Universitas Brawijaya Universitas CHAPTER IV iversitas Brawijava Univ FINDINGS AND DISCUSSIONS Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brav This chapter presents the findings and the discussions of the research. Univers4.1 Finding of the research Universitas Bray In the finding of textual analysis there is similar interpretation about the as Bray meaning of slogan "Trans TV Milik Kita Bersama" from the researcher and the subjects of this research. In this case, the researcher explores the researcher and tas Brawijaya hiversitas Brawijaya TV viewers' interpretation to emphasize the critical thinking both of them. So, the readers can know about the critical thinking of the researcher and the real condition easily. In researcher interpretation, the meaning of slogan "Trans TV as Brawlava Milik Kita Bersama" is Trans TV can be owned and enjoyed by the society. Universita Besides, the subjects of this research interpreted that Trans TV can be owned by tas Brawijaya all of people not only possession of Trans TV's management its self. Therefore semantically, the diction of "Trans TV Milik Kita Bersama" is good choice Brawijaya Universita because it can represent the purpose of Trans TV. This slogan consists of the tas Brawijava Universitas Brawijava word "Trans TV" as subject, "milik" as verb, "kita" as object, and "bersama" as Universita adverb of object. Furthermore, if the word of this slogan is changed with "Trans as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita TV Punya Kami Semua", so the purpose and the target of Trans TV will be failed as Brawiava because the society have not owned Trans TV but Trans TV have owned the Universita society/jaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra To figure out the impacts of "Trans TV Milik Kita Bersama" slogan toward Banjarwati village society covering children, adolescents, and adults, the Universita researcher used discursive practice or discourse practice and socio cultural as Brawi University practice. Actually there are 20 questions that researcher asked to the interviewees. Universita However only 6 questions that showing about interpretation of slogan and 7 as Brawijaya questions which showing the impact of slogan "Trans TV Milik Kita Bersama." To know the impact of slogan "Trans TV Milik Kita Bersama", the researcher Universita began to analyze the viewers' interpretation and then the impact. In the discourse tas Brawi practice, the researcher and the participants have same interpretation that slogan "Trans TV Milik Kita Bersama" is good slogan. It is one of the advertisements that included into promotional genre. Moreover, they felt have and were as Brawiava iversitas Braw interested with this slogan. However, there is different interpretation between the Universita researcher and the participants. In the researcher's interpretation, the researcher as Brawijaya interpreted that the slogan gave big impact to the society however the participants interpreted that there is no power of the slogan. The most important thing that Universita influenced them to choose Trans TV as the favorite TV station is the program of tas Brawi Trans TV not the slogan "Trans TV Milik Kita Bersama". In short, the researcher Universita described more detail in the subheadings below. versitas Brawijaya Universitas Brawijaya 4.1.1 Analysis of The Meaning of *Trans TV Milik Kita Bersama* Slogan Used by Trans TV rsitas Braw Universitas Braw Trans TV. Universitas Brawijaya Universitas Brawijaya Universitas Bray Regarding to the text analysis, this model concentrates on vocabulary as Brawijava choices and structure analysis. Meanwhile, lexical choice of slogan "Trans TV Universitas Brawijaya Universitas Brawijaya Universitas Brawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Milik Kita Bersama" is good selection applied by Trans TV. In this case, the researcher interviewed 10 subjects covering 3 children, 5 adolescents and 2 adults Universita in Banjarwati village society. As the faithful viewers of Trans TV, they have same tas Brawijaya interpretation about the meaning of slogan "Trans TV Milik Kita Bersama." Universita Although they have different age, level but they have same understanding and as Brawijaya comprehension about the purpose and main idea of Trans TV which represented by slogan "Trans TV Milik Kita Bersama". In first explanation, the researcher picked of pieces of children's interpretation. There are 3 children in this research. First child talks the meaning of slogan Trans TV Milik Kita Bersama is Trans TV milik semua tidak membedabedakan derajat martabat penontonnya (milik semua kalangan) (Trans TV can be Universita owned by all people and has not distinguished level of society). Second child as Brawijaya guesses the meaning of slogan Trans TV Milik Kita Bersama is semua orang bisa menonton Trans TV (all of people can watch Trans TV). Furthermore same Universita interpretation is also explained by last child. She interprets the meaning of slogan tas Brawijava Trans TV Milik Kita Bersama is Trans TV bisa dimiliki semua orang diseluruh Universita Indonesia (Trans TV can be owned by all of Indonesian citizens). In sum, tas Brawijaya although they are still children but they can interpret the meaning of slogan Trans as Braw TV Milik Kita Bersama. They guess that the presence of Trans TV is to be owned Universita and enjoyed all of Indonesian citizen without distinguishing the level and the as Brawijava condition of the society. Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray Moreover the researcher also describes the interpretation from a Brawiava adolescents. There are 5 teenagers as subject in this research. They also have Universitas Brawijaya Universita same interpretation about the meaning of slogan Trans TV Milik kita Bersama. as Brawi ava The ownership and togetherness words are the power of this slogan. There is Universita same interpretation from three teenagers. They interpret that the meaning of as Brawijaya s Brawijaya – Universitas Brawijaya slogan Trans TV Milik Kita Bersama is Trans TV bisa dimiliki oleh semua orang (Trans TV can be owned by all of people). Another teenager also describes the Universita same meaning but she emphasizes that Trans TV is owned by the society for tas Brawij public, it is not gotten for individual necessity. In addition, the other interpretation is also presented by last teenager. She stresses that Trans TV programs are delivered to fulfill the viewers' satisfaction so, they feel to own Trans TV totally. Tas Brawiava Finally, the teenagers conclude that the meaning of slogan Trans TV Milik Kita Universita Bersama is Trans TV is presented for public interest not individual interest, so it as Brawijaya about the can be owned by the society from all of aspects of it, especially programs. Universitas Braw The last interpretation is from adult. There are 2 adults in this research. As Universita the viewers that like to watch Trans TV more than five hours in a day, they have tas Brawijaya University same interpretation but different emphasizing. For first adult, she has as Braw interpretation that the meaning of Slogan Trans TV Milik Kita Bersama is Trans Universita TV bisa milik semua orang dan tidak membedakan tingkatan martabat (Trans TV tas Brawijaya Universitas Brawijaya Universitas Brawijaya can be owned by all of people without distinguishing the level of status). The last Universitas Brawij³⁸ya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universita subject of this study is the second adult. She describes that the meaning of slogan tas Brawijaya
Brawijaya	Universita Trans TV Milik Kita Bersama is Trans TV bisa menerima masukan semuanya jadi
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita Trans TV tidak hanya milik instansi dan pengelolanya saja tapi Trans TV juga tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas milik semua orang yang menontonnya dan menggemarinya (Trans TV can receive Universita
Brawijaya	Universite many inputs and opinions from the society, so Trans TV is not only owned by tas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universita agency, manager, or owner of Trans TV but all of people who watch and like tas Brawijaya
Brawijaya	Universita Trans TV very much). In conclusion, they have same interpretation with children
Brawijaya	Universitas Br
Brawijaya	Universita and adolescents that the word ownership and togetherness is the power of this as Brawijaya
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Universi slogan. However, they also give deep interpretation about the meaning of slogan tas Brawijaya
Brawijaya	Universi Milik Kita Bersama. They guessed that Trans TV applied the slogan Milik Kita Brawijaya
Brawijaya	Universita Second
Brawijaya	Universit Bersama to receive many opinions and suggestions from the faithful viewers of tas Brawijaya
Brawijaya	Universita Trans TV. So, Trans TV can improve their services, programs, etc and the
Brawijaya	Universita
Brawijaya	Universita viewers can enjoy it contentedly. In sum, based on the TV viewers' interpretation it as Brawijaya
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universitas Furthermore, after the researcher analyzed the TV viewers' interpretation, tas Brawijaya
Brawijaya	Universitas Bravijaya
Brawijaya	Universitathe researcher also interpreted this slogan literally with her own words to give tas Brawijaya
Brawijaya	Universitas Brawijaya explanation more about it. Among those, as cited in <i>Kamus Lengkap Bahasa</i> Universitas Brawijaya
Brawijaya	
Brawijaya	Universita Indonesia by Santoso et al the word milik means kepunyaan or hak, the word kita as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Anonyjo, Conversitas Brawijaya Universitas Brawijaya
Brawijaya	Universita means aku dan engkau sekalian, and the word bersama means semua, tidak as Brawijaya
Brawijaya	berbeda, mirip, serupa, sekaligus. From that meaning, the sentence "Trans TV
Brawijaya	Universitas brawijaya Universitas brawijaya Universitas brawijaya Universitas brawijaya
Brawijaya	Universita milik kita bersama'' means kepunyaan semua orang tanpa membedakan siapapuntas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita <i>itu</i> (belongs to all people without any differentiation). In addition, in <i>Kamus</i> as Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
KrawllaVa	numersitas kramitava – numersitas kramitava Humersitas Kramitava – Humersitas Kramitava

Universitas Brawijaya Besar Bahasa Indonesia the word milik is noun. Therefore, the researcher also described the word milik that has function as verb because it is slogan that used Universitas Brawijaya Universitaby Trans TV so Trans TV is the subject of this slogan. The verb of milik is as Brawi ava *memiliki*. It means *mempunyai*. It is active form but in the passive form it means Brawijaya Universita dipunyai or dimiliki. Literally, this slogan has a great meaning because it can be a las Brawijaya s Brawijaya – Universitas Brawijaya main purpose of Trans TV to catch TV viewers and create ownership and togetherness feeling in the TV viewers' mindset. Furthermore, ownership and togetherness word is strongly word choice in this data. Trans TV applied the slogan Trans TV Milik Kita Bersama. It has very great implication because the signifier Trans TV Milik Kita Bersama signifies the ownership of anything about Trans TV covering all stratification system and all of Universita level in society. The implication of this lexical choice is that the viewers of this as Brawijaya TV station including all stratification level of Indonesian citizens beginning from children, adolescence and adult. As a matter of fact, the viewers of Trans TV are Universitaall of the Indonesians citizens from different level including rich people (high tas Brawijava class), poor people (low class) and middle class. Universitas Bravin addition, this implication also shows that the programs of this TV tas Bravijava broadcasted interesting programs such as series, , movie, station have Universitas Brawi Universita entertainment, news, information, religious, and reality shows, etc to remain the as Brawijaya society about the main purpose of Trans TV in which those programs performed Universita to be enjoyed and owned by society especially Indonesian citizens. So, Trans TV as Brawijaya Universitas Brawij49 Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya is able to fix the goal's idea in the TV viewer's mind as a TV station that has good services. Therefore, the TV viewers feel entertained and admired with those Universitas Brawijaya Universita programs ava Universitas Brawijaya Universitas Brawijaya Universitas BravIn other hand, when we compare the slogan of Trans TV Milik Kita as Brawijaya **Universitas Brawi** Bersama with the synonym of those words like Trans TV Punya Kami Semua, actually the meaning is same but the interpretation is different. Trans TV milik Universita kita bersama means it owned by the society. All of the instruments and services as Brawijaya of Trans TV are purposed to the society. However, Trans TV punya kami semua means it has the society. There is no mutual benefit for both and relationship each others. So, the main purpose of Trans TV to attract the TV viewers is failed. Versitas Brawilava On the text analysis, it could be underlined that meaning construction or as Brawijaya ideology construction as believed by Fairclough takes place. Trans TV Universita management wishes that the viewers of this TV station include all of Indonesian tas Brawijaya Universita people from all of social stratification classes and all of society's level. as Brawiava Meanwhile, all of instruments of this TV station especially the programs and the Universita services which were delivered for public necessity can be enjoyed by them as Brawijaya Besides, the viewers can also give opinions and suggestion as improvement of it. Brawijaya Finally, the researcher and the subjects of this research have same interpretation Universitas Brawijaya Universitas Brawijaya rsitas Brawijaya **Universitas Braw** Universita about the meaning of slogan "Trans TV Milik Kita Bersama" used by Trans TV tas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya that the presence of Trans TV is used to be owned and be enjoyed by the society Universitation only for Trans TV itself. In short, the word ownership and togetherness is as 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 dominant power in meaning of slogan Trans TV Milik Kita Bersama both of literal meaning and the interpretation from the subjects in this research. 4.1.2 Structure Analysis of *Trans TV Milik Kita Bersama* Slogan Used by Trans Jniversitas Brawi Universitas Bray Moving to the structure analysis, the data are analyzed based on tas Brawijaya syntagmatic and paradigmatic analysis. In syntagmatic analysis, the data describes Universita pattern and structure of slogan "Trans TV Milik Kita Bersama" because this step tas Brawijaya Universita is the structural technique to find out the "surface structure" of a text and the tas Brawijava relationship between its parts. In this case, the researcher decides function and position of each word in slogan "Trans TV Milik Kita Bersama." Syntagmatically, this slogan consists of the combination between "Trans niversitas Brawi TV" and "Milik" and "Kita" and "Bersama". Therefore, the form of this slogan as Braw can be classified as passive form. It can be seen from the function and the type of Universita those words. The word "Trans TV" is noun and the function is subject, the form tas Brawijaya and the function of "Milik" is verb that is followed by the word "Kita". It is possessive pronoun that has function as object. The word "Bersama" is adverb of Universita object. It has function to explain the word "kita". Besides, another characteristic tas Brawi which show that it is passive form is the word "Milik." Actually, this word is Universita noun but in this slogan it is verb because it is followed by possessive pronoun. ersitas Brawij Universitas Brawijaya Universitas Brawijaya other hand, one of the evidences that this slogan is passive form is Universitas Brawijaya Universitas Brawijaya Universita when the data are reversed the position. So, when the data are reserved this slogan as Brawijava Universitas Brawij42ya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita became "Kita Bersama Memiliki Trans TV." It also can be seen like this pattern as Brawijaya Universitas Brawijaya as follows: **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya <u>ver</u>sitas Brawijaya Universitas Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Trans TV <u>Trans TV</u>sitas Brawijaya <u>Milik</u> <u>Kita Bersama</u> <u>Kita Bersama</u> <u>Memiliki</u> 0 Universitas Brawijaya Universitas Brawijaya as Brawijaya BRA Universitas Brawijaya Actually this slogan does not present the characteristics of passive form generally because usually passive form in Indonesian is signed with the form of as Brawijaya iversitas Brawijaya the verb like di, di-i and ter. Therefore, the verb in this slogan does not fulfill that characteristic because the verb is Milik. However, this slogan still has the power characteristic that there is possessive pronoun that is located after verb. So, it can as Brawijaya be included as passive form. In addition, actually the original of this word is Universita dimiliki. However, this sentence is slogan so the sentence must be concise and as Brawijaya interesting. Therefore, affix in this word is omitted and become Milik. Besides, if Universita the slogan is written with Trans TV dimiliki Kita Bersama, it is not appropriated as Brawijaya Universita with Indonesian standard because when it used the word dimiliki so after it must as Brawijava be added with the word *oleh*. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray From the analysis above, it can be concluded that the form of slogan Trans as Brawijaya TV Milik Kita Bersama used by Trans TV is categorized as passive sentence Universita because the verb is followed by possessive pronoun so the word "kita" here is as a las Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawij43ya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita performer. In sum, the arrangement of this slogan is subject and verb and object as Brawijava Universitas Braviava and adverb. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Moreover, to measure the power of the pattern and the structure of this Brawijaya Universitas Brawija Universitas Brawijaya Universita slogan the researcher also used staging. It means that the researcher transformed as Brawijaya **Universitas Brawijaya** or removed the position of this slogan. However Trans TV used this slogan so Universite Trans TV is the subject of this slogan. In this case, the researcher changed the Universita position of this slogan as follows: Iniversitas Brawijaya Trans TV milik kita bersama 1. hiversitas Brawijaya Kita bersama milik Trans TV 2. *Kita bersama Trans TV milik 3. *Milik Trans TV kita bersama 4. In the first sentence can be explained that the main purpose of Trans TV is Universita all of the society or TV viewers can own Trans TV completely. So, it can show as Brawijaya that Trans TV as the subject is presented to entertain, to fulfill TV viewers' satisfaction and to be possessed by all of people without differentiation. Moving Universita to the second sentence, it had different understanding. The presence of Trans TV tas Brawijava Universitas Brawijaya is to own the society not they owned Trans TV. Therefore, the position of Trans Universita TV as a subject is failed because the main idea of Trans TV could not be as Brawijaya nversitas Brawijaya Universita delivered well. Besides, the third and the last sentence did not show good as Brawijaya arrangement and good meaning. So, those sentences could not perform the main Universita idea and purpose of Trans TV. In short, slogan "Trans TV Milik Kita Bersama" is as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya good choice because it can show the power of the purpose of Trans TV. Universitas Brawijaya Universitas Brawijaya Universitas Brawij44ya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas BravFurthermore, in paradigmatic analysis the researcher focused to replace tas Brawijaya
Brawijaya	Universitate words of slogan Trans TV Milik Kita Bersama with synonym of those words
Brawijaya	Universitate the words of slogan Trans TV Milik Kita Bersama with synonym of those words.
Brawijaya	Universita Moreover the data might have different impression if the combination of the tas Brawijaya
Brawijaya	Universitas Brawijaya words is not arranged in that way. If we imagine the word <i>Trans TV Milik Kita</i> Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Prawijaya Universitas Brawijaya
Brawijaya	Universita Bersama are respectively replaced with Trans TV Punya kami Semua, the as Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universita ownership and togetherness word is not impressed at all. vawijaya Universitas Brawijaya
Brawijaya	Universitas Brawi TAS BD ijaya Universitas Brawijaya
Brawijaya	Universitas Br In addition, when the researcher analyzed the meaning of it word by word, tas Brawijaya
Brawijaya	Universitas it showed different meaning and content. For the first, the word <i>milik</i> is replaced as Brawijaya
Brawijaya	Universite it showed different meaning and content. For the first, the word mittle is replaced tas Brawijaya
Brawijaya	Universi with punya. Literally, the word milik is noun and means kepunyaan or hak. tas Brawijaya
Brawijaya	Universital Contraction of the C
Brawijaya	Universi Besides the word <i>punya</i> means <i>memiliki</i> that is the function as verb. However, in tas Brawijaya
Brawijaya	Universit this slogan the word <i>milik</i> functions as verb because it is followed by possessive
Brawijaya	Universita universitas Brawijaya
Brawijaya	Universita pronoun. So, the form of this word is the verb in passive sentence. Next, the word tas Brawijaya
Brawijaya	Universitate Universitate Universitate Brawijaya Universitate kita is changed by kami. Actually it has same function but they have different tas Brawijaya
Brawijaya	
Brawijaya	Universita impression. Kita is called by "we inclusive." It was possessive pronoun that as Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universita included the opposite party. Besides, kami is called by "we exclusive." It is used tas Brawijaya
Brawijaya	Universitas Braw when the person or people being spoken are included. From that differentiation
Brawijaya	Universitas Brawija
Brawijaya	Universita can be underlined that the usage of the word kita is good choice because when the tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas and the conversitas Brawijaya Universitas Brawijaya Universita slogan used <i>kami</i> , the ownership was only owned by Trans TV itself not included tas Brawijaya
Brawijaya	
Brawijaya	all of the TV viewers. The last, replacing the word <i>Bersama</i> became semua. The
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita word <i>bersama</i> means <i>serentak, berbarengan, semua</i> but the word <i>semua</i> means tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	segala, semua. The meaning of the words showed that they are same but slightly
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya different. The word bersama is more purposed to the ownership but the word semua more showed about the number. It is usually accompanied with noun. In sum, if the combination of words in slogan is reserved with *Trans TV* Universitas Braw Universita Punya Kami Semua. It impress that Trans TV is not possessed the society, but the as Brawijaya Universitas Brawijava Universitas Brawijaya society possessed by Trans TV. It means that all of the instruments of Trans TV Universita including the programs and the services do not have function because there is no Universita target of advertisement especially the slogan of Trans TV. Meanwhile the form or type of "Trans TV Punya Kami Semua" is active as Brawijaya form so it is different form of slogan "Trans TV Milik Kita Bersama." Actually as Brawlava the word Punya represented the word mempunyai so it can be called as active versitas Brawijaya form because the verb contains affix me and i. Therefore society has been owned as Brawijaya Trans TV but Trans TV has been owned society. Besides, the researcher also Universita asked to the 10 subjects of this research that consist of 3 children, 5 teenagers and tas Brawijaya Universita 2 adult and they also liked to chose the arrangement of "Trans TV Milik Kita as Brawijava Bersama" than "Trans TV Punya Kami Semua." In conclusion the word Universita combinations of "Trans TV Milik Kita Bersama," instead of "Trans TV Punya as Brawijaya Universita Kami Semua" are good choice because it is one of Trans TV's strategies to create as Brawijaya the ideology that Trans TV is owned by the society not the society is owned by Universitas Brawijava Universita Trans TV aya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawij49a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universe 4.1.3 The Impact of Trans TV Milik Kita Bersama Slogan Used by Trans TV. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray The researcher observed and interviewed the ten subjects of this research as Brawijava versitas Bravia a bildren, 5 teenagers and 2 adults that have same criteria like the versitas Bravi Universita researcher said before. In this case, for the first step the researcher discussed the las Brawijaya ersitas Brawijaya – Universitas Brawijaya subject's interpretation about "Trans TV Milik Kita Bersama" slogan used by Universita Trans TV. In Fairclough theory, it is called discourse practice or discursive Universita practice. Next, as socio-cultural practice, the researcher interpreted the impact of as Brawijaya "Trans TV Milik Kita Bersama" slogan used by Trans TV in Banjarwati village society. However, the researcher also described the own interpretation and the subjects' interpretation. In sum, all of the analysis is supported with participant's as Brawnava statements which displayed clearly to make the reader easy to understand the data Universita of his research. 4.1.3.1 The Interpretation of Trans TV Milik Kita Bersama Slogan Used by Trans Universitas L TV "Trans TV Milik kita bersama" slogan shows advertising and versita promotional genre. It is purposed to persuade the viewers in order to watch Trans Universita TV, the slogan presents this TV station is possessed by all of Indonesian people as Brawijaya from Banda to Papua which covering all of social stratification classes from low Universita class until high class and all of society's levels of Indonesian citizen including as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita children, adolescents, and adults. The promotional element could be seen from as Brawijava the interesting name of slogan of this TV station. It is interesting because it is a Universitas Brawijaya tas Brawilava Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya short sentence, has a nice arrangement of words: the name of this TV station as an object, the predicate is possessive verb, the subject use us that can show about the Universitas Brawijaya Universitas Brawijaya Universita possessive and togetherness is added as an impression. It also uses simply words tas Brawii Universitas Brawieva so it gets memorable. In addition, something should be noted that being Universitas Brawi Universita memorable is the main purpose of advertisement especially slogan. Finally, the las Brawij data displayed in simpler way talks a lot about promotional genre. However in this case the interpretation is not only from the researcher her as Brawijaya self but the interpretation is also from the subjects of this research. So, there are six questions that shown about the interpretation of the subjects which have been become the faithful viewers of Trans TV because they like to watch TV five as Brawiava hours more in a day. Moreover, the researcher analyzed the subject's Universita interpretation from one question into another question. However there are 10 as Brawn subjects in this research. They are three children, five teenagers, and two adults. So, the researcher took as example first children (data 1) and second, third children (data 2 and data 3). For the teenagers, there are five teenagers (data 4, 5, as Brawi 6, 7 and 8) and for 2 adults (data 9 and data 10). As the detail explanation of the Universitas Brawijava Universita interviewees' answer, the researcher discussed the data as follows.³ Va In the first question, the researcher gave introduction and asked "menurut Universitas Braw Universitas Brawijaya Universitas Brawijaya Universita Anda, apa kelebihan Trans TV dibanding dengan stasiun TV yang lainnya?" (in as Brawijaya **Universitas Braw** Universitas Brawijaya Universitas Brawijaya your opinion, what are the advantages of Trans TV compared with another TV ¹³ station?). (Data 1 and data 2) talked that the advantages of Trans TV is the ¹³ Brawllaya **Universitas Brawijava** Universitas Brawij48ya Universitas Brawijaya

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Brawijaya	Universita program are more interesting than the others. For (data 3), she stated that Transtas Brawijaya
Brawijaya	TV's program is better. In sum, for the children, the advantages of Trans TV are
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitathe program that is delivered by it. Meanwhile, the answer of the teenagers is tas Brawijaya
Brawijaya	more variety. (Data 4) said that the performance of agenda is more variety. There
Brawijaya	
Brawijaya	Universita are so many film from foreign and Indonesian. Besides, (data 5) explained that the as Brawijaya
Brawijaya	Universitas Brawijaya Universitas knowledge of Trans TV is wider, more interesting and have multiple diverse of as Brawijaya
Brawijaya	
Brawijaya Brawijaya	Universitation program. Not far from the data 4, (data 6) also said that the schedule is more Brawijaya
Brawijaya	Universita variety. For (data 7 & 8), they also describes that the agenda of Trans TV is more tas Brawijaya
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Universi amazing than the other TV station. It can be concluded that the teenagers as Brawijaya
Brawijaya	Universi interpreted that the programs of Trans TV is more variety so, the viewers have a Brawijaya
Brawijaya	Universita Sita Sita Sita Sita Sita Sita Sita S
Brawijaya	Universit been feel bored. Besides, the adults also had good interpretation. (Data 9) stated as Brawijaya
Brawijaya	Universitation that the advantages of Trans TV are the programs are more variety and the
Brawijaya	Universita
Brawijaya	Universita performance is the longer than the others. The last (data 10) explained that Trans as Brawijaya
Brawijaya	Universitas Universitas TV delivered different performance so it is very good and does not bore. In as Brawijaya
Brawijaya Brawijaya	
Brawijaya	Universitation, the TV viewers interpreted that the advantages of Trans TV are saved tas Brawijaya Universitas Brawijaya
Brawijaya	Universitation the program of Trans TV. The agenda is more variety and better than the as Brawijava
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Brawijaya	Universitas Brawijaya Universitas Dramiju, a Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bray Moving to the second questions, the researcher gave a question about the tas Brawijaya
Brawijaya	reason in choosing Trans TV as the favorite TV station "menurut Anda, apakah Universitas
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita slogan Trans TV merupakan alasan penting Anda dalam memilih Trans TV as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	sebagai stasiun TV favorit Anda?" (Do you think the slogan Trans TV is your Brawijaya
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Universitas Brawijaya important reason in choosing Trans TV as your favorite TV station?). There are so many interpretations of the viewers. (Data 1, 2 and 3) interpreted that she Universita chose Trans TV because of the program that delivered of it. The same thing also tas Brawi happened to the teenagers; (data 4, 5, 6, 7 and 8) stated that in choosing Trans TV Universita as the favorite TV station, their main reason is the program of Trans TV. For the Las Brawi Brawijaya Universitas Brawijaya last level is for adults. There is one of them has different interpretation. (data 9) said that the slogan is one of the important reason for her in choosing Trans TV as Universitathe favorite TV station. She is interested to watch Trans TV because the meaning as B of the slogan. However it is not the first priority because her main reason to choose Trans TV is the program. While (data 10) explained that the slogan is not really important because the most important reason is the program of Trans TV. as Brawieva based on the explanation above can be concluded that the main reason in choosing Universita Trans TV as the favorite TV station is about the program not the slogan. The next question is about the function of slogan in the TV station. There Universitate many different interpretations from the subjects in this question. The as Brawn researcher asked "menurut Anda, apakah slogan memiliki peranan penting untuk Universita sebuah stasiun TV?" (Do you think that the slogan has an important role for a TV as Brawijaya station?). The first answer is from the children level, they have different argumentations. (data 1) said that it do not have important role, it is ordinary. Universita Like data 1 (data 2) explained that it is only have little function, the most as Brawijaya Universitas Brawijaya Universitas Brawijaya important thing is the program. Meanwhile (data 3) have different interpretation. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya and clear. The words are interesting and easy to memorize. From the subjects' Brawnava "Trans TV Milik Kita Bersama" is interpretation can be stated that slogan Universitas Brawijaya Universitas Brawijaya Universita categorized as good slogan as Brawijaya Universitas Brawijaya Universitian Bravin the further question, the researcher asked about the purpose of slogan as Bravijaya Universitas "Trans TV Milik Kita Bersama" to the interviewees. The question is "menurut Anda, apa tujuan Trans TV menggunakan slogan milik kita "Trans TV Universita bersama?" (What do you think about the purpose of Trans TV in using "Trans as Brawijaya TV milik kita bersama'?). In children's interpretation, there is one child who has different interpretation. (Data 1) stated that it is used for promotion. Trans TV can be introduced by the society and all of them can watch it. Moreover, (data 2 as Brawn and 3) interpreted that it is purposed for all of people and it can be possessed by Universita them. In other hand, there is same interpretation between (data 4, 5 and 6). The tas Brawi slogan is used so it can be owned and enjoyed by the society or viewers. Different argumentation is uttered by data 7. She talked that the main purpose of this slogan is the faithful viewers and Trans TV can make a unity without the differentiation each others. Besides (data 8) also added that this slogan could represent Trans TV Universita and it is one of the strategies to attract the society. In addition, (data 9) also has tas Brawij same interpretation with data 4, 5 and 6. Trans TV is owned by the society is the purpose of Trans TV in using this slogan. However (data 10) has different Universita argumentation. She described the purpose of using this slogan is for the as Brawlaya improvement of Trans TV and giving opportunity to the viewers to utter their Universitas Brawijaya Universitas Brawijaya Universitas Brawij²²ya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya input, opinion like new program of Trans TV. In sum, there are so many purposes of Trans TV that are interpreted by the faithful viewers of Trans TV. The Universita interpretation began from the possessive feeling of Trans TV till the improvement as Brawijava Universitas Brawijava of Trans TV. Universitas Brawijaya Universitas Brawijaya Universitas Bra. Moving to the last interpretation, the researcher gave impression with giving question about the interpretation of impact about the representation of Universita Trans TV. The researcher asked "menurut Anda, apa slogan Trans TV "milik kita as Brawijaya bersama" itu sudah mewakili gambaran Trans TV sepenuhnya apa belum?" (What do you think that "Trans TV milik kita bersama" slogan was already fully as Brawl represent of Trans TV?). In answering this question, all of the subjects of this as Brawiava research have same answer. They explained that slogan "Trans TV Milik Kita Universita Bersama" was totally interpreted Trans TV management. They also talked that as Brawijaya the program of Trans TV was appropriated with the level of the TV viewers and Universita Trans TV also gave good services to all of the TV viewers. From the explanation Universita above it can be concluded that "Trans TV Milik Kita Bersama" was received and tas Brawijava liked by the faithful viewers of Trans TV. Universitas Bray Actually the answers above were the explanation of the TV viewers' tas Brawijaya interpretation about "Trans TV milik kita bersama" slogan used by Trans TV. Universitas Brawijaya Universita Besides, this slogan also can be categorized as good slogan because it is fulfilled as Brawijaya the characteristics of good slogan. Although they did not use slogan as the main Universitas Brawijaya Universita reason in choosing Trans TV as the favorite TV station however the slogan as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawij⁵³ya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita "Trans TV Milik Kita Bersama" could be representation of Trans TV and the Brawijaya viewers could interpret and be interested with this slogan and this TV station. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita They felt posses Trans TV and remembered this slogan so, it can be concluded as Brawijava Universitas Brawijaya that this slogan is promotional genre because it made the viewers to watch and to Universitas Brawijaya Universitable interested, attracted, and persuaded with Trans TV. However, three of the as Brawijaya s Brawijaya – Universitas Brawijaya subjects of this research interpreted that the role of slogan is less important for TV station although they liked and was interested with "Trans TV Milik Kita Universitas Brawijava Universita Bersama" slogan. Iniversitas Brawijaya In conclusion, in the text production this slogan was one of the examples of advertisement which had characteristic to promote Trans TV to the TV tas Brawijaya viewers. In fact, the faithful viewers of Trans TV interpreted that they was Universita interested with the slogan "Trans TV Milik Kita Bersama" although it was not the as Brawijaya main reason why they chose Trans TV as their favorite TV station. They felt that it was good slogan so it was easy to memorized, known, and understood. So, the Universita main goal of text production and the text interpretation were fulfilled well. Slogan as Brawijava Trans TV Milik Kita Bersama" was the advertisement that is included as Universita promotional genre. onversitas Brawijaya Universitas Brawijaya 4.1.3.2 The Impact of *Trans TV Milik Kita Bersama* Slogan Used by Trans TV Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BrawViewed from social practice, the slogan "Trans TV Milik Kita Bersama" as Brawijaya had many impacts to society especially the TV viewers of this TV station Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya covering children, adolescents, and adult. Based on the researcher the slogan "Trans TV Milik Kita Bersama" was really simple and easy to be memorized and Universitas Brawijaya Universitas Brawijaya University understood because the researcher assumed that the word "Trans TV Milik Kita as Brawi Bersama" referred to the ownership and togetherness. The researcher felt that the tas Brawı Iniversitas Brav Universita slogan is able to embrace the viewers to watch this TV station and did not change as Brawl Brawijaya Universitas Brawijaya it with others. Besides, this slogan also persuades the audience to watch this TV station beginning in the morning until night with variety of the programs that is Universita performed by Trans TV. As we know, there are so many programs of Trans TV as Braw that can entertain the viewers for example in the morning program Mr.Bean which gives spirit to the viewers with humor and silly behavior of Mr. Bean, hiversitas Brawı continued with news Reportase Pagi gives information about the up to date as Brawn condition and situation surrounding the society. Actually, the implication of Universita slogan application which related with the programs is able to make the society as Brawi feel entertained and inspired with those programs and to open the access to Trans TV management is more innovative and creative in creating new programs and Universita show its existence toward society. Finally, both sides between addressor and as Brawi addressee get their privileges and have mutually benefits from each other. mversitas Brawijaya – Universitas Brawijaya Universitas BravIn this case, the researcher also directly interviewed and observed the las Brawin Universitas Brawing the society in Banjarwati village that have same criteria as the Universitas Braw Universita subjects in this research. The researcher had seven questions which show the Las Brawijaya impact of this slogan for them. How the language power of this slogan can Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya persuade and give impact to them. In this analysis, the researcher used the same way with the interpretation's analysis. Here, the researcher also discussed one Universita question into another question. Brawijava Universitas BravIn the beginning question, the researcher asked about the reason why they tas Brawijaya Universitaliked to watch Trans TV. The question is "mengapa Anda suka dengan Trans as B Universita TV?" (why do you like Trans TV?). Actually many of them like Trans TV because of the program. (data 1) talked that the reason why she liked Trans TV because Trans TV has been interesting program. It also can entertain him and has variety of program. (data 2) stated that she like Trans TV because of funny and entertaining program. Different with (1) and (2), data 3 like Trans TV because of tas Brawi the film that is performed in after noon and night. Moreover the teenagers also Universitalike Trans TV because of the program. Same with data 3, (data 4) also like Trans TV because of the movie or film in after noon and night. While data 5 explained that she likes it because of its interesting programs and many artists that are sita admired. Another reason is also uttered by data 6, she describes their reason is the las variety of the program of Trans TV. Besides, data 7 and data 8 like Trans TV because of the interesting and educating programs. Same reason happened for University adults. Both of them have same reason. They described that they like it because of Universities Brawie and the program that delivered by Trans TV. Finally, the main reason Universita why they like Trans TV is because of the variety of the programs that performed as Brawijaya sitas Brawijava Universitas Brawijaya Universitas Brawijaya by Trans TV beginning from interesting, funny, and educating programs. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya remember slogan "Trans TV Milik Kita Bersama" because of the understanding of the slogan and the meaning of the slogan, and the intention to hear and watch Universitas Brawijaya Universita Trans TV ava Universitas BrawAfter the reason why they like Trans TV and remember slogan *"Trans TV*tas Brawijaya Universita Milik Kita Bersama", the researcher also wants to know the influence or the as Brawi factor that affect them in choosing Trans TV as the favorite TV station. The researcher asked "apa yang mempengaruhi Anda dalam memilih Trans TV as Brawijaya sebagai stasiun TV yang paling Anda sukai?" (What is the influence that affecting you in choosing Trans TV as your favorite TV station?) In this case, all of the subjects of this research have same answer. It is influenced by the programs as Brawijaya that performed by Trans TV. Finally, the main factor that influences the viewers Universita in choosing Trans TV as the favorite TV station is the program of Trans TV versitas Brawij All of the subjects have same answer also happened in the last four Universita questions. In first question, the researcher asked "dari arti "Trans TV Milik Kita as Brawijaya Bersama," apakah Anda sudah merasa memiliki Trans TV?" (From the meaning of the slogan "Trans TV Milik Kita Bersama" do you think that you feel to have Universita Trans TV?). All of the interviewees state that they have owned Trans TV. In as Brawiaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawi second question, the researcher asked "apabila slogan Trans TV diubah dengan Universitä yang lainnya apakah akan tetap memilih Trans TV sebagai stasiun TV yang as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawij Universite paling disukai?" (if the slogan of Trans TV was changed with another, will you as Brawn constantly choose Trans TV as your favorite TV station?). This question can Universitas Brawijava Universitas Brawijava Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya show the impact of slogan to the faithful viewers of Trans TV. However, all of the subjects will constantly choose Trans TV as the favorite TV station although Universitathe slogan will be changed as Brawijaya Universitas Brawijaya Universitas BrayMoving to the next question, the researcher gave a choice to the subjects Universita of this research. However all of them have same choice. The question is "menurut as B Anda, lebih suka "Trans TV milik kita bersama" atau "Trans TV punya kami semua?" (Do you like "Trans TV milik kita bersama" or "Trans TV punya kami semua?"). The answer of the subjects is "Trans TV milik kita bersama." Although they have same answer, they also have different reason. Many of them said that the diction of "Trans TV Milik Kita Bersama" is better and easier to as Brawijaya understand and remember. It also can represent more about togetherness and Universite ownership. Furthermore, the last question is the conclusion of the interpretation of the impact of slogan "Trans TV Milik Kita Bersama." The researcher asked about ^{a s}"apakah Anda merasa tertarik dengan Trans TV karena slogannya? (are you ta interested with Trans TV because of its slogan?). The answer of this question can as Brawi show how the power of slogan in the TV station, especially slogan Trans TV milik kita bersama toward Trans TV. The answer of this question is all of the subjects University of this study explained that they choose Trans TV as the favorite TV station because of the program not the slogan. Universitas Brawijaya Universitas Brawijaya Universitas Braw In sum the conclusion of last four questions are all of the subjects have tas Brawijava same answers, feelings, interpretations and impacts. They like and remember the Universitas Brawijaw

Universitas Brawijaya slogan "Trans TV Milik Kita Bersama" than "Trans TV Punya Kami Semua" so they own Trans TV because of the meaning of slogan "Trans TV Milik Kita Universitas Brawijaya Universitas Brawıj Universita Bersama". They also constantly choose Trans TV as the favorite TV station as Brawieve although the slogan of Trans TV was replaced. It is influenced because they Universita choose Trans TV because of the program not because of the slogan. Finally, as Brawijaya s Brawijaya – Universitas Brawijaya slogan in the TV station is not really has a power but it is supporter to the TV station. It is one of the tools to deliver the purpose and attract the TV viewers' Universitamind in a memorable way. However, the most powerful thing is the program that as Brawijaya performed by TV station, especially Trans TV. However it still has power to influence of the society because of the meaning and the purpose of slogan "Trans hiversitas Brawıjaya TV Milik Kita Bersama. hiversitas Brawijava From the analysis above, it can be concluded that actually the presence of slogan in the TV station has less power than the presence of the programs. In this case, there is bit impact of "Trans TV Milik Kita Bersama" slogan used by Trans Universita TV to the society covering children, adolescents, and adult because they feel to as Brawijava own Trans TV from the meaning of The slogan. It is just only a tool to deliver the purpose of Trans TV to the society. As the faithful viewers of Trans TV, although Universitathey watch Trans TV more than five hours in a day, they felt that they are as Brawi interested to watch Trans TV because of the programs that are performed by Universita Trans TV not the slogan. In sum, the power of programs of Trans TV is bigger tas Brawijaya Universitas Brawij than the slogan of Trans TV. Besides, to make the readers easy to understand the Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas I	Brawijaya Universitas	Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas I	Brawijaya Universitas	Brawijaya	Universitas Brawijaya
Brawijaya	Universita result of this analysis from both	h of the researcher and the	subjects of th	is research tas Brawijaya
Brawijaya	Universitas so the researcher explored the r	esult into the table as follow	Brawijaya	Universitas Brawijaya
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Brawijaya	Universita Critical Discourse Analysis	Interpretation	DIAWIAVA	
Brawijaya	Universitas Brawijaya Universitas	Oniversitas	Brawijaya	erpretation Universitas Brawijaya
Brawijaya	Universitas Textual Analysis of slogan	Trans TV is owned and		is owned and Brawijaya
Brawijaya	Universita Milik Kita Bersama used by	enjoyed by society.	Breenjoyed b	oy society itas Brawijaya
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Brawijaya	Universitas Practice of slogan Milik Kita		va	oniversitas brawijaya
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Brawijaya	Universit		It is a local to	Universitas Brawijaya
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Brawijaya		ing the finding which is p		e previoustas Brawijaya
Brawijaya	Universitas Bra Universitasection. In textual analysis, the	e researcher and the subje	aya	Universitas Brawijaya
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Brawijaya	Universita differentiation both of Trans T			
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Brawijaya	by all of people from any leve	I and any area. Moreover,	semantically	Universitas Brawijaya
Brawiiava	University of slogan "Trans TV Milik Kite	a Bersama'' consist of Tran	is I v as subje	ct, <i>milik</i> astas Brawijava
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Brawijaya	Universitas Brawijaya Universitas I	<i>a Bersama</i> " consist of <i>Tran</i> Brawijaya Universitas Brawijaya Universitas	Brawijaya	Universitas Brawijaya
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Brawijaya	Universitativers, kita as object and bersama as adverb of object. In sum, this slogan is as Brawijaya
Brawijaya	Universitation included as passive form because the verb is followed by possessive pronoun.
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas BrawIn paradigmatic analysis, the words of the sentence "Trans TV Milik Kita as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Bersama" are replaced with "Trans TV Punya Kami Semua." It has different
Brawijaya	Universita meaning and pattern. In the meaning, the use of the word milik as the verb is more as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita appropriate and has power of togetherness than the word punya. Besides, the most as Brawijaya
Brawijaya	Universitation visible different is the use of the word kita and kami. The word Kita is called by
Brawijaya	Universitas Bravijaya
Brawijaya	Universita"we inclusive." It was possessive pronoun that included the opposite party tas Brawijaya
Brawijaya	Universita Iniversitas Brawijaya
Brawijaya	Universi Besides, <i>kami</i> is called by "we exclusive." It is used when the person or people as Brawijaya
Brawijaya	Universi being spoken are included. So, the use "Kita" is good choice because it is Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universit included Trans TV and the TV viewers not only Trans TV itself. The last, tas Brawijaya
Brawijaya	Universitate replacing the word <i>Bersama</i> became <i>semua</i> . Actually the meaning of the words Brawijaya
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Universita showed that they are same but little different. The word bersama is more as Brawijaya
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universita purposed to the ownership but the word semua more showed about the number. It Brawijaya
Brawijaya	Universita is usually accompanied with noun. Finally, by the good combination of the word tas Brawijaya
Brawijaya	Universitas Bra aya Universitas Brawijaya
Brawijaya	Universita of slogan "Trans TV Milik Kita Bersama" is purposed can attract and persuade tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya	Universities Brawin further reading, all of the subjects of this research had same as Brawinaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita interpretation about the impact of slogan <i>"Trans TV Milik Kita Bersama"</i> . The as Brawijaya
Brawijaya Brawijaya	
Brawijaya	Universities Brawie and the stars are stars and the stars are stars and the stars are stars. Brawijaya most influence that influenced them in choosing Trans TV as their favorite TV Universities Brawijaya
Brawijaya	
Brawijaya	Universita station is the programs that are delivered by Trans TV, not the slogan of Trans as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya TV. It is evidenced and supported by their statement that they will still choose Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Trans TV as their favorite TV station although the slogan of Trans TV will be changed and replaced. In contrast, it is different with the researcher's Universitas Brawijaya Universitas Brawijaya Universita interpretation that said this slogan has big impact to the society in choosing Trans tas Brawijava TV as their favorite TV station. However, the presence of slogan "Trans TV Milik Universita Kita Bersama" still has slightly impact to the society because they claimed that as Brawijaya Brawijaya Universitas Brawijaya they feel to own Trans TV because of the meaning of slogan "Trans TV Milik as Brawn Kita Bersama." It can be seen from the question "dari arti "Trans TV Milik Kita Universita Bersama," apakah Anda sudah merasa memiliki Trans TV?" (From the meaning tas Brawijaya of the slogan "Trans TV Milik Kita Bersama" do you think that you feel to have Trans TV?). All of the interviewees state that they have owned Trans TV. The other fact, when the researcher asks about the role of slogan, some of them say as Brawiava that slogan is one of the tools to catch the viewers' interest and to deliver the Universita purpose of TV station. In short, the presence of "Trans TV Milik Kita Bersama" as Brawijaya slogan is one of the important things for Trans TV but it is not the main reason for them in choosing Trans TV as their favorite TV station. It is one of the tools to Universitas Brawijaya Universita promote Trans TV to the society. niversitas Furthermore, unfortunately there is no uniformity between the researcher's Universita interpretation and the subjects' interpretation about the power and the advantages as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya of the slogan "Trans TV Milik Kita Bersama". In the researcher's interpretation, as Brawn the researcher states that it can persuade the viewers and become the main reason Universitation choosing Trans TV but in the real activity the subjects state that they are as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya interested with Trans TV because of the programs of Trans TV. Therefore, the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

brawijaya	Universitas brawijaya Universitas brawijaya Universitas brawijaya Universitas brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universital slogan only persuade and make them feel to own Trans TV, but the most as Brawijaya
Brawijaya	powerful is the programs of Trans TV. Finally, there is same interpretation
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita between the researcher and the subjects of this research in textual analysis and tas Brawijava
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	discourse or discursive practice. For the socio-cultural practice, they have slightly
Brawijaya	Universita different interpretation. Persitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Bray In fact, the highlight of this research that the subjects of this research tas Brawijaya
Brawijaya	Universitas watch Trans TV five hours more in a day. It is the most influence why they can Universitas Brawijaya
Brawijaya	Universitas Br
Brawijaya	Universitalike Trans TV and remember the slogan of Trans TV. Many of them claimed that as Brawijaya
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Universi the reason why they can remember the slogan "Trans TV Milik Kita Bersama" as Brawijaya
Brawijaya	Universi because their intensity to watch Trans TV so they often see and hear it. Actually it as Brawijaya
Brawijaya	Universita Si and a secondaria a
Brawijaya	Universit is bad habit because the society still wastes their time to watch television. It is tas Brawijaya
Brawijaya	Universitable better when the society can use their time for better activities or the activities that
Brawijaya	Universita
Brawijaya	Universita can give the advantages more. In conclusion, the power of the visualization of the tas Brawijaya
Brawijaya	Universitas Universitas Brawijava
Brawijaya	Universita programs that is performed by Trans TV is bigger than the power of language of as Brawijaya
Brawijaya	Universitas logan that is delivered by Trans TV.
Brawijaya	Universitas Bratilitas Brawijaya
Brawijaya	Universitas BrayFurthermore, this present research has different result with Anggraini's tas Brawijaya
Brawijaya	Universitas (2009) research due to the different subject also theory in conducting the research. Brawijaya
Brawijaya	
Brawijaya	Universita She focuses to investigate the hegemonic identity of the governor and vice as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita governor candidates in East Java Governor Election in 2008 based on Javanese as Brawijaya
Brawijaya	Universitas Philosophy Astabrata in the Karsa's advertorials of Jawa Pos newspaper. She
Brawijaya	Universitas Brawijāya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita reveals that the hegemonic identity of Karsa was constructed by the advertorials as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Universitas Brawijaya themselves based on situational context, the discursive construction of vocabulary as Brawijaya and the construction of larger scale structure. **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray The construction of Karsa's identity was designed by considering on the as Brawijava situational context within the production of the text. The identity was constructed Universita through the variation of the topic of Karsa's advertorials of Jawa Pos newspaper. Las Brawijaya s Brawijaya – Universitas Brawijaya Furthermore, in the discursive construction of the hegemonic identity through the vocabularies concerned on the use of experiential values and relational values. Universita The experiential values presented the ideology contested word such as local as Brawijaya capitalism, discrimination, democracy, stigma, ideology that proposed the social phenomenon happened in the society. Meanwhile, the relational values show the use of vocabulary which belongs to the euphemistic expressions, expressive as Brawiava values, formal and informal words and metaphor to manage the close relationship Universita with the people. Moreover, in the larger scale structure the text have, the as Brawijaya hegemonic identity of Karsa as being charismatic, powerful and authoritative figure was constructed from the format of the advertorial which used the Brawi Universita statement and confirmation model. Universitas Brav However the construction of identity cannot be separated from the culture Universita of the society itself. Javanese people an ideal leadership concept that is as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universital legitimized through the ideology within their old philosophy Astabrata. Based on tas Brawi this philosophy, Karsa through their advertorial were qualified to be a leader of sitas Brawijava University East Java. The sense of having generosity, flexibility in getting touch with the as Brawijaya Universitian Brawijaya Universitian Brawijaya Universitian Brawijaya Universitian Brawijaya people, the power and authority to manage the social economics and political Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawij⁶⁵ya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya impairments, the charismatic figure who combines the wisdom and firmness are portrayed in the advertorials. In addition, the hegemonic identity of Karsa was Universita produced along the existence of the ideology in East Java people and is influenced tas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya by mass media in circulation. Universitas Brawijaya Universitas Deserve Universitas Brawijaya Universitas Bravin sum, the previous study is very different with this research. In the as Brawijaya s Brawijaya Universitas Brawijaya previous how the language can build and construct the hegemonic identity of the Universital leadership concept. However, East Java people can be influenced with the Universital language on the Karsa's advertorials. Meanwhile, this research analyzed the as Brawijaya impact of TV slogan to the TV viewers. It is just only the supporter of TV station to easy to memorized and known. The TV viewers are more interested with the Brawijaya programs of Trans TV not the slogan of Trans TV. hiversitas Brawijava niversitas Brawijaya As a linguist, the researcher assumes that why the power of language in Universita slogan "Trans TV Milik Kita Bersama" is only slightly influence to the society as Brawijaya because the intensity of the TV viewers is watching the TV programs not reading the slogan. So, the most powerful influence is the programs of Trans TV not the Universita power of the language in the slogan. In contrast, the society can influence with the tas Brawi ava language on the Karsa's advertorials because they are always given stimulation by Universita the intensity of reading the text in Karsa's advertorials. So, they can be influenced as Brawlaya rsitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita with the vision and mission in Karsa's advertorial and choose Karsa as the as Brawijaya Universitas Brawijaya governor and vice governor of East Java in 2008. Universitas Brawijaya Universitas Brawijaya Universitas Bray Moreover, the slogan "Trans TV Milik Kita Bersama" provides the as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya purpose of Trans TV which Trans TV can be owned by the society. From this Universitas Brawij66ya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

