

**INTERPRETATION OF TRI (3) PROVIDER “*BEBAS ITU NYATA
ALWAYS ON*” SLOGAN BY THE USERS IN ENGLISH
DEPARTMENT OF FACULTY OF CULTURAL STUDIES AT
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THESIS

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ABSTRACT

Nuha, Muhammad Ulin. 2013. **Interpretation of Tri (3) Provider “Bebas Itu Nyata Always On” Slogan By The Users in English Department of Faculty of Cultural Studies of English Department at Universitas Brawijaya.** Study Program of English, Universitas Brawijaya. Supervisor: Nurul Chojimah; Co-Supervisor: Didik Hartono.

Keywords: *Critical Discourse Analysis, Slogan, Tri (3) Provider*

This research is about the analysis of critical discourse analysis in slogan “Bebas itu nyata always on” used by Tri provider by using Fairclough model of CDA. There are three objectives in to achieve this research, first is to find out the lexical and structural meanings of Tri provider slogan of “Bebas itu nyata always on”, the second one is to identify the users’ interpretation of Tri provider in English Department at Universitas Brawijaya toward the slogan of “Bebas itu nyata always on”, and the last one is identify the impact of Tri slogan “Bebas itu nyata always on” toward the users in English Department at Universitas Brawijaya.

This study used a qualitative approach to analyze two data. The first datum is the slogan text “*Bebas Itu Nyata Always On*” used in Tri (3) provider. The second one is the opinion about the product produced by the students of English department at Universitas Brawijaya. There are two data collections, namely pre-research and whilst research. In addition the researcher also needs others instruments such as questionnaire and interview guide to conduct the research. In data analysis, the researcher uses two processes such as analyzing the sentence of the slogan text and analyzing the result of interviewed.

The result of this research revealed that semantically the slogan has good lexical choice since it emphasizes the words *Bebas*, *Nyata*, and *always on* to persuade the audiences. Furthermore, syntagmatically the slogan consists of two sentences, the first sentence is *Bebas yang diberikan Tri itu nyata* and the second one is *we are always on*. At the level of interpretation, there are similarities between the research participants and the researcher in interpreting the slogan. Besides, slogan has less power to influence the users or researcher participants in buying a certain product.

In conclusion, the power of language in advertisement is very important since it has the function to persuade people in buying a certain product, in fact in this research the researcher found that language has less power in influencing people to choose a certain product, people choose a certain product since the product has good quality of services. For further research, the researcher suggested for the next researcher to apply more theories in CDA such as analyzing the coherence or cohesive in the text analysis so that it will be helpful for the readers to understand more about the theory of CDA.

ABSTRAK

Nuha, Muhammad Ulin. 2013. **Penginterpretasian Slogan Kartu Telepon Tri 3 “Bebas itu Nyata, Always On” oleh Pengguna Kartu di Program Studi Sastra Inggris Fakultas Ilmu Budaya Universitas Brawijaya**. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing I: Nurul Chojimah, Pembimbing II: Didik Hartono.

Kata Kunci: Analisis Wacana Kritis, Slogan, Kartu Telepon Tri 3

Penelitian ini tentang Analisa Wacana Kritis pada slogan “Bebas itu nyata always on” yang digunakan oleh Provider Tri menggunakan Analisa Wacana Kritis Fairclough sebagaimana dijelaskan diatas. Ada tiga tujuan yang dicapai pada penelitian ini, yang pertama adalah tentang leksikal dan struktur arti dari slogan “Bebas itu nyata always on”, yang kedua adalah tentang interpretasi pengguna kartu provider Tri di jurusan Sastra Inggris Universitas Brawijaya terhadap slogan “Bebas itu nyata always on”, dan yang terakhir adalah tentang dampak dari slogan Tri “Bebas itu nyata always on” terhadap pengguna kartu provider Tri di Jurusan Sastra Inggris Universitas Brawijaya.

Penelitian ini menggunakan pendekatan kualitatif. Selain itu, Penelitian ini juga mempunyai dua sumber data. Data pertama adalah teks slogan “bebas itu nyata, always on” yang digunakan oleh Tri 3. Data kedua berasal dari pernyataan mahasiswa program studi Sastra Inggris Fakultas Ilmu Budaya. Dalam proses pencarian data, terdapat dua proses seperti pra-penelitian dan pasca-penelitian. Sebagai tambahan, peneliti juga menggunakan data pendukung seperti kuesioner dan wawancara untuk menyelesaikan penelitian ini. Dalam data analisis, peneliti menggunakan dua proses seperti analisa kalimat slogan dan analisa hasil wawancara.

Hasil dari penelitian ini menyatakan bahwa secara arti slogan yang digunakan Tri memiliki pilihan kata yang bagus karena slogan tersebut menekankan pada kata *Bebas*, *Nyata*, dan *Always on* untuk menarik perhatian pembeli. Selanjutnya, secara sintakmatik slogan tersebut terdiri dari dua kalimat, yang pertama adalah *Bebas yang diberikan Tri itu nyata* dan yang kedua adalah kalimat *we are always on*. Pada tingkat interpretasi, ada beberapa kesamaan antara peserta penelitian dengan peneliti pada tahap interpretasi makna dari slogan Tri tersebut. Selanjutnya, slogan mempunyai pengaruh yang sedikit dalam hal mempengaruhi pembaca atau penonton.

Kesimpulannya, kekuatan bahasa dalam dunia periklanan sangatlah penting karena itu berperan untuk membujuk orang-orang supaya membeli produk tertentu, tapi pada kenyataannya peneliti menemukan bahwa bahasa mempunyai peran yang kecil dalam mempengaruhi pelanggan. Peneliti menyarankan kepada peneliti selanjutnya supaya bisa menerapkan lebih banyak teori tentang AWK seperti menganalisa koheren atau kohesive pada tahap analisa teks sehingga bisa membantu pembaca dalam memahami lebih teori tentang AWK.

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