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Universitas Brawijaya Ernestivita, Gesty. 2013. Language Style Used in the Slogans of Sampoerna Brawijaya Advertisements. Study propgram of English, Universitas Brawijaya. Supervisor: 1135 Emy Sudarwati; Co-supervisor: Ida Puji Lestari. Keywords: Language style, language style based on lexicon, language style based sitas Brawijon sentence structure, Sampoerna. Universitas Brawijaya When delivering ideas through language, people may use different language variety that is called style. "People use a different language style when they are communicating with others because from the style they can recognize the speaker's background and the reason of using a variety of language that he/she uses" (Trudgill, 2002:2). In conducting the study, the writer analyzed two last Universi problems of study namely; (1) What kinds of language style used in the slogans of sites Br Sampoerna advertisements seen from its lexicon (2) What kinds of language style used in the slogans of Sampoerna advertisements seen from its sentence structure. The main theory used in this study is the language style theory proposed by Keraf Gorys (2010) supported by theories proposed by Trudgill& Pratt (1980) and Abdul Chaer (2006). This study used qualitative and document analysis since the analysis focused on analyzing and interpreting the text in the form of slogans. The data of this study were the slogans of Sampoerna advertisements taken from internet and some from other sources like television and newspapers. In this study, the writer described the data by using tables. The writer revealed that language style based on lexicon of both formal and informal are found. Moreover, in this study the writer included the characteristics of lexical and grammatical of Bahasa Indonesia which can be seen in appendices. It was done in order to make deeper analysis. Universi The language style based on sentence structure (climax, anticlimax, parallelism, sitas Br antithesis, and repetition) was found in this study. However, the writer only found four styles because parallel style is not found in the data. From 20 slogans analyzed based on lexicon, the writer found out that there were seven slogans categorized into formal language style and there are 13 slogans categorized into informal language style. Based on sentence structure, Sitas Brawijaya ersil from 20 slogans, it was found out that there are 11 slogans of climax, four slogans sit as Brawijaya is anticlimax, one slogan is antithesis and four slogans is repetition. Last, the writer suggests for the future study to analyze language style that occurs in the slogan of Indonesian advertisement not only from its lexicon and sentence structure but maybe can also be seen from its meaning because it will structure but maybe can also be seen from its meaning because it will structure but maybe can also be seen from its meaning because it will structure but maybe can also be seen from its meaning because it will structure but maybe can also be seen from its meaning because it will structure but maybe can also be seen from its meaning because it will structure but maybe can also be seen from its meaning because it will structure but maybe can also be seen from its meaning because it will structure but maybe can also be seen from its meaning because it will structure but maybe can also be seen from its meaning because it will structure but maybe can also be seen from its meaning because it will structure but maybe can be seen from the second of the second o Universit contribute deeper analysis sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The writersitas Brawijaya Universitas Brawijaya Ernestivita, Gesty. 2013. Gaya Bahasa yang Digunakan pada Slogan Iklan Si Sampoerna. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: 1138 B (I) Emy Sudarwati (II) Ida Puji Lestari Kata Kunci: Gaya bahasa, gaya bahasa berdasarkan diksi, gaya bahasa ersitas Brawijaya berdasarkan struktur kalimat, slogan, Sampoerna. Ijaya Universitas Brawijaya Universitas Brawijaya Dalam mengungkapkan ide melalui bahasa, kita cenderung menggunakan berbagai varietas bahasa yang disebut sebagai gaya "orang menggunakan gaya bahasa yang berbeda saat mereka berkomunikasi dengan sesamanya karena ersi dengan gaya tersebut mereka dapat mengetahui latar belakang dan alasan lawan silas bicara menggunakan jenis bahasa tertentu" (Trudgill, 2002:2). Dalam penulisansi as B Universi kali ini, penulis menganalisa dua permasalahan yaitu; (1)Jenis gaya bahasa apasitas Br yang digunakan dalam slogan iklan Sampoerna dilihat dari diksinya (2)Jenis gaya bahasa apa yang digunakan dalam iklan Sampoerna dilihat dari struktur kalimatnya. Teori utama yang digunakan adalah dari Keraf Gorys (2010) didukung oleh Trudgill&Pratt (1980), dan Abdul Chaer (2006). Penelitian ini menggunakan kualitatif dengan analisis dokumen mengingat itas penulis terfokus pada analisa dan interpretasi tulisan dalam hal ini adalah slogan. Data dalam penelitian ini diamil dari internet dan beberapa dari televisi dan koran. Dalam penelitian ini penulis mendiskripsikan data dengan menggunakan tabel. Penulis memaparkan bahwa gaya bahasa berdasarkan pilihan kata (formal dan las tidak formal) telah ditemukan. Terlebih, dalam penelitian ini penulis juga menyertakan karakteristik leksikal dan grammatickal dalam standart Bahasa Indonesia yang dapat dilihat di daftar lampiran. Hal ini ditujukan untuk memperoleh analisa yang lebih mendalam dari penelitian terdahuu. Gaya bahasa Universi berdasarkan struktur kalimat (klimak, antiklimak, parallel, antithesis, idansitas Br pengulangan) juga ditemukan dalam penelitian ini namun peneliti hanya menemukan empat jenis gaya bahasa karena gaya bahasa parallel tidak ditemukand alam data. Dari 20 slogan yang di analisa berdasarkan pilihan kata, penulis menemukan University slogan yang termasuk dalam kategori formal dan 13 slogan termasuk dalam sitas Brawijaya Universi gaya bahasa tidak formal. Berdasarkan struktur kalimat, dari 20 slogan, telahsitas B ditemukan 11 slogan yang termasuk dalam klimak, 4 slogan antiklimak, 1 slogan antitesis dan 4 slogan pengulangan. Akhirnya, penulis memberikan gambaran untuk penelitian selanjutnya dimana melihat gaya bahasa yang muncul dalam sebuah iklan di Indonesia khususnya Brawijaya tidak hanya dari diksi dan struktur kalimat melainkan juga dari segi arti karena Universi penelitian selanjutnya diharapkan untuk memperoleh hasil yang lebih luas dan **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Penulissitas Brawijaya

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rawijaya Universitas Brawijaya Universita INTRODUCTION ersitas Brawijava Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya This chapter presents the background of the study, the problems of the study, Universithe objectives of the study, and the definition of key terms. Universit 1.1 Background of the Study AS B Universities Basically, human is a social creature who builds his or her relationship with others from an interaction. One of the ways to do the interaction is by Universi holding a communication. Communication itself is a process which someone, sitas some people (social groups or communities), or some societies create and use Universitinformation in order to connect each other. In doing it, people need a tool, which sitas is known as a language. Universitas "Language is one of the important things for human" (Adhalina, 2011, p.2). Universi People use language in their everyday life, for example, when they meet each sitas other they will say greeting. When they work and have a meeting, they also use a language to communicate. Further, when they are on the street, they can find some Universi billboards, commercial boards, pamphlets, and posters which also contain written it as language. Without language, everything becomes difficult and impossible for people to express what they want to share. By using a language, everything las Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya becomes easier to be understood. When delivering ideas through language, people may use a different language University variety that is called as style. "People use a different language style when they are sit as Brawijay rawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya communicating with others because from the style they can recognize the less than the style than the style than the style than the style they can recognize the style they can recognize the style than the style t Universi speaker's background and the reason of using a variety of language that he/she it as uses" (Trudgill, 2002:2). According to Keraf (2010, p.117) "language style can be Universi divided into formal and informal form. Formal and Informal language style aresitas Bra Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bruniversitas Brawijaya Universitas Brawijaya Universi Universitive found when we are listening to a campaign while informal style can be found Universities Brawing a poem or commercial advertisement.

Universities Brawing a poem or commercial advertisement.

Universities Brawing Universities Further, Keraf (2010) also states that language styles can be in the form of ersi spoken and written. Language style in the spoken form is called as speech style. Si Universi Joos (1962) says that speech style is the form of language that a speaker uses. Speech style is used in any occasion and it also has degrees of formality, for Universi example, speech style in talk show programs usually shows more intimate stylesitas while in political campaign, the speech style used is usually more formal. Besides ersitits spoken form, the style of a language also can be expressed in written form. Sitas Bra Language style which can be expressed in a written form occurs in our daily life, for example in the banner advertisement containing slogans of certain products Universi One of the examples of written language style can be seen in the banner of sitas Bi cigarette. The reason why the writer choose cigarette advertisement because it is different from other advertisement which can state directly about the products, rsitas Brawijaya Universitas Brawijaya Universitas Brawijaya University cigarette product need to make the advertisement in creative way because it as nowadays cigarette advertisement is illegal in Indonesia, one of the way is by create creative slogan. One of cigarette advertisement is *Sampoerna*. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Sampoerna is one of the biggest cigarette companies in Indonesia. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi Sampoerna is the most favorite product for cigarette, and also the most creative stars tas Brawijaya Universitas Brawijaya Universit Sampoerna has a particular style in expressing its ideas because it is important to sit as Braw Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Universit chooses the slogans of Sampoerna advertisement to make them as the object of s Brawijava Universitas Br Universithe study. Therefore, the writer conducts a study entitled "Language Style Used insitas Braw the Slogan of Sampoerna Advertisement". Universities By In this study, the writer tries to investigate the language style in Sampoerna Universi advertisements based on the theory proposed by Keraf (2010). Keraf (2010, sitas p.115) categorizes language style into two main aspects namely non-linguistic Universit aspects and linguistic aspects. The linguistic aspects of language style can be seen sit as from diction (lexicon), tone, sentence structure, and meaning. In this study, the Universit writer investigates the lexicon and sentence structure of a language style shown in Sitas Brawijaya Sampoerna advertisement. However, the language style based on tone and based on meaning will not be discussed in this study because those language styles are Universitionly appropriate for spoken language. The writer tries to analyze the languagesitas Braw styles which are only based on lexicon and sentence structure since the two types of language style are more relevant to the writer's data than the other types of ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi language style. Furthermore, the non-linguistic aspects will not be discussed insit as this study because the data deal with language. Thus, the non-linguistics aspect are not included in this study. S Brawijaya Universitas Brawijaya

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rawijaya	Universities To avoid misunderstanding, the writer provides some definition of key terms the B	rawijay:
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Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya REVIEW OF RELATED LITERATURE wijeva Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universit Sociolinguistics, language style, diction, sentence structure, slogan, and previous Brawijaya TAS BRAY, Universitstudies.wijay **Universitas Bray** Universitas Brawijaya Universit 2.1 Sociolinguistics "Sociolinguistics is concerned with Brawijaya Wardaugh (2006, p.13) states Universi investigating the relationships between language and society with the goal being asitas Brawijaya better understanding of the structure of language and society and of how language rawijaya Universit function in communication; the equivalent goal in the sociology of language is Sitas Brawijaya Universitrying to discover how social structure can be better understood through the study it as rawijaya of language." Sociolinguistics is a study about sociology and language, which that Universi means language can not be separated from the society. Society needs a languagesitas Brawijaya in order to have better communication to each other. Universitas Sociolinguistics also deals with the knowledge of how people communicate Brawijaya University each other. In this way, people may use certain structure over other in the sitas Brawijava Universitas Brawijaya rawijaya University language style when communicating. (Traugott and Pratt, 1980). Wijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

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rawijaya rawijaya	According to Chaer (2006) "Language style is the way people use language in Universities."	Brawijay Brawijay
rawijaya	Universit communication". It means that style is used when doing communication amongsitas	
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rawijaya	needs and we can find it in our daily life. It can be used to indicate the	Brawijay
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rawijaya	"Style results from a tendency of a speaker or writer to consistently choose sites contain structures even others in language. Style here, concern more with the	Brawijay
rawijaya	Universities characteristics choice in a given contexts"	Brawijay
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	Universitas speaker or the writer has a certain pattern and use it consistently in order to make universitas	
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rawijaya	Universitas  Universitas	
rawijaya	Universitae P	
rawijaya rawijaya	Universitas A writer will have a certain style in using the language, and this style will Universitas Bra	Drawijay
rawijaya Irawijaya	Universitas Bra Universitadistinguish his works from others. Traugott and Pratt (1980) have a clear sitas	
rawijaya	Universitas Brawija Wijaya Universitas	
rawijaya	University definition of style and this theory is appropriate to be applied in this thesis, sites	Brawijay
rawijaya	University because the writer notices that there is tendency of using a certain pattern in	
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rawijaya	Universitas B "Style is one which we use so commonly in our everyday conversation and sites	Brawijay
rawijaya	Universitas B writing that it seems unproblematic: it occurs so naturally and frequently sitas	Brawijay
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rawijaya Universitas Brawijaya Universitas Braight mean by it. Thus, we regularly use it with reference to the writing (for Sitas Brawijaya Universitas B example: she writes in a vigorous style)...." versitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya According to Verdonk, style or language style can occur unconsciously in Universitaour daily life both in speaking and writting activities. People have their style Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University naturally and they use it regularly and people can be aware of it. **Universitas Brawijaya** Further, Keraf (2010) states that: Universitas Brawijaya Universitas Brawijaya rsitas Brawijaya Universitas Brawijaya Universitas B"Gaya bahasa adalah cara mengungkapkan pikiran melalui bahasa secarasitas Brawijaya Universitas Bkhas yang memperlihatkan jiwa dan kepribadian penulis (pemakai bahasa) rsitas Brawijaya "(Language style is the way to reveal human mind through certain language which express soul and characters of the user)" This theory states that language style can show the writer's characteristics in itas Brawijaya expressing their ideas. It means that if people express their mind by using language, it can indicate the person's personality. It also probably makes us Brawijaya understand about someone's characteristics or habit in producing language. Further, he says that style consists of two main parts, linguistic and non-Universitalinguistic aspects. From linguistic point of view style which is also called sitas Brawijaya language style, can be divided into four types; they are: (1) style based on Universitadiction means style which talk about the appropriate words creating a language, sitas Brawijaya Universita(2) style based on tone means style which comes from word used in a sitas conversation, (3) style based on sentence structure means style influenced by the Universita important place of a sentence, and (4) style based on meaning means style that Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit using figurative speech. This study only focuses on the written text as the object of the study so that the writer uses language style based on diction and sentence Universitastructureijaya Universitas Brawijaya 
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Besides, style can also be seen from non-linguistics aspects. The non Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers Universitalinguistic aspects is divided into seven types, namely (1) style based on author means the style that characterized the author on his/her book, for example: the Universit style of Chairil Anwar, (2) style based on time means the style that characterized State Br Universitas Brawijaya University means style that characterized the structure (medium) of sentence in a language, Universitafor example: American Style, (4) style based on subject means the style can be site. influenced by a subject, for example: literature style, (5) style based on place means the style which is affected by geography location, for example: Javanese style, (6) style based on audience means style which paying attention to the audience, for example: formal style when speaks in front of the honor institution. (7) style based on objective means style aimed to show the expression of the author, for example: humor style. Moreover, Chaer (2006) states that language style is the way of a person use Universita a language in communication. Every language itself actually has parameters such as tone, vocabulary, structure, and meaning. He also categorizes language Universitastyle into seven types; (1) language style used by individual called idiolect, for example, the language style of Mario Teguh, (2) language style used by a group of people in certain area, which is known as dialect, for example, language style Universit of Maduresse is different from Bataknesse, (3) Language style used by a social sit as group of people. It is generally known as sociolect, for example, the language style of teacher and lawyer, (4) language style used in activity of a certain field, University for example, journalist and accountant which is popularly called as jargon, (5) Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit language style used in formal situation which is usually called as formal or University standard language, (6) language style used in the informal situation which is it as known as informal language. (7) Language style used in spoken form which is Universitaknown as spoken language.as Brawijaya Universitas Brawijaya 2.2.2 Diction Houghton Mifflin Company (2009, para 5) states that "Diction is choice and University use of words in speech or writing". This statement suggests the writer or the sites designer chooses appropriate words and puts them in a good sentence. Then the Universitäsentence will have a strong impact toward the readers. This style will make people's work different from others. Keraf (2010, p.24) states: "Dengan uraian yang singkat ini, dapat diturunkan tiga kesimpulan utamasitas Brawijayi mengenai diksi. Pertama, pilihan kata atau diksi mencakup pengertian katakata mana yang dipakai untuk menyampaikan suatu gagasan, bagaimana membentuk pengelompokan kata-kata yang tepat, dan gaya mana yang paling baik digunakan dalam suatu situasi. Kedua, pilihan kata atau diksi sitas adalah kemampuan membedakan secara tepat nuansa-nuansa makna dari sitas Brawijaya gagasan yang ingin disampaikan, dan kemampuan untuk menemukan bentuk yang sesuai (cocok) dengan situasi dan nilai rasa yang dimiliki kelompok masyarakat pendengar. Ketiga, pilihan kata yang tepat dan sesuai Universitas B hanya dimungkinkan oleh penguasaan sejumlah besar kosa kata atau perbendaharaan bahasa itu. Sedangkan yang dimaksud perbendaharaaan stas Bi kata atau kosakata suatu bahasa adalah keseluruhan kata yang dimiliki oleh sebuah bahasa ... (In this brief explanation, there are three main conclusions about diction. First, diction covers the choice of words used to declare an idea, how to Universities B form appropriate choice if words or how to use the choice of expressions, sit as B and then decide the choice of style based on the occasion. Second, diction is the way to differentiate properly the nuances of the meaning from ideas that will be delivered, and the way to find the appropriate form based on the situation and the sense value of the group of hearer. Third, the proper choice Universitians B of words is possible by mastering a number of vocabularies of a languagesitian Brawijaya Universities B what is meant by a vocabulary are the whole words possessed by language) reitaes Universitas Brawijaya Universitas Brawijaya

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Universitas Barnis theory aims to explain that in writing and speaking, people need the	Brawijay
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rawijaya	Universit appropriateness in choosing words and the meaning that is called diction. Then, sitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas to make it appropriate, the writer or speaker needs to master the sentence Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Brawijay
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Irawijaya Irawijaya		Drawijay Prawijay
rawijaya Irawijaya	Universita Based on Keraf (2010, p.116) "In terms of its linguistics point of view language Universitas Brawijaya Universitas	
rawijaya Brawijaya	University style consists of language style based on diction, tone, sentence structure, and	
rawijaya		
rawijaya	Universitas Brawing. Afterwards, Keraf (2010, p.117) states "Language Style based on based on the control of th	Brawijay
rawijaya	Universitadiction talks about which word is the most appropriate in certain position." Keraf <sup>Sitas</sup>	Brawijay
rawijaya	Universitas Universitas	Brawijay
rawijaya	Universi states clearly that diction is part of language style. From Keraf's statement it cansitas	Brawijay
rawijaya	University that language style based on disting discusses the absidiversities	Brawijay
rawijaya	be known that language style based on diction discusses the choice of liversities	Brawijay
rawijaya	Universit appropriate words in the sentence and how to use it in society. It means that we sit as	Brawijay
rawijaya	Universitas	Brawijay
rawijaya	Universita must pay attention to the occasion and to whom we talk. In addition, Keraf	Brawijay
rawijaya	Universita(2010, p.117) says "language style based on diction uses standard language such	
rawijaya 	Universitas  universitas  universitas  universitas  universitas  universitas  universitas  universitas	
rawijaya 	Universitaas formal and informal language in deciding the appropriate word choice." Keraf	
rawijaya	Universities By states that language style based on diction is divided into two parts they are	Brawijay
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rawijaya rawijaya	Universita formal and informal language style concerning with the appropriateness of wordsitas  Universitas Brawii  Wijaya Universitas	
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rawijaya	Based on Keraf (2010) the formal language style occurs when language Universitas Brawijaya Universitas Brawijaya	Brawijay
rawijaya	Universitastyle is employed in formal occasion and it is expected to use properly. Thesitas	
rawijaya		
rawijaya	Universitas Brawijaya	Brawijay
rawijaya	University standard language, for example: the sermon speech. Moreover, informal itas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Universitalanguage style is the language style that is used in the informal occasion. Sitas	Brawijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit Furthermore, Moeliono and Dardjawidjoyo (1993) states that the language that versitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitafollows the constant rules of the language such as Indonesian is called as formal Universit2.2.3 Sentence Structures itas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Style based on sentence structure is a linguistic style which concerns with University where an important element of a sentence will be put in the sentence, (Keraf, University 2010 p. 124). The statement suggests that different structures have different structures have different structures have different structures. implications. The position of an important element shows that part of the sentence is stressed or has an important idea to be shared. The position of an important element is very important in a sentence. It is put in front, in the middle, or at end of a sentence. This style has five linguistic styles according to Keraf (2010, p.124). Those are climax, anticlimax, parallelism, antithesis, and repetition. Climax is used when the designer puts the important element of a sentence University at the end of a sentence. The importance is periodically raised. The ideas are in sequence from the least important to the most important. This is the example of Universitaclimax: "Disamping itu sastrawan mempunyai waktu yang cukup panjang untuk memilih, menerangkan bahkan menciptakan cara-cara baru dan bentukbentuk tertentu dalam penyampaian kebebasan yang luas untuk menyimpang dari tulisan biasa. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas (Beside that, a poet has enough time to choose, to think even to create new ways and certain forms in sharing a wide freedom to be different from an usual writting)" (Keraf 2010, p.124). Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B"Pembangunan lima tahun telah dilancarkan serentak di ibukota negara, sitas ibukota-ibukota provinsi, kabupaten, kecamatan, dan semua desa di seluruh Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B (A five-year development has been held in all over the country, from the sitas Brawijaya Universitas B province capitals to the smaller districts and all villages in Indonesia)"niversitas Brawijava From those two examples, we can see that the first one is different from the University second one. The first one is the *climax style*. It occurs when the sequence of a situation of the sequence of the sequenc sentence rising from the unimportant stress to the important one. Anticlimax style puts the important information and stresses in the beginning of sentence continued Universito the less important one. The third style is parallelism. The designer equalizes the construction of a sentence, and puts the important idea in an equal position. This style makes the sentence has an equal sentence structure. Sometimes, the sentence consists of main clause and sub-clause, and the sub-clause attaches to the main clause. This is Universithe example of Parallelism. "Bukan saja perbuatan itu harus dikutuk, tetapi juga harus diberantas. (this action has not only to be cursed, but also has to be gotten rid of)" Universitias From those examples, we can see that the stressed word or group words have the same function in the sentence. The word "dikutuk (to be cursed)" and the word Universit "diberantas (to be gotten rid off)" have the same function in the sentence as a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitpassive actiona Universitas Brawijaya Universitas Brawijaya The fourth style is antithesis. It means that the ideas can be confront in a sentence. Within this style the designer has two confronted words or group of Universit words. Keraf has an example to explain this style. Versitas Brawijava Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** 

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Bra"Ia <u>sering</u> menolak, tapi sekalipun <u>tak pernah</u> melukai hati." <sup>aya</sup>	Universitas	Brawijay
rawijaya	Universitas Bra" He often refuses, but never hurts a hearts." ersitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Bra(Example from Keraf 2010, p.127)ya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	This part of the sentence confronts with the second one. The	Universitas designer Universitas	Brawijay
rawijaya	Universit confronts the word "sering" (often) with the word "tak pernah" (never).	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas The last is repetition style. It occurs when there is a part of a	sentence	Brawijay
rawijaya	University repeated. That part can be sounds, syllables, or words. The purpose of a	repetition	Brawijay
rawijaya	Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universityle is to give stress about the important point in the context. For exampl		
rawijaya	Universitas Braw' Kita harus <u>bekerja</u> , <u>bekerja</u> , sekali lagi <u>bekerja</u> untuk mengeja	Universitas	Brawijay
rawijaya	ketinggatan kita.		
rawijaya	Universitas	Universitas	
rawijaya 	University (we must work, work, once again work to made up for lost time)  (Example from Keref 2010, p. 127)	Universitas	
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Irawijaya	Universi Universi	repeated,	Brawijay
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Irawijaya Irawijaya	Universitas In Bahasa Indonesia to make a good sentence or we call it standard l	language,	Prawijay
rawijaya Brawijaya	Universitive need some measurement in lexical and grammar. To find out the measurement in lexical and grammar.	011110101000	
rawijaya Brawijaya	Universitas Bra	Universitas	
rawijaya Brawijaya	Universithe writer used the theory by Chaer (2006). This theory is also supp	orted by	Brawijay
rawijaya	University Indonesian dictionary by Moeliono (2003) published by Education and		
rawijaya	Universitas Brawijay	Universitas	Brawijay
rawijaya	Universi Department of Indonesia. This theory is needed in analyzing the data bed		
rawijaya			
rawijaya	data of this study are in <i>Bahasa Indonesia</i> and to know the formal and	informal Universitas	Brawijay
rawijaya	University style it should be based on the standard and non-standard of Bahasa I		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitiself. The characteristics of the lexical of Bahasa Indonesia and gramm	natical of sitas	Brawijay
rawijaya	Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay

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rawijaya	Universitas Bray	wijaya Universitas	Brawijaya	Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Bray			Universitas Brawijaya	Universitas	
rawijaya	Universitas Bray			Universitas Brawijaya	Universitas	
rawijaya	Universitas Bray			Universitas Brawijaya	Universitas	
rawijaya	Universitas Bray			Universitas Brawijaya	Universitas	
rawijaya	Universitas Bray			Universitas Brawijaya	Universitas	
rawijaya	Universitas Bray			Universitas Brawijaya	Universitas	
	Universitas Bray			Universitas Brawijaya	Universitas	
rawijaya				Universitas Brawijaya		
rawijaya					Universitas	
rawijaya	Ther	e are five characteristic	s of Indonesi	universitas Brawijaya an lexical as listed below:	Universitas	
rawijaya					Universitas	
rawijaya			-	nd consistently.Brawijaya	Universitas	
rawijaya		Wijaya Universitas Standard language	Brawijaya	Universitas Brawijaya Non-standard language	Universitas	
rawijaya	Universitas Bray	wijaya universita <u>s</u>	Ilau	Universitas Brawijaya	Universitas	
rawijaya	Ulliversitas Diav	u memasak di dapur		masak di dapur s in the kitchen	<del>Universita</del> s	
rawijaya		berjalan perlahan		alan perlahan S Brawijaya	Universitas	
rawijaya	Universitas Bray	Ising conjunction habi		alks slowly hawijaya	Universitas complex	Brawijay
rawijaya		onjunction bank	va (mai) allo	d karena (because) in the		
rawijaya		entence explicitly and co	onsistently.	va	Universitas	
rawijaya	Universitas	<b>∠</b>		<b>建</b> 1//	Universitas	
rawijaya		tandard Language ari tahu bahwa ia telah dipec	at	Non-Standard Language Sari tahu ia dipecat	Universitas	Brawijay
rawijaya	University	58.1	Sari knows	s that she was fired	hiversitas	Brawijay
rawijaya		nak itu menangis karena kes		Anak itu menangis, ia kesak g because she/he is in pain	itan liversitas	<b>B</b> rawijay
rawijaya	University 3. U	Jsing syntactical constru		g because she/he is in pain	hiversitas	<del>B</del> rawijay
rawijaya	Universit				hiversitas	Brawijay
rawijaya		tandard language		Non-standard language	niversitas	Brawijay
rawijaya	Universita   M	Menjatuhkan (1997)	To make	Bikin jatuh (something) fall	<b>E</b> niversitas	<del>B</del> rawijay
rawijaya	Universitas m	nemberitahukan	34	Kasih tahu	Universitas	
rawijaya	Universitas	Jsing standart Vocabular		Telling	Universitas	<del>B</del> rawijay
rawijaya	Universitas Ti	ising standart vocabula	y.		Universitas	Brawijay
rawijaya		tandard language	711	Non-standart language	Universitas	Brawijay
rawijaya	Universitas Braje	elek sekali	7	jelek banget Very ugly	Universitas	Brawijay
rawijaya	Universitas Bran	ou .	488 88**	Nyokap Ajaya	Universitas	Brawijay
rawijaya		wija		Mother wijaya	Universitas	Brawijay
rawijaya	Universitas 5 ra	Jsing words precisely an	a efficiently	rawijaya	Universitas	Brawijay
rawijaya	Universitas Brasil	tandard language	,J.,	Non-standart language	Universitas	<del>Br</del> awijay
rawijaya	Universitas Braa	ngka ∕ kematian ⊖ karena	bunuh diri	Angka kematian karena bunuh d		
rawijaya	Universitas Br <mark>an</mark>	neningkat drastis	The (number o	of) suicide is increasing	Universitas	Brawijay
rawijaya		adis cantik berbaju hijau		Gadis cantik yang mengenakan		
rawijaya	Universitas Bran	nodel Universitas		itu seorang model o wears green shirt is a model	Universitas	Brawijay
rawijaya	Universitas Bray	wijaya Universitas		Universitas Brawijaya	Universitas	Brawijay
rawijaya	<b>Universitas Bray</b>	wijaya Universitas	Brawijaya	<b>Universitas Brawijaya</b>	Universitas	Brawijay
rawijaya	<b>Universitas Brav</b>	wijaya Universitas	Brawijaya	Universitas Brawijaya	Universitas	Brawijay
rawijaya	<b>Universitas Brav</b>	wijaya Universitas	Brawijaya	Universitas Brawijaya	Universitas	Brawijay
rawijaya	<b>Universitas Bray</b>			Universitas Brawijaya	Universitas	
rawijaya	Universitas Brav			Universitas Brawijaya	Universitas	
rawijaya	Universitas Bray			Universitas Brawijaya	Universitas	
rawijaya	Universitas Bray			Universitas Brawijaya	Universitas	
rawijaya	Universitas Bray			Universitas Brawijaya	Universitas	
awijaya	omversitas biav	vijaya Ulliveisitas	Diawijaya	omversitas brawijaya	JIIIVEI SILAS	Diawijay

	OTHER DESIGNATION OF THE OTHER DESIGNATION OF	OTH FOR CITAGO	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	From the previous theories there are five characteristics of the In	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitlexical standard. First is using prefix me- and ber- explicitly and consist	stently insitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	modifying the verb that will be used in constructing a sentence. Second	Universitas	Brawijay
rawijaya	Universit conjunction bahwa (that) and karena (because) in the complex sentence of	explicitlysitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universit and consistently. Next is using syntactical construction based on the	rule of sitas	Brawijay
rawijaya	University Standart Bahasa Indonesia and is not affected by regional syntax. The	fourth is	Brawijay
rawijaya	Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitusing standard vocabulary which means that it uses the common words the		Brawijay
rawijaya	Universities Braw' used in the formal and informal situation. Last, is using words preci	Universitas	Brawijay
rawijaya 			Brawijay
rawijaya	Universit efficiently. It means in constructing Standart Bahasa Indonesia, it	must be sitas	Brawijay
rawijaya	Universite Universite followed by the rule of the structure in the Indonesian language itself and	Universitas	
rawijaya			
rawijaya	University vocabulary must follow the words in standard dictionary.	<b>hiversitas</b> Iniversitas	
rawijaya Irawijaya	Universit 2 2 2 Independent Communities Characteristics	niversitas	
rawijaya	Universit 2.3.2 Indonesian Grammatical Characteristics Universit	niversitas	
rawijaya	Universita There are five characteristics of Indonesian grammar, as listed below:	Iniversitas	
rawijaya			
rawijaya	Universita 1. Using phrase pattern for predicate consistently, Aspek+Pelaku+K Universitas	Universitas	Brawijay
rawijaya	Universitas (Aspect+Subject+Verb)	Universitas	
rawijaya	Universitas Be	- Universitas	
rawijaya	Standard language Universitas Bi Paket itu sudah saya ambil Paket itu saya sudah ambil Va	Universitas	
rawijaya	Universitas Braw I have taken that package Jiaya	Universitas	
rawijaya	Universitas 2: Using grammatical function Universitas Brawlia grammatical function	Universitas	
rawijaya	Universitas Brawijay	Universitas	Brawijay
rawijaya	Universitas Bi Standard language ersus Non-standart language / jjaya	Universitas	Brawijay
rawijaya	Pantai Popoh banyak menghasilkan ikan Di Pantai Popoh banyak me tongkol.	nghasilkan	Brawijay
rawijaya	Universitas Brawijaya Universita Popoh Beach produces a lot of tuna Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universities 3. Using a unity of thought and logical relation in a sentence	Universitas	
rawijaya	Universitas Brawijaya Non-standard language Non-standard language	<del>Univers</del> itas	
rawijaya	Universitas Bi Ika datang kerumah ketika kami sedang ketika kami berbelanja dan Ika	-	
rawijaya	Universitas Brancisco Prawijaya Ika arrived home when we went shopping	<u>Univers</u> itas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay

	entrefered profitional entrefered profitional entrefered profition entrefered	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universitas 4. Using variety of sentence to give emphasis Brawijaya Universitas I	
rawijaya	Universitas Brawijaya	
rawijaya	Universitas Brandard language ersitas Brawijava Non-standard language/ijava Universitas	
rawijaya	Universitas B Dia memukul anjing itu dengan sepatu Dipukulnya anjing itu dengan sepatu She/he hits the dog with shoes tas I	
rawijaya	Universitas 5. Avoiding using regional grammatical standard, it as Brawijaya Universitas I	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universitas B Standard language Non-standard language  Dara mencari adik perempuannya Dara nyari adik perempuannya	
rawijaya	Universitas Brawijava Universitas Dara searchs her youngsister s Brawijava Universitas I	
rawijaya	Baju adik saya bergambar Spongebob Adikku bajunya gambar Spongebob	Brawijay:
rawijaya	Universitas Brawijaya Universitas I Spongebob My youngersister's shirt is Spongebob Universitas I Un	
rawijaya	Universitas Brawijaya Universitas I	
rawijaya	Universitas There is a word "Aspek" (aspect) in the first point of the previous itas	
rawijaya	Universitas Bra	
rawijaya	explanation. Aspek (aspect) is an adverb that comes together with predicate Universities	Brawijay
rawijaya	Universit (predikat) in Bahasa Indonesia. In other words, it is an additional explanation that sitas	Brawijay
rawijaya	Universitas	Brawijay
rawijaya	Universi explains about the predicate itself. The predicate in this context is a verb. In the	Brawijay
rawijaya	Universi example Paket itu sudah saya ambil (I have taken that package), the verb is ambil	Brawijaya
rawijaya	Universit hiversitas	
rawijaya	Universit (bought) and the aspek (aspect) is <i>sudah</i> (has). Actually that example is a kind of sitas	
rawijaya	Universitas passive form while its active form is <i>Ia <u>sudah mengambil</u> paket itu</i> (she/he has Universitas l	Brawijay
rawijaya	Universitas Universitas	Brawijay
rawijaya	Universi taken the package). The underline words has showed that the word aspek (aspect) sitas	
rawijaya	Universities Unive	
rawijaya		
rawijaya	Universitas In the grammatical function, there is subject and predicate in a sentence sitas	Brawijay
rawijaya	Universitas Braw jaya Universitas I	
rawijaya	Universi (Chaer, 2006), for example: Pantai Popoh banyak menghasilkan ikan tongkolsitas	Brawijay
rawijaya	Universities Brawijay Universities (Popoh Beach produces a lot of tuna fish). There is <i>Pantai Popoh</i> (Popoh Beach)	Drawijay Drawijay
rawijaya		
rawijaya	as the subject, banyak menghasilkan (produces a lot) as the predicate and there is	
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas I Universitadditional object <i>ikan tongkol</i> (tuna fish). The third characteristic is using a unity sitas I	Drawijay Brawijay
rawijaya		
rawijaya	of thought and logical relationship in a sentence like for example, the standart	Brawijay: Rrawijay:
rawijaya	language is <i>Ika datang kerumah ketika kami sedang berbelanja</i> (Ika arrived home	
rawijaya	Universitas Brawijaya	
rawijaya	when we went shopping) and the phrase ketika kami sedang berbelanja (when we	Brawijay
rawijaya	Universitas Brawijaya	
rawijaya	Universitas Brawijaya	
rawijaya	Universitas Brawijaya	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
rawijaya	Universitas Brawijaya	
ıawıjaya	Oniversitas brawijaya Oniversitas brawijaya Oniversitas brawijaya Oniversitas l	prawijay

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya went shopping) gives time information to the previous words. However, the nonrersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi standard version has two understanding, that is, Ketika kami sedang belanjasitas (when we went shopping) and *Ika datang* (Ika arrived). Moreover, he says that a University good text or sentence should not be affected by regional dialect because the Brawij Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Universithat is "avoiding the use of regional grammatical dialect". Brawijaya Universitas Br Universitas Madan et al (2011, p. 175) say "slogan is a word or phrase that is easy to remember, used e.g. by a political party or in advertising to attract people's Universi attention or to suggest an idea quickly". Furthermore O'Guinn (2012, p. 387) says sitas Br "a slogan or tagline is a short phrase that is in part used to establish an image, Universitidentity, or position for a brand or an organization, but it is mostly used to sitas increase memorability of the key benefit of a brand." A slogan is established by repeating the phrase in a firm's advertising and other public communication as Universitivell as through sales people and event promotions. Slogans are often used as a sitas headline or subhead in printed advertisement, or as the tagline at the conclusion of University and television advertisements. Slogans typically appear directly below the sites Universi brand or company name, on the brand website, or spoken in broadcast it as commercials as "You're in Good Hands" does in every Allstate insurance ad or University digital application. Some classic and memorable advertisement slogans or taglines Br Universitare listed in the Table 2.1 sitas Brawijaya Universitas Brawijaya

rawijaya	Universitas Brawijaya Universitas Brawijaya	ersitas Brawijaya Universitas Brawija	aya Universitas Brawijay
rawijaya		ersitas Brawijaya Universitas Brawija	
rawijaya		ersitas Brawijaya Universitas Brawija	
rawijaya		ersitas Brawijaya Universitas Brawija	
rawijaya		ersitas Brawijaya Universitas Brawija	
rawijaya		ersitas Brawijaya Universitas Brawija	
rawijaya		ersitas Brawijaya Universitas Brawija	
rawijaya 		ersitas Brawijaya Universitas Brawija	
rawijaya	Duand Campana	orable Slogan ijaya Universitas Brawija	T <sup>*</sup>
rawijaya	Allstate Insurance	Slogan You're in Good Hands with Allstate	Tyd Offivoroitas Brawijay
rawijaya	Universit American Express University	Don't Leave Home without Its Las Brawija	ya Universitas Brawijay
rawijaya	Universita BMW awijaya Universita Ford	The Ultimate Driving Machine Remails Have You Driven a Ford Lately?	ya Universitas Brawijay
rawijaya	Universit De Beersvijaya Universit	Diamonds Are Forever	ya Universitas Brawijay
rawijaya	Universit Harley Davidson University	ersi The Legend Roll On Universitas Brawija	ya Universitas Brawijay
rawijaya	Universit Panasonic Prudential Insurance	Ideas for Life Always Listening Always Understanding	ya Universitas Brawijay
rawijaya	Universit Toshibawijaya	Leading Innovation as Brawija	ya Universitas Brawijay
rawijaya	Universit Volkswagen Fedex	Drivers Wanted We Live to Deliver	ya Universitas Brawijay
rawijaya	Universitas Braw		iya Universitas Brawijay
rawijaya	Universitas Br	tagline can serve several positive and impor	
rawijaya	Universitas A good slogal of	tagnile can serve several positive and impor	Universitas Brawijay
rawijaya	Universitfor a brand or firm. Fir	rst, slogan can be an integral part of a brand	's image and sitas Brawijay
rawijaya	University		hiversitas Brawijay
rawijaya	Universi personality. BMW's sl	logan, "The Ultimate Driving Machine," d	oes much to Brawijay
rawijaya	Universit actablish and maintain t	the personality and image of the brand. Secon	d if a diversitas Brawijay
rawijaya	Universit V	the personanty and image of the orand. Secon	niversitas Brawijay
rawijaya		istently developed over time, it can act	
rawijaya	The state of the s		
rawijaya	Universitation for the br	and and provide information on important be	rand benefits. Universitas Brawijay
rawijaya		gan for Dee Beers Diamonds, "Diamonds A	
rawijaya	Universitas A	sair 191 Bee Beers Blainenas, Blainenas 1	Universitas Brawijaya
rawijaya	communicates the bene	efits of the product and the brand. A good	l slogan also
rawijaya			
rawijaya Brawijaya	Universitas Braw	ross different media and among advertising	gy campaigns. Situs Brawijaya aya Universitas Brawijaya
rawijaya Brawijaya		gan gives the firm an underlying theme for a	wide range of sites Pramilian
rawijaya	Universitas Brawijay	awiia	ava Universitas Brawijay
rawijaya	campaigns and other p	romotions. In this sense, a slogan is a tool	in helping to
rawijaya			
rawijaya Brawijaya	•	ntegrated brand promotion for a firm. (O'Guersitas Brawijaya Universitas Brawija	
rawijaya Brawijaya		ersitas Brawijaya Universitas Brawija ersitas Brawijaya Universitas Brawija	
Brawijaya Brawijaya	2.4.1 Slogan of Advert	ersitas Brawijaya Universitas Brawija ising ersitas Brawijaya Universitas Brawija	aya Universitas Brawijay
rawijaya			
rawijaya		public announcement by a company that is	
rawijaya	universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	ion or radio, or internet, intended to attract	buyers for a
rawijaya			
rawijaya		ersitas Brawijaya Universitas Brawija	
rawijaya		ersitas Brawijaya Universitas Brawija	
	Universitas Brawijaya Universitas Brawijaya	ersitas Brawijaya Universitas Brawija	aya Universitas Brawijay
rawijaya			
rawijaya rawijaya		ersitas Brawijaya Universitas Brawija	aya Universitas Brawijay

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya University product or service (CBS Interactive, 2010). To attract the customers, they use Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi slogans as the media. An advertising slogan is made to claim the best quality of sitas Brawijava rawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universi function as a form of recognition for the brand. In other words, advertising it as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya slogans are created uniquely to attract the customers' intention. Universit 2.4.2 Characteristics of Advertising Slogan **Universitas Brawijaya** , p.3, Universitas According to Timothy R. V. Foster (2001, p.3) there are some characteristics it as Brawijaya Universitas Braw' Universitas Braw' Universitas Braw' Universitas Brawijaya Universitas 1. To bring back memory Iniversitas Brawijaya To remind us to the brand rawijaya To include the main benefit rawijaya To instill a positive feeling about the brand To illustrate the brand personality Universit rawijaya 6. It must be easy and simple 7. It must be neat Credible Universitas Furthermore, based on Advertising slogan wordIQ (2010, para. 1) it is stated sitas Brawijaya Universithat "advertising slogans often play a large part in the interplay between rival sitas Brawijaya companies." An effective slogan usually: Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universities 1. States the main benefits of the product or brand for the potential user orbitals Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas 2. Implies a distinction between it and other firms' product Y of course, sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawithin the usual legal constraints and Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya

	OHITOTOTO DIGITAL OFFICIONO DIGITALINA OFFICIONO DIGITALINA OFFICIONO DI	OI II II II I
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	rawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	awijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	awijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	awijay
rawijaya	Universitas 3. Makes a simple, direct, concise, crisp, and apt statement.	awijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	awijay
rawijaya	Universitas 4. Is often witty, if it is required as not all advertising slogans are meant to besitas Bi	awijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	awijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	awijay
rawijaya	Universitas 5.raAdopts a distinct "personality" of its own versitas Brawijaya Universitas Br	awijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	awijay
rawijaya	Universitas Brawijaya	awijay
rawijaya	Universitas 7. Makes the consumer feel "good" ersitas Brawijaya Universitas Br	awijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	awijay
rawijaya	Universitas 8.raMakes the consumer feel a desire or need rawijaya Universitas Bi	
rawijaya	Universitas Brawing Strawing S	'awijay
rawijaya		
rawijaya	Universitas especially if it is accompanied by mnemonic devices, such as jingles, sitas Bi	
rawijaya	Universitas Bi	
rawijaya 	Universidation ditties, pictures or film sequences on televised commercials.	
rawijaya	University	awijay
rawijaya		
rawijaya rawijaya	Universitave the same concept about the criteria of a good slogan, which are simple, sitas Bruniversitas Bruniversitas	
rawijaya rawijaya	University	awijay
rawijaya Brawijaya		
rawijaya	Universitas Br Universitas Br	
rawijaya	Universitas Branch Language in Advertising Slogan Universitas Branch Language in Advertising Slogan	
rawijaya		
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rawijaya	Universitlanguage of advertisement we should know about the "normal language". In their sitas Bi	
rawijaya	Universitas Brawiik Wijaya Universitas Br	rawiiav
rawijaya	Universitexplanation, they state that "normal language" is a formal language, while the state BI	awijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	awijay
rawijaya	Universitbreaks the rules of normal language and language use. In the case of Sampoernasitas Bi	
rawijaya	Universitas Brawijaya	'awijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br	awijay
rawijaya	Universities make the language of their advertisement is easy to be understood by the	
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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Sampoerna is the largest tobacco company in Indonesia. It was founded since sitas Brawijava 1913. It has many products of cigarette like A-Mild, Dji Sam Soe, and Sampoerna rawijaya Universi Kretek. Sampoerna Indonesia (2009, para.1). In order to attrack the customers to sit as Brawijaya Universitas Sampoerna advertisements include many aspects like picture, text, and others. Sitas Brawijaya s Brawijaya Universit Universi In this research, the writer analyze the slogans of Sampoerna advertisements.sitas According to Sampoerna, slogan of the product should be in the form of creative sentence or phrase that the advertiser create like "Nggak ada loe nggak rame", Sitas Brawijaya Universi "Tangki kosong, teman ngisiin" niversitas Brawijaya niversitas Brawijaya **Universit2.5 Previous Studies** rawijaya The first previous study on Language Style, is written by Erni (2006) Universitientitled "Language Style used by SBY's Political Party in Their Campaign Sitas Brawijaya Universi Slogan". The writer analyzes the Language Style in SBY's Campaign Slogan R based on diction. The writer found the most occurrence language style based on Universit diction is informal style. In conducting the study, she used theory written by Kerafsitas Brawijaya Universit(1984)<sub>aw</sub> The second previous study of Language Style is written by Diska (2010) Universitentitled "Language Style used in The Slogan of The Indonesian Sim Cardsitas Brawijaya Provider Advertisements". In analysing the data she uses theory written by Keraf Universit (2007) and she concerns in two types of language style, based on diction and Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi sentence structure and the writer found the most occurrence of language stylesias Brawijava rawijaya Universitas Brawijaya rawijaya

TOTTTOTTO	enverende elemente enverende elemente enverende elemente	OTHER DESIGNATION OF THE PERSON OF THE PERSO	
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rawijaya	University based on diction is mixture between formal and informal style. In add	in Iniversitas	Brawijay
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rawijaya	Universitmost occurrence of language style based on sentence structure is climax t	ypeniversitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya However the writer's study is different from those two previous stud Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universithe study conducted by Erni Susilowati concerns only in the Language St	yle basedsitas	Brawijay
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rawijaya	Universition and the writer analyzed the slogan based on diction and its	sentence	Brawijay
rawijaya	University structure as well. Meanwhile, second previous study conducted by I	Diska has sitas	Brawijay
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rawijaya	Universities Braw this present study chooses slogan of Sampoerna advertisement. It is done	Universitas e to make	Brawijay
Irawijaya Irawijaya			Brawijay
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	Universi certain style or not other difference is the writer's study displayed the		
rawijaya Irawijaya			
rawijaya Brawijaya	Universi style based on diction in each lexical and grammatical form so this pres	ent study	Brawijay
rawijaya Brawijaya	Universitivent through the deeper analysis than Diska's. In conducting this study t		
rawijaya	Universit	niversitas	
rawijaya	University used the same theory as the two previous studies but the writer used	the most	Brawijay
rawijaya	University update theory by Keraf (2010). All of the related studies help the		
rawijaya	Universitas	Universitas	Brawijay
rawijaya	Universi choosing the theory and method for the study. They also give some cont	tributionssitas	Brawijay
rawijaya	Universities B to the writer in exploring the study, she learns a lot about the way of anal	Universitas	Brawijay
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rawijaya Universitas Brawijaya Universi **RESEARCH METHOD** sitas Brawijava Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universities type of research, data sources, data collection, and data analysis. Universities Brawijaya **Universitas Brawijava** Universitas Br Universitas Conducting this study, the writer used qualitative research. There are many Universitas Brawijaya types of qualitative research according to Ary, et al (2002, p. 25). They are, Universi ethnography, case studies, document analysis, naturalistic observation, focused sitas Brawijaya interviews, phenomenologic studies, grounded theory, and historical studies. For rawijaya Universithis study, the writer applied the third types of qualitative research. It would be sit as Brawijaya document or content analysis as this study attempts to describe the language style rawijaya found in the slogan of Sampoerna advertisement and all the data were in the form Universit of words. Then, qualitative approach is appropriate one to apply in this study. Assitas Brawijaya content analysis, it focuses on analyzing and interpreting recorded material within Universities own context. The material may be public records, textbooks, letters, films, sitas Brawijaya Universitates, diaries, themes, reports and so on (Ary et all, 2002). In brief, the writers as Brawijava applied document or content analysis technique since the writer analyzed Universit document in the form of words in this case is advertisement slogans. and Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit3.2.BDatajaya rawijaya Universitas Brawijaya rawijaya rawijaya Universit3.2.2 Data Sources niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya The data source for this study is Sampoerna slogan taken from Sampoerna University advertisements that are downloaded from the internet. The other slogans of sitas Brawijaya s Brawijaya Universi Sampoerna advertisement were taken from television programs, newspaper and sitas Brawijaya magazine advertisements. The data itself are in their natural setting. Universitas Brawijaya Universi 3.3 Data Collection Since this study applied qualitative research, the main instrument for this rawijaya University was the writer herself which means the writer collected the data by herself. Sitas Brawijaya In collecting the data the writer did two steps as follows: rawijaya Browsing the data from internet and taking some from television, Sitas Brawijaya rawijaya magazines, and newspaper. Making a list from the data found. In this case, the slogan of Universitas Brawijaya Universitas Braw Sampoerna advertisement. **Universitas Brawijaya** Universitas 3.4 Data Analysis Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas There are some steps done to do the analysis: versitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitas Branalysis was done to identify 20 (twenty) language style both based on Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bralexicon and sentence structure. Those numbers are chosen randomly by itas Brawijava rawijaya Universitas Brawijaya rawijaya

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	a Universitas Brawijay
rawijaya	Universities b. The writer translated the slogans analyzed into English. This	was donesitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	a Universitas Brawijay
rawijaya	Universitas Brabecause the finding was presented in English. The translating	is not done
rawijaya	Universitas Broby word per word translation as it might produce different me	aning from Brawijay
rawijaya	Universitas Brawijaya	a Universitas Brawijay
rawijaya	Universitas Brathejoriginal. The translation is done to find out the closest	
rawijaya	Universitas Braw' meaning that represents the intention of the slogans.	
rawijaya	Universitas bi	a Universitas Brawijay
rawijaya	Universities c. The writer then analyzed the data to answer the first problem of	
rawijaya	University University based on the theory proposed by Keraf (2010) assisted by the	Universitas Brawijay
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rawijaya	Universit the writer also used theory proposed by Keraf (2010).	niversitas Brawijay
	University	niversitas Brawijay
rawijaya	Universita d. The writer then used five tables to describe the findings. The	e following Wersitas Brawijay
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rawijaya	Universita tables were designed to help the writer in answering the problem.	Universitas Brawijay
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rawijaya	Table 3.1 Standard Lexicon Formal Language Style	
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rawijaya	Universites : Prefix me- or ber- iversitas Brawijaya Universitas Brawijaya C : Conjunction "bahwa" and "karena"	a Universitas Brawijay
rawijaya	University S : Syntactical construction Sitas Brawijaya Universitas Brawijaya	a Universitas Brawijay
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rawijaya	Universities This chapter discusses the analysis of the collected data and	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universi problems of the study. This chapter discusses two parts namely finding	g and the sitas Brawijay
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rawijaya	Universitas 4.1 Findings	Universitas Brawijay
rawijaya	Universita	Universitas Brawijay
rawijaya	Universi	niversitas Brawijay
rawijaya	Universi Universi From the slogans of Sampoerna advertisements the writer found	language Ilversitas Brawijay
rawijaya	Universi styles based on lexicon and sentence structure. The findings were s	shown assitas Brawijay
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rawijaya	Universit 4.1.1 Language Style based on Lexicon	Universitas Brawijay
rawijaya	Universitas	Universitas Brawijay
rawijaya	Universitas In this part, the writer displayed the answer of the first problem of t	=
rawijaya	Universities B.  It is the language style based on levicen found in the sleggers of Sa	Universitas Brawijay
rawijaya	Universities the language style based on lexicon found in the slogans of Sa	
rawijaya	advertisements. The detailed explanation can be seen in the Table 4.1:	Universitas Brawijay
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rawijaya	Advertisements.	
rawijaya rawijaya	Universitas Brawijaya	Universitas Brawijay guagestyleitas Brawijay
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rawijaya	Universita 1.R Waktunya unjuk gigi, bukan basa basi. aya Universitas Bray ijaya	Universitas Brawijay Universitas Brawijay
rawijaya	2. Banyak hal penting dalam hidup ini, tetapi kita tahu mana yang lebih √	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	3. Daripada gak dapet-dapet kerja, mending gak dapet-dapet gelar.	Universitas Brawijay
rawijaya	4. Jadi tua itu pasti, jadi dewasa itu pilihan. Universi a 5.B Daripada curang meding ganti peraturannya. Universitas Braw Jaya	Universitas Brawijay
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6. I ang lebih muda yang nggak dipercaya.	viiava	V	
8. Sampoerna 99 tahun citarasa legendaris, dahulu sekarang selamanya.	iiav <sup>3</sup>		Brawijay
9. Sampoerna inspirasi tanpa batas.	riiava		
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12. Tangki kosong teman ngisiin.	illava	V	
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15. Taat kalau cuma ada yang liat.	ii aya	<b>V</b>	Brawijay
10. Stang dipendam, matam balas dendam.	1		Brawijay
18. Sudah tau atau nggak mau tahu? Merokok dapat menyebabkan		٦/	
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language style. From 20 slogans analyzed there are seven slogans	categori	zed into	Brawijay
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their advertisements than the formal ones. The detail analysis of	of the slo	ogans of	Brawijay
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Universitas Brama twenty slogans analyzed, there are seven slogans	categori	zed into Universitas	Brawijay
Universit formal language style The writer categorized those seven slogar	s of Sar	llniversitas	Brawijay
Universitas Brawijaya Universitas Brawijaya Universitas Braw	vijaya	Universitas	Brawijay
Universitadvertisements into formal language style since the sentences in	the slog	an meet <sub>sitas</sub>	Brawijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universithe characteristics of formal styles. The following is the explanation on the formal styles. Universitas Brawijaya Universitas Brawijaya Universitlanguage style found iversitas Brawijaya Universitas Brawijaya Slogan 1: Banyak hal penting dalam hidup ini, tetapi kita tahu mana yang lebih itas Brawijay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw penting. (Prioritize your main goal over others) Universitas Brawijaya Universitas Brawijaya Universitas Analysis: This slogan wants to give suggestions to the readers that we should sit as not do many things in one time especially when it is done in a hurry, because we versi must prioritize important thing in our life. This sentence belongs to formal form of Iniversi language style because seeing from its lexical point of view, it uses standard vocabulary based on KBBI (Kamus Besar Bahasa Indonesia) characterized by the Universi word "tetapi" not the word "tapi" and another example is like the word "tahu" not sit as "tahu". Seeing from its grammatical point of view, the sentence above does not Versituse any regional grammatical standard like changing the word "lebih penting" becomes "penting banget". In conclusion, this sentence can be categorized into formal form of language style. Slogan 2: Sampoerna 99 tahun citarasa legendaris, dahulu sekarang selamanya. Universitas Braw (Sampoerna 99 years, legendary taste forever) Analysis: In this slogan, Sampoerna wants to give a persuasion to the readers Universithat their product is one of the most legendary cigarette products in Indonesia and Stas Brawijay Universitas Brawijaya Seeing from its lexical point of view, this sentence is formal because it uses Universitas Brawijava Universitas Brawijava Universi standard vocabulary; shown by the word "citarasa", "legendaris", "dahulu" that it as follow the standard form of Bahasa Indonesia based on KBBI (Kamus Besar Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University Bahasa Indonesia). Seeing from grammatical point of view, this slogan is rersitas Brawijaya – Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi categorized into formal form of its language because the slogan uses the words it as Brawijavi precisely and efficiently. It is shown, for example in the word "legendaris" to ersit as Brawijaya universitas universitas Brawijaya rawijaya Universi show that the product has been acknowledged by Indonesian people for a long sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya time until now. Universi Slogan 3: Sampoerna inspirasi tanpa batas. (Sampoerna, unlimited inspiration) ersitas Brawijava Universitas Analysis: This slogan, Sampoerna wants to say that Sampoerna will neversitas Brawijaya University stop inspiring Indonesian people through every word in its slogan. This slogan is standard Brawijaya University categorized into formal language style because seeing from its lexical point of Universi view, it meets the characteristics of standard vocabulary. The writer of the slogansitas Brawijaya chooses the word "tanpa batas" which shows standard vocabulary and it sounds Universit more formal instead of using other word like "tak berbatas". There is no regional sitas Universi grammatical standard in this slogan. Therefore, the writer categorizes this slogan into formal language style. Slogan 4: Bersatu kita teguh, bercerai teman damaikan. (United we stand, stay Universitas Braw peace) Analysis: This slogan made by Sampoerna not only to function as sample of the state Universi commercial needs but also to give moral message to the customer. It means that it as Brawijay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universithas problems with the others, as a friend we must make them reconcile. This Universi slogan is categorized into formal style because it meets the characteristics of sitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas lexical and grammatical in Bahasa Indonesia. Seeing from its lexicon point of Universitas **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya view, the slogan has two characteristics. First, it uses prefix ber- explicitly and Universitas Brawijaya Universitas Brawijaya Universitas Universi consistently, shown by the word "bersatu" and "bercerai". The second it as characteristic is the use of word precisely and efficiently, shown in the word ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya "damaikan". The slogan chooses efficient word than other word like "satukan". Slogan chooses efficient word than other word like "satukan". Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Seeing from its grammatical point of view, this slogan uses phrase pattern for rawijaya predicate consistently, like in the second phrase bercerai (Aspect) + teman Universi (Subject) + damaikan (Verb). Slogan 5: Siang dipendam, malam balas dendam. (Refrain afternoon, night paysitas Brawijaya Universitoff) Analysis: This slogan is released in ramadhan month, so it means that the sit as slogan tells that sometimes when someone fasting they will eat too much in the Universitnight. This slogan is categorized into formal language style since the slogan fulfills both lexical and grammatical characteristics of standard Bahasa Indonesia as well. There is no non standard vocabulary and regional dialect used. Slogan 6: Ada budi, ada balas. (Reward follows after kindness) Universitas Analysis: In this slogan, Sampoerna wants to suggest that when someone shares his or her kindness to us, we must pay it back or at least give a reward. This Universi slogan is using words precisely and efficiently. Sampoerna makes the slogans leas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas sound simple but meaningful. The slogan also uses standard vocabulary and it Universit does not use any regional dialect as well. Therefore, the slogan is included into Universitformal language style versitas Brawijaya Universitas Brawijaya rawijava

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universit Slogan 7: Sama rasa, sama rata. (Equality of feeling) itas Brawijaya Universitas Brawijaya Universitas Brawijaya Analysis: Sampoerna wants to suggest that as a human being we must have University equality of feeling among others, because we do not live alone, we need each sit as Brawijaya Universitas Brawijaya rawijaya make the slogan easy to remember by used efficient words. Therefore, this slogan Universitas Universitis included into formal language style since it fulfills the lexical and grammatical sites S BRAW, Universitas Brawijay characteristics. Universi 4.1.1.2 Informal language style Based on the analysis, out of 20 slogans there are 13 slogans categorized into sit as Brawijaya informal language style. The further explanation is as follows: Universi Slogan 1: Waktunya unjuk gigi, bukan basa basi. (It's time to show up, not just lip service) Analysis: In this slogan Sampoerna suggests the customer that now is time Universi for us to show our ability, our talents not just talking more and doing useless sitas Brawijaya thing. This slogan sounds informal, because the slogan does not use prefix ber-University and consistently, shown in the last phrase "bukan basa basi" actually Universithis phrase need prefix ber- to make the slogan sound more formal. Moreover, its las Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas also becomes more formal if the advertiser puts some additional words, for example add the word "Sekarang" in the beginning of the sentence and add the Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University word "untuk" between the word "bukan" and "basa-basi". Therefore, the formalsitas Brawijava version should be "Sekarang waktunya unjuk gigi, bukan untuk berbasa-basi." Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Slogan 2: Daripada gak dapet-dapet kerja, mending gak dapet-dapet gelar. (It is ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit Universitas Braw better to get a job than to get a title) Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities Analysis: This slogan aims to give motivation words to the customers that itsities ersitas Brawijaya Universitas Brawijaya Univ style based on lexical and grammatical standard. Seeing from its lexical characteristics, this sentence does not use standard vocabulary characterized by the word "mending". In Indonesian standard vocabulary, the word "mending Universit should be changed into "lebih baik". In terms of grammatical characteristics, this Sitas Universitslogan uses regional grammatical standard like the word "gak" and "dapet" . In this case, those words belong to regional standard used by common people in Universi informal situation when we are talking to our friend. In the formal form, actually it as Br the word should be changed into "tidak" and "dapat". Therefore, this slogan is Universit categorized into informal form of language style because it breaks the rule of sitas Iniversi standard lexical and grammatical characteristics of Bahasa Indonesia. Universi Slogan 3: Jadi tua itu pasti, jadi dewasa itu pilihan. (Being old is sure, being mature is a choice) Universitas Analysis: It means that becoming older is something definite in human life, sitas but becoming mature is a choice depending on the personality of the person. This University slogan is categorized into informal form of language due to some reasons. First, Sitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas seeing from its lexical point of view, this slogan does not use prefix me explicitly and consistently. It is shown by the word "jadi tua" which actually can be Universitas Brawijaya Universitas Brawijaya Universi changed into "menua". By using prefix me-this word becomes more efficient. Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya This lexical view also influences the grammatical point of view because this Universitas Brawijaya Universitas Brawijaya Universi slogan does not use syntactical construction, reflected in the phrase "jadi tua" sitas which in English means "becomes older". Actually, when it is changed into Universi "menua" in English "getting older" the sentence becomes more formal. Those are it as Br Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the reasons why this slogan is categorized into informal form of language. Universi Slogan 4: Daripada curang mending ganti peraturannya. (To prevent cheating, change the rule) Universities Analysis: This slogan gives critical words or suggestion for people that in a game or life being deceitful are something bad to do, so the best way is to change Universi the rule than do something bad. By looking at lexical and grammatical sitas Br characteristics, this slogan is categorized into informal language style because this Universit slogan uses non standard vocabulary, shown by the word "mending". In terms of grammatical point of view this word also uses regional standard language shown by the word "mending". **Slogan 5**: Yang lebih muda yang gak dipercaya. (The younger, the least trusted) Universitas Analysis: this slogan explains that younger is your age, you become the least trusted one. It means that people in young age usually is not given credence in a Universible big responsibility or high positions because they are seen people who are stills as Brawijay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas incapable of doing things due to their young age. In other words, Sampoerna University wants to criticize the senior who usually underestimates the junior. The writer Universi found that this sentence uses non standard vocabulary. The word "gak" is one of sit as the words that are not allowed in the standard rule of Bahasa Indonesia. The word Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universi "gak" should be "tidak" based on KBBI (Kamus Besar Bahasa Indonesia). This ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi slogan automatically also uses regional grammatical standard because in lexical sitas Brawijava view, it uses non standard language shown by the word "gak". ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univer Slogan 6: Walaupun gak ada pantai, gua tetep santai kayak di pantai. (Feeling ersitas Braw relaxed like on the beach) Universitas Brawijaya Analysis: This slogan states that although there is no money to have fun in a Universit good spot or fancy, we should fell happy. There are many other ways to have funsit which is money free. From this above sentence, the writer found that there are three words which use non standard vocabulary characterized by the use of Universi regional standard vocabulary. The word "kayak" should be "seperti". Next, thesitas word "gak" should be "tidak", and the last is "tetep" that should be "tetap" Universit Therefore, this slogan is categorized into informal language style. **Slogan 7**: Sampoerna pas, yang special. (Sampoerna, so special) Analysis: Mostly, the slogan of Sampoerna advertisements concern more on Universithe activity of inspiring social life of our society. But this slogan is one of the sitas Brawijaya slogans promoting the superiority of product itself. The slogan persuades the customer by saying that Sampoerna is a special cigarette products compared to University other products, that is the only one with the right composition compared to other itas Brawijay Universitas Brawijaya categorized into informal language style because it does not use conjuction Universitas Brawijava Universitas Brawijava Universit Universit "karena". Actually, the good sentence could be "Sampoerna pas karena special". sitas Braw The sentence that the writer suggests above sounds more formal by the addition of Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universit conjunction "karena". The writer also found that this slogan does not use unity of Universi thought and logical relationship. Logically, the word "pas" and "special" has no sitas Brawijaya Universitas Brawijaya Universitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Slogan 8: Tangki kosong teman ngisiin. (No petrol, a friend is ready) ersitas Brawijaya Universitas Prawijaya Universitas Analysis: This slogan gives an overview that without a friend, life is like an empty fuel tank. Empty tank is not useful because it can not run a vehicle. Here ers the role of a friend is to fill the empty tank so it will be ready to run the machine. Universi However, we should not choose friends who fill the wrong fuel because it will even destroy us. That is the analogy of empty tank by Sampoerna. This slogan Universi actually has a good phrase pattern. It is Aspect (tangki kosong) + Subject (teman) sitas + Verb (ngisiin), but in the verb word it uses regional grammatical standard. Actually, the word "ngisiin" have its formal form based on KBBI, namely "mengisi" and also the word "mengisi" is based on lexical standard. The prefix me- is explicitly and consistently used. Therefore, this sentence is categorized into Universitinformal language style. **Slogan 9**: *Nggak ada loe nggak rame*. (Without friend is nothing) Analysis: this slogan is a very famous slogan of Sampoerna. Logically, this Universi slogan has two meanings. The first, it states explicitly that without Sampoerna it as Brawijay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas everything will be empty that everyone will feel lonesome because being together with friends will be more enjoyable especially when it is accompanied by Universi Sampoerna cigarettes. The second meaning is life without friends would feels it as lonely, no place to share. The writer found that lexically, this slogan does not use Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University standard vocabulary that is using regional grammatical standard that occurs many Universitimes. The word "nggak", "loe", and "rame" actually has the formal form based on KBBI. It should be "tidak, "kamu", and "ramai". Those are the reasons why Universithis slogan is categorized into the informal language style. S Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Slogan 10: Taat kalau cuma ada yang liat. (Being obedient when seen) sitas Brawijaya Unive Analysis: This slogan aims to criticize that mostly, people do not obey the ersi traffic regulation, reflected in the sentence "taat kalau cuma ada yang liat" version. Indirectly, the slogan is criticizes Indonesian people who obey they rule when there is an authority. The writer found that this slogan uses non standard Universi vocabulary by using regional grammatical standard. The writer found about three sitas words that are included in non standard vocabulary. The first is the word "kalau", Versithe standard form of this word is "bila". Next is the word "liat", the standard form of this word is "lihat". The last is the word "cuma", the standard form of this word is "hanya". Therefore, this slogan is included into informal language style. Slogan 11: Yang lain ada maunya, gue apa adanya. (I am as the way I am) Analysis: This slogan states that if other people sometimes do things because they are given a reward, we should stick to our own belief that doing something Universi should be with sincerity, without expecting too much on the benefits we will leas Br Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universitas Brawijaya Universita reason as this slogan does not use grammatical function. Further, it is because the Universit sentence uses the word "yang" at the beginning of sentence. This slogan also uses it as regional grammatical standard shown by the word "gue" meaning "saya" in **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

rawijaya Universitas Brawijaya Universit standard Bahasa Indonesia. The good arrangement of the formal style should be sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit"Orang lain ada maunya, saya apa adanya." Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universi **Slogan 12**: Tanggal muda jangan foya-foya kecuali mau nraktir gue. (Don't besitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya to something useless, except you use it to shout your friend. This slogan is ersitas Brawijaya Universitied into informal langage style since this slogan uses non standard Brawijaya Universitas Brawijaya University vocabulary and uses grammatical regional standard. It is shows in the word Brawijaya Universitant "nraktir" and "gue". The formal version of those two words based on KBBI Universi should be "mentraktir" and "saya". Therefore, the formal version of the slogansitas Brawijaya should be "Tanggal muda jangan foya-foya, kecuali mau mentraktir saya." Slogan 13: Sudah tau atau nggak mau tahu? Merokok dapat menyebabkan serangan jantung, impotensi dan gangguan kehamilan. (Already know or don't want to know? Smoking can cause heart attacks, sit as Brawijaya impotency, and pregnancy disorder) Analysis: This slogan actually wants to remind the reader that smoking too much is danger for human, but the fact people don't care about it. This slogan Universi included into informal language style since the advertiser puts many words that it as Brawijay Universitas Brawijaya Universitas Brawijaya Universitas uses non standard vocabulary and regional dialect as well. The word "tau" based Universition KBBI should be "tahu", and the word "nggak" should be "tidak". Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawiiava

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rawijaya	Universitit is the language style based on sentence structure. Based on sentence						
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawij			versit			
rawijaya	language style is divided into Climax, Anticlimax, Parallelism, A	ntith	esis,	and		Braw	
rawijaya	Universit Repetition. The detail can be seen in the table 4.2: Versitas Brawij			versit			
rawijaya	Universitas Brawijaya Universitas Brawij			versit			
rawijaya	Universitas Brawijaya L	ava	Univ	versit			
rawijaya	<b>Table 4.2</b> Language Style based on Sentence Structure Found	in <i>Sc</i>	трое	rna versit			
rawijaya	Universit Advertisements. Universitas Brawi	ava		versit			
rawijaya	Universitation Slogans Slogans	L	anguag	e Style	base	ed on	iiav
rawijaya	Universitas			nce stru Versit		e Braw	jay
rawijaya	University	C	AC	eßit	A	Br <b>R</b> W	jay
rawijaya	<ol> <li>Waktunya unjuk gigi, bukan basa basi.</li> <li>Banyak hal penting dalam hidup ini, tetapi kita tahu mana yang lebih</li> </ol>	1	V	versit	as	Braw	liay
rawijaya	Universi penting.		Hi	versit	as	Braw	
rawijaya	Universi 3. Daripada gak dapet-dapet kerja, mending gak dapet-dapet gelar.			versit	as	Braw	ijav
rawijaya	4. Jadi tua itu pasti, jadi dewasa itu pilihan.	1	hiv	versit	as	Braw	
rawijaya	Universi 5. Daripada curang meding ganti peraturannya.  Vang lebih muda yang nggak diperasya	1	<b>E</b> niv	rersit	as	Braw	iav
rawijaya	<ul><li>Yang lebih muda yang nggak dipercaya.</li><li>Walaupun gak ada pantai, gua tetep santai kayak di pantai.</li></ul>	1	Ziniy	versit	as	Braw	iiav
rawijaya	8. Sampoerna 99 tahun citarasa legendaris, dahulu sekarang selamanya.		1	rersit	98	Braw	jay
rawijaya	9. Sampoerna inspirasi tanpa batas. Universi 10. Sampoerna pas, yang special.	1	Uvii	ersit	as	Braw	
rawijaya	Universi 11. Bersatu kita teguh, bercerai teman damaikan.	V	Univ		25	Braw	jay
rawijaya	12. Tangki kosong teman ngisiin.	$\sqrt{\frac{1}{2}}$	Univ	versit	as	Braw	jay
rawijaya	Universi 13.5 Nggak ada loe nggak rame.  14. Yang lain ada maunya, gue apa adanya.	1/1	Univ	1	as	Braw	1.
Irawijaya	15. Taat kalau cuma ada yang liat.	√ Va			20	Braw	I.
rawijaya	16. Siang dipendam, malam balas dendam.  17. Tanggal muda jangan foya-foya, kecuali mau nraktir gue.	aya		versit	aş as	Braw	-
rawijaya	18. Sudah tau atau nggak mau tahu? Merokok dapat menyebabkan serangan	aya		versit		Braw	
rawijaya	jantung, impotensi dan gangguan kehamilan.  Universi 19. B Ada budi, Ada balas Successive Strawij	ava	Univ	versit	as		jay
rawijaya	Universit 20. R Sama rasa, sama rata. rsitas Rrawijava Universitas Rrawij	ava	Univ		as		ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawij	711 aya	4 Univ	versit	as	_ 4	1.
rawijaya	Universit@derawijaya Universitas Brawijaya Universitas Brawij			versit			_
Irawijaya	Universitae Brawijaya Universitas Brawijaya Universitas Brawij			versit			
Irawijaya	Universites Bra Parallelism Universitas Brawijava Universitas Brawij			versit			
Irawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawij			versit			
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawij	_		versit			_
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nawijaya	omivoratua Diawijaya - Omivoratuas Diawijaya Omivoratuas Diawij	uya	OIII	v G1311	uJ	DIGW	ıjay

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas From the table above, we can know the number of occurrence of language sitas Brawijaya Universi style based on sentence structure. Based on the finding above, Sampoerna mostlysitas Brawijava Universitas Brawijaya rawijaya University anticlimax and repetition style found in 4 slogans in each types. The last issitas Brawijaya Universitas Brawijaya University advertisements analysis can be seen as follows: Universitias Br Universitias Climax is used when the designer puts the important element of a sentence at sitas Brawijaya the end of a sentence. Therefore, the sequence is the less important stress and Universi information puts in the beginning of the sentence followed by more importantsitas Brawijaya stress and information. This following slogan is the example of climax style: Slogan 1: Banyak hal penting dalam hidup ini, tetapi kita tahu mana yang lebih *penting*. (Prioritize your main goal over others) Universitas Analysyis: From this slogan, the writer notice that the style used in the slogansitas Brawijaya is climax style because the slogan containing a sequence of idea which is the important point gradually rising from the less important to the more important Brawijaya Universitone. The phrase "banyak hal penting dalam hidup ini" becomes the opening session of the sentence while the stressing point is the bold-typed. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Slogan 2: Jadi tua itu pasti, jadi dewasa itu pilihan. (Being old is sure, being ijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya mature is a choice) **Universitas Braw** Universities Analysis: In this sentence the designer puts the important idea or point that he University wants to share at the end of the paragraph. Everything he says at the beginning is sit as Brawijay Universitas Brawijaya 
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	not important as the end. It seems that the end idea is the conclusion of the	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universi previous ideas. In this case the phrase "jadi tua itu pasti" is less important than the itas	Brawijay
rawijaya	Universitas Brawijaya	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Slogan 3: Daripada curang, mending ganti peraturannya. (To prevent cheating,	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Analysis: The important point of the slogan is put at in the end part of the	Brawijay
rawijaya	Universitas Brawijaya Universitas	Brawijay
rawijaya	Universi sentence, shown in the bold-typed. The phrase "daripada curang" is the startings leas	
rawijaya	Universitas Br University point of the slogan while the important information which functions to give stress it as	
rawijaya		
rawijaya rawijaya	Universities in the phrase "mending ganti peraturannya". Therefore, this slogan is	s Brawijay s Brawijay
rawijaya Irawijaya		s Brawijay s Brawijay
rawijaya		s Brawijay s Brawijay
rawijaya		
rawijaya	Universit Slogan 4: Yang lebih muda, yang nggak dipercaya. (The younger, the least line in the line in the least line in the least line in the line in the least line in the least line in the l	
rawijaya	Universita trusted) Iniversitas	
rawijaya	Universitas Universitas	
rawijaya	Universitas Analysis: In this slogan, the advertiser puts the important idea in the end of sitas	
rawijaya		
rawijaya	the sentence. Related to the meaning, this slogan wants to tell about the fact that Universities	Brawijay
rawijaya	Universithe younger you are, sometimes you will be given get the least trust. Therefore, sitas	
rawijaya	Universitas Braw Jiaya Universitas	Brawijay
rawijaya	Universithe phrase telling about the younger person only play a role as the starting point sitas	
rawijaya	Universitas Brawijaya Universitas while the main idea is the fact that the younger sometimes get the least trus. Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya		
rawijaya	Universit Therefore, this slogan is categorized into climax style Sitas Brawijaya Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universi Slogan 5: Walaupun gak ada pantai, gua tetep santai kayak di panta. (Feeling	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas	
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	<b>brawijay</b>

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Analysis: This slogan is categorized into climax language style since the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University important idea of the sentence is in the last clause "gua tetep santai kayak disitas pantai". The first clause is less important, as the conclusion or the main idea of Universi the sentence is in the last clause. The designer puts the important idea in the last it as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya sentence maybe because he wants to make the slogan memorable. When he puts Universithe important point of the beginning of the sentence it is less effective and the s Brawijaya Universit Universi readers only memorize the beginning of the sentence because the end of thesitas Slogan 6: Sampoerna, inspirasi tanpa batas. (Sampoerna, unlimited inspiration) Analysis: This slogan is categorized into climax style. The reason is because the phrase "inspirasi tanpa batas" is the important point of the slogan. The phrase Universite explains the word Sampoerna (the name of the product) which is stated at the Stass beginning part of the slogan. Universi **Slogan 7**: Bersatu kita teguh, bercerai teman damaikan. (United we stand, staysitas Brawijaya peace) Analysis: This sentence is categorized into climax language style since the phrase "bercerai teman damaikan" is the main idea of the sentence. In terms of Universi the meaning of the slogan, it tells us that friend is someone who can make ussitas Brawijaya Universitas Brawijaya Universitive stand plays a role only as the starting point. Based on that reason, the writer Universitas Brawijaya Universitas Brawijaya Universi concludes that the last clause that talks about friend is the conclusion of the wholesitas Brawijava sentence. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Slogan 8: Tangki kosong, teman ngisiin. (No petrol, a friend is ready) Analysis: The first phrase is playing role as the start up point while the next Universi phrase is the important idea of the slogan. The slogan suggests that when we have sit as Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas nothing, friend is someone who always ready for us. From the meaning of the slogan, the writer notices that the important point gradually rising from the less to ere the most important. Therefore, this slogan is categorized into climax style. Universit Slogan 9: Yang lain ada maunya, gue apa adanya. (I am as the way I am) Universitas Brawijaya Analysis: This sentence is categorized into climax language style since the stress or the most important information in the sentence is put at the end of the sentence. The designer puts the ideas in a sequence and is gradually raised. It is raised from the first phrase to the last phrase. The word in bold is the most important information brought to the reader. The slogan informs the reader that we must be ourselves. Slogan 10: Taat kalau cuma ada yang lihat. (Obedient when someone looks) Analysis: This slogan is categorized into climax style because the designer of the slogan puts the important stress at the end of the sentence. Actually the word Universi "taat" is the important point but the turning point is in the word "kalau cuma adasitas Universitas Brawijaya Universitas Brawijaya yang lihat". Moreover, it can be said that the designer puts the idea in a sequence and is gradually raised. Slogan 11: Tanggal muda jangan foya-foya, kecuali mau nraktir gue. (Don't be Universitas Brawij wasteful, except you want to treat me) versitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Analysis: From this slogan, the writer notices that there is the sequence of sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitidea in the sentence. The designer of the slogan puts the important idea in a sit as Universitas Brawijaya rawijaya Universi important point is the bold-typed words that have the rule as the turning point of Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the sentence. In terms of meaning, it reminds us not to be too wasteful in spending University money, except when it deals with treating someone for free. 4.1.2.2 Anticlimax Universitas Brawijaya Anticlimax style is the language style that puts the important information and stresses of the beginning of sentence continued to the less important one. Slogan 1: Waktunya unjuk gigi, bukan basa basi. (It's time to show up, not just lip service) rawijaya Analysis: This slogan is categorized into anticlimax style since the advertiser University puts the important idea in the beginning of the sentence and gradually decreased sitas Brawijaya Connected with the meaning of the slogan, Sampoerna want to tell the customer Universithat now is time to show up our ability. We are not supposed to become lipsitas Brawijaya service or in other words talk less do more. Therefore, the phrase "waktunya unjuk gigi" is more important than the phrase "bukan basa-basi". ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univer Slogan 2: Sampoerna 99 Tahun citarasa legendaris, dahulu, sekarang, dan selamanya. (Sampoerna 99 years, legend taste forever) jaya universitas Brawijaya Analysis: The slogan is categorized into anticlimax style because the designer University of the slogan puts the important information at the beginning of the sentence and sitas Brawijay Universitas Brawijaya rawijaya

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point of the sentence while the phrase "yang special" is only an a	dditional Universitas Brawi	iav
Universitas Br		
Universithe important to the less important.		
Universita		
Universi Slogan 4: Sudah tahu apa gak mau tahu? Merokok dapat meny		
Universi	niversitas Brawii	
Universi serangan jatung, impotensi, dan gangguan kehamilan. (Alrea	ndy know Niversitas Brawij	, ,
Hairanaid	Liversites Drevi	
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ipotency,	
Universita and pregnancy disorder)		
Universitas Analysis: The important point of the slogan is in bold-typ		
Universitas I	Universitas Brawii	iav
phrase"sudah tahu apa gak mau tahu" means to ask the reader about the s	statement Universitas Brawi	jay
Universi kehamilan" stated at the end of the sentence.		
Universitas Brawijaya	Universitas Brawij	_
Universit4.1.2.3 Antithesis Universitas Brawijaya	Universitas Brawij	jay
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Universitas Antithesis is a language style that contains contrasting idea expr	essed bysitas Brawij	jay
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Universitcontrasting word or phrases tas Brawijaya Universitas Brawijaya	Universitas Brawij	jay
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Universi Slogan 1: Siang dipendam, malam balas dendam. (Refrain afternoon, 1	nighti paysitas Brawij	jay
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rawijaya	Universitas Analysis: The bold-typed words "siang" and "malam" suggest the co		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitideas indicating the use of Antithesis in the sentence. Related to the conte		
rawijaya			
rawijaya	Universitas Brawijaya Universitas Brawijaya advertisement, the phrased "siang dipendam" reflects the idea that Universitas Brawijaya	it in the	Brawijay
rawijaya	Universit afternoon people avoid eating much, but at night they eat a lot as the		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	University grudging as stated in the phrase "malam balas dendam". Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universit 4.1.2.4 Repetition as Brawijaya	Universitas	
rawijaya	Universitas Brawijaya  rawijaya	Universitas	
rawijaya			
rawijaya	Universitas Repetition style occurs when there is a part of a sentence repeated.  Universitas Br	Universitas	
rawijaya	Universita can be sounds, syllables, or words. The purpose of repetition style is to g	ive stress	Brawijay
rawijaya	Universita	Universitas	
rawijaya	about the important point in the context.	niversitas	
rawijaya	Universit	hivorcitos	
rawijaya	Slogan 1: Daripada gak dapet-dapet kerja, mending gak dapet-dapet ge	plar (It is	Brawijay
rawijaya	Haironaid C. W. Carlotte	hiversitas	
	better to get a job than to get a title) Universit	niversitas	
rawijaya			
rawijaya	Universita  Analysis: The slogan above is categorized into repetition style. The	reason is Universitas	Brawijay
rawijaya	University because there is repeated part shown in the word "gak dapet-dapet" which		
rawijaya	Universitas L	Universitas	
rawijaya	two times. The repeated words plays a role to give stress in the slogan.	Universitas	
rawijaya	Universitas Bra	Universitas	
rawijaya	Slogan 2: Nggak ada loe, nggak rame. (Without friend is nothing)	Universitas	
rawijaya	Universitas Brawija wijaya	Universitas	
rawijaya	Universitas Analysis: This slogan is categorized into repetition style. The		
rawijaya			
rawijaya	Universitas Brawijaya Universitas Brawijaya because there is repetition of words which have important role to give str	ess in the	Brawijay
rawijaya	Universit appropriate context. The word that is repeated is "nggak" which is stated		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijav
rawijaya	Universitand occurs two times iversitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universi Slogan 3: Ada budi, ada balas. (Kindness must be repayed) Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Analysis: The repetition structure of this sentence is shown by the word "ada" sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universithat occurs two times to give a stress in those words. The word "ada" is the sitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas important one in the sentence. This repetition style is categorized into epizeuksis Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas rawijaya University which means the important word "ada" states more than one time in a sequence sital Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya and it is stated directly. ersitas Parawijaya Universitas Brawijaya Universitas Brawijaya Universit Slogan 4: Sama rasa, sama rata. (Equality of feeling) as Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Analysis: This sentence can be categorized into repetition structure sincesitas Brawijaya Universitas Br Universitas Brawijaya Universitas Brawijaya University repeated word is stated directly, meaning that the important word is repeated more Universi than one time in a sequence. It is shown by the word "sama" which is placed atsitas Brawijaya the front of the phrase and it is repeated two times to give a stress that it is the rawijaya Universitimportant word in the sentence. Universit4.2 Discussion Universitas Based on the analysis on language style based on lexicon found in the slogan Brawijaya Universit of Sampoerna advertisements, the writer found 7 (seven) slogans which aresit as Brawijaya categorized into formal form of language style and 13 (thirteen) slogans are informal form of language style. Therefore, we can know that Sampoerna more styles Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi focuses on using informal language style in making slogan. Besides, the writersitas Brawijava assumes that the advertisers want to make attractive slogans which mostly use non Universi standard Bahasa Indonesia and uses regional dialect in order to catch customers's las Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya attention of the slogan. Further, it is done of course to make customers easily Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava University remember the slogan of Sampoerna although this slogan does not pay much sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitatention to grammaniversitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas In language style based on sentence structure, the writer found four out of five sitas Brawijaya Universitas Brawijava rawijaya is antithesis style, and four is repetition style. The result of the analysis above sitas Brawijaya Universitas ers shows that the most style used is climax style that is about 11 slogans. It means that the advertiser chooses to put the important point of the slogan at the end part Compared with the previous study conducted by Erni Sulistiowati (2006) Universi entitled Language Style used by SBY's Political Party in Their Campaignsitas Brawijaya Slogan", this study turns out to similar finding that is SBY mostly uses informal Universit form of language style. However, in this study the writer discussed the slogans sites one by one while the previous study only reveals some parts of SBY's utterances without giving any explanations in terms of its lexical and grammatical Universitcharacteristics. Universitas The writer also compares the result of this present study with the second Brawijaya Universi previous study by Diska Amareta Harlinanda (2010) entitled "Language Stylesitas B used in The Slogan of The Indonesian Sim Card Provider Advertisements Universi However, Diska adds up some statement stating that a slogan may be categorized Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya into both formal and informal. In this case, she tries to generate a new theory stating the possibility of having a mixture or combination of both formal and Universitas Brawijaya Universitas Brawijaya University informal in a slogar though it is something which is not stated in a theorysicas Brawijava **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijava

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rawijaya	proposed by Keraf. In regards to the Diska's finding stating that a slogan may be
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universi categorized into both formal and informal, the writer seems to have different as Brawijay
rawijaya	opinion. To the best of the writer's knowledge, a slogan is usually in the form of
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rawijaya	University phrase and when it doesn't meet the characteristics stated in both lexical and sitas Brawijay
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rawijaya	writer believes that there is not any slogan which can be said to have the mixture
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rawijaya	Universit of both formal and informal language style.  Vawijaya Universitas Brawijaya
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rawijaya rawijaya	Universitas The writer found different result in terms of findings with Diska's. In the Stas Brawijay Universitas Brawijay
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rawijaya	Universi diction is mixture between formal and informal language style, while in this liversitas Brawijay
rawijaya	Universi present study the writer finds that the most occurrence is informal style. Further, sitas Brawijay
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rawijaya	Universit characteristics of the language style while this present study includes them which sitas Brawijay
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rawijaya	Universi can be seen in appendix. In terms of its sentence structure, this study turns out to stras Brawijay
rawijaya	University have similar result that the mostly used language style based on sentence structure
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rawijaya	Universitis climax style. In Diska's study, she does not find two types of sentence structure, sitas Brawijay
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Vijaya Universitas Brawijaya
Va Universitas Brawijaya **Universit5.1 Conclusion** rawijaya rawijaya niversitas Brawijaya advertisement. In this study, the writer tries to solve two problems of the study, sitas Brawijaya rawijaya namely the language style based on lexicon and language style based on sentence Brawijaya rawijaya rawijaya Universit structure found in the slogan of Sampoerna advertisements. The writer applies thesitas Brawijaya theory by Keraf Gorys (2010) as the main theory of language style. This research rawijaya Universitis qualitative research with document analysis and the writer does the analysis sitas Brawijaya rawijaya Universithrough several steps. Universitas After finishing the analysis and describing the data, the writer draws thesitas Brawijaya Universitas Brawija Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universition lexicon the writer finds both formal and informal language style. Moreover, the Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit mostly used lexicon found is informal form. Besides, the writer also finds the usesitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya of standard lexical and grammatical that is non standard Bahasa Indonesia and Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitregional dialect as well ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

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Furthermore, from the five types of language style based on sentence	as Brawijay
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versi structure, the writer find only four types as parallel style does not occur in the	as Brawijay
slogan. The mostly used style in the Sampoerna's slogan is climax style that	as Brawijay as Brawijay
antithesis style, and 4 (four) is repetition style. The writer also gives some	as Diawijay as Rrawijay
interpretations regarding the reason for the most frequent style. First, the	as Brawijay as Rrawijay
to give an emphasis because the modification or the style of Sampoerna itself is at	as Brawijay
Versithe end of the sentence and the beginning part is like common word that sit	as Brawijay
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Versi Indonesian people know well, for example "Bersatu kita teguh, bercerai temansii	as Brawijay
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versitoften hear and we know that those word is a slogan of Indonesia. In which the	as Brawijay
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versite complete one is Bersatu kita tegun, bercerai kita runtun . However, Sampoerna	as Brawijay
Versitaries to modify those slogans into "Bersatu kita teguh, bercerai kita damaikan" so, sita	as Brawijay
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to the last part of the slogan. Second, the writer assumes that Sampoerna uses	as Brawijay
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The writer suggests that further studies about the language style used in the versitas Brawijaya Universitas Brawijaya Brawijaya Universitas Brawijaya Uni	as Brawijay as Brawijay
creative ways. It is due to the fact that the writer knows the language style and	as Brawijay
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rawijaya	Universitas In addition, the writer realizes the	at there are many fields tha	t can be
rawijaya	University accomplished by using language style		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	e theory with other subjects ersitas Brawijaya	Universitas Brawija
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