults in Banjarwati village society. As the faithful viewers of Trans TV, they have same interpretation about the meaning of slogan “*Trans TV Milik Kita Bersama*.”

Although they have different age, level but they have same understanding and comprehension about the purpose and main idea of Trans TV which represented by slogan “*Trans TV Milik Kita Bersama*”.

In first explanation, the researcher picked of pieces of children’s interpretation. There are 3 children in this research. First child talks the meaning of slogan *Trans TV Milik Kita Bersama* is *Trans TV milik semua tidak membedakan derajat martabat penontonnya (milik semua kalangan)* (Trans TV can be owned by all people and has not distinguished level of society). Second child guesses the meaning of slogan *Trans TV Milik Kita Bersama* is *semua orang bisa menonton Trans TV* (all of people can watch Trans TV). Furthermore same interpretation is also explained by last child. She interprets the meaning of slogan *Trans TV Milik Kita Bersama* is *Trans TV bisa dimiliki semua orang diseluruh Indonesia* (Trans TV can be owned by all of Indonesian citizens). In sum, although they are still children but they can interpret the meaning of slogan *Trans TV Milik Kita Bersama*. They guess that the presence of Trans TV is to be owned and enjoyed all of Indonesian citizen without distinguishing the level and the condition of the society.

Moreover the researcher also describes the interpretation from adolescents. There are 5 teenagers as subject in this research. They also have same interpretation about the meaning of slogan *Trans TV Milik kita Bersama*.

The ownership and togetherness words are the power of this slogan. There is same interpretation from three teenagers. They interpret that the meaning of slogan *Trans TV Milik Kita Bersama* is *Trans TV bisa dimiliki oleh semua orang*

(Trans TV can be owned by all of people). Another teenager also describes the same meaning but she emphasizes that Trans TV is owned by the society for public, it is not gotten for individual necessity. In addition, the other interpretation is also presented by last teenager. She stresses that Trans TV programs are delivered to fulfill the viewers' satisfaction so, they feel to own Trans TV totally.

Finally, the teenagers conclude that the meaning of slogan *Trans TV Milik Kita Bersama* is Trans TV is presented for public interest not individual interest, so it can be owned by the society from all of aspects of it, especially about the programs.

The last interpretation is from adult. There are 2 adults in this research. As the viewers that like to watch Trans TV more than five hours in a day, they have same interpretation but different emphasizing. For first adult, she has interpretation that the meaning of Slogan *Trans TV Milik Kita Bersama* is *Trans TV bisa milik semua orang dan tidak membedakan tingkatan martabat* (Trans TV can be owned by all of people without distinguishing the level of status). The last

subject of this study is the second adult. She describes that the meaning of slogan

Trans TV Milik Kita Bersama is *Trans TV bisa menerima masukan semuanya jadi*

Trans TV tidak hanya milik instansi dan pengelolanya saja tapi Trans TV juga milik semua orang yang menontonnya dan menggemarnya (Trans TV can receive

many inputs and opinions from the society, so Trans TV is not only owned by agency, manager, or owner of Trans TV but all of people who watch and like

Trans TV very much). In conclusion, they have same interpretation with children

and adolescents that the word ownership and togetherness is the power of this

slogan. However, they also give deep interpretation about the meaning of slogan

Milik Kita Bersama. They guessed that Trans TV applied the slogan *Milik Kita*

Bersama to receive many opinions and suggestions from the faithful viewers of

Trans TV. So, Trans TV can improve their services, programs, etc and the

viewers can enjoy it contentedly. In sum, based on the TV viewers' interpretation

Furthermore, after the researcher analyzed the TV viewers' interpretation,

the researcher also interpreted this slogan literally with her own words to give

explanation more about it. Among those, as cited in *Kamus Lengkap Bahasa*

Indonesia by Santoso et al the word *milik* means *kepunyaan* or *hak*, the word *kita*

means *aku dan engkau sekalian*, and the word *bersama* means *semua, tidak*

berbeda, mirip, serupa, sekaligus. From that meaning, the sentence "*Trans TV*

milik kita bersama" means *kepunyaan semua orang tanpa membedakan siapapun*

itu (belongs to all people without any differentiation). In addition, in *Kamus*

Besar Bahasa Indonesia the word *milik* is noun. Therefore, the researcher also described the word *milik* that has function as verb because it is slogan that used by Trans TV so Trans TV is the subject of this slogan. The verb of *milik* is *memiliki*. It means *mempunyai*. It is active form but in the passive form it means *dipunyai* or *dimiliki*. Literally, this slogan has a great meaning because it can be a main purpose of Trans TV to catch TV viewers and create ownership and togetherness feeling in the TV viewers' mindset.

Furthermore, ownership and togetherness word is strongly word choice in this data. Trans TV applied the slogan *Trans TV Milik Kita Bersama*. It has very great implication because the signifier *Trans TV Milik Kita Bersama* signifies the ownership of anything about Trans TV covering all stratification system and all of level in society. The implication of this lexical choice is that the viewers of this TV station including all stratification level of Indonesian citizens beginning from children, adolescence and adult. As a matter of fact, the viewers of Trans TV are all of the Indonesians citizens from different level including rich people (high class), poor people (low class) and middle class.

In addition, this implication also shows that the programs of this TV station have broadcasted interesting programs such as series, movie, entertainment, news, information, religious, and reality shows, etc to remain the society about the main purpose of Trans TV in which those programs performed to be enjoyed and owned by society especially Indonesian citizens. So, Trans TV

is able to fix the goal's idea in the TV viewer's mind as a TV station that has good services. Therefore, the TV viewers feel entertained and admired with those programs.

In other hand, when we compare the slogan of *Trans TV Milik Kita Bersama* with the synonym of those words like *Trans TV Punya Kami Semua*, actually the meaning is same but the interpretation is different. *Trans TV milik kita bersama* means it owned by the society. All of the instruments and services of Trans TV are purposed to the society. However, *Trans TV punya kami semua* means it has the society. There is no mutual benefit for both and relationship each others. So, the main purpose of Trans TV to attract the TV viewers is failed.

On the text analysis, it could be underlined that meaning construction or ideology construction as believed by Fairclough takes place. Trans TV management wishes that the viewers of this TV station include all of Indonesian people from all of social stratification classes and all of society's level.

Meanwhile, all of instruments of this TV station especially the programs and the services which were delivered for public necessity can be enjoyed by them.

Besides, the viewers can also give opinions and suggestion as improvement of it.

Finally, the researcher and the subjects of this research have same interpretation about the meaning of slogan "*Trans TV Milik Kita Bersama*" used by Trans TV that the presence of Trans TV is used to be owned and be enjoyed by the society not only for Trans TV itself. In short, the word ownership and togetherness is

dominant power in meaning of slogan *Trans TV Milik Kita Bersama* both of literal meaning and the interpretation from the subjects in this research.

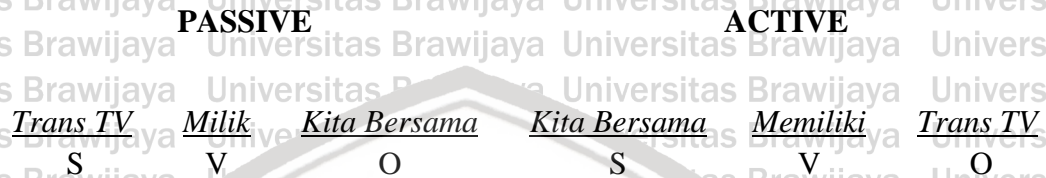
4.1.2 Structure Analysis of *Trans TV Milik Kita Bersama* Slogan Used by Trans TV.

Moving to the structure analysis, the data are analyzed based on syntagmatic and paradigmatic analysis. In syntagmatic analysis, the data describes pattern and structure of slogan "*Trans TV Milik Kita Bersama*" because this step is the structural technique to find out the "surface structure" of a text and the relationship between its parts. In this case, the researcher decides function and position of each word in slogan "*Trans TV Milik Kita Bersama.*"

Syntagmatically, this slogan consists of the combination between "*Trans TV*" and "*Milik*" and "*Kita*" and "*Bersama*". Therefore, the form of this slogan can be classified as passive form. It can be seen from the function and the type of those words. The word "*Trans TV*" is noun and the function is subject, the form and the function of "*Milik*" is verb that is followed by the word "*Kita*". It is possessive pronoun that has function as object. The word "*Bersama*" is adverb of object. It has function to explain the word "*kita*". Besides, another characteristic which show that it is passive form is the word "*Milik.*" Actually, this word is noun but in this slogan it is verb because it is followed by possessive pronoun.

In other hand, one of the evidences that this slogan is passive form is when the data are reversed the position. So, when the data are reserved this slogan

became “*Kita Bersama Memiliki Trans TV.*” It also can be seen like this pattern as follows:



Actually this slogan does not present the characteristics of passive form generally because usually passive form in Indonesian is signed with the form of the verb like *di*, *di-i* and *ter*. Therefore, the verb in this slogan does not fulfill that characteristic because the verb is *Milik*. However, this slogan still has the power characteristic that there is possessive pronoun that is located after verb. So, it can be included as passive form. In addition, actually the original of this word is *dimiliki*. However, this sentence is slogan so the sentence must be concise and interesting. Therefore, affix in this word is omitted and become *Milik*. Besides, if the slogan is written with *Trans TV dimiliki Kita Bersama*, it is not appropriated with Indonesian standard because when it used the word *dimiliki* so after it must be added with the word *oleh*.

From the analysis above, it can be concluded that the form of slogan *Trans TV Milik Kita Bersama* used by Trans TV is categorized as passive sentence because the verb is followed by possessive pronoun so the word “*kita*” here is as a

performer. In sum, the arrangement of this slogan is subject and verb and object and adverb.

Moreover, to measure the power of the pattern and the structure of this slogan the researcher also used staging. It means that the researcher transformed or removed the position of this slogan. However Trans TV used this slogan so Trans TV is the subject of this slogan. In this case, the researcher changed the position of this slogan as follows:

1. *Trans TV milik kita bersama*
2. *Kita bersama milik Trans TV*
3. **Kita bersama Trans TV milik*
4. **Milik Trans TV kita bersama*

In the first sentence can be explained that the main purpose of Trans TV is all of the society or TV viewers can own Trans TV completely. So, it can show that Trans TV as the subject is presented to entertain, to fulfill TV viewers' satisfaction and to be possessed by all of people without differentiation. Moving to the second sentence, it had different understanding. The presence of Trans TV is to own the society not they owned Trans TV. Therefore, the position of Trans TV as a subject is failed because the main idea of Trans TV could not be delivered well. Besides, the third and the last sentence did not show good arrangement and good meaning. So, those sentences could not perform the main idea and purpose of Trans TV. In short, slogan "*Trans TV Milik Kita Bersama*" is good choice because it can show the power of the purpose of Trans TV.

Furthermore, in paradigmatic analysis the researcher focused to replace the words of slogan *Trans TV Milik Kita Bersama* with synonym of those words.

Moreover the data might have different impression if the combination of the words is not arranged in that way. If we imagine the word *Trans TV Milik Kita Bersama* are respectively replaced with *Trans TV Punya kami Semua*, the ownership and togetherness word is not impressed at all.

In addition, when the researcher analyzed the meaning of it word by word, it showed different meaning and content. For the first, the word *milik* is replaced with *punya*. Literally, the word *milik* is noun and means *kepunyaan* or *hak*. Besides the word *punya* means *memiliki* that is the function as verb. However, in this slogan the word *milik* functions as verb because it is followed by possessive pronoun. So, the form of this word is the verb in passive sentence. Next, the word *kita* is changed by *kami*. Actually it has same function but they have different impression. *Kita* is called by “we inclusive.” It was possessive pronoun that included the opposite party. Besides, *kami* is called by “we exclusive.” It is used when the person or people being spoken are included. From that differentiation can be underlined that the usage of the word *kita* is good choice because when the slogan used *kami*, the ownership was only owned by Trans TV itself not included all of the TV viewers. The last, replacing the word *Bersama* became *semua*. The word *bersama* means *serentak*, *berbarengan*, *semua* but the word *semua* means *segala*, *semua*. The meaning of the words showed that they are same but slightly

different. The word *bersama* is more purposed to the ownership but the word *semua* more showed about the number. It is usually accompanied with noun.

In sum, if the combination of words in slogan is reserved with *Trans TV Punya Kami Semua*. It impress that Trans TV is not possessed the society, but the society possessed by Trans TV. It means that all of the instruments of Trans TV including the programs and the services do not have function because there is no target of advertisement especially the slogan of Trans TV.

Meanwhile the form or type of “*Trans TV Punya Kami Semua*” is active form so it is different form of slogan “*Trans TV Milik Kita Bersama.*” Actually the word *Punya* represented the word *mempunyai* so it can be called as active form because the verb contains affix *me* and *i*. Therefore society has been owned Trans TV but Trans TV has been owned society. Besides, the researcher also asked to the 10 subjects of this research that consist of 3 children, 5 teenagers and 2 adult and they also liked to chose the arrangement of “*Trans TV Milik Kita Bersama*” than “*Trans TV Punya Kami Semua.*” In conclusion the word combinations of “*Trans TV Milik Kita Bersama,*” instead of “*Trans TV Punya Kami Semua*” are good choice because it is one of Trans TV’s strategies to create the ideology that Trans TV is owned by the society not the society is owned by Trans TV.

4.1.3 The Impact of *Trans TV Milik Kita Bersama* Slogan Used by Trans TV.

The researcher observed and interviewed the ten subjects of this research including 3 children, 5 teenagers and 2 adults that have same criteria like the researcher said before. In this case, for the first step the researcher discussed the subject's interpretation about "*Trans TV Milik Kita Bersama*" slogan used by Trans TV. In Fairclough theory, it is called discourse practice or discursive practice. Next, as socio-cultural practice, the researcher interpreted the impact of "*Trans TV Milik Kita Bersama*" slogan used by Trans TV in Banjarwati village society. However, the researcher also described the own interpretation and the subjects' interpretation. In sum, all of the analysis is supported with participant's statements which displayed clearly to make the reader easy to understand the data of his research.

4.1.3.1 The Interpretation of *Trans TV Milik Kita Bersama* Slogan Used by Trans TV

"*Trans TV Milik kita bersama*" slogan shows advertising and promotional genre. It is purposed to persuade the viewers in order to watch Trans TV. the slogan presents this TV station is possessed by all of Indonesian people from Banda to Papua which covering all of social stratification classes from low class until high class and all of society's levels of Indonesian citizen including children, adolescents, and adults. The promotional element could be seen from the interesting name of slogan of this TV station. It is interesting because it is a

short sentence, has a nice arrangement of words: the name of this TV station as an object, the predicate is possessive verb, the subject use us that can show about the possessive and togetherness is added as an impression. It also uses simply words so it gets memorable. In addition, something should be noted that being memorable is the main purpose of advertisement especially slogan. Finally, the data displayed in simpler way talks a lot about promotional genre.

However in this case the interpretation is not only from the researcher herself but the interpretation is also from the subjects of this research. So, there are six questions that shown about the interpretation of the subjects which have been become the faithful viewers of Trans TV because they like to watch TV five hours more in a day. Moreover, the researcher analyzed the subject's interpretation from one question into another question. However there are 10 subjects in this research. They are three children, five teenagers, and two adults. So, the researcher took as example first children (data 1) and second, third children (data 2 and data 3). For the teenagers, there are five teenagers (data 4, 5, 6, 7 and 8) and for 2 adults (data 9 and data 10). As the detail explanation of the interviewees' answer, the researcher discussed the data as follows.

In the first question, the researcher gave introduction and asked "*menurut Anda, apa kelebihan Trans TV dibanding dengan stasiun TV yang lainnya?*" (in your opinion, what are the advantages of Trans TV compared with another TV station?). (Data 1 and data 2) talked that the advantages of Trans TV is the

program are more interesting than the others. For (data 3), she stated that Trans TV's program is better. In sum, for the children, the advantages of Trans TV are the program that is delivered by it. Meanwhile, the answer of the teenagers is more variety. (Data 4) said that the performance of agenda is more variety. There are so many film from foreign and Indonesian. Besides, (data 5) explained that the knowledge of Trans TV is wider, more interesting and have multiple diverse of program. Not far from the data 4, (data 6) also said that the schedule is more variety. For (data 7 & 8), they also describes that the agenda of Trans TV is more amazing than the other TV station. It can be concluded that the teenagers interpreted that the programs of Trans TV is more variety so, the viewers have been feel bored. Besides, the adults also had good interpretation. (Data 9) stated that the advantages of Trans TV are the programs are more variety and the performance is the longer than the others. The last (data 10) explained that Trans TV delivered different performance so it is very good and does not bore. In conclusion, the TV viewers interpreted that the advantages of Trans TV are saved in the program of Trans TV. The agenda is more variety and better than the others.

Moving to the second questions, the researcher gave a question about the reason in choosing Trans TV as the favorite TV station *"menurut Anda, apakah slogan Trans TV merupakan alasan penting Anda dalam memilih Trans TV sebagai stasiun TV favorit Anda?"* (Do you think the slogan Trans TV is your

important reason in choosing Trans TV as your favorite TV station?). There are so many interpretations of the viewers. (Data 1, 2 and 3) interpreted that she chose Trans TV because of the program that delivered of it. The same thing also happened to the teenagers; (data 4, 5, 6, 7 and 8) stated that in choosing Trans TV as the favorite TV station, their main reason is the program of Trans TV. For the last level is for adults. There is one of them has different interpretation. (data 9) said that the slogan is one of the important reason for her in choosing Trans TV as the favorite TV station. She is interested to watch Trans TV because the meaning of the slogan. However it is not the first priority because her main reason to choose Trans TV is the program. While (data 10) explained that the slogan is not really important because the most important reason is the program of Trans TV. based on the explanation above can be concluded that the main reason in choosing Trans TV as the favorite TV station is about the program not the slogan.

The next question is about the function of slogan in the TV station. There are many different interpretations from the subjects in this question. The researcher asked *“menurut Anda, apakah slogan memiliki peranan penting untuk sebuah stasiun TV?”* (Do you think that the slogan has an important role for a TV station?). The first answer is from the children level, they have different argumentations. (data 1) said that it do not have important role, it is ordinary. Like data 1 (data 2) explained that it is only have little function, the most important thing is the program. Meanwhile (data 3) have different interpretation.

They described that it has important role because it can be a tool for the viewers understand about TV station. Same with data 3, for the teenagers (data 4, 5, 6, 7 and 8) also explained that slogan is important thing for TV station. It is purposed as knowledge for the viewers, motivation for TV station, easy to memorize and introduce, delivering and representing the purpose of TV station. Moreover, the differentiation also happened in adults, (data 9) talked that it is not really important so long as the program is good, it will be watched while (data 10) stated that it is one of the tools to attract the viewers. In conclusion, the same criteria are not certified that the subjects have same interpretation. They have still different argumentation based on their selves. From 10 subjects are only 2 people which considered that slogan is not really important for TV station. However, many of them interpreted that slogan is one of the important things for TV station. It is one of the tools to catch the TV viewers' interest.

Furthermore, the subjects also have interpretation about good slogan when the researcher asked about "*menurut Anda, slogan yang baik itu slogan yang bagaimana?*" (what do you think about the characteristic of good slogan?) to the children that consist of 3 people. They have same interpretation about the characteristics of good slogan. It must be concise and easy to memorized, understood. It has to use good words and polite language. The same interpretation is also expressed by the teenagers. All of them (data 4, 5, 6, 7, 8, 9 and 10) explained that the slogan is stated as good slogan if its words are concise, short

and clear. The words are interesting and easy to memorize. From the subjects' interpretation can be stated that slogan "*Trans TV Milik Kita Bersama*" is categorized as good slogan.

In the further question, the researcher asked about the purpose of slogan "*Trans TV Milik Kita Bersama*" to the interviewees. The question is "*menurut Anda, apa tujuan Trans TV menggunakan slogan "Trans TV milik kita bersama?"*" (What do you think about the purpose of Trans TV in using "*Trans TV milik kita bersama*"?). In children's interpretation, there is one child who has different interpretation. (Data 1) stated that it is used for promotion. Trans TV can be introduced by the society and all of them can watch it. Moreover, (data 2 and 3) interpreted that it is purposed for all of people and it can be possessed by them. In other hand, there is same interpretation between (data 4, 5 and 6). The slogan is used so it can be owned and enjoyed by the society or viewers. Different argumentation is uttered by data 7. She talked that the main purpose of this slogan is the faithful viewers and Trans TV can make a unity without the differentiation each others. Besides (data 8) also added that this slogan could represent Trans TV and it is one of the strategies to attract the society. In addition, (data 9) also has same interpretation with data 4, 5 and 6. Trans TV is owned by the society is the purpose of Trans TV in using this slogan. However (data 10) has different argumentation. She described the purpose of using this slogan is for the improvement of Trans TV and giving opportunity to the viewers to utter their

input, opinion like new program of Trans TV. In sum, there are so many purposes of Trans TV that are interpreted by the faithful viewers of Trans TV. The interpretation began from the possessive feeling of Trans TV till the improvement of Trans TV.

Moving to the last interpretation, the researcher gave impression with giving question about the interpretation of impact about the representation of Trans TV. The researcher asked “*menurut Anda, apa slogan Trans TV “milik kita bersama” itu sudah mewakili gambaran Trans TV sepenuhnya apa belum?*” (What do you think that “*Trans TV milik kita bersama*” slogan was already fully represent of Trans TV?). In answering this question, all of the subjects of this research have same answer. They explained that slogan “*Trans TV Milik Kita Bersama*” was totally interpreted Trans TV management. They also talked that the program of Trans TV was appropriated with the level of the TV viewers and Trans TV also gave good services to all of the TV viewers. From the explanation above it can be concluded that “*Trans TV Milik Kita Bersama*” was received and liked by the faithful viewers of Trans TV.

Actually the answers above were the explanation of the TV viewers’ interpretation about “*Trans TV milik kita bersama*” slogan used by Trans TV.

Besides, this slogan also can be categorized as good slogan because it is fulfilled the characteristics of good slogan. Although they did not use slogan as the main reason in choosing Trans TV as the favorite TV station however the slogan

“*Trans TV Milik Kita Bersama*” could be representation of Trans TV and the viewers could interpret and be interested with this slogan and this TV station.

They felt posses Trans TV and remembered this slogan so, it can be concluded that this slogan is promotional genre because it made the viewers to watch and to be interested, attracted, and persuaded with Trans TV. However, three of the subjects of this research interpreted that the role of slogan is less important for TV station although they liked and was interested with “*Trans TV Milik Kita Bersama*” slogan.

In conclusion, in the text production this slogan was one of the examples of advertisement which had characteristic to promote Trans TV to the TV viewers. In fact, the faithful viewers of Trans TV interpreted that they was interested with the slogan “*Trans TV Milik Kita Bersama*” although it was not the main reason why they chose Trans TV as their favorite TV station. They felt that it was good slogan so it was easy to memorized, known, and understood. So, the main goal of text production and the text interpretation were fulfilled well. Slogan “*Trans TV Milik Kita Bersama*” was the advertisement that is included as promotional genre.

4.1.3.2 The Impact of *Trans TV Milik Kita Bersama* Slogan Used by Trans TV

Viewed from social practice, the slogan “*Trans TV Milik Kita Bersama*” had many impacts to society especially the TV viewers of this TV station

covering children, adolescents, and adult. Based on the researcher the slogan “*Trans TV Milik Kita Bersama*” was really simple and easy to be memorized and understood because the researcher assumed that the word “*Trans TV Milik Kita Bersama*” referred to the ownership and togetherness. The researcher felt that the slogan is able to embrace the viewers to watch this TV station and did not change it with others. Besides, this slogan also persuades the audience to watch this TV station beginning in the morning until night with variety of the programs that is performed by Trans TV. As we know, there are so many programs of Trans TV that can entertain the viewers for example in the morning program *Mr.Bean* which gives spirit to the viewers with humor and silly behavior of Mr. Bean, continued with news *Reportase Pagi* gives information about the up to date condition and situation surrounding the society. Actually, the implication of slogan application which related with the programs is able to make the society feel entertained and inspired with those programs and to open the access to Trans TV management is more innovative and creative in creating new programs and show its existence toward society. Finally, both sides between addressor and addressee get their privileges and have mutually benefits from each other.

In this case, the researcher also directly interviewed and observed the impact of this slogan to society in Banjarwati village that have same criteria as the subjects in this research. The researcher had seven questions which show the impact of this slogan for them. How the language power of this slogan can

persuade and give impact to them. In this analysis, the researcher used the same way with the interpretation's analysis. Here, the researcher also discussed one question into another question.

In the beginning question, the researcher asked about the reason why they liked to watch Trans TV. The question is "*mengapa Anda suka dengan Trans TV?*" (why do you like Trans TV?). Actually many of them like Trans TV because of the program. (data 1) talked that the reason why she liked Trans TV because Trans TV has been interesting program. It also can entertain him and has variety of program. (data 2) stated that she like Trans TV because of funny and entertaining program. Different with (1) and (2), data 3 like Trans TV because of the film that is performed in after noon and night. Moreover the teenagers also like Trans TV because of the program. Same with data 3, (data 4) also like Trans TV because of the movie or film in after noon and night. While data 5 explained that she likes it because of its interesting programs and many artists that are admired. Another reason is also uttered by data 6, she describes their reason is the variety of the program of Trans TV. Besides, data 7 and data 8 like Trans TV because of the interesting and educating programs. Same reason happened for adults. Both of them have same reason. They described that they like it because of the variety of the program that delivered by Trans TV. Finally, the main reason why they like Trans TV is because of the variety of the programs that performed by Trans TV beginning from interesting, funny, and educating programs.

Moving to the next question, it is about the reason why they remember the slogan “*Trans TV Milik Kita Bersama.*” The researcher asked “*mengapa slogan yang paling anda ingat adalah slogan “Trans TV Milik Kita Bersama”?* (why do you remember the slogan “*Trans TV Milik Kita Bersama*” ?). In this question, there so many different reasons why they remember this slogan. In the children there is different reason between (data 1 & 2) with data 3. Data 1 and 2 said that they remember slogan “*Trans TV Milik Kita Bersama*” because they often watch Trans TV so they can remember and understand about it. While data 3 explained that she remembers this slogan because it could represent that Trans TV owned by the society. The different reason also happened in the teenagers. However there is same reason in data 4 and 5. They stated that they remember this slogan because of the meaning of it. Trans TV is owned by all of people so they feel possessing Trans TV and remember this slogan. Different reason is uttered by data 6. She stated that the reason why she can remember this slogan because the characteristics of this slogan. It is concise and easy to remember and memorize. Meanwhile, data 7 and 8 explained that they can remember this slogan because of the intention to hear and watch this slogan. For adults, they gave explanation more about their reason. Data 9 said that she can remember this slogan because the characteristics of this slogan. Its word is easy to memorize. While the last subject or data 10 explained that except the words of this slogan is simple, the influence which affects her is Trans TV as the favorite TV station so TV station that is often watched is Trans TV. So, it can be concluded that, they can

remember slogan "*Trans TV Milik Kita Bersama*" because of the understanding of the slogan and the meaning of the slogan, and the intention to hear and watch Trans TV.

After the reason why they like Trans TV and remember slogan "*Trans TV Milik Kita Bersama*", the researcher also wants to know the influence or the factor that affect them in choosing Trans TV as the favorite TV station. The researcher asked "*apa yang mempengaruhi Anda dalam memilih Trans TV sebagai stasiun TV yang paling Anda sukai?*" (What is the influence that affecting you in choosing Trans TV as your favorite TV station?) In this case, all of the subjects of this research have same answer. It is influenced by the programs that performed by Trans TV. Finally, the main factor that influences the viewers in choosing Trans TV as the favorite TV station is the program of Trans TV.

All of the subjects have same answer also happened in the last four questions. In first question, the researcher asked "*dari arti "Trans TV Milik Kita Bersama," apakah Anda sudah merasa memiliki Trans TV?*" (From the meaning of the slogan "*Trans TV Milik Kita Bersama*" do you think that you feel to have Trans TV?). All of the interviewees state that they have owned Trans TV. In second question, the researcher asked "*apabila slogan Trans TV diubah dengan yang lainnya apakah akan tetap memilih Trans TV sebagai stasiun TV yang paling disukai?*" (if the slogan of Trans TV was changed with another, will you constantly choose Trans TV as your favorite TV station?). This question can

show the impact of slogan to the faithful viewers of Trans TV. However, all of the subjects will constantly choose Trans TV as the favorite TV station although the slogan will be changed.

Moving to the next question, the researcher gave a choice to the subjects of this research. However all of them have same choice. The question is “*menurut Anda, lebih suka “Trans TV milik kita bersama” atau “Trans TV punya kami semua?”*” (Do you like “*Trans TV milik kita bersama*” or “*Trans TV punya kami semua?*”). The answer of the subjects is “*Trans TV milik kita bersama.*”

Although they have same answer, they also have different reason. Many of them said that the diction of “*Trans TV Milik Kita Bersama*” is better and easier to understand and remember. It also can represent more about togetherness and ownership. Furthermore, the last question is the conclusion of the interpretation of the impact of slogan “*Trans TV Milik Kita Bersama.*” The researcher asked about “*apakah Anda merasa tertarik dengan Trans TV karena slogannya?*” (are you interested with Trans TV because of its slogan?). The answer of this question can show how the power of slogan in the TV station, especially slogan *Trans TV milik kita bersama* toward Trans TV. The answer of this question is all of the subjects of this study explained that they choose Trans TV as the favorite TV station because of the program not the slogan.

In sum the conclusion of last four questions are all of the subjects have same answers, feelings, interpretations and impacts. They like and remember the

slogan “*Trans TV Milik Kita Bersama*” than “*Trans TV Punya Kami Semua*” so they own Trans TV because of the meaning of slogan “*Trans TV Milik Kita Bersama*”. They also constantly choose Trans TV as the favorite TV station although the slogan of Trans TV was replaced. It is influenced because they choose Trans TV because of the program not because of the slogan. Finally, slogan in the TV station is not really has a power but it is supporter to the TV station. It is one of the tools to deliver the purpose and attract the TV viewers’ mind in a memorable way. However, the most powerful thing is the program that performed by TV station, especially Trans TV. However it still has power to influence of the society because of the meaning and the purpose of slogan “*Trans TV Milik Kita Bersama.*”

From the analysis above, it can be concluded that actually the presence of slogan in the TV station has less power than the presence of the programs. In this case, there is bit impact of “*Trans TV Milik Kita Bersama*” slogan used by Trans TV to the society covering children, adolescents, and adult because they feel to own Trans TV from the meaning of The slogan. It is just only a tool to deliver the purpose of Trans TV to the society. As the faithful viewers of Trans TV, although they watch Trans TV more than five hours in a day, they felt that they are interested to watch Trans TV because of the programs that are performed by Trans TV not the slogan. In sum, the power of programs of Trans TV is bigger than the slogan of Trans TV. Besides, to make the readers easy to understand the

result of this analysis from both of the researcher and the subjects of this research so the researcher explored the result into the table as follows:

Fairclough Theory of Critical Discourse Analysis	Researcher's Interpretation	TV Viewers' Interpretation
Textual Analysis of slogan <i>Milik Kita Bersama</i> used by Trans TV.	Trans TV is owned and enjoyed by society.	Trans TV is owned and enjoyed by society.
Discourse or Discursive Practice of slogan <i>Milik Kita Bersama</i> used by Trans TV.	Promotional genre.	Promotional genre.
Socio-cultural Practice of slogan <i>Milik Kita Bersama</i> used by Trans TV.	It has big power in influencing the society.	It only has bit power in influencing the society.

Table 4.1 : Matrix of the Researcher's Interpretation and TV Viewers Interpretation.

4.2 Discussion

This section is elaborating the finding which is presented in the previous section. In textual analysis, the researcher and the subjects of this research had same interpretation. They state that slogan "*Trans TV Milik Kita Bersama*" used by Trans TV had meaning Trans TV belongs to all people without any differentiation both of Trans TV management and TV viewers so, it can be owned by all of people from any level and any area. Moreover, semantically the pattern of slogan "*Trans TV Milik Kita Bersama*" consist of *Trans TV* as subject, *milik* as

verb, *kita* as object and *bersama* as adverb of object. In sum, this slogan is included as passive form because the verb is followed by possessive pronoun.

In paradigmatic analysis, the words of the sentence “*Trans TV Milik Kita Bersama*” are replaced with “*Trans TV Punya Kami Semua*.” It has different meaning and pattern. In the meaning, the use of the word *milik* as the verb is more appropriate and has power of togetherness than the word *punya*. Besides, the most visible different is the use of the word *kita* and *kami*. The word *Kita* is called by “we inclusive.” It was possessive pronoun that included the opposite party. Besides, *kami* is called by “we exclusive.” It is used when the person or people being spoken are included. So, the use “*Kita*” is good choice because it is included *Trans TV* and the *TV viewers* not only *Trans TV* itself. The last, replacing the word *Bersama* became *semua*. Actually the meaning of the words showed that they are same but little different. The word *bersama* is more purposed to the ownership but the word *semua* more showed about the number. It is usually accompanied with noun. Finally, by the good combination of the word of slogan “*Trans TV Milik Kita Bersama*” is purposed can attract and persuade the *TV viewers* to watch *Trans TV*.

In further reading, all of the subjects of this research had same interpretation about the impact of slogan “*Trans TV Milik Kita Bersama*”. The most influence that influenced them in choosing *Trans TV* as their favorite *TV station* is the programs that are delivered by *Trans TV*, not the slogan of *Trans TV*. It is evidenced and supported by their statement that they will still choose

Trans TV as their favorite TV station although the slogan of Trans TV will be changed and replaced. In contrast, it is different with the researcher's interpretation that said this slogan has big impact to the society in choosing Trans TV as their favorite TV station. However, the presence of slogan "*Trans TV Milik Kita Bersama*" still has slightly impact to the society because they claimed that they feel to own Trans TV because of the meaning of slogan "*Trans TV Milik Kita Bersama*." It can be seen from the question "*dari arti "Trans TV Milik Kita Bersama," apakah Anda sudah merasa memiliki Trans TV?"*" (From the meaning of the slogan "*Trans TV Milik Kita Bersama*" do you think that you feel to have Trans TV?). All of the interviewees state that they have owned Trans TV. The other fact, when the researcher asks about the role of slogan, some of them say that slogan is one of the tools to catch the viewers' interest and to deliver the purpose of TV station. In short, the presence of "*Trans TV Milik Kita Bersama*" slogan is one of the important things for Trans TV but it is not the main reason for them in choosing Trans TV as their favorite TV station. It is one of the tools to promote Trans TV to the society.

Furthermore, unfortunately there is no uniformity between the researcher's interpretation and the subjects' interpretation about the power and the advantages of the slogan "*Trans TV Milik Kita Bersama*": In the researcher's interpretation, the researcher states that it can persuade the viewers and become the main reason in choosing Trans TV but in the real activity the subjects state that they are interested with Trans TV because of the programs of Trans TV. Therefore, the

slogan only persuade and make them feel to own Trans TV, but the most powerful is the programs of Trans TV. Finally, there is same interpretation between the researcher and the subjects of this research in textual analysis and discourse or discursive practice. For the socio-cultural practice, they have slightly different interpretation.

In fact, the highlight of this research that the subjects of this research watch Trans TV five hours more in a day. It is the most influence why they can like Trans TV and remember the slogan of Trans TV. Many of them claimed that the reason why they can remember the slogan “*Trans TV Milik Kita Bersama*” because their intensity to watch Trans TV so they often see and hear it. Actually it is bad habit because the society still wastes their time to watch television. It is better when the society can use their time for better activities or the activities that can give the advantages more. In conclusion, the power of the visualization of the programs that is performed by Trans TV is bigger than the power of language of slogan that is delivered by Trans TV.

Furthermore, this present research has different result with Anggraini’s (2009) research due to the different subject also theory in conducting the research.

She focuses to investigate the hegemonic identity of the governor and vice governor candidates in East Java Governor Election in 2008 based on Javanese Philosophy *Astabrata* in the Karsa’s advertorials of Jawa Pos newspaper. She reveals that the hegemonic identity of Karsa was constructed by the advertorials

themselves based on situational context, the discursive construction of vocabulary and the construction of larger scale structure.

The construction of Karsa's identity was designed by considering on the situational context within the production of the text. The identity was constructed through the variation of the topic of Karsa's advertorials of Jawa Pos newspaper.

Furthermore, in the discursive construction of the hegemonic identity through the vocabularies concerned on the use of experiential values and relational values.

The experiential values presented the ideology contested word such as local capitalism, discrimination, democracy, stigma, ideology that proposed the social phenomenon happened in the society. Meanwhile, the relational values show the use of vocabulary which belongs to the euphemistic expressions, expressive values, formal and informal words and metaphor to manage the close relationship with the people. Moreover, in the larger scale structure the text have, the hegemonic identity of Karsa as being charismatic, powerful and authoritative figure was constructed from the format of the advertorial which used the statement and confirmation model.

However the construction of identity cannot be separated from the culture of the society itself. Javanese people an ideal leadership concept that is legitimized through the ideology within their old philosophy *Astabrata*. Based on this philosophy, Karsa through their advertorial were qualified to be a leader of East Java. The sense of having generosity, flexibility in getting touch with the people, the power and authority to manage the social economics and political

impairments, the charismatic figure who combines the wisdom and firmness are portrayed in the advertorials. In addition, the hegemonic identity of Karsa was produced along the existence of the ideology in East Java people and is influenced by mass media in circulation.

In sum, the previous study is very different with this research. In the previous how the language can build and construct the hegemonic identity of the leadership concept. However, East Java people can be influenced with the language on the Karsa's advertorials. Meanwhile, this research analyzed the impact of TV slogan to the TV viewers. It is just only the supporter of TV station to easy to memorized and known. The TV viewers are more interested with the programs of Trans TV not the slogan of Trans TV.

As a linguist, the researcher assumes that why the power of language in slogan "*Trans TV Milik Kita Bersama*" is only slightly influence to the society because the intensity of the TV viewers is watching the TV programs not reading the slogan. So, the most powerful influence is the programs of Trans TV not the power of the language in the slogan. In contrast, the society can influence with the language on the Karsa's advertorials because they are always given stimulation by the intensity of reading the text in Karsa's advertorials. So, they can be influenced with the vision and mission in Karsa's advertorial and choose Karsa as the governor and vice governor of East Java in 2008.

Moreover, the slogan "*Trans TV Milik Kita Bersama*" provides the purpose of Trans TV which Trans TV can be owned by the society. From this

slogan, they also feel to own Trans TV and can remember it as the important part of Trans TV. Finally, the researcher also thinks that the intensity and the time are very important things in influencing the society's passion. In this case, the intensity to watch the programs of Trans TV is bigger than the intensity to hear and see the slogan of Trans TV. So, the power of slogan is less influence than the power of programs.

