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rawijaya rawijaya	Universit	know the who	ole phenomen	a of words a	na language i	n detail in a	scientificsitas niversitas	
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rawijaya Irawijaya								
rawijaya	Universitas	the researcher	used qualitati	ve approach	because the air	m of this rese	archiwassitas Universitas	Brawijay
rawijaya		to describe the	e meaning and	the structure	analysis of sl	logan "Trans	TV Milik _{sitas}	
rawijaya	Universitas		1 1 1 2/	1 - 1 - 1 111	111 37 /			
rawijaya	Universitas	Kita Bersama	", to understa	and the societ	y's interpretat	tion toward th	Universitas ne slogan Universitas	Brawijay
rawijaya		and the impact	of slogan to t	he society in	Baniarwati vil	lage, Jiava	Universitas	
rawijaya	Universitas	Brawii	<u> </u>	•		wijaya	Universitas	Brawijav
rawijaya	Universitas	Brawij There	were two type	s of this resea	arch. They wer	re content or o	locumentsitas	Brawijay
rawijaya	Universitas	Brawijava analysis and c	University C	ontent or doc	versitas	Brawijaya	Universitas n method	Brawijay
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	applied to wri	tten or visual	materials for	the purpose of	of identifying	specifiedsitas	Brawijay
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rawijaya	Universitas	characteristics	Universitas	Brawijaya		ed can be te Brawijaya	Universitas	Brawijay
rawijaya	Universitas	newspapers,	speeches, to	elevision pr	ograms, adv	vertisements,	musicalsitas	Brawijay
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rawijaya			or any of a ho	st of other typ	bes of docume	nts (Ary, et al	, 2002). rsitas	
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rawijaya	Universitas However this research used the language of slogan so that research design was	wijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra In addition, this research was also a case study. Ary et al (2002) Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	wijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas explains a case study as a study which observes a single phenomenon occur insitas Bra	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universities a society e.g. one individual, one group, one organization, and one program.	
rawijaya	Universities The goal is to achieve the description in detail. It uses multiple methods, such sites Bra	wijay
rawijaya	Universitas Brawijaya Universitas Bra	
rawijaya	Universities as interviews, observations, and archives to gather data. In this research, cases it as Brain and archives to gather data.	
rawijaya rawijaya	Universitas Braw study was used to know the society's interpretation toward slogan "Trans TV Universitas Braw Study was used to know the society's interpretation toward slogan "Trans TV Universitas Braw Study was used to know the society's interpretation toward slogan "Trans TV Universitas Braw Study was used to know the society's interpretation toward slogan "Trans TV Universitas Braw Study was used to know the society's interpretation toward slogan "Trans TV Universitas Braw Study was used to know the society's interpretation toward slogan "Trans TV Universitas Braw Study was used to know the society's interpretation toward slogan "Trans TV Universitas Braw Study was used to know the society slogan" "Trans TV Universitas Braw Study was used to know the society slogan" "Trans TV Universitas Braw Study Was Universitas B	
rawijaya		
rawijaya	Universitas <i>Milik Kita Bersama</i> " and the impact of the slogan to the society in Banjarwati ^{Sitas Braid} Universitas	wiiav
rawijaya	Universit village covering children, adolescent, and adult.	
rawijaya	Universitas Bra	
rawijaya	University 5 hiversitas Branchistas Branch	
rawijaya	Universit3.2 Data Source niversitas Bra	
	Universita Iniversitas Bra	
rawijaya	Universita Universita Universita The data of this research covered two things. The first datum was the	
rawijaya	Universita: Universitas Bra	wijay
rawijaya	Universitas sentence of the slogan saying "Trans TV Milik Kita Bersama" used by Transsitas Bra	wijay
rawijaya	Universitas Bra	wijay
rawijaya	Universitas TV. Meanwhile, the source of this data was slogan of Trans TV. In addition, sitas Brain	
rawijaya	Universitas second datum was the utterances produced by the society covering children, sitas Bra	
rawijaya	Universitas Braw Ijaya Universitas Bra	wijay
rawijaya	Universitas adolescent, and adult in Banjarwati village chosen by the researcher. So, the Brands Bra	
rawijaya	Universitas Brawijaya	wijay
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rawijaya	Universitas chosen by the researcher because it is one of good slogans. It consists of four Brancher B	
rawijaya rawijaya	Universitas Brawijaya	wijay
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rawijaya rawijaya	TV that used since 2001 till 2012 and makes Trans TV receiving many Universitas Brawijaya Universitas Brawijaya	wijay
rawijaya	Universities achievements in the national level. In other hand, it is a medium to express the sites Bra	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	
rawijaya	idea and the purpose of Trans TV to satisfy the viewers.	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	
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rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas	Brawi Furthermore the researcher interviewed the society covering children, sitas Brawijay
rawijaya	Universitas	
rawijaya	Universitas	adolescent, and adult in Banjarwati village. The researcher chose this villages it as Brawijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya because it is the developing village which has good security, less of Brawijaya Universitas Brawijaya
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas	unemployment, and high education. In fact from economic condition of thesitas Brawijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas	society, every house in this village has television. It means that this village has Brawijay
rawijaya	Universitas	could support the research about the impact of TV station's slogan to the sitas Brawijay
rawijaya	Universitas	Brawijaya Universitas Brawijay
rawijaya		society. Meanwhile the researcher chose village not city because it still has it as Brawijay
Irawijaya	Universitas	limitation mass media. So, television has important rule and gives hig impact
rawijaya Irawijaya		
rawijaya	Universita 2	to them because it can influence the pattern and their life style from the Brawijay inversitas Brawijay
rawijaya	Universit	information that delivered. Finally, it creates great influence in the village and Sitas Brawijay
rawijaya	Universit	A liversitas Brawijay
rawijaya	Universit	society's development.
rawijaya	Universit	Moreover, based on the review of the population of this village onsitas Brawijay
rawijaya	Universit	niversitas Brawijay
rawijaya	Universita	November, 2012, the number of population is 5980 people. However the Brawijay
rawijaya	Universita	researcher was in line Ary et al (2002) who explain the data in the qualitative Brawijay
rawijaya	Universitas\	Universitas Brawijay
rawijaya 		approach deals with data that are in the form of words rather than numbers and sitas Brawijay
rawijaya	Universitas	statistics. In sum, the subjects were interviewed are 3 children, 5 adolescents.
rawijaya	universitas	aya Universitas Brawijay
rawijaya rawijaya	Universitas	and 2 adults who had some criteria as follows: Brawija Wijaya Universitas Brawijay Universitas Brawijay
rawijaya Irawijaya	Universitas	Brawija, wijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya		2. The subjects like watching TV.
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya		3. The subjects watch TV for 5 hours over in a day as Brawijaya Universitas Brawijay
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rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya 4. The favorite TV Station of the subjects is Trans TV. Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya		5. The subjects remember the slogan of "Trans TV Milik Kita Bersama" Brawijay
rawijaya		Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas	Braused by Trans TV since 2001 till 2012 Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
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Universit3.3	Data Collect	iomiversitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
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Universitas	Brawijaya o	of the major ch	aracteristics	distinguishes	qualitative res	Universitas	Brawijay
Universitas	the method u	sed to collect a	nd analyze da	ata. In qualitat	ive studies, the	e humansitas	Brawijay
Universitas	Brawijaya .	Universitas		Universitas	Brawijaya	Universitas	Brawijay
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Universitas	Stainback (19	988. cited in Lik	xa 2012, p.25	states that "I	n qualitative r	Universitas esearch.	Brawijay
Universitas		***	– ст. – , г. – с	蓬	1,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Universitas	Brawijay
Universita	the researche	er is often the	primary in	strument empl	loyed to gath		
Universi	According to	qualitative rese	earches the l	numan nerson	is the best in	niversitas	Brawijay
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	for grasping	the meaning pe	eople give to	events in the	ir lives". He	wants to sitas	Brawijay
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		The state of the s					
Universita	life. However	r in this researc	h, the researc	cher also need	ed addition ins	strument	Brawijay
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				HAR	//	Universites	Drowiiov
	In col	lecting the data	of this resear	ch, the researc	her had two p	rocesses	Brawijay
		elp collecting th	e data explai	ned as the follo			
	,						
Universitas	Brawi In this	s process the res	searcher used	extreme case	sampling tech	nique to _{sitas}	Brawijay
Universitas	Brawijaya.	Universitas	Brawijaya.	Universitas	Brawijaya	Universitas	Brawijay
Universitas	Brawijaya	ita. Ary et al (20 Universitas	102) argue th Brawijaya	at extreme cas Universitas	e sampling is a Brawijaya	a way to Universitas	Brawijay
Universitas	used question	nnaire to select	the subjects	s of this resea	rch. It aimed	to give	Brawijay
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rawijaya Universitas Brawijaya Universitas limitation or special criteria to the subjects until the researcher considers that Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities they are representative enough to be considered as the data of this research. Jersitae Brawijava laya Universitas Brawijaya Universitas Brawijaya Universitas In this technique, the research selected the subjects by using some laya Universitas Brawijaya Universitas Brawijaya Universitas Universitas steps. The steps were done as follows: /a Universitas Brawijaya to support this research. In this step, the researcher gave 10 questions that Sitas Brawijaya Universitas Br have many choices and every subject has the same question. However, the sitas subjects chose Trans TV as the favorite TV station and "Trans TV Milik" Kita Bersama" as the memorable slogan, and watch TV for five hours sitas Brawijaya over in a day they fulfill criteria as the data of this research. b. Distributing questionnaire in the society of Banjarwati village covering children, adolescence and adult. In this case the researcher distributed 300sitas questionnaires which are same with 5 % of the number of population in Banjarwati village. In addition, from 300 questionnaires, the researcher Brawijaya found 10 questionnaires that fulfilled as the subject in this research. Insitas B sum, there are 10 subjects in this research which consist of 3 children, 5 Bradolescences and 2 adults. c. Deciding the subjects that fulfill special criteria as the data of this research. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas 2) rav Post-Research: rsitas Brawijaya Universitas Brawijaya Universitas Brawijava Universities research. There are three kinds of data collection methods that are most Universitas Brawijaya Universitas Brawijaya Universitas common used in qualitative research namely observation, interviewing and 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 Universitas Brawijaya Universitas Brawijaya Universitas document analysis. Since this research was case study, the researcher used Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas interview method, one of the three data collection methods stated above. Insitas Universitas Brawijaya rawijaya rawijaya Universities p.320) calls the type of this interview is involved in *in-depth interview*, which sites Brawijaya Universitas this interview was to know the idea and the opinion of the subjects. Therefore, Universitas the researcher met the subjects directly to obtain the information. Moreover, sitas this method also enabled a researcher and the subjects to establish a good cooperation so that it can produce a high response rate. The researcher collected the data by using some steps. The steps were done as follows: a) Preparing a set of question about Trans TV especially the program and thesitas Brawijaya slogan of Trans TV "Trans TV Milik Kita Bersama." the example of the question is like what is your opinion about Trans TV?, Why do you like Sitas Brawijaya Trans TV?, What do you think about the slogan of Trans TV "Milik Kita Bersama"?, et cetera. In this step, the researcher will ask some questions Universitas Br for each subject. The researcher provided the questions in the appendix versitas Brawijaya b) Interviewing the subjects by using semi structure interview. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit**3.4 Data Analysis** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya According to Ary et al, in his book "Introduction to Research in Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities Education" (2002), data analysis is a step for researchers to collect and arranges it as Brawijaya Universitas Brawijaya

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rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas	present what they learned to others. In analyzing the data, the researcher used Brawija
rawijaya	Universitas	
rawijaya	Universitas	two processes because there were two data of this research explained as thesitas Brawija
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas	1. Analyzing the sentence of slogan saying "Trans TV Milik Kita Bersama" ersitas Brawija
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas	Brawijay In this process, the researcher focused to investigate the data based stars Brawijay
rawijaya	Universitas	
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas	Braslogan viewed syntagmatic and paradigmatic perspectives. Moreover, sitas Brawijay
rawijaya	Universitas	Fairclough's theory was used by the researcher, especially Text Analysis
rawijaya	Universitas	
rawijaya	Universitas	Trowever the researcher concerned on vocabulary choices and
rawijaya	Universita	Structure analysis of slogan "Trans TV Milik Kita Bersama." It means that sit as Brawijan
rawijaya	Universi	
rawijaya rawijaya	Universit Universit	the researcher just wanted to analyze internal element of it. In the diction,
rawijaya Irawijaya	Universit	
	Universit	the researcher concerned on meaning of slogan by using semantic theory. Sitas Brawijay
rawijaya	Universita	So, every word of this phrase was interpreted by the researcher. Moving to
rawijaya	Universitas	
rawijaya	Universitas	the structure of slogar, the researcher used semiotic theory, particularly
rawijaya	Universitas	
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rawijaya	Universitas	wanted to know the pattern of the sentence of slogan saying "Trans TV" Bra
rawijaya	Universitas	BraMilik Kita Bersama" to know the syntagmatic analysis and replaced the Sitas Brawija
rawijaya	Universitas	Brawija Wijaya Universitas Brawijay
rawijaya		Braword of this phrase for paradigmatic analysis. So, this data had different Brawija
rawijaya	Universitas	impression if the combination of the words were not arranged in that way. Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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rawijaya		Brawijayan sum, the researcher used some steps to do this process. The stepssitas Brawijayan
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rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya a. Analyzing the sentence "Trans TV milik kita bersama" based on the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawi meaning by using semantic theory. It means the researcher concerned sitas Brawijava Universitas Brawijaya rawijaya rawijaya Universitas Br b. Analyzing the sentence "Trans TV milik kita bersama" based on the sitas Brawijaya Universitas Brawii sentence was investigated from the structure and the pattern. Universities Brac. Analyzing the sentence "Trans TV milik kita bersama" based on the sites paradigmatic perspective. In this case, the researcher also applied semiotic but concerned to replace the word of this sentence. So, the Sitas Brawijaya Universit sentence was changed with the synonym of the word. d. Drawing conclusion based on the internal element of "Trans TV milik" kita bersama" slogan. Analyzing the result of interview The researcher investigated the society's interpretation towardsitas Brawijaya "Trans TV milik kita bersama" slogan used by Trans TV and the impact of slogan toward society in Banjarwati village encompassing children, Universitas Bradolescents, and adults by using the result of interview. Meanwhile, sitas Brawijaya Fairclough theory was also utilized by the researcher to investigate and interpret those data. In particularly discourse practice was applied to Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braunderstand the interpretation of the society and socio-cultural practice tositas Brawijaya Universitas Bradolescents and adultas Brawijaya Universitas Brawijąya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

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rawijaya			The steps were as follows:			Universitas	
rawijaya							
rawijaya	Universitas	a. Ident	ifying and classifying the ut	terances of chi	ldren, adolesc	cents and	Brawijay
rawijaya			s to make the data easy to be			Universitas	
rawijaya			Universitas Brawijaya	•		Universitas	
rawijaya	Universitas	b. Selec	eting the result of question	naire that sho	ws delegation	n of the	Brawijay
rawijaya	Universitas						
rawijaya	Universitas	Brawijava	pretation of the society and	i the impact	of the slogar Brawijava	Universitas	Brawiiav
rawijaya	Universitas		ty.		rawijaya	Universitas	
rawijaya	Universitas						
rawijaya	Universitas	Br. c. Inves	stigating the society's interp	pretation of the	e slogan by u	ising the	Brawijay
rawijaya	Universitas	resul	t of interview covering child	ren, adolescen	t, and adult. F	How they sitas	Brawijay
rawijaya	Universita			A -		Universitas	Brawijay
rawijaya	Universi	inter	preted this slogan and what the	neir opinion abo	out the slogan	niversitas	Brawijay
rawijaya	Universi	d Digg	ussing the impact of slogar	"Trans TV	Milile Vita P	niver,sitas	Brawijay
rawijaya	Universit	u. Disci	ussing the impact of stogar	1 Irans Iv	Milik Kila D	niversitas	Brawijay
rawijaya	Universit	towa	rd society in Banjarwati villa	nge covering ch	nildren, adoles	scentiandsitas	Brawijay
rawijaya	Universit					niversitas	Brawijay
rawijaya	Universita	adult	30 87	(12)		niversitas	Brawijay
rawijaya	Universita	e. After	all of the steps, the research	ner drew the co	onclusion base	ed on the sitas	Brawijay
rawijaya	Universitas	N N		11 E. 4		' Universitas	Brawijay
rawijaya	Universitas	resul	t of interpretation. It was s	supposed to m	ake the resul	lt_of _{i\} the _{sitas}	Brawijay
rawijaya	Universitas	B\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	rch become clearer and mor	e detail to the	reader and al	Universitas	Brawijay
rawijaya	Universitas	Bra	ien become clearer and mor	e detail to the	aya	Universitas	Brawijay
rawijaya	Universitas	Braw resea	rcher herself.		Kjaya	Universitas	
rawijaya	Universitas				wijaya	Universitas	
rawijaya	Universitas				Tawijaya	Universitas	
rawijaya	Universitas		Universitas Etampa,			Universitas	
rawijaya	Universitas		Universitas Brawijaya			Universitas	
rawijaya	Universitas		Universitas Brawijaya			Universitas	
rawijaya	Universitas		Universitas Brawijaya			Universitas	
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rawijaya	Universitas	Brawijaya	Universitas Brawijaya	Universitas	Brawijaya	Universitas	Brawijay