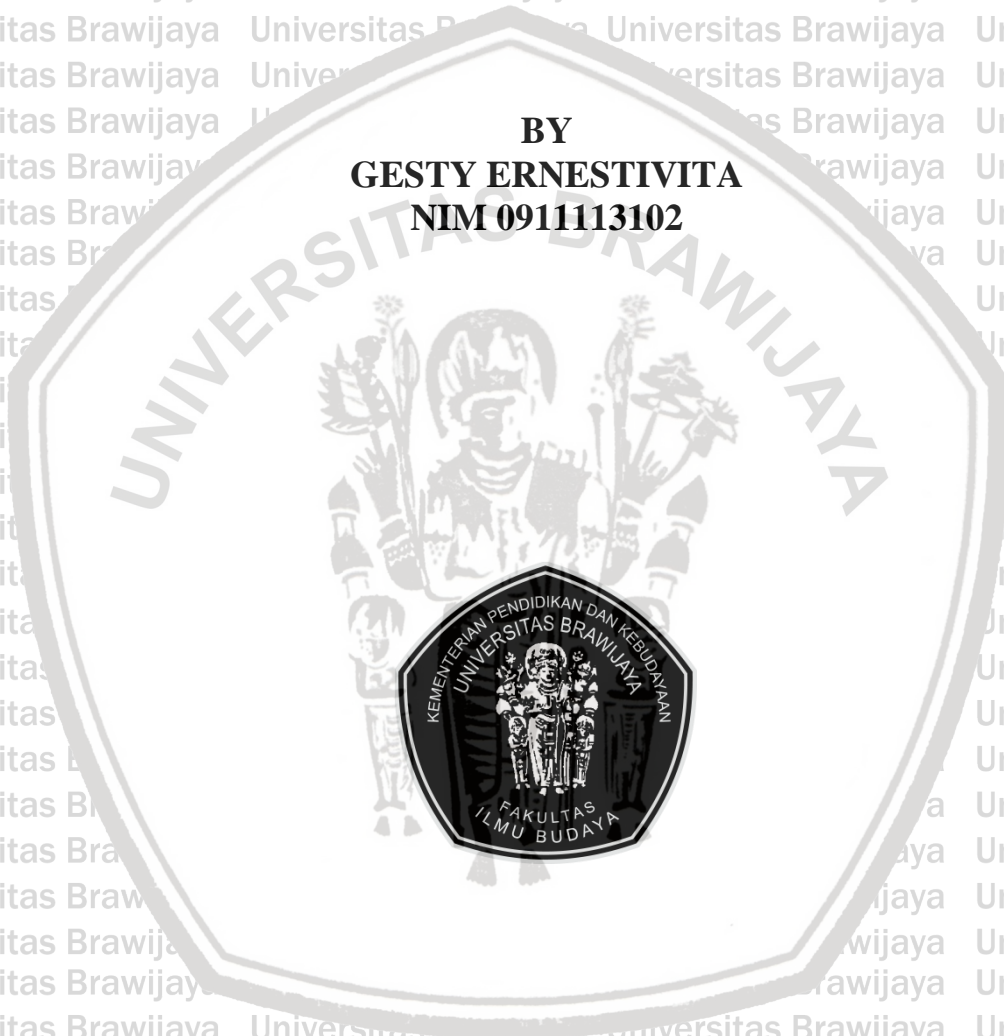


**LANGUAGE STYLE USED IN THE SLOGANS OF
SAMPOERNA ADVERTISEMENTS**

THESIS

**BY
GESTY ERNESTIVITA
NIM 0911113102**



**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA**

2013

**LANGUAGE STYLE USED IN THE SLOGANS OF SAMPOERNA
ADVERTISEMENTS**

THESIS

presented to
Universitas Brawijaya
in partial fulfillment of the requirements
for degree of *Sarjana Sastra*



BY
GESTY ERNESTIVITA
0911113102

STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA

2013

DECLARATION OF AUTHORSHIP

Herewith I,

Name : Gesty Ernestivita

NIM : 0911113102

Address : Jln. Perintis Kemerdekaan Gg. Balai Desa No.5
Ngronggo – Kediri – Jawa Timur

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NIM. 0911113102

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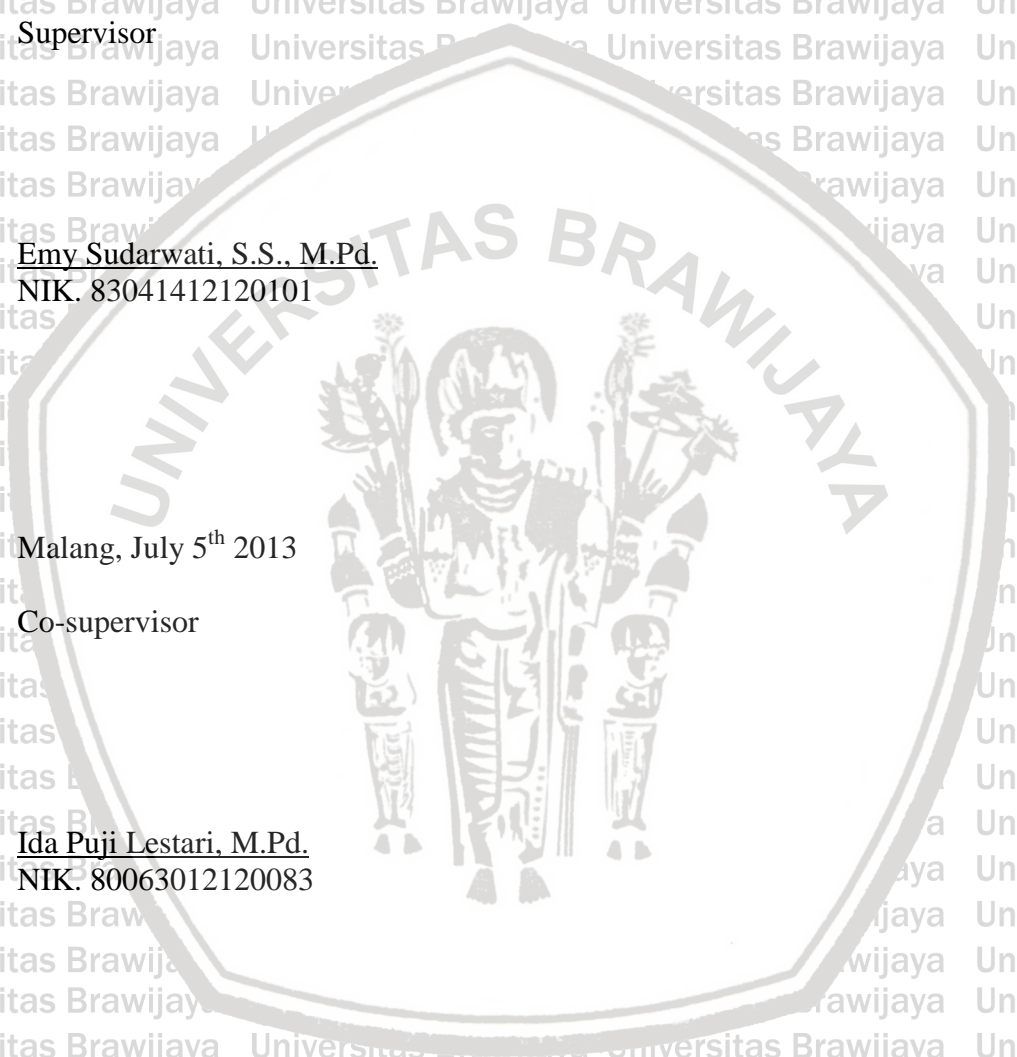
Supervisor

Emy Sudarwati, S.S., M.Pd.
NIK. 83041412120101

Malang, July 5th 2013

Co-supervisor

Ida Puji Lestari, M.Pd.
NIK. 80063012120083



This is to certify that the *Sarjana* thesis of Gesty Ernestivita has been approved by
the Board of Examiners as one of the requirements for the degree of *Sarjana*
Sastra

Emy Sudarwati, S.S., M.Pd.
NIK. 83041412120101

Ida Puji Lestari, M.Pd.
NIK. 80063012120083

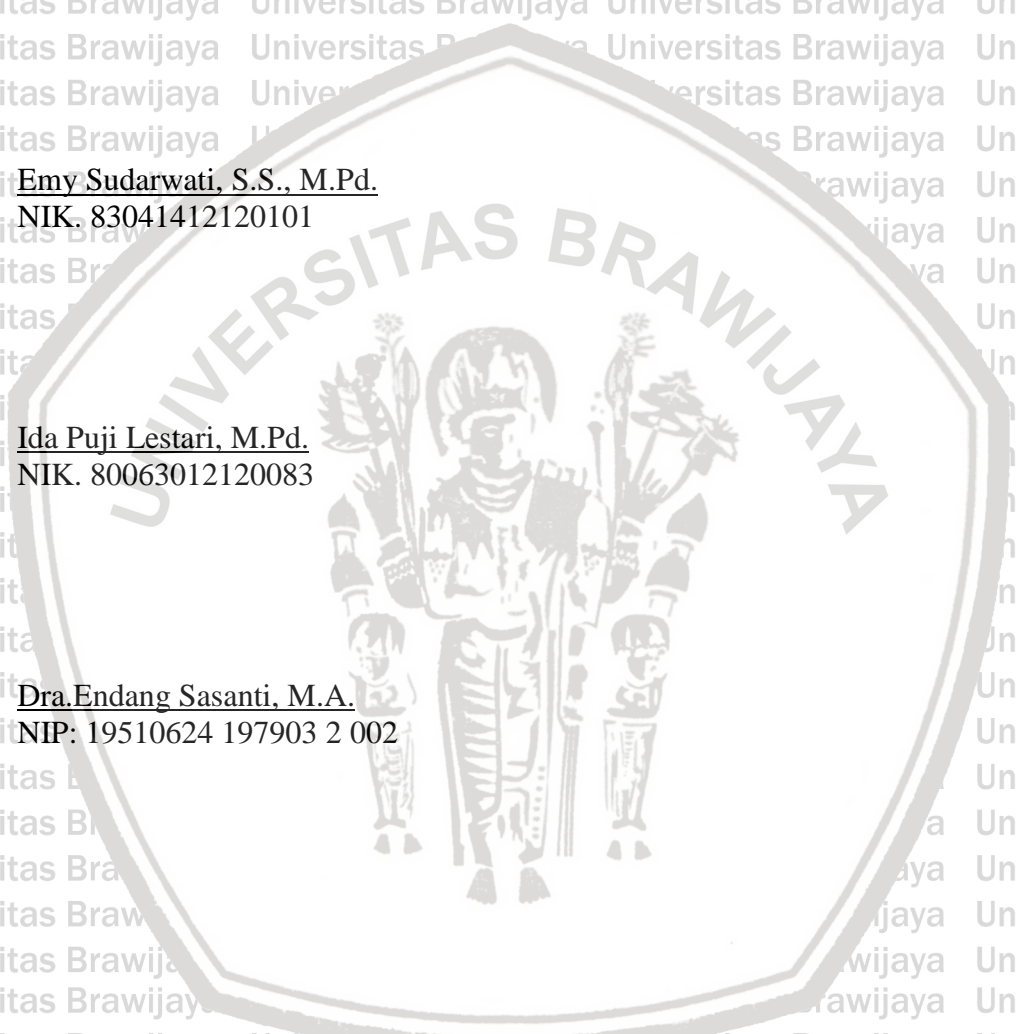
Dra.Endang Sasanti, M.A.
NIP: 19510624 197903 2 002

Acknowledged by,
Head of English Study Program

Sighted by,
Head of Department of Languages and
Literature

Yusri Fajar, M.A.
NIP.19770517.200312.1.001

Syariful Muttaqin, M.A.
NIP. 19751101.200312.1.001



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The writer

ABSTRACT

Ernestivita, Gesty. 2013. **Language Style Used in the Slogans of *Sampoerna* Advertisements**. Study program of English, Universitas Brawijaya. Supervisor: Emy Sudarwati; Co-supervisor: Ida Puji Lestari.

Keywords: Language style, language style based on lexicon, language style based on sentence structure, *Sampoerna*.

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 problems of study namely; (1) What kinds of language style used in the slogans of *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. The language style based on sentence structure (climax, anticlimax, parallelism, 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, from 20 slogans, it was found out that there are 11 slogans of climax, four slogans 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 contribute deeper analysis.

The writer

ABSTRAK

Ernestivita, Gesty. 2013. **Gaya Bahasa yang Digunakan pada Slogan Iklan *Sampoerna***. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Emy Sudarwati (II) Ida Puji Lestari

Kata Kunci: Gaya bahasa, gaya bahasa berdasarkan diksi, gaya bahasa berdasarkan struktur kalimat, slogan, *Sampoerna*.

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 dengan gaya tersebut mereka dapat mengetahui latar belakang dan alasan lawan bicara menggunakan jenis bahasa tertentu” (Trudgill, 2002:2). Dalam penulisan kali ini, penulis menganalisa dua permasalahan yaitu; (1) Jenis gaya bahasa apa 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 penulis terfokus pada analisa dan interpretasi tulisan dalam hal ini adalah slogan. Data dalam penelitian ini diambil dari internet dan beberapa dari televisi dan koran. Dalam penelitian ini penulis mendeskripsikan data dengan menggunakan tabel. Penulis memaparkan bahwa gaya bahasa berdasarkan pilihan kata (formal dan tidak formal) telah ditemukan. Terlebih, dalam penelitian ini penulis juga menyertakan karakteristik leksikal dan grammatikal dalam standart Bahasa Indonesia yang dapat dilihat di daftar lampiran. Hal ini ditujukan untuk memperoleh analisa yang lebih mendalam dari penelitian terdahulu. Gaya bahasa berdasarkan struktur kalimat (klimak, antiklimak, parallel, antithesis, dan pengulangan) juga ditemukan dalam penelitian ini namun peneliti hanya menemukan empat jenis gaya bahasa karena gaya bahasa parallel tidak ditemukan dalam data.

Dari 20 slogan yang di analisa berdasarkan pilihan kata, penulis menemukan 7 slogan yang termasuk dalam kategori formal dan 13 slogan termasuk dalam gaya bahasa tidak formal. Berdasarkan struktur kalimat, dari 20 slogan, telah ditemukan 11 slogan yang termasuk dalam klimak, 4 slogan antiklimak, 1 slogan antithesis dan 4 slogan pengulangan.

Akhirnya, penulis memberikan gambaran untuk penelitian selanjutnya dimana melihat gaya bahasa yang muncul dalam sebuah iklan di Indonesia khususnya tidak hanya dari diksi dan struktur kalimat melainkan juga dari segi arti karena penelitian selanjutnya diharapkan untuk memperoleh hasil yang lebih luas dan dalam.

Penulis

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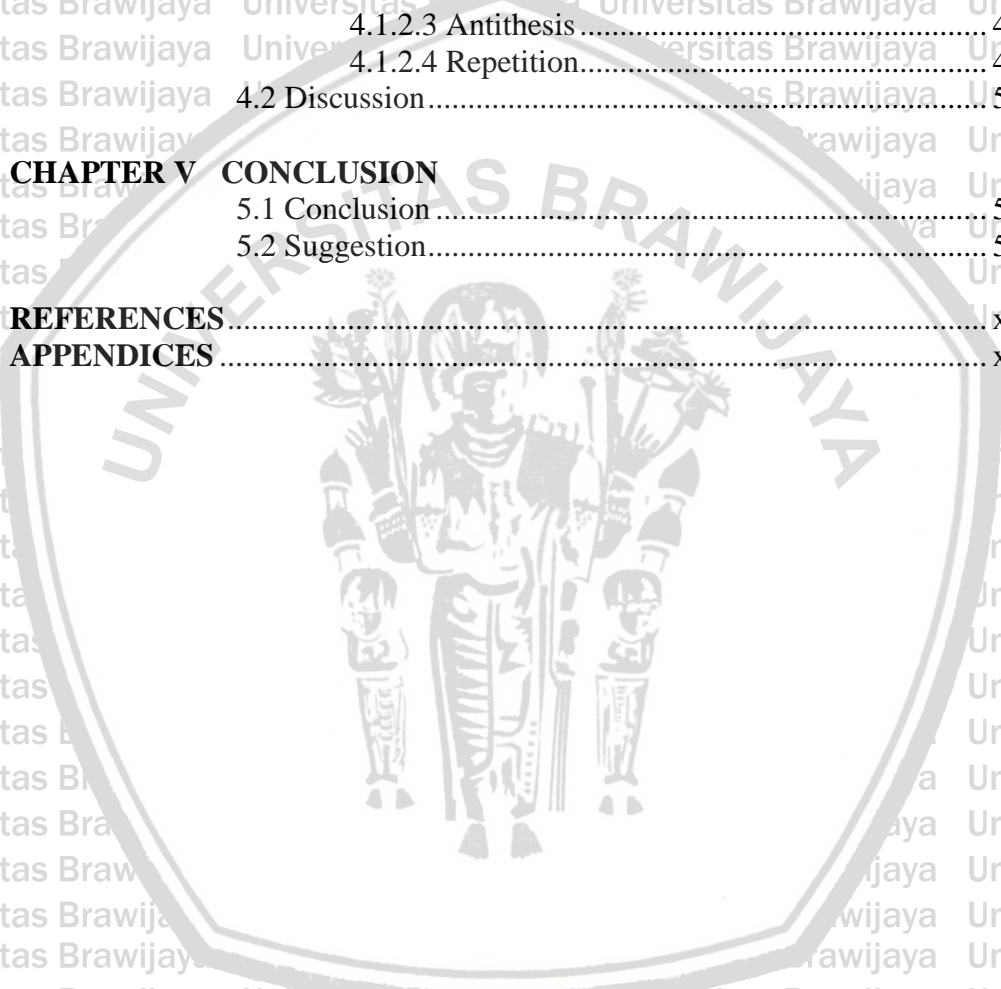
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CHAPTER I

INTRODUCTION

This chapter presents the background of the study, the problems of the study, the objectives of the study, and the definition of key terms.

1.1 Background of the Study

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 holding a communication. Communication itself is a process which someone, some people (social groups or communities), or some societies create and use information in order to connect each other. In doing it, people need a tool, which is known as a language.

“Language is one of the important things for human” (Adhalina, 2011, p.2).

People use language in their everyday life, for example, when they meet each 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 billboards, commercial boards, pamphlets, and posters which also contain written language. Without language, everything becomes difficult and impossible for people to express what they want to share. By using a language, everything becomes easier to be understood.

When delivering ideas through language, people may use a different language variety that is called as 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). According to Keraf (2010, p.117) "language style can be divided into formal and informal form. Formal and Informal language style are used based on certain occasions and purposes." The example of a formal style can be found when we are listening to a campaign while informal style can be found when we are writing a poem or commercial advertisement.

Further, Keraf (2010) also states that language styles can be in the form of spoken and written. Language style in the spoken form is called as speech style.

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 example, speech style in talk show programs usually shows more intimate style while in political campaign, the speech style used is usually more formal. Besides its spoken form, the style of a language also can be expressed in written form.

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.

One of the examples of written language style can be seen in the banner of cigarette. The reason why the writer choose cigarette advertisement because it is different from other advertisement which can state directly about the products, cigarette product need to make the advertisement in creative way because nowadays cigarette advertisement is illegal in Indonesia, one of the way is by create creative slogan. One of cigarette advertisement is *Sampoerna*.

Sampoerna is one of the biggest cigarette companies in Indonesia.

Sampoerna is the most favorite product for cigarette, and also the most creative advertisement in Indonesia as stated on Forum Kompas (2012, para. 1).

Sampoerna has a particular style in expressing its ideas because it is important to enrich the creativity of the advertisement itself. Based on that reason, the writer chooses the slogans of *Sampoerna* advertisement to make them as the object of the study. Therefore, the writer conducts a study entitled "Language Style Used in the Slogan of *Sampoerna* Advertisement".

In this study, the writer tries to investigate the language style in *Sampoerna* advertisements based on the theory proposed by Keraf (2010). Keraf (2010, p.115) categorizes language style into two main aspects namely non-linguistic aspects and linguistic aspects. The linguistic aspects of language style can be seen from diction (lexicon), tone, sentence structure, and meaning. In this study, the writer investigates the lexicon and sentence structure of a language style shown in *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 only appropriate for spoken language. The writer tries to analyze the language 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 language style. Furthermore, the non-linguistic aspects will not be discussed in this study because the data deal with language. Thus, the non-linguistics aspect are not included in this study.

This study has some significances. For the readers, this study will be able to show how important style is. The reader will get a better understanding about language style in many points of view, especially the language style of *Sampoerna* advertisement slogans that can be analyzed from the lexicon and from the sentence structure. The second contribution is for *Sampoerna* advertisement designers. It is important for them to know the importance of style in delivering the message. The designers must have their own style in writing the advertisement. Last but not least, style can help someone to understand the ideas of any written language.

1.2 Problems of the Study

Based on the interest of the writer who wants to apply her knowledge about style of language, there are some questions as follows:

1. What kinds of language style are used in the slogan of *Sampoerna* cigarette advertisements seen from its lexicon?
2. What kind of language style are used in the slogan of *Sampoerna* cigarette advertisements seen from its sentence structure?

1.3 Objectives of the Study

Based on the problems of the study, the objectives of the study are formulated as follows:

1. To find out the kinds of language style used in the slogan of *Sampoerna* cigarette advertisement seen from its lexicon.

2. To find out the kinds of language styles used in the slogan of *Sampoerna* cigarette advertisement seen from its sentence structure.

1.4 Definition of the Key Terms

To avoid misunderstanding, the writer provides some definition of key terms as follows:

- a. Style: Traugott and Pratt (1980, p. 29) define styles as “Result from a tendency of a speaker or writer to consistently choose certain structures over others available in the language.”
- b. Style based on diction (lexicon) : Keraf (2010, p. 117) defines it as “Linguistics style which talks about an appropriate word used for a certain position in a sentence. This language style talks about the appropriateness in facing a certain circumstances, for example: Formal Style and Informal Style.
- c. Style based on sentence structure: Keraf (2010, p. 124) defines sentence structure as “Linguistics style which talks about where an important element of a sentence is put in the sentence, for example Climax, Anticlimax, and Repetition”.
- d. Advertisement: Advertisement is a public announcement by a company that is published in newspapers, on television or radio, or internet, intended to attract buyers for a product or service (CBS Interactive, 2010).
- e. Slogan: Slogan is a word or phrase that is easy to remember, used e.g. by a political party or in advertisement to attract people’s attention or to suggest an idea quickly. Madan et al (2011, p.175)

f. *Sampoerna*: *Sampoerna* is the largest tobacco company in Indonesia. It was founded since 1913. It has many products of cigarette like *A-Mild*, *Dji Sam Soe*, and *Sampoerna Kretek*. Sampoerna Indonesia (2009, para. 1)



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the theoretical frameworks covering definition of Sociolinguistics, language style, diction, sentence structure, slogan, and previous studies.

2.1 Sociolinguistics

Wardhaugh (2006, p.13) states “Sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and society and of how language function in communication; the equivalent goal in the sociology of language is trying to discover how social structure can be better understood through the study of language.” Sociolinguistics is a study about sociology and language, which that means language can not be separated from the society. Society needs a language in order to have better communication to each other.

Sociolinguistics also deals with the knowledge of how people communicate to each other. In this way, people may use certain structure over other in the language what is known as style or to be specific people might use certain language style when communicating. (Traugott and Pratt, 1980).

2.2 Language Style

There are some definitions of language style given by different experts.

According to Chaer (2006) "Language style is the way people use language in communication". It means that style is used when doing communication among people, and we can find it in our daily life. It can be used to indicate the personality of a person, and it comes naturally.

2.2.1. Definition of Language Style

Language style is a part of Sociolinguistics and it comes from word "style".

Traugott and Pratt's (1980, p.29) say:

"Style results from a tendency of a speaker or writer to consistently choose certain structures over others in language. Style here, concern more with the characteristics choice in a given contexts"

The theory from Traugott and Pratt's states that we can call a style if the speaker or the writer has a certain pattern and use it consistently in order to make the addresser know the speaker's or writer's style. Style is used by a speaker or a writer to create different character between certain writer and the other writers.

A writer will have a certain style in using the language, and this style will distinguish his works from others. Traugott and Pratt (1980) have a clear definition of style and this theory is appropriate to be applied in this thesis, because the writer notices that there is tendency of using a certain pattern in *Sampoerna* advertisement.

Verdonk (2002) defines style as follows:

"Style is one which we use so commonly in our everyday conversation and writing that it seems unproblematic: it occurs so naturally and frequently that we are inclined to take it for granted without enquiring just what we

might mean by it. Thus, we regularly use it with reference to the writing (for example: she writes in a vigorous style)...”

According to Verdonk, style or language style can occur unconsciously in our daily life both in speaking and writing activities. People have their style naturally and they use it regularly and people can be aware of it.

Further, Keraf (2010) states that:

“Gaya bahasa adalah cara mengungkapkan pikiran melalui bahasa secara khas yang memperlihatkan jiwa dan kepribadian penulis (pemakai bahasa)”

“(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 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 understand about someone’s characteristics or habit in producing language.

Further, he says that style consists of two main parts, linguistic and non-linguistic aspects. From linguistic point of view style which is also called language style, can be divided into four types; they are: (1) style based on diction means style which talk about the appropriate words creating a language, (2) style based on tone means style which comes from word used in a conversation, (3) style based on sentence structure means style influenced by the important place of a sentence, and (4) style based on meaning means style that 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 structure.

Besides, style can also be seen from non-linguistics aspects. The non-linguistic 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 style of Chairil Anwar, (2) style based on time means the style that characterized the time or era, for example: modern writing style, (3) style based on medium means style that characterized the structure (medium) of sentence in a language, for example: American Style, (4) style based on subject means the style can be 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 a language in communication. Every language itself actually has parameters such as tone, vocabulary, structure, and meaning. He also categorizes language style 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 of Maduresse is different from Bataknesse, (3) Language style used by a social 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, for example, journalist and accountant which is popularly called as jargon, (5)

language style used in formal situation which is usually called as formal or standard language, (6) language style used in the informal situation which is known as informal language. (7) Language style used in spoken form which is known as spoken language.

2.2.2 Diction

Houghton Mifflin Company (2009, para 5) states that “Diction is choice and use of words in speech or writing”. This statement suggests the writer or the designer chooses appropriate words and puts them in a good sentence. Then the sentence 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 utama mengenai diksi. Pertama, pilihan kata atau diksi mencakup pengertian kata-kata 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 adalah kemampuan membedakan secara tepat nuansa-nuansa makna dari 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 hanya dimungkinkan oleh penguasaan sejumlah besar kosa kata atau perbendaharaan bahasa itu. Sedangkan yang dimaksud perbendaharaan 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 form appropriate choice if words or how to use the choice of expressions, 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 of words is possible by mastering a number of vocabularies of a language what is meant by a vocabulary are the whole words possessed by language)

This theory aims to explain that in writing and speaking, people need the appropriateness in choosing words and the meaning that is called diction. Then, to make it appropriate, the writer or speaker needs to master the sentence structure and the vocabulary of the language.

Moreover, according to Keraf (2010) diction is also a part of language style.

Based on Keraf (2010, p.116) "In terms of its linguistics point of view language style consists of language style based on diction, tone, sentence structure, and meaning". Afterwards, Keraf (2010, p.117) states "Language Style based on diction talks about which word is the most appropriate in certain position." Keraf states clearly that diction is part of language style. From Keraf's statement it can be known that language style based on diction discusses the choice of appropriate words in the sentence and how to use it in society. It means that we must pay attention to the occasion and to whom we talk. In addition, Keraf (2010, p.117) says "language style based on diction uses standard language such as formal and informal language in deciding the appropriate word choice." Keraf states that language style based on diction is divided into two parts they are formal and informal language style concerning with the appropriateness of word choice.

Based on Keraf (2010) the formal language style occurs when language style is employed in formal occasion and it is expected to use properly. The lexicon and the grammatical of formal language style should come from the standard language, for example: the sermon speech. Moreover, informal language style is the language style that is used in the informal occasion.

Furthermore, Moeliono and Dardjawidjoyo (1993) states that the language that follows the constant rules of the language such as Indonesian is called as formal language.

2.2.3 Sentence Structures

Style based on sentence structure is a linguistic style which concerns with where an important element of a sentence will be put in the sentence, (Keraf, 2010 p.124). The statement suggests that different structures have different 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 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 climax:

“Disamping itu sastrawan mempunyai waktu yang cukup panjang untuk memilih, menerangkan bahkan menciptakan cara-cara baru dan bentuk-bentuk tertentu dalam penyampaian kebebasan yang luas untuk menyimpang dari tulisan biasa.

(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 wriiting)” (Keraf 2010, p.124).

An example of Anticlimax:

“Pembangunan lima tahun telah dilancarkan serentak di ibukota negara, ibukota-ibukota provinsi, kabupaten, kecamatan, dan semua desa di seluruh Indonesia.

(A five-year development has been held in all over the country, from the province capitals to the smaller districts and all villages in Indonesia)”

From those two examples, we can see that the first one is different from the second one. The first one is the *climax style*. It occurs when the sequence of a sentence rising from the unimportant stress to the important one. *Anticlimax style* puts the important information and stresses in the beginning of sentence continued to 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 the 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)”.

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 “diberantas (to be gotten rid off)” have the same function in the sentence as a passive action.

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 words. Keraf has an example to explain this style.

“*Ia sering menolak, tapi sekalipun tak pernah melukai hati.*”

“He often refuses, but never hurts a hearts.”

(Example from Keraf 2010, p.127)

This part of the sentence confronts with the second one. The designer confronts the word “*sering*” (often) with the word “*tak pernah*” (never).

The last is repetition style. It occurs when there is a part of a sentence repeated. That part can be sounds, syllables, or words. The purpose of repetition style is to give stress about the important point in the context. For example:

“*Kita harus bekerja, bekerja, sekali lagi bekerja untuk mengejar semua ketinggalan kita.*”

(we must work, work, once again work to made up for lost time)

(Example from Keraf 2010, p.127)

From those examples we can see that the word “*bekerja*” (work) is repeated, because in that context the important point is in the word “*bekerja*” (work).

2.3 Lexical and Grammatical Characteristics in “Standar Bahasa Indonesia”

In *Bahasa Indonesia* to make a good sentence or we call it standard language, we need some measurement in lexical and grammar. To find out the measurement, the writer used the theory by Chaer (2006). This theory is also supported by Indonesian dictionary by Moeliono (2003) published by Education and Culture Department of Indonesia. This theory is needed in analyzing the data because the data of this study are in *Bahasa Indonesia* and to know the formal and informal style it should be based on the standard and non-standard of *Bahasa Indonesia* itself. The characteristics of the lexical of *Bahasa Indonesia* and grammatical of *Bahasa Indonesia* will be discussed as follows.

2.3.1 Indonesian Lexical Characteristics

There are five characteristics of Indonesian lexical as listed below:

1. Using prefix *me-* and *ber-* explicitly and consistently.

Standard language	Non-standard language
Ibu memasak di dapur	Ibu masak di dapur
Mother cooks in the kitchen	
Ia berjalan perlahan	Ia jalan perlahan
She/he walks slowly	

2. Using conjunction *bahwa* (that) and *karena* (because) in the complex sentence explicitly and consistently.

Standard Language	Non-Standard Language
Sari tahu bahwa ia telah dipecat	Sari tahu ia dipecat
Sari knows that she was fired	
Anak itu menangis karena kesakitan	Anak itu menangis, ia kesakitan
The child is crying because she/he is in pain	

3. Using syntactical construction.

Standard language	Non-standard language
Menjatuhkan	Bikin jatuh
To make (something) fall	
memberitahukan	Kasih tahu
Telling	

4. Using standart Vocabulary.

Standard language	Non-standart language
jelek sekali	jelek banget
Very ugly	
Ibu	Nyokap
Mother	

5. Using words precisely and efficiently

Standard language	Non-standart language
Angka kematian karena bunuh diri meningkat drastis	Angka kematian karena bunuh diri naik drastic
The (number of) suicide is increasing	
Gadis cantik berbaju hijau itu seorang model	Gadis cantik yang mengenakan baju berwarna hijau itu seorang model
The beautiful girl who wears green shirt is a model	

From the previous theories there are five characteristics of the Indonesian lexical standard. First is using prefix *me-* and *ber-* explicitly and consistently in modifying the verb that will be used in constructing a sentence. Second is using conjunction *bahwa* (that) and *karena* (because) in the complex sentence explicitly and consistently. Next is using syntactical construction based on the rule of *Standart Bahasa Indonesia* and is not affected by regional syntax. The fourth is using standard vocabulary which means that it uses the common words that can be used in the formal and informal situation. Last, is using words precisely and efficiently. It means in constructing *Standart Bahasa Indonesia*, it must be followed by the rule of the structure in the Indonesian language itself and also the vocabulary must follow the words in standard dictionary.

2.3.2 Indonesian Grammatical Characteristics

There are five characteristics of Indonesian grammar, as listed below:

1. Using phrase pattern for predicate consistently, *Aspek+Pelaku+Kata kerja* (Aspect+Subject+Verb)

Standard language	Non-standard language
Paket itu sudah saya ambil	Paket itu saya sudah ambil
I have taken that package	

2. Using grammatical function

Standard language	Non-standart language
Pantai Popoh banyak menghasilkan ikan tongkol.	Di Pantai Popoh banyak menghasilkan ikan tongkol.
Popoh Beach produces a lot of tuna	

3. Using a unity of thought and logical relation in a sentence

Standard language	Non-standard language
Ika datang kerumah ketika kami sedang berbelanja	ketika kami berbelanja dan Ika datang ke rumah
Ika arrived home when we went shopping	

4. Using variety of sentence to give emphasis

Standard language	Non-standard language
Dia memukul anjing itu dengan sepatu.	Dipukulnya anjing itu dengan sepatu
She/he hits the dog with shoes	

5. Avoiding using regional grammatical standard.

Standard language	Non-standard language
Dara mencari adik perempuannya	Dara nyari adik perempuannya
Dara searches her youngsister	
Baju adik saya bergambar Spongebob	Adikku bajunya gambar Spongebob
My youngersister's shirt is Spongebob	

There is a word "Aspek" (aspect) in the first point of the previous explanation. Aspek (aspect) is an adverb that comes together with predicate (predikat) in *Bahasa Indonesia*. In other words, it is an additional explanation that explains about the predicate itself. The predicate in this context is a verb. In the example *Paket itu sudah saya ambil* (I have taken that package), the verb is *ambil* (bought) and the aspek (aspect) is *sudah* (has). Actually that example is a kind of passive form while its active form is *Ia sudah mengambil paket itu* (she/he has taken the package). The underline words has showed that the word aspek (aspect) is put together with the verb *mengambil* (bought).

In the grammatical function, there is subject and predicate in a sentence (Chaer, 2006), for example: *Pantai Popoh banyak menghasilkan ikan tongkol* (Popoh Beach produces a lot of tuna fish). There is *Pantai Popoh* (Popoh Beach) as the subject, *banyak menghasilkan* (produces a lot) as the predicate and there is additional object *ikan tongkol* (tuna fish). The third characteristic is using a unity of thought and logical relationship in a sentence like for example, the standart language is *Ika datang kerumah ketika kami sedang berbelanja* (Ika arrived home when we went shopping) and the phrase *ketika kami sedang berbelanja* (when we

went shopping) gives time information to the previous words. However, the non-standard version has two understanding, that is, *Ketika kami sedang belanja* (when we went shopping) and *Ika datang* (Ika arrived). Moreover, he says that a good text or sentence should not be affected by regional dialect because the regional dialect leads the text to the informal language. It is explained in point five that is “avoiding the use of regional grammatical dialect”.

2.4 Slogan

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 attention or to suggest an idea quickly”. Furthermore O’Guinn (2012, p. 387) says “a slogan or tagline is a short phrase that is in part used to establish an image, identity, or position for a brand or an organization , but it is mostly used to 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 well as through sales people and event promotions. Slogans are often used as a headline or subhead in printed advertisement, or as the tagline at the conclusion of radio and television advertisements. Slogans typically appear directly below the brand or company name, on the brand website, or spoken in broadcast commercials as “You’re in Good Hands” does in every Allstate insurance ad or digital application. Some classic and memorable advertisement slogans or taglines are listed in the Table 2.1.

Table 2.1 List of Memorable Slogan

Brand Company	Slogan
Allstate Insurance	You're in Good Hands with Allstate
American Express	Don't Leave Home without It
BMW	The Ultimate Driving Machine
Ford	Have You Driven a Ford Lately?
De Beers	Diamonds Are Forever
Harley Davidson	The Legend Roll On
Panasonic	Ideas for Life
Prudential Insurance	Always Listening Always Understanding
Toshiba	Leading Innovation
Volkswagen	Drivers Wanted
Fedex	We Live to Deliver

A good slogan or tagline can serve several positive and important purposes for a brand or firm. First, slogan can be an integral part of a brand's image and personality. BMW's slogan, "The Ultimate Driving Machine," does much to establish and maintain the personality and image of the brand. Second, if a slogan is carefully and consistently developed over time, it can act as shorthand identification for the brand and provide information on important brand benefits.

The long-standing slogan for Dee Beers Diamonds, "Diamonds Are Forever," communicates the benefits of the product and the brand. A good slogan also provides continuity across different media and among advertising campaigns.

Nike's "Just Do It" slogan gives the firm an underlying theme for a wide range of campaigns and other promotions. In this sense, a slogan is a tool in helping to bring about thematic integrated brand promotion for a firm. (O'Guinn, 2012, p. 388).

2.4.1 Slogan of Advertising

Advertisement is a public announcement by a company that is published in newspapers, on television or radio, or internet, intended to attract buyers for a

product or service (CBS Interactive, 2010). To attract the customers, they use slogans as the media. An advertising slogan is made to claim the best quality of the product and provide an important benefit or solution, or being words that function as a form of recognition for the brand. In other words, advertising slogans are created uniquely to attract the customers' intention.

2.4.2 Characteristics of Advertising Slogan

According to Timothy R. V. Foster (2001, p.3) there are some characteristics of a slogan:

1. To bring back memory
2. To remind us to the brand
3. To include the main benefit
4. To instill a positive feeling about the brand
5. To illustrate the brand personality
6. It must be easy and simple
7. It must be neat
8. Credible

Furthermore, based on Advertising slogan wordIQ (2010, para. 1) it is stated that "advertising slogans often play a large part in the interplay between rival companies." An effective slogan usually:

1. States the main benefits of the product or brand for the potential user or buyer.
2. Implies a distinction between it and other firms' product – of course, within the usual legal constraints.

3. Makes a simple, direct, concise, crisp, and apt statement.
4. Is often witty, if it is required as not all advertising slogans are meant to be witty.
5. Adopts a distinct “personality” of its own.
6. Gives a credible impression of a brand or product.
7. Makes the consumer feel “good”
8. Makes the consumer feel a desire or need
9. Is hard to forget – it adheres to one’s memory (whether one likes it or not), especially if it is accompanied by mnemonic devices, such as jingles, ditties, pictures or film sequences on televised commercials.

The previous explanations of the characteristics of advertising slogans actually have the same concept about the criteria of a good slogan, which are simple, memorable, catching, and it takes the customers or the readers to the quality of a product.

2.4.3 Language in Advertising Slogan

Sells and Gonzales (2002, para. 1) say that before we know about the language of advertisement we should know about the “normal language”. In their explanation, they state that “normal language” is a formal language, while the language of advertising is usually everyday language. They say that advertising breaks the rules of normal language and language use. In the case of Sampoerna advertisement they choose to use the language that acceptable in society in order to make the language of their advertisement is easy to be understood by the customers.

2.4.4 *Sampoerna* Slogan

Sampoerna is the largest tobacco company in Indonesia. It was founded since 1913. It has many products of cigarette like *A-Mild*, *Dji Sam Soe*, and *Sampoerna Kretek*. *Sampoerna* Indonesia (2009, para.1). In order to attract the customers to buy the product, *Sampoerna* make creative slogan in its advertisements.

Sampoerna advertisements include many aspects like picture, text, and others.

In this research, the writer analyze the slogans of *Sampoerna* advertisements.

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*”, “*Tangki kosong, teman ngisiin*”.

2.5 Previous Studies

The first previous study on Language Style, is written by Erni (2006) entitled “Language Style used by SBY’s Political Party in Their Campaign Slogan”. The writer analyzes the Language Style in SBY’s Campaign Slogan based on diction. The writer found the most occurrence language style based on diction is informal style. In conducting the study, she used theory written by Keraf (1984).

The second previous study of Language Style is written by Diska (2010) entitled “Language Style used in The Slogan of The Indonesian Sim Card Provider Advertisements”. In analysing the data she uses theory written by Keraf (2007) and she concerns in two types of language style, based on diction and sentence structure and the writer found the most occurrence of language style

based on diction is mixture between formal and informal style. In addition, the most occurrence of language style based on sentence structure is climax type.

However the writer's study is different from those two previous studies. First, the study conducted by Erni Susilowati concerns only in the Language Style based on diction and the writer analyzed the slogan based on diction and its sentence structure as well. Meanwhile, second previous study conducted by Diska has similarities with the writer's in term of the object of the study while the writer in this present study chooses slogan of *Sampoerna* advertisement. It is done to make comparison of the both studies results whether slogan of advertisement always use certain style or not other difference is the writer's study displayed the language style based on diction in each lexical and grammatical form so this present study went through the deeper analysis than Diska's. In conducting this study the writer used the same theory as the two previous studies but the writer used the most update theory by Keraf (2010). All of the related studies help the writer in choosing the theory and method for the study. They also give some contributions to the writer in exploring the study, she learns a lot about the way of analyzing the data correctly and accurately.

CHAPTER III

RESEARCH METHOD

In this chapter, the writer explains the way this study is conducted. It comprises type of research, data sources, data collection, and data analysis.

3.1 Type of Research

Conducting this study, the writer used qualitative research. There are many types of qualitative research according to Ary, et al (2002, p. 25). They are, ethnography, case studies, document analysis, naturalistic observation, focused interviews, phenomenologic studies, grounded theory, and historical studies. For this study, the writer applied the third types of qualitative research. It would be document or content analysis as this study attempts to describe the language style found in the slogan of *Sampoerna* advertisement and all the data were in the form of words. Then, qualitative approach is appropriate one to apply in this study. As content analysis, it focuses on analyzing and interpreting recorded material within its own context. The material may be public records, textbooks, letters, films, tapes, diaries, themes, reports and so on (Ary et all, 2002). In brief, the writer applied document or content analysis technique since the writer analyzed document in the form of words in this case is advertisement slogans.

3.2 Data and Data Sources

3.2.1 Data

The data are slogans containing language style.

3.2.2 Data Sources

The data source for this study is *Sampoerna* slogan taken from *Sampoerna* advertisements that are downloaded from the internet. The other slogans of *Sampoerna* advertisement were taken from television programs, newspaper and magazine advertisements. The data itself are in their natural setting.

3.3 Data Collection

Since this study applied qualitative research, the main instrument for this study was the writer herself which means the writer collected the data by herself.

In collecting the data the writer did two steps as follows:

- a. Browsing the data from internet and taking some from television, magazines, and newspaper.
- b. Making a list from the data found. In this case, the slogan of *Sampoerna* advertisement.

3.4 Data Analysis

There are some steps done to do the analysis:

- a. The writer selected 42 (forty two) slogans that have been found. The analysis was done to identify 20 (twenty) language style both based on lexicon and sentence structure. Those numbers are chosen randomly by

using simple random sampling because the writer thinks that those numbers is enough to represent the result of the whole data, since it fulfills minimum 30% by the total of the data found. (Amiyella, p.6)

b. The writer translated the slogans analyzed into English. This was done because the finding was presented in English. The translating is not done by word per word translation as it might produce different meaning from the original. The translation is done to find out the closest equivalent meaning that represents the intention of the slogans.

c. The writer then analyzed the data to answer the first problem of the study based on the theory proposed by Keraf (2010) assisted by the supporting theory proposed by Chaer (2006). To answer second problem of the study the writer also used theory proposed by Keraf (2010).

d. The writer then used five tables to describe the findings. The following tables were designed to help the writer in answering the problems of the study.

Table 3.1 Standard Lexicon Formal Language Style

No.	Characteristics of Formal Language Style	Standard Lexicon				
		P	C	S	V	W

Note

- P** : Prefix me- or ber-
- C** : Conjunction “bahwa” and “karena”
- S** : Syntactical construction
- V** : Standard vocabulary
- W** : Word used precisely and efficiently

Table 3.2 Standard Grammar Formal Language Style

No.	Characteristics of Formal Language Style	Standard Grammar				
		UP	UG	UR	UE	AG

Note:

- UP** : Using phrase pattern for predicate consistently
- UG** : Using grammatical function
- UR** : Unity of thought and logical relationship
- UE** : Using variety of sentence to give emphasis
- AG** : Avoiding regional grammatical standard

Table 3.3 Standard Lexicon Informal Language Style

No.	Characteristics of Informal Language Style	Standard Lexicon				
		DP	DC	NS	NV	WV

Note

- DP** : Deletion of prefix me- or ber-
- DC** : Deletion of conjunction “bahwa” and “karena”
- NS** : No syntactical construction
- NV** : Non-standard vocabulary
- WV** : Word used vaguely and not efficiently

Table 3.4 Standard Grammar Informal Language Style

No.	Characteristics of Informal Language Style	Standard Grammar				
		NP	NG	NR	NE	UR

Note:

- NP** : Not using phrase pattern for predicate consistently
- NG** : Not using grammatical function
- NR** : No unity of thought and logical relationship
- NE** : Not using variety of sentence to give emphasis

UR : Using regional grammatical standard

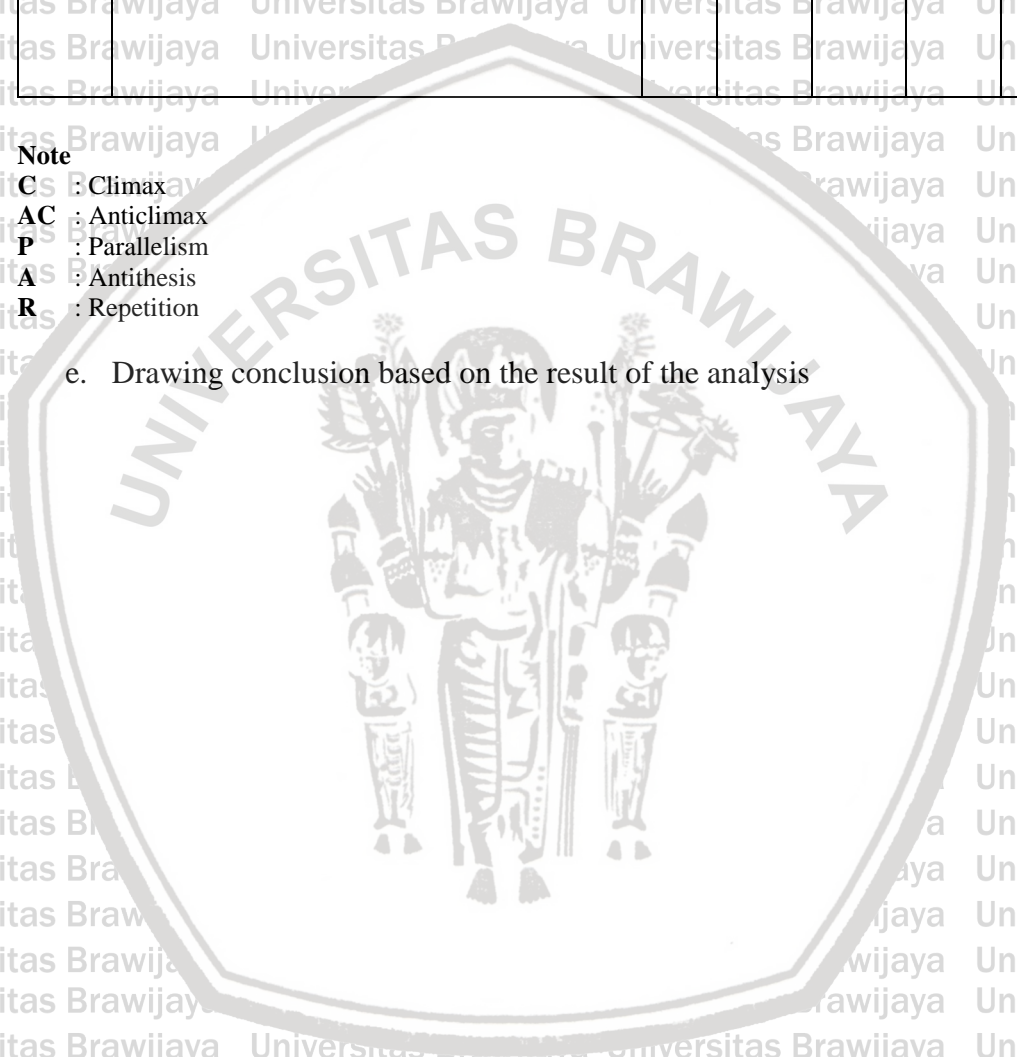
Table 3.5 Language Style based on Sentence Structure

No.	Language style based on sentence structure	Sub-categories				
		C	AC	P	A	R

Note

- C** : Climax
- AC** : Anticlimax
- P** : Parallelism
- A** : Antithesis
- R** : Repetition

e. Drawing conclusion based on the result of the analysis



CHAPTER IV

FINDINGS AND DISCUSSION

This chapter discusses the analysis of the collected data and answers problems of the study. This chapter discusses two parts namely finding and the discussion.

4.1 Findings

From the slogans of *Sampoerna* advertisements the writer found language styles based on lexicon and sentence structure. The findings were shown as follows:

4.1.1 Language Style based on Lexicon

In this part, the writer displayed the answer of the first problem of the study. It is the language style based on lexicon found in the slogans of *Sampoerna* advertisements. The detailed explanation can be seen in the Table 4.1:

Table 4.1 The Language Style based on Lexicon found in *Sampoerna* Advertisements.

No.	Slogan	Language style based on lexicon	
		F	I
1.	Waktunya unjuk gigi, bukan basa basi.		√
2.	Banyak hal penting dalam hidup ini, tetapi kita tahu mana yang lebih penting.	√	
3.	Daripada gak dapet-dapet kerja, mending gak dapet-dapet gelar.		√
4.	Jadi tua itu pasti, jadi dewasa itu pilihan.		√
5.	Daripada curang meding ganti peraturannya.		√

No.	Slogans	Language style based on diction	
		F	I
6.	Yang lebih muda yang nggak dipercaya.		√
7.	Walaupun gak ada pantai, gua tetep santai kayak di pantai.		√
8.	Sampoerna 99 tahun citarasa legendaris, dahulu sekarang selamanya.	√	
9.	Sampoerna inspirasi tanpa batas.	√	
10.	Sampoerna pas, yang special		√
11.	Bersatu kita teguh, bercerai teman damaikan.	√	
12.	Tangki kosong teman ngisiin.		√
13.	Nggak ada loe nggak rame.		√
14.	Yang lain ada maunya, gue apa adanya.		√
15.	Taat kalau cuma ada yang liat.		√
16.	Siang dipendam, malam balas dendam.	√	
17.	Tanggal muda jangan foya-foya, kecuali mau nraktir gue.		√
18.	Sudah tau atau nggak mau tahu? Merokok dapat menyebabkan serangan jantung, impotensi dan gangguan kehamilan.		√
19.	Ada budi, Ada balas	√	
20.	Sama rasa, sama rata.	√	
TOTAL		7	13

Note:

F : Formal language style

I : Informal language style

From Table 4.1, we can see the number of occurrence of formal and informal language style. From 20 slogans analyzed there are seven slogans categorized into formal language style and there are 13 slogans categorized into informal language style. It means that *Sampoerna* used more dominantly informal language style in their advertisements than the formal ones. The detail analysis of the slogans of

Sampoerna advertisements can be seen as follows:

4.1.1.1 Formal language style

From twenty slogans analyzed, there are seven slogans categorized into formal language style. The writer categorized those seven slogans of *Sampoerna* advertisements into formal language style since the sentences in the slogan meet

the characteristics of formal styles. The following is the explanation on the formal language style found.

Slogan 1: *Banyak hal penting dalam hidup ini, tetapi kita tahu mana yang lebih penting.* (Prioritize your main goal over others)

Analysis: This slogan wants to give suggestions to the readers that we should not do many things in one time especially when it is done in a hurry, because we must prioritize important thing in our life. This sentence belongs to formal form of language style because seeing from its lexical point of view, it uses standard vocabulary based on KBBI (*Kamus Besar Bahasa Indonesia*) characterized by the word “*tetapi*” not the word “*tapi*” and another example is like the word “*tahu*” not “*tahu*”. Seeing from its grammatical point of view, the sentence above does not use 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.*
(*Sampoerna 99 years, legendary taste forever*)

Analysis: In this slogan, *Sampoerna* wants to give a persuasion to the readers that their product is one of the most legendary cigarette products in Indonesia and it is still popular up to now. This slogan is categorized into formal language style.

Seeing from its lexical point of view, this sentence is formal because it uses standard vocabulary; shown by the word “*citarasa*”, “*legendaris*”, “*dahulu*” that follow the standard form of Bahasa Indonesia based on KBBI (*Kamus Besar*

Bahasa Indonesia). Seeing from grammatical point of view, this slogan is categorized into formal form of its language because the slogan uses the words precisely and efficiently. It is shown, for example in the word “*legendaris*” to show that the product has been acknowledged by Indonesian people for a long time until now.

Slogan 3: *Sampoerna inspirasi tanpa batas.* (*Sampoerna*, unlimited inspiration)

Analysis: This slogan, *Sampoerna* wants to say that *Sampoerna* will never stop inspiring Indonesian people through every word in its slogan. This slogan is categorized into formal language style because seeing from its lexical point of view, it meets the characteristics of standard vocabulary. The writer of the slogan chooses the word “*tanpa batas*” which shows standard vocabulary and it sounds more formal instead of using other word like “*tak berbatas*”. There is no regional 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 peace)

Analysis: This slogan made by *Sampoerna* not only to function as commercial needs but also to give moral message to the customer. It means that when we stay united we become unbreakable. On the other hands, when someone has problems with the others, as a friend we must make them reconcile. This slogan is categorized into formal style because it meets the characteristics of lexical and grammatical in Bahasa Indonesia. Seeing from its lexicon point of

view, the slogan has two characteristics. First, it uses prefix *ber-* explicitly and consistently shown by the word “*bersatu*” and “*bercerai*”. The second characteristic is the use of word precisely and efficiently, shown in the word “*damaikan*”. The slogan chooses efficient word than other word like “*satukan*”.

Seeing from its grammatical point of view, this slogan uses phrase pattern for predicate consistently, like in the second phrase *bercerai* (Aspect) + *teman* (Subject) + *damaikan* (Verb).

Slogan 5: *Siang dipendam, malam balas dendam.* (Refrain afternoon, night pay off)

Analysis: This slogan is released in ramadhan month, so it means that the slogan tells that sometimes when someone fasting they will eat too much in the night. 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)

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 slogan is using words precisely and efficiently. *Sampoerna* makes the slogan sound simple but meaningful. The slogan also uses standard vocabulary and it does not use any regional dialect as well. Therefore, the slogan is included into formal language style.

Slogan 7: *Sama rasa, sama rata.* (Equality of feeling)

Analysis: *Sampoerna* wants to suggest that as a human being we must have equality of feeling among others, because we do not live alone, we need each other. The slogan does not use non standard vocabulary and the advertisers also make the slogan easy to remember by used efficient words. Therefore, this slogan is included into formal language style since it fulfills the lexical and grammatical characteristics.

4.1.1.2 Informal language style

Based on the analysis, out of 20 slogans there are 13 slogans categorized into informal language style. The further explanation is as follows:

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 for us to show our ability, our talents not just talking more and doing useless thing. This slogan sounds informal, because the slogan does not use prefix *ber-* explicitly and consistently, shown in the last phrase "*bukan basa basi*" actually this phrase need prefix *ber-* to make the slogan sound more formal. Moreover, it 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 word "*untuk*" between the word "*bukan*" and "*basa-basi*". Therefore, the formal version should be "*Sekarang waktunya unjuk gigi, bukan untuk berbasa-basi.*"

Slogan 2: *Daripada gak dapet-dapet kerja, mending gak dapet-dapet gelar.* (It is better to get a job than to get a title)

Analysis: This slogan aims to give motivation words to the customers that it is better to get the job first than the title. This slogan belongs to informal language 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*” should be changed into “*lebih baik*”. In terms of grammatical characteristics, this slogan uses regional grammatical standard like the word “*gak*” and “*dapet*”. In this case, those words belong to regional standard used by common people in informal situation when we are talking to our friend. In the formal form, actually the word should be changed into “*tidak*” and “*dapat*”. Therefore, this slogan is categorized into informal form of language style because it breaks the rule of standard lexical and grammatical characteristics of Bahasa Indonesia.

Slogan 3: *Jadi tua itu pasti, jadi dewasa itu pilihan.* (Being old is sure, being mature is a choice)

Analysis: It means that becoming older is something definite in human life, but becoming mature is a choice depending on the personality of the person. This slogan is categorized into informal form of language due to some reasons. First, 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 changed into “*menua*”. By using prefix *me-* this word becomes more efficient.

This lexical view also influences the grammatical point of view because this slogan does not use syntactical construction, reflected in the phrase “*jadi tua*” which in English means “becomes older”. Actually, when it is changed into “*menua*” in English “getting older” the sentence becomes more formal. Those are the reasons why this slogan is categorized into informal form of language.

Slogan 4: *Daripada curang mending ganti peraturannya.* (To prevent cheating, change the rule)

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 the rule than do something bad. By looking at lexical and grammatical characteristics, this slogan is categorized into informal language style because this 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)

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 big responsibility or high positions because they are seen people who are still incapable of doing things due to their young age. In other words, *Sampoerna* wants to criticize the senior who usually underestimates the junior. The writer found that this sentence uses non standard vocabulary. The word “*gak*” is one of the words that are not allowed in the standard rule of Bahasa Indonesia. The word

“gak” should be “tidak” based on KBBI (*Kamus Besar Bahasa Indonesia*). This slogan automatically also uses regional grammatical standard because in lexical view, it uses non standard language shown by the word “gak”.

Slogan 6: *Walaupun gak ada pantai, gua tetep santai kayak di pantai.* (Feeling relaxed like on the beach)

Analysis: This slogan states that although there is no money to have fun in a good spot or fancy, we should fell happy. There are many other ways to have fun 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 regional standard vocabulary. The word “kayak” should be “seperti”. Next, the word “gak” should be “tidak”, and the last is “tetep” that should be “tetap”.

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 the activity of inspiring social life of our society. But this slogan is one of the slogans promoting the superiority of product itself. The slogan persuades the customer by saying that *Sampoerna* is a special cigarette products compared to other products, that is the only one with the right composition compared to other cigarette brands. In this sentence the writer found that this sentence can be categorized into informal language style because it does not use conjunction

“*karena*”. Actually, the good sentence could be “*Sampoerna pas karena special*”.

The sentence that the writer suggests above sounds more formal by the addition of

conjunction “*karena*”. The writer also found that this slogan does not use unity of thought and logical relationship. Logically, the word “*pas*” and “*special*” has no relationship.

Slogan 8: *Tangki kosong teman ngisiin.* (No petrol, a friend is ready)

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, the role of a friend is to fill the empty tank so it will be ready to run the machine. 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 actually has a good phrase pattern. It is Aspect (*tangki kosong*) + Subject (*teman*) + 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 informal 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 slogan has two meanings. The first, it states explicitly that without *Sampoerna* everything will be empty that everyone will feel lonesome because being together with friends will be more enjoyable especially when it is accompanied by *Sampoerna* cigarettes. The second meaning is life without friends would feel lonely, no place to share. The writer found that lexically, this slogan does not use

standard vocabulary that is using regional grammatical standard that occurs many times. 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 this slogan is categorized into the informal language style.

Slogan 10: *Taat kalau cuma ada yang liat.* (Being obedient when seen)

Analysis: This slogan aims to criticize that mostly, people do not obey the 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 vocabulary by using regional grammatical standard. The writer found about three words that are included in non standard vocabulary. The first is the word “*kalau*”, the 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 should be with sincerity, without expecting too much on the benefits we will receive. The writer categorizes this slogan into informal language style. The first reason as this slogan does not use grammatical function. Further, it is because the sentence uses the word “*yang*” at the beginning of sentence. This slogan also uses regional grammatical standard shown by the word “*gue*” meaning “*saya*” in

standard Bahasa Indonesia. The good arrangement of the formal style should be

“Orang lain ada maunya, saya apa adanya.”

Slogan 12: *Tanggal muda jangan foya-foya kecuali mau nraktir gue.* (Don't be wasteful, except you want to treat me)

Analysis: This slogan means that in the early of month don't waste our money to something useless, except you use it to shout your friend. This slogan is included into informal language style since this slogan uses non standard vocabulary and uses grammatical regional standard. It is shows in the word “nraktir” and “gue”. The formal version of those two words based on KBBI should be “mentraktir” and “saya”. Therefore, the formal version of the slogan 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, 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 included into informal language style since the advertiser puts many words that uses non standard vocabulary and regional dialect as well. The word “tau” based on KBBI should be “tahu”, and the word “nggak” should be “tidak”.

4.1.2 Language Style based on Sentence Structure

In this part the writer displays the answer on the second problem of the study.

It is the language style based on sentence structure. Based on sentence structure, language style is divided into Climax, Anticlimax, Parallelism, Antithesis, and Repetition. The detail can be seen in the table 4.2.

Table 4.2 Language Style based on Sentence Structure Found in *Sampoerna* Advertisements.

No.	Slogans	Language Style based on sentence structure				
		C	AC	P	A	R
1.	Waktunya unjuk gigi, bukan basa basi.		√			
2.	Banyak hal penting dalam hidup ini, tetapi kita tahu mana yang lebih penting.	√				
3.	Daripada gak dapet-dapet kerja, mending gak dapet-dapet gelar.					√
4.	Jadi tua itu pasti, jadi dewasa itu pilihan.	√				
5.	Daripada curang meding ganti peraturannya.	√				
6.	Yang lebih muda yang nggak dipercaya.	√				
7.	Walaupun gak ada pantai, gua tetep santai kayak di pantai.	√				
8.	Sampoerna 99 tahun citarasa legendaris, dahulu sekarang selamanya.		√			
9.	Sampoerna inspirasi tanpa batas.	√				
10.	Sampoerna pas, yang special.		√			
11.	Bersatu kita teguh, bercerai teman damaikan.	√				
12.	Tangki kosong teman ngisiin.	√				
13.	Nggak ada loe nggak rame.					√
14.	Yang lain ada maunya, gue apa adanya.	√				
15.	Taat kalau cuma ada yang liat.	√				
16.	Siang dipendam, malam balas dendam.				√	
17.	Tanggal muda jangan foya-foya, kecuali mau nraktir gue.	√				
18.	Sudah tau atau nggak mau tahu? Merokok dapat menyebabkan serangan jantung, impotensi dan gangguan kehamilan.		√			
19.	Ada budi, Ada balas					√
20.	Sama rasa, sama rata.					√
TOTAL		11	4	0	1	4

Code:

- C** : Climax
- AC** : Anticlimax
- P** : Parallelism
- A** : Antithesis
- R** : Repetition

From the table above, we can know the number of occurrence of language style based on sentence structure. Based on the finding above, *Sampoerna* mostly uses climax style and the occurrence is about 11 times. It is followed by anticlimax and repetition style found in 4 slogans in each types. The last is anticlimax style occurs only once. The complete slogans of *Sampoerna* advertisements analysis can be seen as follows:

4.1.2.1 Climax

Climax is used when the designer puts the important element of a sentence at the end of a sentence. Therefore, the sequence is the less important stress and information puts in the beginning of the sentence followed by more important 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)

Analysyis: From this slogan, the writer notice that the style used in the slogan 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 one. The phrase "*banyak hal penting dalam hidup ini*" becomes the opening session of the sentence while the stressing point is the bold-typed.

Slogan 2: *Jadi tua itu pasti, **jadi dewasa itu pilihan.*** (Being old is sure, being mature is a choice)

Analysyis: In this sentence the designer puts the important idea or point that he wants to share at the end of the paragraph. Everything he says at the beginning is

not important as the end. It seems that the end idea is the conclusion of the previous ideas. In this case the phrase “*jadi tua itu pasti*” is less important than the phrase “*jadi dewasa itu pilihan*” as the conclusion of the slogan.

Slogan 3: *Daripada curang, **mending ganti peraturannya***. (To prevent cheating, change the rule)

Analysis: The important point of the slogan is put at in the end part of the sentence, shown in the bold-typed. The phrase “*daripada curang*” is the starting point of the slogan while the important information which functions to give stress is in the phrase “*mending ganti peraturannya*”. Therefore, this slogan is categorized into climax style.

Slogan 4: *Yang lebih muda, **yang nggak dipercaya***. (The younger, the least trusted)

Analysis: In this slogan, the advertiser puts the important idea in the end of the sentence. Related to the meaning, this slogan wants to tell about the fact that the younger you are, sometimes you will be given get the least trust. Therefore, the phrase telling about the younger person only play a role as the starting point while the main idea is the fact that the younger sometimes get the least trust.

Therefore, this slogan is categorized into climax style.

Slogan 5: *Walaupun gak ada pantai, **gua tetep santai kayak di panta***. (Feeling relaxed like on the beach)

Analysis: This slogan is categorized into climax language style since the important idea of the sentence is in the last clause “*gua tetep santai kayak di pantai*”. The first clause is less important, as the conclusion or the main idea of the sentence is in the last clause. The designer puts the important idea in the last sentence maybe because he wants to make the slogan memorable. When he puts the important point of the beginning of the sentence it is less effective and the readers only memorize the beginning of the sentence because the end of the sentence is not important to remember.

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 explains the word *Sampoerna* (the name of the product) which is stated at the beginning part of the slogan.

Slogan 7: *Bersatu kita teguh, bercerai teman damaikan.* (United we stand, stay 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 the meaning of the slogan, it tells us that friend is someone who can make us united. It plays a role as the main idea because the first clause which means united we stand plays a role only as the starting point. Based on that reason, the writer concludes that the last clause that talks about friend is the conclusion of the whole sentence.

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 phrase is the important idea of the slogan. The slogan suggests that when we have 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 the most important. Therefore, this slogan is categorized into climax style.

Slogan 9: *Yang lain ada maunya, gue apa adanya.* (I am as the way I am)

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 “*taat*” is the important point but the turning point is in the word “*kalau cuma ada 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 wasteful, except you want to treat me)

Analysis: From this slogan, the writer notices that there is the sequence of idea in the sentence. The designer of the slogan puts the important idea in a sequence and gradually rises from the unimportant to the most important. The important point is the bold-typed words that have the rule as the turning point of the sentence. In terms of meaning, it reminds us not to be too wasteful in spending money, except when it deals with treating someone for free.

4.1.2.2 Anticlimax

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)

Analysis: This slogan is categorized into anticlimax style since the advertiser puts the important idea in the beginning of the sentence and gradually decreased.

Connected with the meaning of the slogan, *Sampoerna* want to tell the customer that now is time to show up our ability. We are not supposed to become lip service or in other words talk less do more. Therefore, the phrase "waktunya unjuk gigi" is more important than the phrase "bukan basa-basi".

Slogan 2: *Sampoerna 99 Tahun citarasa legendaris, dahulu, sekarang, dan selamanya.* (*Sampoerna* 99 years, legend taste forever)

Analysis: The slogan is categorized into anticlimax style because the designer of the slogan puts the important information at the beginning of the sentence and

gradually increase to the last part of the sentence. The important point is shown in bold-typed words.

Slogan 3: *Sampoerna pas, yang special.* (*Sampoerna so special*)

Analysis: In this slogan, the writer notices that the advertisers uses anticlimax style in making the slogan. The first phrase "*Sampoerna pas*" is the important point of the sentence while the phrase "yang special" is only an additional information of the first phrase. The idea of the slogan is gradually decrease from the important to the less important.

Slogan 4: *Sudah tahu apa gak mau tahu? Merokok dapat menyebabkan serangan jantung, impotensi, dan gangguan kehamilan.* (Already know or don't want to know? Smoking can cause heart attacks, impotency, and pregnancy disorder)

Analysis: The important point of the slogan is in bold-typed. The phrase "*sudah tahu apa gak mau tahu*" means to ask the reader about the statement "*Merokok dapat menyebabkan serangan jantung, impotensi, dan gangguan kehamilan*" stated at the end of the sentence.

4.1.2.3 Antithesis

Antithesis is a language style that contains contrasting idea expressed by contrasting word or phrases.

Slogan 1: *Siang dipendam, malam balas dendam.* (Refrain afternoon, night pay off)

Analysis: The bold-typed words “*siang*” and “*malam*” suggest the contrasting ideas indicating the use of Antithesis in the sentence. Related to the context of the advertisement, the phrased “*siang dipendam*” reflects the idea that in the afternoon people avoid eating much, but at night they eat a lot as the action of grudging as stated in the phrase “*malam balas dendam*”.

4.1.2.4 Repetition

Repetition style occurs when there is a part of a sentence repeated. That part can be sounds, syllables, or words. The purpose of repetition style is to give stress about the important point in the context.

Slogan 1: *Daripada gak dapet-dapet kerja, mending gak dapet-dapet gelar.* (It is better to get a job than to get a title)

Analysis: The slogan above is categorized into repetition style. The reason is because there is repeated part shown in the word “*gak dapet-dapet*” which occurs two times. The repeated words plays a role to give stress in the slogan.

Slogan 2: *Nggak ada loe, nggak rame.* (Without friend is nothing)

Analysis: This slogan is categorized into repetition style. The reason is because there is repetition of words which have important role to give stress in the appropriate context. The word that is repeated is “*nggak*” which is stated directly and occurs two times.

Slogan 3: *Ada budi, ada balas.* (Kindness must be repayed)

Analysis: The repetition structure of this sentence is shown by the word “*ada*” that occurs two times to give a stress in those words. The word “*ada*” is the important one in the sentence. This repetition style is categorized into epizeuksis which means the important word “*ada*” states more than one time in a sequence and it is stated directly.

Slogan 4: *Sama rasa, sama rata.* (Equality of feeling)

Analysis: This sentence can be categorized into repetition structure since there is repetition word. The repetition is categorized into epizeuksis because the repeated word is stated directly, meaning that the important word is repeated more than one time in a sequence. It is shown by the word “*sama*” which is placed at the front of the phrase and it is repeated two times to give a stress that it is the important word in the sentence.

4.2 Discussion

Based on the analysis on language style based on lexicon found in the slogan of *Sampoerna* advertisements, the writer found 7 (seven) slogans which are categorized into formal form of language style and 13 (thirteen) slogans are informal form of language style. Therefore, we can know that *Sampoerna* more focuses on using informal language style in making slogan. Besides, the writer assumes that the advertisers want to make attractive slogans which mostly use non standard *Bahasa Indonesia* and uses regional dialect in order to catch customers' attention of the slogan. Further, it is done of course to make customers easily

remember the slogan of *Sampoerna* although this slogan does not pay much attention to grammar.

In language style based on sentence structure, the writer found four out of five types. From 20 slogans analyzed, 11 is climax style, four is anticlimax style, one is antithesis style, and four is repetition style. The result of the analysis above 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 of the sentence.

Compared with the previous study conducted by Erni Sulistiowati (2006) entitled *Language Style used by SBY's Political Party in Their Campaign Slogan*", this study turns out to similar finding that is SBY mostly uses informal form of language style. However, in this study the writer discussed the slogans 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 characteristics.

The writer also compares the result of this present study with the second previous study by Diska Amareta Harlinanda (2010) entitled *"Language Style used in The Slogan of The Indonesian Sim Card Provider Advertisements"*.

However, Diska adds up some statement stating that a slogan may be categorized 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 informal in a slogan though it is something which is not stated in a theory

proposed by Keraf. In regards to the Diska's finding stating that a slogan may be categorized into both formal and informal, the writer seems to have different opinion. To the best of the writer's knowledge, a slogan is usually in the form of phrase and when it doesn't meet the characteristics stated in both lexical and grammatical standard then it is categorized into informal. In other words, the writer believes that there is not any slogan which can be said to have the mixture of both formal and informal language style.

The writer found different result in terms of findings with Diska's. In the study conducted by Diska, the most occurrence result in language style based on diction is mixture between formal and informal language style, while in this present study the writer finds that the most occurrence is informal style. Further, Diska's study does not give clear explanation about lexical and grammatical characteristics of the language style while this present study includes them which can be seen in appendix. In terms of its sentence structure, this study turns out to have similar result that the mostly used language style based on sentence structure is climax style. In Diska's study, she does not find two types of sentence structure, namely anticlimax and antithesis. On the other hands, the writer of this presents study does not find the parallel style.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter is the last part of this thesis. It presents the conclusion and suggestion of the study.

5.1 Conclusion

This study reveals language style used in the slogan of *Sampoerna* advertisement. In this study, the writer tries to solve two problems of the study, namely the language style based on lexicon and language style based on sentence structure found in the slogan of *Sampoerna* advertisements. The writer applies the theory by Keraf Gorys (2010) as the main theory of language style. This research is qualitative research with document analysis and the writer does the analysis through several steps.

After finishing the analysis and describing the data, the writer draws the conclusion and gives suggestion as the last part of this thesis. To conclude based on lexicon the writer finds both formal and informal language style. Moreover, the mostly used lexicon found is informal form. Besides, the writer also finds the use of standard lexical and grammatical that is non standard Bahasa Indonesia and regional dialect as well.

Furthermore, from the five types of language style based on sentence structure, the writer find only four types as parallel style does not occur in the slogan. The mostly used style in the *Sampoerna*'s slogan is climax style that occurs about 11 (eleven) times followed by 4 (four) is anticlimax style, 1 (one) is antithesis style, and 4 (four) is repetition style. The writer also gives some interpretations regarding the reason for the most frequent style. First, the advertiser tends to put the important element of a sentence at the end of a sentence to give an emphasis because the modification or the style of *Sampoerna* itself is at the end of the sentence and the beginning part is like common word that Indonesian people know well, for example "*Bersatu kita teguh, bercerai teman damaikan*". We know that the word "*Bersatu kita teguh*" is the sentence that we often hear and we know that those word is a slogan of Indonesia. In which the complete one is "*Bersatu kita teguh, bercerai kita runtuh*". However, *Sampoerna* tries to modify those slogans into "*Bersatu kita teguh, bercerai kita damaikan*" so, it means that the important word is raising from the beginning part of the slogan to the last part of the slogan. Second, the writer assumes that *Sampoerna* uses climax style because *Sampoerna* wants to persuade their customer through their creativity in making slogan.

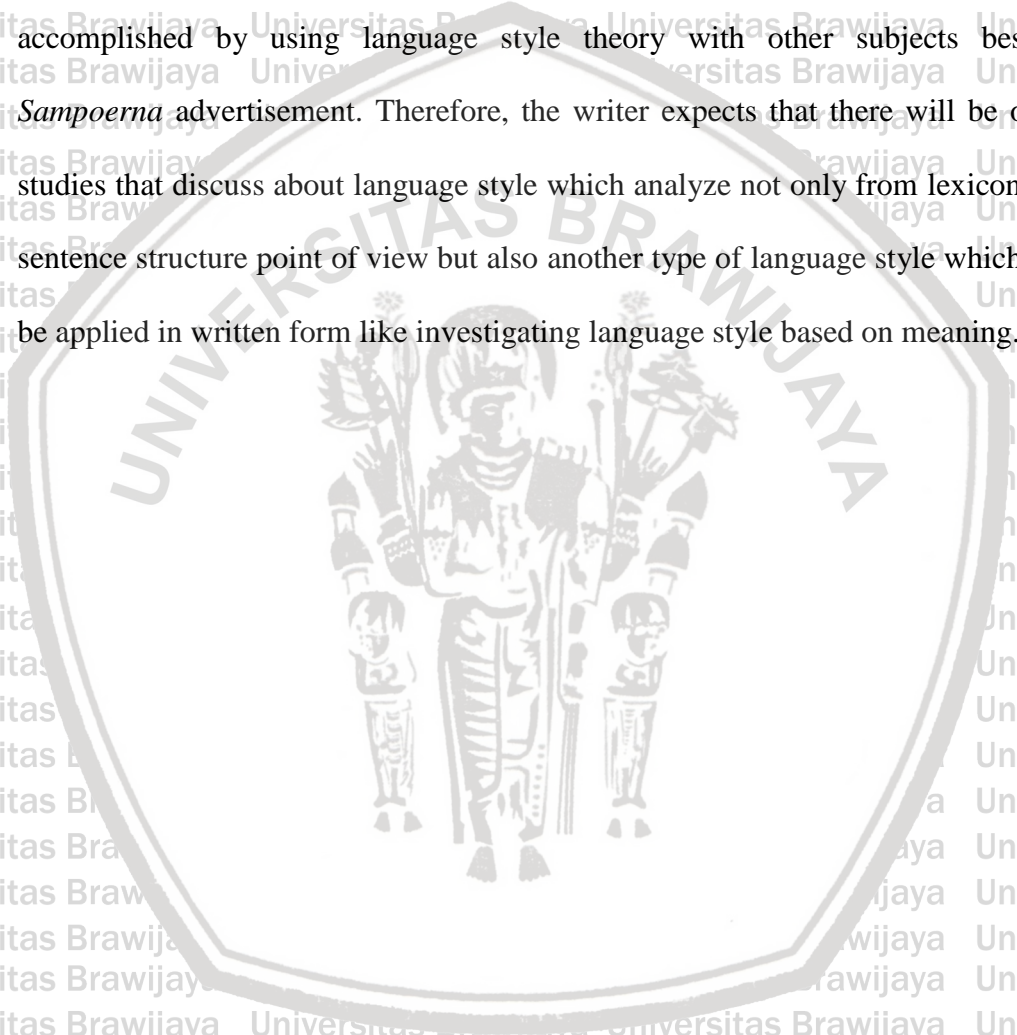
5.2 Suggestion

The writer suggests that further studies about the language style used in the slogan of *Sampoerna* advertisements can be conducted in different and more creative ways. It is due to the fact that the writer knows the language style and

Sampoerna advertisement are interesting to discuss. Language style theory is a theory about the uniqueness of a language as people can learn more about language from this theory because we use language every day in every occasion.

In addition, the writer realizes that there are many fields that can be accomplished by using language style theory with other subjects besides

Sampoerna advertisement. Therefore, the writer expects that there will be other studies that discuss about language style which analyze not only from lexicon and sentence structure point of view but also another type of language style which can be applied in written form like investigating language style based on meaning.



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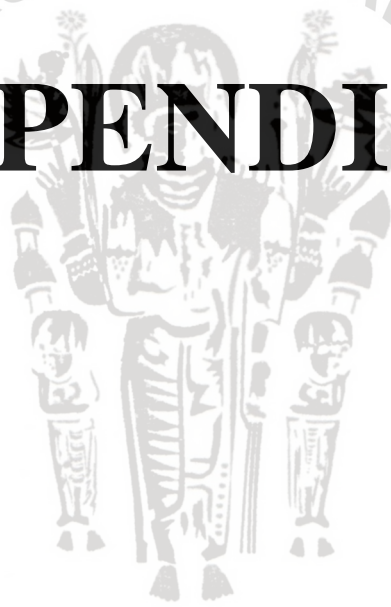
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APPENDICES



Appendix 1: Lexical and Grammatical Standard of Formal Language Style

Standard Lexical Formal Language Style

No.	Characteristics of Formal Language Style	Standard Lexicon				
		P	C	S	V	W
1.	Banyak hal penting dalam hidup ini, tetapi kita tahu mana yang lebih penting.				√	
2.	Sampoerna 99 tahun citarasa legendaris, dahulu sekarang selamanya.				√	
3.	Sampoerna inspirasi tanpa batas				√	
4.	Bersatu kita teguh, bercerai teman damaikan	√			√	
5.	Siang dipendam, malam balas dendam				√	
6.	Ada budi, ada balas.				√	√
7.	Sama rasa, sama rata				√	√

Note

- P** : Prefix me- or ber-
C : Conjunction “bahwa” and “karena”
S : Syntactical construction
V : Standard vocabulary
W : Word used precisely and efficiently

Standard Grammar Formal Language Style

No.	Characteristics of Formal Language Style	Standard Grammar				
		UP	UG	UR	UE	AG
1.	Banyak hal penting dalam hidup ini, tetapi kita tahu mana yang lebih penting.				√	
2.	Sampoerna 99 tahun citarasa legendaris, dahulu sekarang selamanya.					√
3.	Sampoerna inspirasi tanpa batas					√
4.	Bersatu kita teguh, bercerai teman damaikan					√
5.	Siang dipendam, malam balas dendam	√				
6.	Ada budi, ada balas.					√
7.	Sama rasa, sama rata					√

Note:

- UP** : Using phrase pattern for predicate consistently
UG : Using grammatical function
UR : Unity of thought and logical relationship
UE : Using variety of sentence to give emphasis
AG : Avoiding regional grammatical standard

Appendix 2: Lexical and Grammatical Standard of Informal Language Style

Standard Lexical Informal Language Style

No.	Characteristics of Informal Language Style	Standard Lexicon				
		DP	DC	NS	NV	WV
1.	Waktunya unjuk gigi, bukan basa basi					
2.	Daripada gak dapet-dapet kerja, mending gak dapet-dapet gelar					√
3.	Jadi tua itu pasti, jadi dewasa itu pilihan.	√	√			
4.	Daripada curang meding ganti permainannya.			√		
5.	Yang lebih muda yang nggak dipercaya.					√
6.	Walaupun gak ada pantai, gua tetep santai kayak di pantai.				√	
7.	Sampoerna pas, yang special		√			
8.	Tangki kosong teman ngisiin.					√
9.	Nggak ada loe nggak rame.					√
10.	Taat kalau cuma ada yang liat.					√
11.	Yang lain ada maunya, gue apa adanya.					√
12.	Tanggal muda jangan foya-foya kecuali mau nraktir gue					√
13.	Sudah tau atau nggak mau tahu? Merokok dapat menyebabkan serangan jantung, impotensi dan gangguan kehamilan					√

Note

DP : Deletion of prefix me- or ber-

DC : Deletion of conjunction “bahwa” and “karena”

NS : No syntactical construction

NV : Non-standard vocabulary

WV : Word used vaguely and not efficiently

Standard Grammar Informal Language Style

No.	Characteristics of Informal Language Style	Standard Grammar				
		NP	NG	NR	NE	UR
1.	Waktunya unjuk gigi, bukan basa basi					
2.	Daripada gak dapet-dapet kerja, mending gak dapet-dapet gelar					√
3.	Jadi tua itu pasti, jadi dewasa itu pilihan.		√			
4.	Daripada curang meding ganti permainannya.					√
5.	Yang lebih muda yang nggak dipercaya.		√			√
6.	Walaupun gak ada pantai, gua tetep santai kayak di pantai.			√		√
7.	Sampoerna pas, yang special			√		
8.	Tangki kosong teman ngisiin.					√
9.	Nggak ada loe nggak rame.					√
10.	Taat kalau cum ada yang liat.					
11.	Yang lain ada maunya, gue apa adanya.		√			√
12.	Tanggal muda jangan foya-foya kecuali mau nraktir gue					√
13.	Sudah tau atau nggak mau tahu? Merokok dapat menyebabkan serangan jantung, impotensi dan gangguan kehamilan					√

Note:

NP : Not using phrase pattern for predicate consistently

NG : Not using grammatical function

NR : No unity of thought and logical relationship

NE : Not using variety of sentence to give emphasis

UR : Using regional grammatical standard

Appendix 3: List of figure of Sampoerna advertisements

**Daripada gak dapet-dapet kerja
mending gak dapet-dapet gelar**

() Gelar dulu
() Kerja dulu

(✓) Pilih di www.pilihangua.com

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**JADI TUA
ITU PASTI
JADI
DEWASA
ITU PILIHAN**

Maryam blogspot.com



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**YANG LEBIH MUDA
YANG GAK DIPERCAYA**



SIANG DIPENDAM MALAM BALAS DENDAM



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