

**A DISCOURSE ANALYSIS ON SLOGAN CAMPAIGN BANNERS
OF LEGISLATIVE CANDIDATES 2019**

SKRIPSI

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ABSTRACT

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This research investigates the discourse analysis element on the slogan of legislative candidates. Therefore, it aims to: (1) describe the macro-structure of discourse slogan of legislative candidates, (2) describe the superstructure discourse slogan of legislative candidates, and (3) describe the microstructure of discourse slogan of legislative candidates. This research is qualitative. The results showed that the slogan of legislative candidates in Medan there are five macro-structure of discourse, namely: 1) Request 2) Invitation, 3) Command, 4) Informative, and 5) Persuasive. Description of superstructure discourse on the slogan of legislative candidates in Medan are complete schematic and incomplete. Complete scheme consists of headline, body, and close. While, incomplete scheme falls to headline and body, headline and close. Further, Description of microstructure discourse on the slogan of legislative candidates in Medan is elements of semantics, and syntax.

Keywords : *Slogan, discourse analysis*

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The Researcher

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CHAPTER 1

INTRODUCTION

A. Background of The Study

According to Yoce, (2009) Language has a very important role, therefore in reality language becomes an aspect of socializing or interacting socially. With human language can pour various news, thoughts, experiences, ideas, feelings, and desires to others. When someone expresses an idea, which needs to be considered not only language but also understanding. With the understanding, intent and purpose will be conveyed clearly. The way in which this intention is conveyed can be done by raising a discourse. According to Martin (Saragih, 2006:5) In Discourse there are also social contexts, the context for sociology refers to everything outside of written or spoken which accompanies language or text in the event of language use or social interaction.

Banners that contain sentences, words, or discourses in the business world function to attract the interest of consumers while in politics, especially during elections it functions to attract the attention of the public to elect candidates for legislative and presidential candidates.

In the selection of legislative candidates we often encounter banners posted by legislative candidates for public sympathy for their nominations. This is a banner, not only photos of candidate members of the legislature are installed, but also inspirational words are highlighted which intend to add to the community that they are candidates to be elected later.

According to Law Number 8 of 2012 concerning the election of members of the DPR, DPD and DPRD in article 77 states that election campaigns are part of the community's political education and carried out responsibly. The campaign of legislative candidates serves as a means of political participation by citizens in building commitment between the community and candidates.

According to Van Dijk (Eriyanto, 2005: 224) the text consists of several structures or levels that each part supports each other. Van Dijk divides into three levels, namely macro structure, superstructure, and micro structure.

Researcher is interested in conducting this research because of the sentences structure. Such as Simple and easy to be understood. For Example, "INGAT!!! Pemilu 17 April 2019 COBLOS CALEG NO. 8". If analyzed in terms of macro structure, it is an informative slogan, meaning that the slogan contains information and also reminds the public that on 17 April 2019 the election must be held and the community has the right to vote candidates to be representative members.

In terms of the superstructure discourse, the legislative candidate's slogan is a part of the closing scheme that contains other information relating to the topic advertised. This section contains election dates. Candidates provide information by reminding the public that on April 17, 2019 general elections are held. Based on its parts, the slogan uses an incomplete slogan delivery scheme, which is close scheme. Moreover, the complete discourse superstructure consists of Headline, body, and close.

Another reason, the researcher conducts research because of the easiness to interpret the sentence. For example, “MARI KEMBALI KE RUMAH BESAR ISLAM, MOHON DOA & DUKUNGANNYA, SAATNYA YANG MUDA BERKIPRAH”. If it is analyzed in terms of the micro structure of the metaphorical part of the word in bold slogans is a meaningful expression which means a place to unite Islamic aspirations for the state so that the aspirations of Muslims can be realized in people's lives. The expression is an emphasis on the community, especially Muslims.

The problems to be examined in this study are to reveal about (1) the macro structure of discourse on slogan campaign banners of legislative candidates, (2) the superstructure of discourse on slogan campaign banners of legislative candidates, (3) the micro structure of discourse on slogan campaign banners of legislative candidates.

Based on the description above, the researcher is interested in conducting a research entitles “Discourse Analysis on Slogan Campaign Banners of Legislative Candidates 2019”.

A. The Identification of Problems

Based on the background above, the identification of problems in this study are:

1. The sentences structure are simple
2. The easiness to interpret the sentences.
3. The sentences are unique.

B. The Scope and Limitation

Based on the identification of the above problems, the following are the limitations of the problem so the problem is focused. The focus of the study is limited to the following problems.

1. The macro structure of discourse on slogan campaign banners of legislative candidates.
2. The superstructure of discourse on slogan campaign banners of legislative candidates.
3. The micro structure of discourse on slogan campaign banners of legislative candidates.

C. The Problem of Study

Based on the problem constraints, the problems in this study can be formulated as follows.

1. What types the macro structure on slogans campaign banners of legislative candidates?
2. How are the superstructures on slogans campaign banners of legislative candidates?
3. What are the micro structures on slogans campaign banners of legislative candidates?

D. The Purpose of Study

Based on the formulation of the problem above, the purposes in this study are as follows.

1. Describing the macro structure of slogans campaign banners of legislative candidates.
2. Describing the superstructure of slogans campaign banners of legislative candidates.
3. Describing the micro structure of slogans campaign banners of legislative candidates.

E. Significance of Study

The expected benefits of this study include two things, namely theoretically and practically. Theoretically, research of the study is expected to contribute to language users and researchers, especially about discourse analysis.

The practical benefit of this research is expected to provide readers with an understanding of the description of discourse on slogans campaign banners of legislative candidates.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Discourse

Discourse is commonly used in various senses, including meaning-making as an element of the social process, the language associated with a particular social field or practice, a way of construing aspects of the world associated with a particular social perspective (Furlough, 2004).

Discourse delivered in any form must have elements of structure, function, and context. In a communication situation, whatever the form of the discourse, the addressor and addressee are assumed. In oral discourse, the addressor is the speaker while the addressee is the listener. In written discourse, the addressor is the writer while the reader is the addressee. Without these two elements, a discourse will not be formed. In written communication, the addressor's communication process is not in direct line of sight. The addressor expresses the idea of the idea in linguistic codes which are usually in the form of a series of sentences. This series of sentences will be interpreted by the reader. Here the reader seeks meaning based on the string of words printed in the text.

Discourse analysis generally aims to find order, not rules. The order is related to acceptance in the community. Discourse analysis tends not to formulate rules strictly as in grammar. Discourse is a complete language unit so that in the grammatical hierarchy is the highest or largest grammatical unit. As a complete

unit of language, it means that in the discourse there are concepts, ideas, thoughts, or ideas that are intact, which can be understood without hesitation by the reader (in written discourse) or the listener (in oral discourse). It will be concluded that discourse is a complete unitary language that forms a unity of language which can be in the form of communication in oral or written form. Based on this description the research uses the theory of Critical Discourse Analysis (CDA), it is based on the statement Eriyanto (2006: 4) asserts that there are three views about language in discourse analysis, namely a) positivism-empirical, b) constructivism, and c) views critical.

2. Banners

According to (Glickman, 2000) Banners are a medium of information, banners are fabric stretches and are usually on the edge of the road that contains writing, colors and images. Banners containing sentences, words, or discourses in the business world function to attract the interest of consumers while in politics, especially during elections it functions to attract the attention of the public to elect legislative and presidential candidates.

3. Discourse Analysis

Discourse Analysis is a method or method for reviewing discourse that exists or is contained in communication messages both textually and contextually. In practice Discourse Analysis uses the means of (ordinary) discourse analysis, still with a more "deep" perspective and interpretation. Some of the means of

discourse analysis used in Discourse Analysis are macro structures, which include other thematic: themes / topics; and microstructure which include semantics, syntax, stylistics, and rhetoric.

The theory of discourse analysis was developed by Teun A. Van Dijk who was the pioneer of discourse analysis. Discourse analysis is a new perspective in (ordinary) discourse analysis. Discourse Analysis in its analytical practice utilizes the means of discourse analysis (ordinary) but with more "deep" perspectives and interpretations. Discourse Analysis defines text and conversation in certain situations: discourse is in certain social situations.

4. The Discourse Analysis Theory Teun A. Van Dijk

The Van Dijk analysis model does not focus solely on text analysis, but also looks at the social structure, dominance, and power groups that exist in society and how cognitions / thoughts and consciousness form and influence certain texts. Based on this, van Dijk (Eriyanto, 2011: 227) sees a discourse consisting of several structures or levels, each of which supports each other. Complex discourse structure which consists of several categories and their elements.

Furthermore, Van Dijk (via Eriyanto, 2011: 226) divides the discourse structure into three parts. The first part of the discourse structure is a macro structure. This is a global or general meaning of a discourse that can be observed by looking at the topic or theme put forward in a discourse. Second, the superstructure. This is a discourse structure that is related to the pruning of

discourse, how the parts of discourse are structured into a discourse in full. The third part is micro structure. This section is the meaning of discourse, namely words, phrases, children sentences, sentences, propositions, and images.

The following below is shown in Table 1. Discourse structure by van Dijk (via Eriyanto, 2011: 227).

Table 1 Discourse structure

| |
|----------------------------------------------------------------------------------------------------------------------------------------------|
| Macro structure The global meaning of a text that can be observed From the topic / theme raised by a text |
| Superstructure Framework a text, such as the Headline, Body, and Close sections |
| Micro structure The local meaning of a text that can be observed from the choice of words, sentences and styles used by a text. |

A discourse, both oral and written, has a discourse structure namely macro structure, superstructure, and micro structure. A discourse must have the structure of the discourse so that it can become a full discourse. Van Dijk (in Eriyanto 2001: 217) see a text as having several levels at which each level is interconnected. He divides it into three levels, the first macro structure, the second superstructure, and the third is microstructure.

Table 2 Micro Structure Framework

| Discourse structure | Observed matter | Element |
|----------------------------|------------------------------------------------------------|----------------|
| Macro Structure | THEMATIC Themes / topics put forward in a news story | Topic |
| Superstructure | SKEMATIC How the parts and sequence of news are | Scheme |

| | | |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| | presented in the full news text | |
| Micro structure | SEMANTICS The meaning to be emphasized in the news text. For example by giving details on one side and reducing the details of the other side. | Background, details, intentions, previews, nominalization |
| Micro structure | SYNTAX How is the sentence (shape, arrangement) chosen | Sentence, coherence, lexical |
| Micro structure | STILLISTICS What is the choice of words used in the news text. | Lexicon |
| Micro structure | RHETORICAL How and in what way the emphasis is made. | Graphics, Metaphor |

4.1 Micro structure

Micro structure is the lowest sequence after macro structure and superstructure. According to van Dijk (via Eriyanto, 2011: 226), micro structure is a discourse meaning that can be observed from a small part of a text namely words, sentences, propositions, clauses, paraphrases, and images. Micro structure is a part of a discourse structure that observes how a discourse is built through smaller elements. Understanding of a discourse is not only seen in terms of its contents, but also the elements that make up the discourse.

Micro structural elements according to van Dijk (Eriyanto, 2011: 235-259) consist of (1) semantic structure which contains elements of background, detail,

intent, presupposition, and denial; (2) micro syntactic structure which contains elements of coherence, sentence form, and pronouns; (3) micro lexical structure containing lexical or dictation choice elements; (4) micro rhetoric structures that contain language style elements used by banner makers such as hyperbole, repetition, alliteration, irony, and metonymy; the interaction element, namely how the speaker places / positions himself among the people such as formal, informal, or relaxed style; expression elements intended to help highlight or eliminate certain parts of the text delivered, such as the form of graphics, images, photos, or tables; and metaphorical elements.

The use of this metaphor is intended as an ornament or spice of a text may be the main clue to understanding the meaning of a text. Certain metaphors are used by strategic communicators as a basis for thinking, justification or certain opinions or ideas to the public. However, in this study only the micro semantic structure will be used to find meaning in banners and rhetorical micro structures to describe the style of language used in the slogan campaign banner legislative.

A good discourse must have a micro structure in it. The micro structure has four types, namely the micro semantic structure which consists of background, detail, intent, presupposition, and denial. The micro syntactic structure consists of coherence, sentence form, and pronouns. The structure of the micro lexicon includes only the choice of words, and a micro rhetorical structure consisting of language style, interaction, expression, and metaphor. Apart from having a micro structure, a discourse must also have roles and functions. In this case, the discourse is in the form of a service advertisement contained in a banner,

more precisely the advertisement of a candidate's campaign banner service. The role and function of this banner will later convey a message to its readers about the banner.

According Teun A Van Dijk, discourse falls into some elements, they are:

1. Thematic Elements

Thematic elements show the general description of a text. It can also be referred to as the core idea, summary, or main of a text / discourse in a banner. Literally the theme means "what has been described". Or "something that has been placed". The word theme is often referred to as the topic. The topic illustrates what the candidates want in a banner campaign. Topics choose what concepts you want to express with the dominant, central, and most important concepts of banner content (Eriyanto, 200: 229). Topics theoretically can be described as propositions (propositions), as part of important information from a discourse and play an important role as forming social awareness. The topic shows the most important information or the core message that the communicator wants to convey.

2. Schematic Elements

Schematic is the framework of a text as the structure and elements of the discourse are arranged in full text. In a banner, the text generally has a scheme or plot from the introduction to the end. The flow shows how the parts in the text are arranged and sorted so as to form a unity of meaning. (Eriyanto, 2011: 231).

Generally mortgages have two major categories of mortgages. First, a summary that is generally marked by two elements, namely the title and headline.

This element is an element that is considered important. Titles and headlines generally indicate the themes that candidates want to display in banners. This headline is generally an introduction to a summary of what you want to say before entering the contents of a banner in full. Second, the body is the slogan part of the legislative candidates which aims to attract the interest and awareness of the reader to think more and consider the content of the legislative candidates' slogans, and Third close. According to Van Dijk, the important meaning of schematics is the author's strategy to support certain topics to be conveyed by compiling parts of a particular sequence (Eriyanto, 2011: 223).

According to Van Dijk, the important meaning of schematics is the strategy of candidates to support certain topics to be conveyed by arranging parts in a certain order. Schematic gives which pressure takes precedence, and which parts can then be strategies for hiding important information. The concealment effort was carried out by placing it at the end so that it seemed less prominent, because by displaying a certain part of a part it was a particular process of protrusion and hiding another part (Eriyanto, 2011: 234).

3. Semantic elements

Semantics in the van Dijk scheme are categorized as local meanings, namely the meanings that arise from relationships between sentences, relationships between propositions that construct certain meanings in a building of text. Discourse analysis focuses much on the dimensions of text such as explicit or implicit meanings, meanings that are intentionally hidden and how people write or speak about them. In other words, semantics not only define which parts are

important from the discourse structure, but also lead to the side certain of an event.

All semantic strategies are always intended to describe themselves or their own group positively. Instead, describe other groups poorly, resulting in opposing meanings. Benefits or other positive things about oneself are described in large, explicit, direct and clear details. Conversely, when describing the goodness of another group is presented in short, implicit, and vague details. The micro semantic structure has several elements, namely background elements, details, intentions, presuppositions, and denials (Eriyanto, 2011: 235).

The semantic structure contained in the discourse of the legislative candidate's banner has only three types, namely background elements, detailed elements, and intent elements. The explanation will be explained as follows.

a) Background

Background is a part of discourse that can affect the semantics (meaning) that you want to display. The selected background determines which direction the audience will take. Therefore, the background helps investigate how a person gives meaning to an event. Background can be a justification for the ideas put forward in a discourse. Background discourse is a useful element because it can uncover what the banner maker wants to say about the discourse. This is an ideological reflection, where the banner maker can present a background or not, depending on the interests of the discourse made (Eriyanto, 2011: 235-236). The

following is an example of the background element in a candidate banner campaign.

**MARI TINGKATKAN EKONOMI RAKYAT I DESA 1 USAHA
(DRS. H. YULIZAR PARLUGATAN LUBIS, M.PSI)**

Example 1.

The slogan data above is the slogan background of candidates who will be implemented if the candidates can be elected as members of the legislative. The candidates' work program becomes the main background for the discourse on the slogan of the legislative candidates to be published. In other words, the background is born from the interests of the legislative candidates in running programs that can prosper the lives of the people. The background of the work program is the promise of the legislative candidate to the community that must be carried out if elected.

Sometimes the main intent or content is not revealed in the discourse, but by looking at what background is displayed and how the background is presented, we can analyze what is hidden in the discourse. In addition, the background is displayed with the intention to influence and give the impression that the opinions contained in the discourse are well-founded.

b). Details

According to Eriyanto, the element of detailed discourse relates to the control of information displayed by a person. Communicators will display excessive information that benefits themselves or a good image. Instead, it will

display information in small amounts (even if it is not necessary) if it is detrimental to its position. Information that benefits the communicator is not only displayed excessively but also with complete details if necessary with data. Complete and lengthy detail is a demonstration that is done intentionally to create a certain image of the audience. The following is an example of a detailed element on a campaign banner for candidates.

TIDAK SIAP BERPERANG TAPI SIAP BERJUANG TIDAK UNTUK
KEKUATAN TAPI UNTUK KEBIJAKAN & KESANTUNAN
(SASTRA, SH.,M.K.n)

Example 2

The above slogan was published by SASTRA, SH., M.K.n. Electoral District III. On the slogan the candidates want to create a good image in their campaign. Negative sentences can be used to express certain ideologies regarding the personality, competency, or program of the candidates only limited to very general persuasive sentences. This is done by minimizing information that is considered detrimental to candidates in statements *not ready to fight* and *not for the strength* of the efforts of candidates in minimizing adverse information, candidates strive to be *ready to fight in wisdom and politeness*. This is the existence of imaging interests that want to be instilled in the reader through a positive value charge. Information that is considered able to provide a positive image is that the legislative candidates try to influence the reader in the hope that they can persuade the reader to take action to elect candidates who campaign.

The detailed element is the strategy of how candidates express their attitude in an implicit way. The detailed discourse element relates to the control of information displayed by someone (communicator). The communicator will over-display information that benefits him or a good image, on the contrary he will display information in small amounts (even if necessary not delivered) if it is detrimental to his position.

c). Intent

This element of discourse of intention to see information that benefits the communicator will be explained explicitly and clearly with words that are firm and point directly to the facts. On the contrary, harmful information will be described disguisedly, implicitly, euphemistically, convoluted, and hidden.

The use of intent elements shows statements that benefit speakers described explicitly and clearly, while statements that harm the speakers are disguised and implicitly described. So the intent that has a positive impact will be conveyed clearly, while the intent which has a negative impact will be conveyed implicitly by the discourse maker. One of the intended elements is like the example detail above that has a specific purpose as describe

d). Syntax

Syntax is a part or branch of science language that discusses the ins and outs of discourse, sentences, clauses, and phrases. In syntactic elements there are several supporting element strategies, namely:

a. Coherence

Coherence is the relationship or interweaving between words, or sentences in the text. Two sentences that describe different facts can be connected so that they appear coherent. Thus, even unrelated facts can be related when someone connects them. Coherence can be displayed through a causal relationship, it can also be an explanation. This coherence can easily be observed including the conjunctions (conjunctions) used to connect facts. Coherence is an element that describes how events are linked or seen as mutually exclusive by the author (Eriyanto, 2001: 242).

b. Sentence Form

The strategy at the other syntactic level is using sentence forms. Sentences are syntactic aspects related to logical thinking, namely the principle of causality. Where he asks whether A explains B, or B which explains A. The logic of causality if translated into language becomes the arrangement of the subject (which explains) and the predicate (which is explained). This form of sentence is not only a technical matter of grammatical truth, but determines the meaning formed by the arrangement of sentences. In an active structured sentence, a person becomes the subject of his statement, whereas in a passive sentence, a person becomes the object of his statement. Other forms are propositions arranged in a series of sentences. Which proposition is placed at the beginning of the sentence, and which one is at the end of the sentence. Placement can affect the meaning that arises because it will show which parts are more highlighted to the audience.

c. Pronouns

Pronouns are elements for manipulating language by creating an imaginative community. It is a universal phenomenon of language in speaking a word that refers to humans, objects, or things, will not be used repeatedly in the same context. Repetition is only permitted if the word is emphasized or emphasized. In discourse analysis, pronouns are a tool used by communicators to show where a person is in a discourse. In expressing his attitude, one can use pronouns "I" or "us" which describe that this attitude is merely the official attitude of the communicator. However, when using the pronoun "we" make that attitude as a representation of a shared attitude in a particular community. The boundary between the communicator and the audience intentionally omitted to show what the attitude of the communicator is also the attitude of the community as a whole. Syntax in this study, we can browse through the text in campaign banners.

d. Stylistic

The center of stylistic attention is style, which is a method used by a writer to express his intention by using language as a means. Style can be said as a style of language. The style of language is diverse, namely oral and written variety, non-literary and literary variety, because language style is a way of using language in certain contexts by certain people and for specific purposes. Language style involves diction or lexical choice, sentence structure, majas, imagery. The definition of lexical or diction selection is far wider than what is reflected by words.

This term is not only used to express which words are used to express an idea or idea, but also the issue of phraseology, language style and expression. Language style as a diction is related to individual or characteristic expressions, which have high artistic values. The principle is the same how the enemy is portrayed negatively while the parties themselves are portrayed positively. Lexical selection basically indicates how someone chooses the available phrases. As the word "dies" means to die, killed, fall, killed, etc. The choice of words or phrases shows certain attitudes and ideologies.

e. Rhetorical

The strategy in the rhetorical level here is the style expressed when someone speaks or writes. For example by using words that are excessive (hyperbolic), or long-winded. Rhetoric has a persuasive function, and is closely related to how the message wants to be delivered to the public. Its use, including using repetition (repetition), alliteration (the use of words that are the same as rhymes), as a strategy to attract attention, or to emphasize a certain side to be considered by the public. Other forms of rhetorical style are ridicule (irony) and methodology. The goal is to overestimate something positive about yourself and to overdo the opposites' ugliness.

The choice of words used in a discourse is an important concern. According to Eriyanto, basically the micro lexicon structural elements indicate how someone makes a choice of words on various possible words. A fact generally consists of several words that refer to facts, thus the choice of words

used is not merely due to coincidence, but also ideologically shows how someone's meaning to facts or reality.

B. Previews of Study

Research on discourse analysis has also been done before. Some studies that are relevant to this paper are the thesis of Yuni Kartika (2017) and Reza Dianita Wulandari (2017).

Yuni Kartika's Thesis written in 2017 under the title Indonesian Language Slogan in Traffic Activities in the Propolinggo-Lumajang Region (Critical Discourse Analysis). This thesis describes the semantic, rhetorical, context, and ideological elements contained in the traffic slogan in the Propolinggo-Lumajang region. The results of the research are as follows.

1. Regarding the semantic strategies analyzed in the form of background, details, and intentions chosen to find the meaning conveyed by the author. The background of the Indonesian language slogans in traffic activities in the Probolinggo-Lumajang area is in the form of events, behavior and habits. The background of events, behavior, and habits in slogans is supported by the existences of certain statements which are referred to as details. The details contained in the Indonesian language slogan on traffic activities in the Probolinggo-Lumajang area are in the form of detailed solicitation, encouragement and benefits. Background and details on the slogan contain certain intentions, so there is an Indonesian slogan in traffic activities in the Probolinggo-Lumajang area. Implicit and explicit intent.

2. Regarding the rhetorical strategy analyzed in the Indonesian slogan in traffic activities in the Probolinggo-Lumajang area in the form of words delivered using certain words. The selection of words in the slogan is in the form of emphasis lexicon, command, effort, and hope.

Reza Dianita Wulandari's thesis written in 2017 with the title Indonesian Discourse on Cosmetic Products on Instagram Social Media. This thesis describes the semantic, rhetorical, context, and ideological elements contained in cosmetic banners on Instagram. The results of this study are that on the background elements in the GPA discourse on Instagram there are beauty settings and business competition settings. The background elements contained in the GPA discourse are conveyed by giving complete or incomplete details about the products specified.

The full detailing has the intent outlined explicitly while in giving incomplete details it has an implicit description. In the rhetorical strategy there are rhetoric in the form of writing and drawing that have their own aesthetic value and persuasive style in highlighting a GPA to attract readers. In the social context in the GPA discourse on Instagram there is a socio-cultural context and socio-economic context. In the socio-economic context in the form of gifts and discounts. The socio-cultural context is in the form of customs, practical patterns of living habits of the Indonesian people, and spiritual culture.

Based on the relevant research, it will be made one of the literature studies that are used as a reference in analyzing the data that has been collected. In addition, based on two studies described that research on discourse analysis on the

2019 campaign Banners of legislative candidates slogan has never existed. Therefore, a research on “Discourse Analysis on Slogan Campaign Banners of Legislative Candidates 2019”.

C. Conceptual Framework

To analyze the structure of the discourse in a legislative campaign banner, the discourse analysis tool used in this case is a discourse analysis developed by Teun A Van Dijk. Although it consists of various elements, all of these elements are one entity, interconnected and support each other. Through our discourse analysis not only knowing the contents of the text, but also how the message is conveyed. In the text dimension, what is examined is the text structure. Van Dijk uses and takes linguistic analysis, about vocabulary, sentences, propositions and paragraphs, to explain and interpret a text (Eriyanto, 2011: 225).

Van Dijk looks at social structures, domination, and groups of power that exist in society and how cognitions / thoughts and consciousness form and influence certain texts. The discourse by Van Dijk is described as having three dimensions / buildings: text, social cognition, and social context. In essence, combining these three dimensions of discourse into one unit of analysis (Eriyanto, 2011: 224).

Figure 1. Conceptual Framework

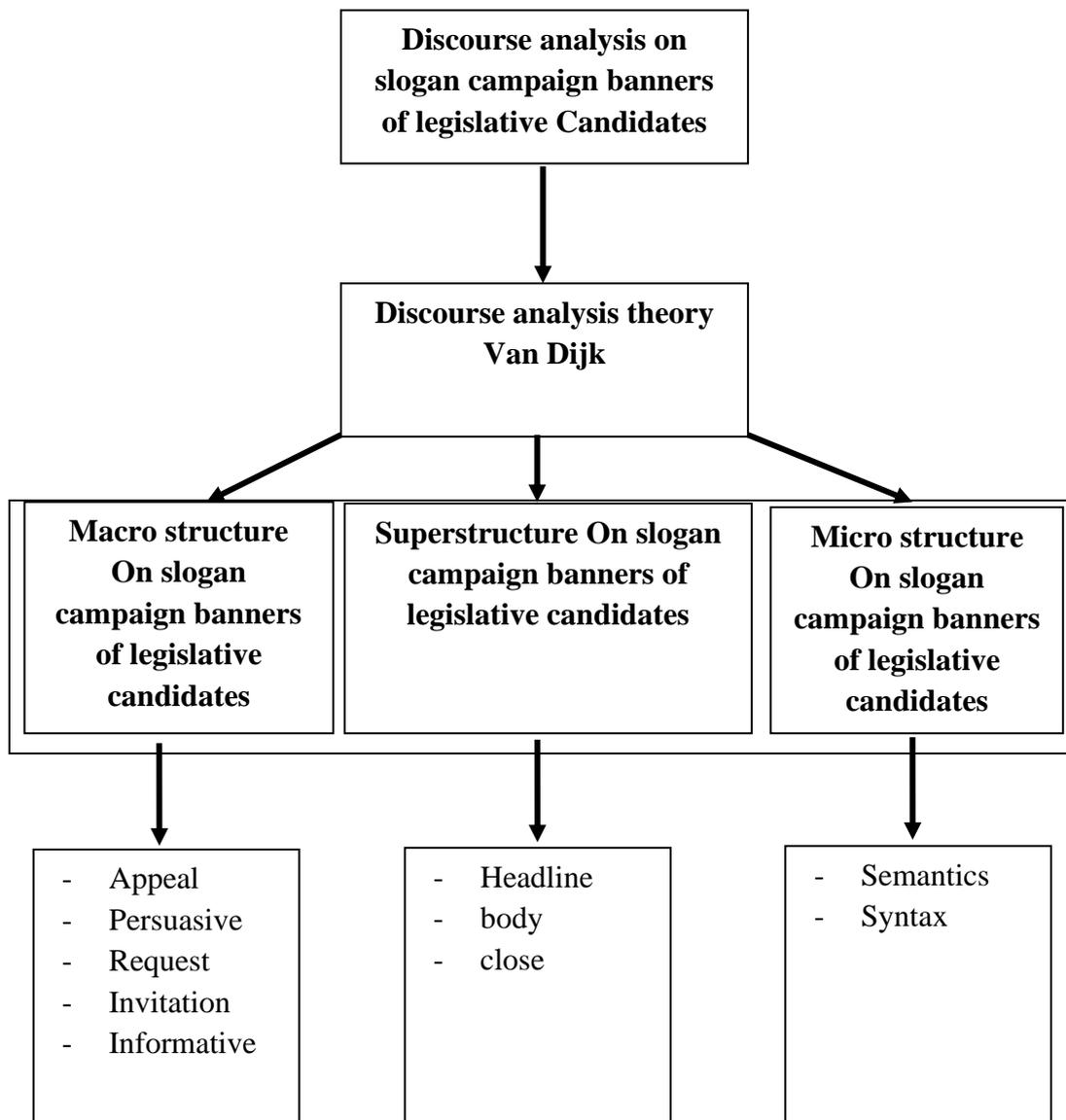


Figure 1. Conceptual Framework

CHAPTER III

METHOD OF RESEARCH

A. Research Design

This study will use a qualitative research design. Bogdan and Taylor stated that qualitative research is a research procedure that produces descriptive data in the form of written or oral words from people or observed behavior. Qualitative research is used to uncover and understand something, especially getting new insights. Another opinion by Miles and huberman (1992) states that qualitative research is carried out solely based solely on existing facts or phenomena that are empirically alive to the speakers, so that the resulting notes in the form of language descriptions are usually said to be portraits of exposure.

This type of research is discourse analysis research. This discourse analysis model will use a model that is developed by Teun A. Van Dijk. This model is the most widely used model for analyzing, because this theory elaborates on several elements that become one unit to express meaning in a discourse. The theory is used to describe the macro structure, superstructure, and micro structure that are in the discourse of campaign banners for 2019 candidates.

B. Source of Data

Data sources are the subject from which data can be obtained. The data in this study are utterances written in campaign banners. The source of data in this study are bannerused by the legislative candidates. Data to be collected using a data collection table. First, banners are arranged according to the time sequence of

documentation. Second, banners are marked based on the problems on the banner according to the problem statement. The data to be collected then will be analyzed to show how the macro structure, superstructure, and micro structure found on the campaign banner of candidates in the streets. The source of data is the origin of the original data which is then used as data for a study. The data sources in this study are banners on the roadside. The banners contain slogan campaign banners legislative candidates.

C. Technique of Collecting Data

Data collection in a study must be carried out optimally to fulfill the information needed. If the information needed is fulfilled, the objectives to be achieved by the researcher will be fulfilled. Therefore, to fulfill the research objectives requires the right data collection techniques.

1. Conducting observations on slogan campaign banners of legislative candidates 2019.
2. Taking pictures on slogan campaign banners of legislative candidates 2019.
3. Identifying of macro structure, superstructure, micro structure on slogan campaign banners of legislative candidates 2019.
4. Selecting types of macro structure, superstructure, micro structure on slogan campaign banners of legislative candidates 2019.
5. Display data in the table and narrative text.

D. Technique of Analyzing Data

Data analysis technique is data that is analyzed based on a predetermined problem formula. There are stages in data analysis, namely "Data reduction, data presentation and conclusion drawing, and data verification". The purpose of data analysis in this study is managing data based on a predetermined problem formula. The following is an explanation of the steps in analyzing the data.

1. Data Reduction

Data reduction is a step to classify data that has been obtained. The data obtained is classified based on the formulated problem statement. Each data is classified according to the criteria of each problem formulation which includes: a) macro structure b) superstructure c) micro structure contained in the campaign banners of legislative candidates on the streets.

2. Presentation of Data

Presentation of data is done by presenting data that has been compiled and gives the possibility to draw a conclusion. In this stage, data is presented based on macro, superstructure and micro categories. The desired category will be presented as follows.

- a) Macro structure is presented based on writings and images that are in the campaign banners of legislative candidates.
- b) Superstructure is presented based on the structure of the writing that is in the campaign banners of legislative candidates.

- c) Micro structure is presented based on semantic, syntactic, lexicon and rhetorical elements used by legislative candidates in the campaign banners of legislative candidates.

3. Drawing conclusions or data verification

The last stage carried out by researcher is drawing conclusions and verifying findings. At this stage the research conveys conclusions relating to the macro structure, superstructure and micro structure contained in the campaign banner of candidates.

Based on the data to be analyzed in the table, the next activity that can be done is to draw the initial conclusions based on the analysis to be carried out. After drawing conclusions the next activity is a re-examination (verification of findings) in the whole process of analyzing the data. Data verification is carried out by experts in the field of literature and language. This is to determine whether the data is complete and valid or still needs to do analysis again to complete the data that is still lacking. If the data is complete and valid, then the next step that can be done is to draw the final conclusion.

CHAPTER IV

FINDING AND DISCUSSION

A. FINDING

The data were taken from campaign banners of legislative candidates 2019 in May 2019 up to April 2019. There were many banners, but the researcher only took 17 banner to be analyzed the macro structure, the superstructure, and the micro structure on slogans campaign banners of legislative candidates.

B. DISCUSSION

1. Macro structure found in slogan campaign banners of legislative candidates 2019.

Macro structure of the candidates' slogan discourse is the theme or topic of the slogan's discourse published by the candidates. The composition of the structure consists of macro elements which are the theme of the candidates' slogan discourse. The followings are the tables of macro structure within the candidates' slogan:

Table 4.1

| No | Data | In English | Types of Macro Structure |
|----|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------|
| 1 | Berilah Kami Dukungan & Pilihannya (J. Donna Yulietta Se) | Give us Support & Choice (J. Donna Yulietta SE) | Request Slogan |
| 2 | Ingat!!! Pemilu 17 April 2019 Coblos Caleg No. 2 (Herri Zulkarnain) | Remember !!! The Elections of April 17, 2019 Select The Candidate No.2 (Herri Zulkarnain) | Informative Slogan |
| 3 | Saatnya Yang Memimpin Siap Muda Memperjuangkan Aspirasi Rakyat (R. Riko Marpaung, St) | It is Time for Leaders to Be Ready to Fight For The People's Aspirations (R. Riko Marpaung, ST) | Persuasive Slogan |
| 4 | Mari Kembali Ke Rumah Besar Islam Mohon Do'a Restu & Dukungannya Sa'atnya Yang Muda Berkiprah! | Let's Go Back To The Big House Of Islam, Ask For Your Blessing & Support Its Time For The Young To Take | Invitation Slogan |

| | | | |
|---|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| | (Putra Maqrifad Qalby Fahzuanta, S.Kom) | Part! (Putra Maqrifad Qalby Fahzuanta, S.Kom) | |
| 5 | Coblos No. 5 Berjuang Mewujudkan Rakyat Sejahtera Dan Bermartabat (Rudi Salamony, S.Pd) | Choose No. 5 Stirve To Realize Prosperous And Dignified People (Rudi Salamony, S.Pd) | Command Slogan |
| 6 | Berilah Kami Dukungan & Pilihannya (Drs. H. Yulizar Parlugatan Lubis) | Give Us Support & Choice (J. Donna Yulietta SE) | Request Slogan |
| 7 | Ingat Pemilu 17 April 2019 Calon Dprd-Kota Medan Menyambung Aspirasi Masyarakat Medan Kepentingan Nasional (Drs. H. M Idris Lutfi Rambe, M.Si) | Remember The Elections Of April 17, 2019 Candidates For The City Of Medan Dprd To Connect The Aspirations Of The Field Of National Interest Community (Drs. H. M Idris Lutfi Rambe, M.Si) | Informative Slogan |
| 8 | Gaji Pokok Untuk | Basic Salary For The | Persuasive |

| | | | |
|----|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------|
| | Rakyat (H. Salman Alfarisi Lc., Ma) | People | Slogan |
| 9 | Mari Tingkatkan Ekonomi Rakyat 1 Desa 1 Usaha (Mulfachri Harahap, Sh, Mh) | Let's Improve People's Economy 1 Village 1 Business (Mulfachri Harahap, Sh, MH) | Invitation Slogan |
| 10 | Tidak Siap Berperang Tapi Siap Berjuang Tidak Untuk Kekuatan Tapi Untuk Kebijakan & Kesantunan (Sastra,Sh.,M.K.N) | Not Ready To Fight But Ready To Fight Not For Strength But For Policy & Politeness (SASTRA,SH.,M.K.N) | Request Slogan |
| 11 | Berilah Kami Dukungan & Pilihannya (Drs. Mhd Ilyas, Ar) | Give Us Support & Choice (Drs. Mhd Ilyas, AR) | Request Slogan |
| 12 | Ingat Pemilu 17 April 2019 Coblos Caleg No 4 (Hj. Jumadi, Spd, I) | Remember The Election April 17, 2019 Select The Candidate No. 4 (Hj. Jumadi, | Informative Slogan |

| | | Spd, I) | |
|----|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 13 | Ingat Pemilu 17 April 2019 Coblos Caleg No. 1 (Ir. Sahat) | Remember The Election April 17, 2019 Select The Candidate No. 1 (Ir. Sahat) | Informative Slogan |
| 14 | Berilah Kami Dukungan & Pilihannya (Yasonna H. Laoly, Ph. D) | Give Us Support & Choice (Yasonna H. Laoly, Ph. D) | Request Slogan |
| 15 | Berilah Kami Dukungan & Pilihannya (Parlindungan Purba, Sh, Mm) | Give Us Support & Choice (Parlindungan Purba, SH, MM) | Request Slogan |
| 16 | Ingat Pemilu 17 April 2019 Coblos Caleg No 2 (Drs. Herri Zulkarnain, Sh., M. Si) | Remember The Election April 17, 2019 Select The Candidate No. 2 (Drs. Herri Zulkarnain, SH., M. Si) | Informative Slogan |
| 17 | Pesan Bunda Selamatkan | Mother's Message To | Request Slogan |

| | | | |
|--|-------------------------------------------------------------|----------------------------------------------------------------------------|--|
| | Negeri Ini Untuk Anak Bangsa (Kiki Lestari St. Mm) | Save This Country For The Nation's Children (Kiki Lestari ST. MM) | |
|--|-------------------------------------------------------------|----------------------------------------------------------------------------|--|

Appeal issued by candidate number (9), namely the invitation of candidates to the community to increase the people's economy. According to the candidates the people's economy must be improved because the people's economy was something that was very important for the community. The aim was to prosper the economy of the village community so that they do business.

1. The command slogan

The command slogan was the slogan of the legislative candidates which contains words that intend to order or do something directed at the community. The order has no firm consequences if the order is not carried out. Following is the analysis of the slogan of the legislative candidates' appeal.

Slogans numbers (5) and (10) were appeal command issued by candidates. Appeal for requests made to the public to vote for the candidate number listed on the slogan in the election. The purpose of this legislative candidate was to fight for and realize a prosperous and dignified people in leading the people.

2. Informative slogan

Informative slogan was a slogan that aims to provide information to the reader. The information was addressed to the public who were explained, such as educative and simulative. The following data and analysis of legislative candidate slogans that contain informative.

From the above table, the slogans numbers (2), (7), (12), (13), and (16), issued by the candidates, was informative slogans, meaning that the slogans contain information and at the same time remind the public that on 17 April 2019

the election must be held and the public has the right to choose candidates who wanted to be the people's representatives.

3. Persuasive Slogan

Persuasive slogans were slogans that contain important communication strategies in interacting with others. In this case, communication can help each individual in influencing and convincing others. The aim was to change or influence one's beliefs, attitudes, and behaviors so that they are in accordance with what was expected by the communicator. Following was the data and analysis of the candidates' slogans which contain persuasion.

Slogan number (3) issued by candidates was a persuasive slogan addressed to the public. The word *memperjuangkan* has the meaning of fighting for something. The slogan has the same goal of wanting to fight for the interests of the people so that they become a prosperous society. Legislative candidates try to influence the community by instilling trust and showing appropriateness through imaging that is packaged in advertising language. Imaging in the slogan deliberately created was of positive value and attracts the attention of potential voters by showing good competence so that it was worthy to be chosen. The expected end result is to persuade the reader to take action by selecting legislative candidates who publish the slogan.

Slogan number (8) was a persuasive slogan issued by the candidates in an effort to win the support and sympathy of the public, the candidate issues a basic salary slogan for the people. The slogan aims to give characteristics of candidates who distinguish themselves from other candidates. The slogan shows that the

relevant candidates have the ability and responsibility to the community as candidates for legislative members, especially in the welfare of the people's economy. The slogan was deliberately written by candidates so that people feel cared for by the welfare of the people's economy. The problem that exists in society today was about the economy. The self-image of candidates through the slogan they publish was a form of candidates for the people to gain power. The number of community members who were in the middle to lower economic level was very large. They certainly dream of a better level of welfare, so that they were made as candidates for the target of voting by imaging themselves as fighters for the people's economy.

2. Superstructure found in slogan campaign banners of legislative candidates 2019.

Superstructures of candidates' slogan discourse were text or discourse which generally has a scheme or plot from the introduction to the end. Discourse slogan candidates have a variety of messages to the general public. Basically, the legislative slogan scheme consists of a general structure, including the main points (headline), (body), and (close).

The *headline* contains the main message content that candidates want to convey to the public. *Headlines* can be words, phrases or sentences that get more emphasis among other slogan parts. The *body* is part of the candidates' slogan that aims to attract the interest and awareness of readers to think more and consider the contents of the candidates' slogans. Based on these goals, usually the body part

contains a descriptive explanation that supports the *headline*. *Close* is a part of the slogan that contains other information related to the topic being advertised. The followings are the tables of superstructure within the candidates' slogan:

Table 4.2

| No | Data | Headline | Body | Close |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------|-------|
| | | I | II | III |
| 1 | <p>I <i>Drs. Mhd Ilyas, AR</i> <i>Medan DPRD Candidates</i> <i>Get 1 Honest & Secure</i></p> <p>II Towards a Intelligent and Done Community</p> <p>III <u>Remember April 17 2019 Coblos</u> <u>Number 5</u></p> | ✓ | ✓ | ✓ |
| 2 | <p>I <i>H. Jumadi, S.P.D. I</i> <i>Prospective Members Of The DPRD</i> <i>North Sumatra Province 2019-2024</i> <i>I Got It North Sumatra</i></p> <p>II Forward By Bringing Up Village Community Community</p> | ✓ | ✓ | |
| 3 | <p>I <i>Sutan Erwin Sihombing, Amd, SH.</i> <i>Members DPD RI GETS Region Of</i> <i>North Sumatra I</i></p> <p>!!!</p> <p>III <u>Election 17 April 2019 Coblos Caleg</u> <u>No 35</u></p> | ✓ | | ✓ |
| 4 | <p>I <i>J. . Donna Yulietta Siagian SE</i> <i>DPRD Province Caleg</i> <i>North Sumatra</i></p> | ✓ | | ✓ |

| | | | | |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|
| | III <u>Election Election 17 April 2019</u> <u>Select Candidate No. 1</u> | | | |
| 5 | I <i>Drs. Herri Zulkarnain, Sh., M.Si</i> <i>Prospective Members Of The Dpr-Ri</i> <i>2019-2024 Region Of North Sumatra</i> I Iii <u>Remember Election Election 17 April</u> <u>2019 Coblos Caleg No 2</u> | ✓ | | ✓ |
| 6 | I <i>Sastra, SH., M.Kn</i> <i>Prospective Members Of The Dprd</i> <i>Kota Medan 2019-2024 Dapil 3</i> II Not Ready To Fight But Ready To Fight Not For Strength But For Policy & Decision | ✓ | ✓ | |
| 7 | I <i>H.Salman Alfarisi, LC., MA</i> <i>DPRD Province Of North Sumatra</i> II Payment Payments For Persons | ✓ | ✓ | |
| 8 | I <i>Parlindungan Purba, SH, MM</i> <i>All Regions In Medan Regency / City</i> III <u>Tanggal 17 April 2019 Coblos No. 31</u> | ✓ | | ✓ |
| 9 | I <i>Rudy Salamony, S.Pd</i> <i>Prospective Dprd Of Medan Dapil 3</i> III <u>Remember Election Election 17 April</u> <u>2019 Coblos No.5</u> | ✓ | | ✓ |
| 10 | I <i>Mulfachri Harahap, A. MH</i> <i>DPR RI DPRD Electoral Area 3</i> III <u>Remember April 17, 2019 Election</u> <u>Coblos No.1</u> | ✓ | | ✓ |
| 11 | I | ✓ | | ✓ |

| | | | | |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|
| | <p><i>Kiki Lestari ST. MM</i> <i>DPRD Medan Electoral District</i> <i>Electoral District 3</i> III <u>Remember Election 17 April 2019</u> <u>Coblos No. 3</u></p> | | | |
| 12 | <p>I <i>Drs. Bukhari, SE</i> <i>North Sumatra District 3</i> III <u>Remember 17 April 2019 Coblos</u> <u>Number 2</u></p> | ✓ | | ✓ |
| 13 | <p>I <i>H.Jumadi, S. Pd. I</i> <i>Provincial DPRD. North Sumatra</i> <i>2019-2024</i> III <u>Remember Election 17 April 2019</u> <u>Coblos Caleg No.4</u></p> | ✓ | | ✓ |
| 14 | <p>I <i>Ir. Sahat</i> <i>Candidates For Members Of The</i> <i>DPRD City of Medan Area 3</i> III <u>Remember Election 17 April 2019</u> <u>Coblos Caleg No. 1</u></p> | ✓ | | ✓ |
| 15 | <p>I <i>Yasonna H. Laoly. Ph. D</i> <i>Republic of Indonesia Parliamentary</i> <i>Candidates 2019-2024 North</i> <i>Sumatra Electoral District I</i> III <u>Remember Election 17 April 2019</u> <u>Coblos Caleg No. 1</u></p> | ✓ | | ✓ |
| 16 | <p>I <i>Putra Maghrifad Qolby Fahzuanta,</i> <i>S.Kom</i> <i>DPRD Regional Legislative</i> <i>Candidate For Medan Area 3</i> II Let's Return of Islamic Great Home Please do Restually & It's Supporting When Young Creating</p> | ✓ | ✓ | |
| 17 | <p>I</p> | ✓ | ✓ | |

| | | | | |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|
| | <p style="text-align: center;"><i>R. Riko Marpaung, ST</i> <i>Prospective Members Of The City</i> <i>DPRD Medan Dapil 3</i></p> <p style="text-align: center;">II It's The Time Who is Leading Ready For Young Struggling For People's Aspiration</p> | | | |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|

Below are the explanations of each data from the aspect of superstructure:

Candidate slogan number (1) Section (I) in the data above was part of the *headline*. Which contains important information, namely the identity information of the publisher namely candidates in the city of Medan. In other words, this *headline* still needs clarification from other parts of the candidates' slogans.

The part slogan (II) was the *body* part of the slogan, which explains the *headline*. This section explains about inspirational words which influence the public by manipulating the awareness of readers 'attractiveness' so that they were moved to vote for the candidates during the elections with the issuance of the candidates' slogans. The explanation contains positive things from candidates who intend to increase public confidence that this candidate was strong candidates to be elected.

The part slogan (III) was the *close* part, which contains information related to the topic. This section contains election dates. Candidates provide information by reminding the public that on that date general elections were held. Based on the parts, the slogan uses a complete slogan delivery scheme that was *headline*, *body*, and *close*.

Candidate slogan number (2) Part (I) in the above candidate slogan data was the *headline* of the candidates slogan. The *headline* contains important

information, namely the identity of candidates. Legislative candidate's identity was important information for the community because with the identity, the community can recognize the prospective leader.

The part slogan (II) slogan above was the *body* part of the candidate slogan containing an explanatory section of the headline. In this section candidates aim to attract readers' interest and awareness. By using the classification of village communities, the candidates try to influence the reader through the published slogan. The expected end result was to persuade the reader to choose the candidate. However, the slogan does not have part III, so the slogan uses a legislative slogan delivery scheme namely *headline* and *body*.

Candidate slogan number (3) Part (I) in the above candidate slogan data was a section of the *headline* that contains important information, namely the identity of the candidate in the form of the candidate's name, position of the candidate, and the candidate's choice region. Identity was very important to be known by the community so that people can get to know the candidates.

Section slogan (III) was the *close* part, which contains information and was related to the topic. *Close* was part of the candidate slogan that contains information and relates to the topic in the slogan. This section contains information that was intended for the public to provide information or remind the public on the date that a general election will be held, each community was obliged to vote for candidates who was expected to become people's representatives. There was also no section slogan above, so the above candidates only use a delivery scheme consisting of *headlines* and *close*.

Candidate slogan number (4) Part (I) in the above candidate slogan data is the headline of the candidates slogan. The headline contains important information, namely the identity of candidates. Legislative candidate's identity is important information for the community because with the identity, the community can recognize the prospective leader.

Section slogan (III) is the close part, which contains information and is related to the topic. Close is part of the candidate slogan that contains information and relates to the topic in the slogan. This section contains information that is intended for the public to provide information or remind the public on the date that a general election will be held, each community is obliged to vote for candidates who are expected to become people's representatives. The slogan of the above candidates is also not part II, so the above candidates only use a delivery scheme consisting of headlines and close.

Candidate slogan number (5) Part (I) in the above candidate slogan data is the headline of the candidates slogan. The headline contains important information, namely the identity of candidates. Legislative candidate's identity is important information for the community because with the identity, the community can recognize the prospective leader.

Section slogan (III) is the close part, which contains information and is related to the topic. Close is part of the candidate slogan that contains information and relates to the topic in the slogan. This section contains information that is intended for the public to provide information or remind the public on the date that a general election will be held, each community is obliged to vote for

candidates who are expected to become people's representatives. There is also no section slogan above, so the above candidates only use a delivery scheme consisting of *headlines* and *close*.

Candidate slogan number (6) Section (I) in the above candidate slogan data is part of the headline of the candidates slogan. The headline contains important information that is the name of the candidate or the identity of the candidate and is a legislative candidate for North Sumatra region. The identity of the candidates is important information for the community because with the identity, the public can recognize candidates for the legislature to be elected.

The part (II) slogan in the data above is the body part of the candidate slogan that contains the headline explanatory part. In this section candidates want to create a good image in the campaign. This is done by minimizing information that is considered detrimental to candidates in the statement *tidak siap berperang dan tidak untuk kekuatan* efforts of candidates in minimizing adverse information, candidates try to *siap berjuang dalam kebijakan dan kesantunan*. This is the importance of imaging that is instilled in the reader through positive values, namely candidates trying to influence the reader in the hope of persuading the reader to take action by choosing candidates to campaign. However, the slogan does not have part III, so the slogan uses a legislative slogan delivery scheme namely *headline* and *body*.

Candidate slogan number (7) Section (I) in the above candidate slogan data is part of the headline of the candidates slogan. The headline contains important information, namely the identity of candidates. Legislative candidate's

identity is important information for the community because with the identity, the community can recognize the prospective leader.

The part (II) slogan in the data above is the body part of the candidate slogan that contains the headline explanatory part. In this section the candidates try to win public support and sympathy, the candidates issue slogans *gaji pokok untuk rakyat*, The slogan aims to give characteristics of candidates who distinguish themselves from other candidates. Candidates demonstrate the ability and responsibility to society as candidates, especially in the welfare of the people's economy. The slogan was intentionally written so that the community is considered by means of improving the people's economy. However, the slogan does not have part III, so the slogan uses a legislative slogan delivery scheme namely *headline* and *body*.

Candidate slogan number (8) Part (I) in the above candidate slogan data is the headline of the candidates slogan. The headline contains important information, namely the identity of candidates. Legislative candidate's identity is important information for the community because with the identity, the community can recognize the prospective leader.

Section slogan (III) is the close part, which contains information and is related to the topic. Close is part of the candidate slogan that contains information and relates to the topic in the slogan. This section contains information that is intended for the public to provide information or remind the public on the date that a general election will be held, each community is obliged to vote for candidates who are expected to become people's representatives. There is also no

section slogan above, so the above candidates only use a delivery scheme consisting of headlines and close.

Candidate slogan number (9) Part (I) in the above candidates slogan data is part of the headline of the candidates slogan. The headline contains important information, namely the identity of candidates. Legislative candidate's identity is important information for the community because with the identity, the community can recognize the prospective leader.

Section slogan (III) is the close part, which contains information and is related to the topic. Close is part of the candidate slogan that contains information and relates to the topic in the slogan. This section contains information that is intended for the public to provide information or remind the public on the date that a general election will be held, each community is obliged to vote for candidates who are expected to become people's representatives. There is also no section slogan above, so the above candidates only use a delivery scheme consisting of *headlines* and *close*.

Candidate slogan number (10) Part (I) in the above candidate slogan data is a section of the candidates' slogan *headlines*. *Headline* is important information that is the identity of candidates. Candidate identity is important information for the community because with the identity of the public can get to know the leaders.

Section slogan (III) is the *close* part, which contains information and is related to the topic. *Close* is part of the candidate slogan that contains information and relates to the topic in the slogan. This section contains information that is intended for the public to provide information or remind the public on the date

that a general election will be held, each community is obliged to vote for candidates who are expected to become people's representatives. There is also no section slogan above, so the above candidates only use a delivery scheme consisting of *headlines* and *close*.

Candidate slogan number (11) Part (I) in the above candidate slogan data is the headline of the candidates slogan. The headline contains important information, namely the identity of candidates. Legislative candidate's identity is important information for the community because with the identity, the community can recognize the prospective leader.

The part (II) slogan in the data above is the *body* part of the candidate slogan that contains the explanatory section of the *headline*. In this section the candidates ask the community to save the country for future generations of the nation to become a dignified nation and uphold the nation's future. However, the slogan does not have part III, so the slogan uses a legislative slogan delivery scheme namely *headline* and *body*.

Candidate slogan number (12) Part (I) in the above candidate slogan data is the headline of the candidates slogan. The headline contains important information, namely the identity of candidates. Legislative candidate's identity is important information for the community because with the identity, the community can recognize the prospective leader.

Section slogan (III) is the *close* part, which contains information and is related to the topic. *Close* is part of the candidate slogan that contains information and relates to the topic in the slogan. This section contains information that is

intended for the public to provide information or remind the public on the date that a general election will be held, each community is obliged to vote for candidates who are expected to become people's representatives. There is also no section slogan above, so the above candidates only use a delivery scheme consisting of *headlines* and *close*.

Candidate slogan number (13) Part (I) in the above candidate slogan data is the headline of the candidates slogan. The headline contains important information, namely the identity of candidates. Legislative candidate's identity is important information for the community because with the identity, the community can recognize the prospective leader.

Section slogan (III) is the *close* part, which contains information and is related to the topic. *Close* is part of the candidate slogan that contains information and relates to the topic in the slogan. This section contains information that is intended for the public to provide information or remind the public on the date that a general election will be held, each community is obliged to vote for candidates who are expected to become people's representatives. There is also no section slogan above, so the above candidates only use a delivery scheme consisting of *headlines* and *close*.

Candidate slogan number (14) Part (I) in the above candidate slogan data is the headline of the candidates slogan. The headline contains important information, namely the identity of candidates. Legislative candidate's identity is important information for the community because with the identity, the community can recognize the prospective leader.

Section slogan (III) is the *close* part, which contains information and is related to the topic. *Close* is part of the candidate slogan that contains information and relates to the topic in the slogan. This section contains information that is intended for the public to provide information or remind the public on the date that a general election will be held, each community is obliged to vote for candidates who are expected to become people's representatives. There is also no section slogan above, so the above candidates only use a delivery scheme consisting of *headlines* and *close*.

Candidate slogan number (15) Part (I) in the above candidate slogan data is the headline of the candidates slogan. The headline contains important information, namely the identity of candidates. Legislative candidate's identity is important information for the community because with the identity, the community can recognize the prospective leader.

Section slogan (III) is the *close* part, which contains information and is related to the topic. *Close* is part of the candidate slogan that contains information and relates to the topic in the slogan. This section contains information that is intended for the public to provide information or remind the public on the date that a general election will be held, each community is obliged to vote for candidates who are expected to become people's representatives. There is also no section slogan above, so the above candidates only use a delivery scheme consisting of *headlines* and *close*.

Candidate slogan number (16) Part (I) in the above candidate slogan data is part of the headline of the candidates slogan. The headline contains important

information, namely the identity of candidates. Legislative candidate's identity is important information for the community because with the identity, the community can recognize the prospective leader.

The part (II) slogan in the data above is the body part of the candidate slogan that contains the main explanation section. In this section candidates invite Muslims to become better people, especially young people in taking action must have high enthusiasm to lead an area. The candidate slogan above appeals to people with the word "mari". The word "mari" has a call to the reader to do something. However, the slogan does not have part III, so the slogan uses a legislative slogan delivery scheme namely title and body.

Candidate slogan number (17) Part (I) in the above candidate slogan data is the headline of the candidates slogan. The headline contains important information, namely the identity of candidates. Legislative candidate's identity is important information for the community because with the identity, the community can recognize the prospective leader.

The part (II) slogan in the data above is the body part of the candidate slogan that contains the explanatory section of the headline. In this section candidates try to influence the community by instilling trust and showing appropriateness through imaging that is packaged in advertising language. The word "*memperjuangkan*" means to fight for something. The slogan has the same goal of wanting to fight for the interests of the people so that they become a prosperous society. However, the slogan does not have part III, so the slogan uses a legislative slogan delivery scheme namely headline and body.

3. **Micro structure found in slogan campaign banners of legislative candidates 2019**

a) **Semantic elements**

1. **Background**

Background was an element of slogan discourse that can affect the semantics to be conveyed. Candidates' slogan discourse was influenced by the background used. In issuing the slogan, the legislative candidate revealed the background for the publication of the slogan. The background chosen determines the direction in which the community was being taken. The background of the candidates' slogan was based on the candidates' needs to campaign for their work programs to the community if they become legislative members later. The following data and explanation.

CREATE INTELLIGENT, SUPERVISED AND CULTIVATED CHILDREN OF
THE LUHUR AND ISLAMIC CHARACTERS
(H. Salman Alfarisi, Lc., MA)

Figure. 5

ENCOURAGING THE ACCELERATION OF THE COMPLETION OF THE
LAND OF LAND FORGANCE *ex* PTPN TO COMMUNITIES FORMING A
DOCUMENTATED MILINEAL GENERATION
(Parlindungan Purba, SH,MM)

Figure. 6

The slogan data above was the background of the candidates' slogan which will be implemented if the candidate can be elected as a legislative member. The work program of the candidates becomes the main background of the candidates' slogan discourse published. In other words, the background was born from the

interests of the legislative candidates in running programs that could prosper people's lives. The background of the work program was the promise of legislative candidates to the community that must be carried out if elected later.

2. Detail

This element relates to the control of information that the candidates want to convey. The candidate as a communicator conveys information that benefits him or a good image of him. Control of information was related to the emphasis on the benefits of legislative candidates. Candidates will be national and in formal circumstances. Minimize information that is considered detrimental to the candidate. This is evident in the choice of words used. The following data and explanation.

NOT READY TO FIGHT BUT READY TO FIGHT NOT FOR STRENGTH
BUT FOR POLICY & DECISION.

(Sastra, SH.,M.K.n)

Figure. 3

The slogan above was published by Sastra, SH., M.K.n, legislative candidate in District III. In this slogan, the candidates want to create a good image in their campaign. Negative sentences can be used to express certain ideologies about personalities, competencies, or candidates' programs only to the extent of very general persuasive sentences. This is done by minimizing information that was considered detrimental to candidates in the statement of *not being ready to fight and not to force the efforts* of candidates in minimizing harmful information, candidates to be prepared to *fight in policy and politeness*.

This was the importance of imaging that wants to be instilled to the reader through the charge of positive values. Information that was considered to be able to provide a positive image is that candidates try to influence the reader in the hope of persuading the reader to take action by selecting candidates who campaign.

3. Intent

The intent element in the slogan of the candidates aims to show how the candidate was implicitly and hidden using certain language practices to highlight the interests and present the truth. Truth that was contradictory and was considered detrimental to candidates as far as possible to be minimized, while truths that were beneficial will be displayed clearly. The following data and explanation.

I'M READY TO WORK HARDER FOR INTERESTS TOGETHER
(**Bukhori, SE**)
Figure. 4

BUILDING THE FUTURE TO BETTER
(**Drs. H.M Idris Lutfi Rambe, M.Si**)
Figure. 11

WE MAKE IT WORK TOGETHER WE GET TOGETHER
(**Yasonna H. Laoly, Ph. D**)
Figure. 16

In the slogan of the candidates above the emphasis in the discourse was *become well* and *together*. In imaging efforts by emphasizing the word, it appears that candidates try to show the creativity of candidates. Therefore, candidates try to build subjective reality over themselves. In this case, it appears that the expressions conveyed by the candidates contain ideological thinking. This was an

image of political practice carried out by candidates, of course with this emphasis raised explanatory sentences to make sure that candidate will really fulfill their promises in accordance with the slogans published.

4. Presupposition

The presupposition was a communicator's political engineering tool to create public mental awareness as intended in the slogan of the candidates. The presumption in the slogan of the legislative candidates aims to support the meaning of a text. The following data and explanation.

TOWARDS A NEW INDONESIA 2019 OJO LALI DULURKU MAS
 NANEKTRI DORA (three people's prayers)
 •FULL STOMACH
 •HAPPY HEART
 • Calm thought
(Ir. Sahat B)

Figure. 10

In the slogan above, the presumption used was that if the people want to be full, happy, and calm then choose the candidate. In the first phrase, it is emphasized to remind the public not to forget to vote for the candidates during the election. In the second phrase, the conditions described that could be consequences in the first phrase to be considered. Implicitly, the slogan of the legislative candidate explained that during the general election, the community would provide their support by choosing the candidate in the election so that the people would live well and have a full stomach, happy heart, and calm mind. With

such a presupposition, it is as if the legislative candidate was able to prosper his people if he becomes a member of the legislature later. Support to choose the candidates was issued to convey the promise of candidates to the community so that it raises the assumption in the community that the consequences if the people choose the candidates then the community will prosper. This has become a truth that can be accepted by the public consciously or not.

MOTHER'S MESSAGE SAVE THIS STATE TO CHILDREN OF THE
NATION
(Kiki Lestari ST. MM)

Figure. 8

In the slogan of the candidates, the premise used to support the sentence was to save the nation. The presupposition used in the candidates' slogan above was that safety can be created if the premise was implemented. In the slogan above it is emphasized that the safety of this country can be created if the children of the nation as the next generation can uphold the nation's norms.

Nothing is impossible
(M. Faisal)

Figure. 15

In the slogan of the legislative candidates above, the presumption used was something that is not likely to happen. In the sentence above it was emphasized that everything that is not possible will definitely happen. Implicitly, the candidates' slogan above explains that if the candidates were elected as

legislative members, the candidates will carry out their duties with no possibilities that can hamper their work program. With such a presupposition, it was as if the work program being carried out must have occurred or was carried out without any possibility.

b) Syntactic elements

1. Sentence Forms

The form of the sentence in question was related to logical thinking, the principle of causality. The principle of causality in this context was the arrangement of the subject (which explains) and the predicate (which was explained). The following data and explanation.

I'M READY TO WORK HARDER FOR INTERESTS TOGETHER

(Bukhori, SE)

Figure. 4

The discourse has an integral relationship between the sentences. The causality relationship is shown by the mutual relationship that influences each sentence. The word "*saya*" refers to the common interest, then the shared interest has the obligation to be realized by "*saya*" for the welfare of the community. In the sentence above "I" is the subject of the statement. Emphasis was placed on the subject which refers to the common interest (in the context of the candidate's slogan) fully the responsibility of "I" in the welfare of society.

WE MAKE IT WORK TOGETHER
WE REACH WITH FORWARD DEFENDING THE PEOPLE'S INTEREST
(Yasonna H. Laoly, Ph. D)

Figure. 16

The slogan has an integral relationship between the sentences. Causality relationships were shown by mutual relations that influence each other. The word “*kita*” which refers to all reading communities including the relevant candidates wants to fight for the rights of the people, and then the reader community slogan has an obligation to support programs that have been planned by the candidates. In the sentence *kita wujudkan bersama* and *kita raih bersama* was a sentence that has the principle of causality. The logical context of this sentence was the arrangement of the subject (which explains) and the predicate (which was explained). The next sentence *maju membela kepentingan rakyat* the sentence becomes a statement to fight for the aspirations of the people.

2. Coherence

Coherence was related to intertwining, propositions or sentences. Two different forms of words or sentences are connected, so that they appear coherent. In the slogan of the candidates there were several coherent, which were as follows.

Causal coherence uses the emphasis of conjunctions that connect different words or sentences so that they appear coherent. The following data and explanation.

I'M READY TO WORK HARDER FOR INTERESTS TOGETHER
(Bukhori, SE)

Figure. 4

The slogan above, consists of two sentences that have a causal relationship. In the first sentence the information on the impact that was grown for action was explained, namely *berjuang untuk rakyat*. In the second sentence, it was explained the act which was the cause of a thing, namely *mewujudkan kepentingan rakyat*.

3. Generalization-Specifications

Generalization-specification coherence was an understanding of an event or fact subjectively as if done by everyone (generalization) or as if the event was only a small part (specification). The following data and explanation.

OUR PEOPLE'S CHOICE IS INSYAALLAH ASPIRATIVE & SECURE
(Drs. Mhd. Ilyas, AR)

Figure. 7

WE MAKE IT WORK TOGETHER WE GET TOGETHER
(Yasonna H. Laoly, Ph. D)

Figure. 16

In the candidates' slogan above, the word in bold was a generalization of the subject which becomes an appeal in the candidate's slogan. The word *kita* shows that it was not only the public (the reader) who is the subject, but the first plural person, namely the legislative candidate who issues the slogan.

HAVE WE SUPPORT & CHOOSE
(Yasonna H. Laoly, Ph. D)
 Figure. 16

The word *kami* in the slogan of the candidates issued by candidates Yasonna H. Laoly, Ph.D above was a generalization that refers to the relevant candidates in the banner. The word *kami* represents the institution of the candidate concerned.

4. Denial

Denial was used to compare two conditions that were fundamentally different and were updated using the conjunction of conflict. The following data and explanation.

NOT READY TO FIGHT BUT READY TO FIGHT NOT FOR STRENGTH
 BUT FOR POLICY & DECISION
(Sastra, SH.,M.K.n)
 Figure. 3

The candidate slogan above consists of two sentences connected with the word *tapi*. These conjunctions indicate the affirmation of the opposition to the subject. The use of the conjunctions *tapi* has a beneficial purpose for the subject in the slogan. The meaning included in the first sentence was different, as well as the purpose and purpose.

5. Pronouns

The pronouns relate to one's position in the discourse. Pronouns can be used by groups or individuals to influence the behavior, attitudes, and opinions of others without the person being aware of it.

OUR PEOPLE'S CHOICE IS INSYAALLAH ASPIRATIVE & SECURE

(Drs. Mhd. Ilyas, AR)

Figure. 7

WE MAKE IT WORK TOGETHER WE GET TOGETHER

(Yasonna H. Laoly, Ph. D)

Figure. 16

The pronoun *kita* has an *involvement* in growing solidarity with the community. The use of the pronoun *kita* creates a community between candidates as producers of candidates' slogans and the reading community, the aim is to gain support and sympathy from the existing community. It was as if the attitudes and thinking patterns of legislative candidates look the same as the community.

CHAPTER V

CONCLUSION AND SUGGESTION

A. CONCLUSION

Based on the results of the study, it can be concluded that the macro structure of the 2019 legislative slogan in the city of Medan consists of appeals for requests, invitations, orders, informative, and persuasive. The 2019 legislative candidate slogan scheme in the city of Medan includes both complete and incomplete elements. Complete elements consist of headline, body, and close. Incomplete elements consist of headline and body, headline and close.

Micro structure was a textual discourse of 2019 legislative candidates in Medan. The semantic element study in the slogan of the 2019 legislative candidates in the city of Medan consists of background, details, intentions, and presuppositions. The study of syntactic elements in the slogan of the 2019 legislative candidates in the city of Medan includes sentence forms, coherence, and pronouns

B. Suggestion

From the results of the study and the conclusions above, the researcher made several suggestions, they are:

1. Suggestions in this study are given to students of English language education study programs. For students majoring in English it is recommended to make the results of this study as a discussion in

completing Discourse Analysis subjects as compulsory courses in the English Language Study Program.

2. Other researchers who want to conduct similar research. For further researchers who want to conduct similar research, it is advisable to develop a study of candidates' discourse on street banners in Medan using other discourse elements that have not been examined in this study.
3. And the general public. The general public is advised to be even more critical in seeing the candidates' banners found. Any banners including candidates' banners certainly only show the strengths of the candidates, so it is necessary to look for the lack of candidates before choosing them.

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Appendices 1

RESEARCH DOCUMENTATION



Figure. 1



Figure. 2



Figure. 3



Figure. 4 & 5



Figure. 6



Figure. 7



Figure. 8



Figure. 9



Figure. 10



Figure. 11 & 12



Figure. 13



Figure. 14 & 15



Figure. 16



Figure. 17

CURRICULUM VITAE

MILA GUMALA SARI, Born in Medan on November 28, 1996.



The first child of two siblings from Abdul Rasyid and Ida Wati.

Education in Elementary Schools at SD 104260 Perbaungan

In 2003. In that year the researcher also continued Education at Perbaungan 2 State Junior High School and graduated in 2012

then continued the Vocational High School in the Musda

Perbaungan Vocational High School in 2012 and finished in 2015. In 2015 researchers sought education in higher education precisely at Muhammadiyah University of Sumatera Utara (UMSU) Faculty of Training Teacher and Education in the English Study Program. Researcher completed bachelor degree (S1) in 2019.



PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:

Nama Mahasiswa : Mila Gumala Sari
NPM : 1502050025
Prog. Studi : Pendidikan Bahasa Inggris

| Judul | Diterima |
|--------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| A Discourse Analysis on Slogan Campaign Banners of Legislative Candidates 2019 |  Approved. 9 April 2019 |

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh
Dosen Pembimbing


Arianto, S.Pd, M.Hum

Medan, 01 April 2019
Hormat Pemohon,


Mila Gumala Sari



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Form : K - 1

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Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

Medan, 29 Maret 2019
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Mila Gumala Sari

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Form K-2

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Assalamu'alaikum Wr, Wb

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Medan, 01 April 2019
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Mila Gumala Sari

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Dan Dosen Pembimbing

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N P M : 1502050025
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : A Discourse Analysis on Slogan Campaign Banners of Legislative Candidates 2019.

Pembimbing : Arianto, S.Pd, M.Hum

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3. Masa kadaluarsa tanggal : 14 Mei 2020

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Dikeluarkan pada Tanggal :
Medan, 09 Ramadhan 1440 H
14 Mei 2019 M

Dekan


Dr. H. Elfarid Nst, S.Pd, M.Pd.
NIDN : 0115057302

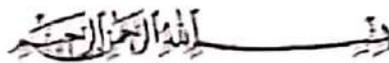
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LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminarkan oleh mahasiswa di bawah ini :

Nama Lengkap : Mila Gumala Sari
N.P.M : 1502050025
Prog. Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Discourse Analysis on Slogan Campaign Banners of
Legislative Candidates 2019

Pada hari Selasa, tanggal 21 bulan Mei 2019 sudah layak menjadi proposal skripsi.

Medan, Juli 2019

Disetujui oleh:

Dosen Pembahas

Pirman Ginting, S.Pd., M.Hum

Dosen Pembimbing

Arianto, S.Pd., M.Hum

Diketahui oleh
Ketua Program studi

Mandra Saragih S.Pd, M.Hum



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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

SURAT KETERANGAN

Ketua Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan,
Universitas Muhammadiyah Sumatera Utara, menerangkan di bawah ini:

Nama Lengkap : Mila Gumala Sari
N.P.M : 1502050025
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Discourse Analysis on Slogan Campaign Banners of Legislative
Candidates 2019

benar telah melakukan seminar proposal skripsi pada hari Selasa, tanggal 21, Bulan Mei,
Tahun 2019.

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin riset dari Dekan
Fakultas. Atas kesediaan dan kerjasama yang baik, kami ucapkan terima kasih.

Medan, 24 Mei 2019

Kerna,

Mandra Saragih, S.Pd, M.Hum

SURAT PERNYATAAN



Saya yang bertandatangan dibawah ini :

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Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Discourse Analysis on Slogan Campaign Banners of Legislative Candidates 2019

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Mila Gumala Sari

Diketahui oleh Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum



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Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Mila Gumala Sari
NPM : 1502050025
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan
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adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"A Discourse Analysis on Slogan Campaign Banners of Legislative Candidates 2019"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 18 Muharram 1441 H
18 September 2019 M

Kepala UPT Perpustakaan,



Muhammad Arifin, S.Pd, M.Pd

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Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata I
Fakultas keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara

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Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Discourse Analysis on Slogan Campaign Banners of Legislative Candidates 2019

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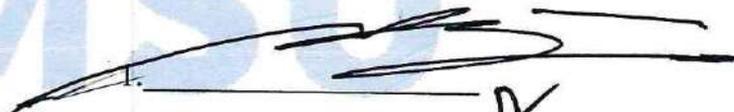
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ANGGOTA PENGUJI:

1. Dr. T. Winona Emelia, M.Hum
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1. _____

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Medan, September 2019

Pembimbing,

Arianto, S. Pd., M.Hum

Diketahui Oleh :

Dekan,

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