SPEECH FUNCTION OF THE CIGARETTES' SLOGAN

SKRIPSI

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English Education Program

By:

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بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيْمِ

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Dengan diterimanya skripsi ini, sudah lulus dari ujian Komprehensif, berhak memakai gelar Sarjana Pendidikan (S.Pd).

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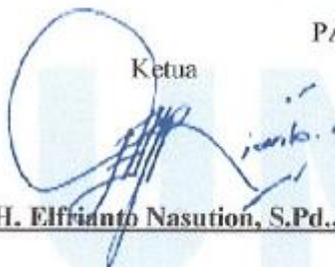
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LEMBAR PENGESAHAN SKRIPSI

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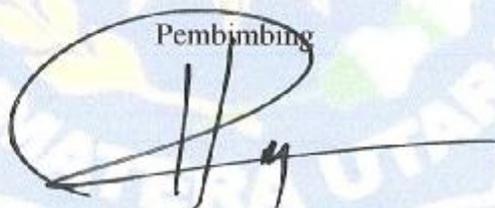Skripsi ini diajukan oleh mahasiswa di bawah ini:

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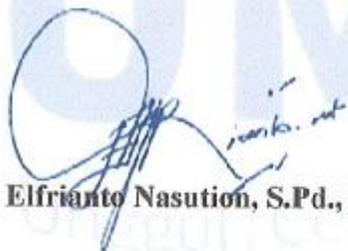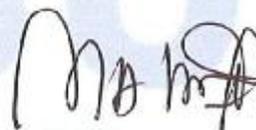Pembimbing

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PERNYATAAN KEASLIAN SKRIPSI

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Dengan ini menyatakan bahwa skripsi saya yang berjudul **"Speech Function of the Cigarettes' Slogan"**. Adalah benar bersifat asli (original), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhamamdiyah Sumatera Utara

Demikian pernyataan ini dengan sesungguhnya dan dengan sebenar-benarnya.

YANG MENYATAKAN,

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(SITI RAHMA)

ABSTRACT

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This research deals with the speech function of the cigarettes' slogan. The aims of this research was to find out the type of speech function used and which most the dominant type of speech function appeared in the cigarette slogan. This research used a descriptive qualitative research. The data was taken from the internet with a total of 50 data then analyzed using the Miles and Huberman theory including data reduction, data display, conclusion drawing and verification. It was found that there are four types of speech functions found in this study, namely statement, question, offer, and command. The data showed that two of the four types of speech functions are found, namely statements with the appearance number 43 and command 7. So, it can be seen that the dominantly type of speech function used in cigarettes' slogan is a statement with 43 slogans. In conclusion, in this research not all types of speech functions are included in the cigarettes' slogan.

Keywords: *Speech Function, Cigarettes, Slogan.*

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Medan,   August 2020

Researcher,

SitiRahma

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CHAPTER I

INTRODUCTION

A. The Background of the Study

That people cannot communicate without language, language and communication is not something. The main means of conveying meaning is the language used to communicate properly. When someone wants to build communication with others and send it as information, ideas, attitudes, and emotions, by using language (Sperber and Wilson as quoted by Trask (1998: 80) in Andriyani (2018)). Therefore, when someone wants to communicate or interact with others does not cause misunderstanding, speakers and listeners should use understandable language or body language. There are information delivered with the speakers and listeners in communication. According to Hornby (2000:25) in Sabrina and Siringiringo (2017), Communication is a process of revealing information or revealing ideas or feelings. The speech function itself is described and applied in grammatical features as information. Sperber and Wilson as quoted by Trask (1998: 80) in Andriyani (2018) state Language is used as a primary tool to convey meaning in good communication because people will not be able to communicate without language. When someone wants to start communicating to send information, emotions, attitudes, and ideas it is using language.

The effect of communication depends primarily on speakers and listeners, writers and readers who build communication. When the speaker says a speech, spoken through a statement or question, she actually invites the listener to accept it. Meanwhile demanding mean inviting to give. When someone says something,

delivered through an offer or order, he or she actually invites the listener to give. Speakers and listeners should also know how and when to use the speech function because speech function is a way for a person to convey his or her idea so that the listener can understand it well.

The way someone communicates to convey ideas so that listeners can understand correctly is called a speech function. The speech function consists of four types: statement, question, command, and offer. Halliday (1994:69) states there are four types of speech function, especially statement, question, offer, and command. Actually, in communicating with others, we try to do something with our language. It might be good to provide information, advice, or demand something. Included in the slogan, many speech functions have impressive meanings to understand because they are very simple and clear to remember.

Speech is an expression of thought in spoken and written words. It has a variety of functions in use. In the speech, the speaker sets the topic on her mind then produces a speech from the speech. Speech can help people to do many activities both in asking and informing, experience and knowledge in social life. A person who has a good speaking ability will have a good life as well because through speech she can gain added value from the ability that is on him. Thus the function of speech is a sociolinguistic term that learns about the various functions of language as a study of speech function.

Speech functions are terms that learn about the variety of speech used and their function in speech. Learning the speech function is important because it will be very helpful in establishing good interaction between people in daily life.

People need to understand the grammar and meaning of each speech by the speaker, so that the speech message to the recipient can be expressed perfectly. Speech functions occur not only in everyday conversations in life but also in a slogan in cigarette products. There will be slogans in the speech function seen in an advertisement that is often seen and heard on television.

As in cigarette products that have their own uniqueness in the manufacture of slogans in order to have a high selling value to convey information or to influence the public to follow the message in the slogan. Usually the product is advertised with a slogan on television or other mass media briefly, and is unique to attract listeners in order to remember it. A slogan is a short phrase in part used to help form an image, identity, or position for a band or an organization and is established by repeating the phrase in a firm's advertisement and other public communication as well as through sales people, event promotions, and rocket launches. Similarly, Leech (1966) noted that slogan is short, laconic phrase that a company uses it over and over in its advertisement. It is especially useful to reinforce the product identity. A slogan can prove to be more powerful than a logo. People can remember and recite the advertisement slogan while they are unlikely to doodle over the logo. It is more important for the advertisement slogan to clearly state what the advertisement is about than to be clever, but if the slogan can accomplish both, all the better (Jefkins, 1985). Slogans are often treated as trademarks in many countries. The use of the symbol is merely assertion of advertisers that they are treating the line as a trademark, though it does not assure any legal right. For legal protection, the line must be registered with the

appropriate government trademark office, which then confers the right to use the registered symbol, and then they get the full protection of the law against poaching.

The focus on this research is to know the speech function in the cigarettes' slogan because it is important to know the meaning of the speech function of the slogan. Without the slogan in cigarette advertising is not attractive in sales. For this reason, the company makes cigarette advertisements in an attractive, simple, and clear way. Because the function of the slogan that summarizes the theme for the benefits of the product to be conveyed is a message that is easy to remember in a few words and the cigarettes' slogan is often advertised on television stations. According to Janet Holmes (2001) in Isda (2019) in a social context it is influenced by the way of speaking that will appear when speaking or feeling something. Even though it has the same message but can be explained very differently from the others. Furthermore, every speech can be expressed more than one function and any function can be expressed but not exactly the same as the speech conveyed. Many readers cannot understand what the speech function is in the cigarettes' slogan. It is difficult for readers to understand what types of speech function and what is the most dominant in cigarettes' slogans because researcher are interested in analyzing the speech function contained in cigarettes slogan.

B. Identification of the Problem

The research problem is identified as follows:

1. Some readers do not understand what the speech function in the cigarettes' slogan is.

2. It is difficult for readers to understand what types of speech function and what is the most dominant in the cigarettes' slogan.

C. The Scope and the Limitation

The scope of this research is semantics, especially slogan. This study limited in the speech function of the cigarettes' slogan.

D. The Formulation of the Problem

The research problems are formulated as follows:

1. What is the dominant type of speech function appeared in the cigarettes' slogans?

2. Why the dominant type of the speech function used in the cigarettes' slogans?

E. The Objective of the Problem

1. To find out the dominant type of speech function appeared in the cigarettes' slogans

2. To figure out the reason why the dominant type of speech function used in the cigarettes' slogans

F. Significance of the Research

The significance of this research as follows:

1. Theoretical**.**

   This research is expected to contribute as well as information for readers about speech function to give them more knowledge because the choice of speech function of one speaker will affect the other speaker including with the speech function contained in the cigarettes slogan.

2. Practical

The results of this study are useful for students to explore understanding in increasing the meaning of the speech function and also knowing the types contained in the speech function, to the teacher or lecturer, as additional information for teaching materials, especially about the speech function. And the last, this study will provide valuable information to be developed for readers or researchers.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

This chapter contains a brief explanation of the theories that analyzed in this thesis namely, the definition of the speech function, the types of speech function, slogan and the cigarettes slogan.

1. Speech Function

Halliday (1994: 68) states that the most basic type of speech function, which is behind all the more specific types is only two (1) giving and (2) demanding. It could be that the speaker is giving something to his listener or he is asking something from him. Even this basic category already involves the complex notion of giving means 'inviting to receive' and demanding means 'inviting to give'. The speaker was not only doing something himself, but s/he also required something of the listener.

According to Rangkuti (2018) Speech function is an action or performance one by language user such as: asking, commanding and answering in order to fulfill the intention of the speakers and listeners. Speech function is used as the medium to exchange their experiences. Speech function is more oriented to functional interpretation, specifically systemic functional, which means that all the utterances uttered the four types of speech function. Ye (2006:36) in Tarigan and Natsir (2014) states that the speech function is an action taken to fulfill the intent of the speaker and listener in using language such as asking, commanding and

answering. The media in exchanging experiences that are often used to fulfill their needs are speech function.

Holmes (2013:283) in Wilany (2018), speech function is the terms which expressed in different contexts have repeatedly involved considerations of politeness. Choose the form of linguistics in paying attention to solidarity and social status by involving appropriate direction towards family, friends, and foreigners. Fosnot (1996: 45) in Andriyani (2018) "speech is the vocalization form of human communication. This taken from names with very large vocabularies (usually > 10.000 different words) based on a lexical syntax combination". Of each spoken word is a limited collection of phonetic combinations made up of consonant speech sound units. The sound unit set, vocabulary, and structure syntax make thousands of differences with the difficult-to-understand human language. Human speakers can communicate in two or more of their languages as a polyglot. Human vocal abilities that can produce speech, humans also have the ability to sing.

According to Saragih (2013) in Lestari and Rahmah (2014) claims that in the roles (giving and demanding) of commodity (information and goods & services) intersecting, it can be seen from the derivative of the following table:

Table 2.1. Speech Function

	COMMODITY	COMMODITY
ROLES	**INFORMATION**	**GOOD & SERVICES**
GIVES	Statement	Offer
DEMANDING	Question	Command

Source: (Saragih, 2013: 18).

From the table above, the four types of speech function can be written as:

1. Giving/information   = Statement

   Giving information   = Giving a statement

2. Demanding/ information   = Question

   Demanding information   = Asking a question

3. Giving/goods/services   = Offer

   Giving goods   = Offering

   Giving services   = Offering

4. Demanding/ goods/ services = Command

   Demanding goods   = Commanding

   Demanding services   = Commanding

According to Halliday (1994) stated that of the two variables, if combined the roles of commodities which are exchanged from the four speech function; statement, question, offer, and command. Then, the speech function can be interpreted as expressing an idea to others and doing something with our language. In terms of demanding something or providing information maybe it's good. According to Sulistyowati (2011:71) states that in communicating we demand something, that means we invite to give, and if we give something, it means we invite to receive. We must clearly organize the message we want to convey to someone through the conversation. The message we convey involving giving and demanding may be more complex than it seems. And according to Janet Holmes (2001) in Isda (2019) is known as a fundamental exponent where

language is used to perform some communicative actions, such as making a request or offering something. Social relations in the community and aspects of our social identity through our language in examining a lot of information by the way language works.

From the explanation above, it is concluded that the speech function is a way for someone to communicates to convey ideas or information so that the listeners can easily understand well the meaning of the idea and also consist of several types based on the situation or the topic.

2. Types of Speech Function

Halliday (1994: 68) in Andriyani (2018) describe that all the more specific and most fundamental types may be recognizable there are two namely, giving and demanding. With the listener asking for something to the speaker or him who gave him something. The speaker needs something from the listener and not just doing something on his own. For that, there is a word called in giving which means "inviting to receive", and demanding which means "inviting to give".

Halliday (1994:69) in Andriyani (2018) said that there are four main type presents in the speech functions named statement, question, offer and command.

a. Statement

The manner to provide information by stating or giving actions orally and in writing is referred to as a statement. In linguistics, a grammatical and lexical unit of a sentence is a natural language expression consisting of more than one word, there is a distinct and differentiated concept then, combined to form the

meaning of statement, question, offer, and command. On the other hand, statements are declarations. In sentence declaration subject and predicate has a normal word. Usually they end with a point in writing and a decline in the tone of speech, but if the statement is strong, they can end with an exclamation mark.

All language expressions contain logical and semantic elemental sentences, as well as include symbols in actions that indicate sentence start, pause, stop, etc. as characteristic of intonation and timing patterns, sentences also contain different properties from natural language itself. In a statement, the speaker demands the listener in some information, while the speaker invites the listener to receive information. A statement usually began with a subject, verb, or auxiliary verb, and ends with a period. And the statement can also be positive and negative.

Formula: s + v/aux

Examples:

1. I   work hard   for my family.

   Subject   Verb   Statement

   The example above shows the statement as a type of speech function. Because it shows that the speaker informs the listener that the speaker is working hard for his family.

2. I   think   he will be angry.

   Subject   Verb   Statement

   The example above shows the statement as a type of speech function. Because it shows that the speaker of the opinion that her friend

will be angry with speaker for what speaker did but her friend was not angry.

3. <u>I</u>   <u>practice</u>   <u>dancing every day.</u>

   Subject   Verb   Statement

The example above shows the statement as a type of speech function. Because it shows that the speaker give information about herself that every day the speaker always practice dancing.

4. <u>The bride</u>   <u>looks</u>   <u>very happy.</u>

   Subject   Verb   Statement

The example above shows the statement as a type of speech function. Because it shows that the speaker expressed the opinion that speaker saw them happy on their wedding day.

5. <u>We</u>   <u>go</u>   <u>to the office by car.</u>

   Subject   Verb   Statement

The example above shows the statement as a type of speech function. Because it shows that the speakers convey the information that speakers are go to the office by car.

b. Question

Question is to ask for information that could be a linguistic expression and is made by phrases that have answers. Asking questions or an interrogation is an interactive question or sentence. Usually the question sentence will end with a question mark but can end with an exclamation mark when a strong feeling is

used. In a question, the speaker asks listeners some information and the speaker inherently asks the listener to provide that information.

Formula: aux. v or wh-question + s + v + question mark (?)

Example:

1. <u>Am</u>　　　　<u>I</u>　　　　<u>a lazy person</u>?

   Aux. Verb　　Subject　　　Verb　　Question

   The example above shows the question as a type of speech function. For showing that the speaker asks to the listeners if a speaker is a lazy person.

2. <u>Do</u>　　　　<u>you</u>　　　<u>love me</u>?

   Aux. Verb　　Subject　　Verb　　　Question

   The example above shows the question as a type of speech function. Because it shows that the speaker asks the listener a question to ascertain whether the listener loves the speaker.

3. <u>Are</u>　　　　<u>you</u>　　　<u>ready to go</u>?

   Aux. Verb　　Subject　　　Verb　　Question

   The example above shows the question as a type of speech function. Because it indicates that the speaker is asking the listener a question to certain whether the listener is ready to go.

4. <u>Why are</u>　　　　<u>you</u>　　　<u>crying</u>?

   WH-question　　　Subject　　　Verb　　　Question

The example above shows the question as a type of speech function. Because it shows that the speaker asks the listener why a listener can get to cry.

5. <u>What are</u>   <u>they</u>   <u>talking about</u>?

  Aux. Verb   Subject Verb   Question

    The example above shows the question as a type of speech function. For showing that the speaker asks the listener a question about what other people are talking about that the speaker does not know.

  c. Offer

The expression of sadness to give or do something is called an offer. It can be defined that an offer is to provide good service to someone. Usually the offer begins with a modal and ends with a question mark (?) In providing information to encourage listeners or viewers to received it. There is a contract that determines there is or is not a deal between the two parties. When the acceptance of an offer is communicated to the one offered by the offerer.

  In offer, the speaker gives the hearer some good and some services, and the speaker inherently inviting the hearer to receive those goods and services.

  Formula: Modal + s + v

Example:

1. <u>May</u>   <u>I</u> <u>help you</u>?

  Modal Subject Verb   Offer

The example above shows offer as a type of speech function. Because it indicates that the speaker is offering help to the listener to be able to help him.

2. <u>Can</u>   <u>I</u>   <u>open the door</u>?

   Modal   Subject   Verb   Offer

The example above shows offer as a type of speech function. Because it shows that the speaker offers to be able to open the door of the listener.

3. <u>Must</u>   <u>I</u>   <u>come today</u>?

   Modal   Subject   Verb   Offer

The example above shows offer as a type of speech function. Because it shows that the speaker offered to confirm to the listener whether the speaker should come there today.

4. <u>Should</u>   <u>I</u>   <u>go now</u>?

   Modal   Subject   Verb   Offer

The example above shows offer as a type of speech function. Because it shows that the speaker offers to ascertain to the listener whether the speaker should go now.

5. <u>Will</u>   <u>you</u>   <u>marry me</u>?

   Modal   Subject   Verb   Offer

The example above shows offer as a type of speech function. Because it shows that the speaker offers to ascertain to the listener whether the listener wants to marry him.

d. Command

In giving important sentences such as direct requests to someone or making requests. The subject of the sentence is not used because it is aimed at someone or something. In the type of sentence there is an exclamation mark depending on the strength of the request or command and usually the subject in the command sentence is omitted.

Formula: verb + object + exclamation mark (!)

Example:

1. <u>Go</u> <u>homenow</u>!

  V   O   Command

The example above shows the command as a type of speech function. Because it shows that the speaker commands the listener that the listener must go home now.

2. <u>Open</u> <u>the door</u>!

  V   O   Command

The example above shows the command as a type of speech function. Because it indicates that the speaker commands the listener to open the door as soon as possible.

3. <u>Help</u> <u>me</u>!

  V   O   Command

The example above shows the command as a type of speech function. Because it shows that the speaker commands the listener to immediately help her because she is in need of help.

4. <u>Go</u>   <u>away</u>!

  V   O   Command

The example above shows the command as a type of speech function. Because it indicates that the speaker commands the listener to immediately leave him.

5. <u>Talk</u>   <u>to me</u>!

  V   O   Command

The example above shows the command as a type of speech function. Because it shows that the speaker commands the listener to talk to him because the speaker needs explanation.

The four of speech function is statement, question, offer and command. There is a lexicogrammar level which is an interpersonal aspect (declarative, interrogative, and imperative) which is realized in the mood. Of all speech functions are only offers which do not represent the mood. Saragih (2010:20) in Artha and Listiani (2018), said that in the speech function the action interaction is initiated by the speaker and then the listener responds to the speech function. Movement structure responds; the speech function responds to negativity and position. The speech function recognizes the correlation between the various structures of the initial movement.

3. Slogan

Slogans are short messages, in the form of important ideas about products delivered through products for reasons of attracting consumers' attention. According to Barnhart (1979) in Sabrina and Siringoringo (2017), slogans are words or phrases used by businesses, clubs, political parties, or the like that are advertised for their purpose. Slogans are more widely used in television advertising than in print media. Slogans are social expressions with one purpose: to inform and attract consumers' attention about what the product is. It has become a trend nowadays and is growing. A product that makes it famous in a different way from other trademarks can be idioms, expressions or phrases that are made as interesting as possible. Slogans differ from most other forms of writing because they are designed to be remembered and repeated word for word to impress the brand and its message to customers. It should be easy to remember, short, and also clear. There are some good slogans:

Boldness Helps:

1. AT & T - The right choice   (AT & T)

2. Parallelism Helps:

    Close to Boston Close to Perfect   (The Charles Hotel)

3. Aptness Helps:

    More people Take our Word for it   (Webster's Dictionary)

4. The name of the product in a slogan is a great advantage:

    Delta gets you there with care   (Delta Airlines)

    So Klin is the best   (So Klin Detergent)

The slogan is not easy to make it. Sometimes, the slogans appear from a copy or television advertisement. Most often, they are the result of hard work and days of thought and discussion by creative and marketing people.

4. Cigarette

Cigarettes are paper cylinders ranging in length from 70 to 120 mm (varies by country) with a diameter of about 10 mm which contain chopped tobacco leaves. Cigarettes are burned at one end and allowed to burn so that the smoke can be inhaled through the mouth at the other end. Cigarettes are usually sold in boxes or paper packages that can easily fit into a bag. Since recent years, the packets have also generally been accompanied by health messages warning smokers of the health hazards that can result from smoking, such as lung cancer or heart attacks (although in reality these are only decorations, rarely followed).

According to Hans Tendra, (2003) state that cigarettes are one of the addictive substances that when used result in harm to the health of individuals and society. Then there are also mentions that cigarettes are the result of processed tobacco wrapped including cigars or other ingredients produced from the plants Nicotiana Tabacum, Nicotiana Rustica and other species or its synthesis containing nicotine and tar with or without additional ingredients.

From the explanation of cigarettes and the slogan above, it can be concluded that the cigarette slogan is a form of short message to attract consumers' attention that is easy to remember in these cigarette products.

B. Previous Relevant Study

Sabrina and Siringoringo (2017) have researched the Realization of Speech Functions in Shampoo's Slogan in Television advertisement. This study deals with speech function in shampoo's slogans in a television advertisement. The objectives of this study were to describe the speech functions linguistically coded in shampoo's slogan of television advertisement, to examine out the types of speech functions used in shampoo's slogan of television advertisement, to derive out the dominant types of speech functions used in shampoo's slogan of television advertisement, to explain reasons for the use of the dominant speech functions. The data were collected by using the content analysis technique. The data were shampoo's slogans which were taken from advertising media like television, internet, or billboard The data were analyzed based on the theory of speech function proposed by, Saragih (2000:9) in Imelda and Lina (2017). There are 11 slogans found from the speech function. Found 4 speech functions in the slogan, especially statement, question, offer, and command. And statement (90,9%) is the most dominant used in speech function.

http://www.macrothink.org/journal/index.php/ijl/article/download/11123/pdf1

Andriyani (2018) has researched An Analysis of the Speech Function on the Cigarettes Advertisement. This study aims to determine the types of speech functions and what types of speech functions are most dominant in cigarette advertisements. The data taken in this study from cigarette advertisements. In collecting the data taken there are several references related to the library. In

analyzing the data, each slogan in each cigarette advertisement is then used to determine the most dominant type of speech function and to determine the most dominant type of speech function. There are 118 items, namely statements of 74 items, question 14 items, offer 13 items, and command of 17 items. And the most dominant function was statement of 118 items. (62,7%). *http://e-journal.potensiutama.ac.id/ojs/index.php/MELT/article/view/477*

Gultom and Jimmy (2019) have researched Speech Function in Insurance Advertising Slogans. This study was to describe the types of speech function and the reasons for using them in the insurance advertising slogan. This research used descriptive qualitative research design. The data was taken from the insurance advertising slogans in the form of sentences that belonged to the types of speech function. To collect the data, the researcher used a documentary technique. Based on the analysis of the data, it could be concluded that the types of speech function in the insurance advertising slogans can be classified into a statement category. The reason for using speech function in the insurance advertising slogans was mostly used to persuade readers or customers to join with the company despite the speech functions of some advertisements which described it is content. *http://jllte.stbapia.ac.id/index.php/jurnal/article/view/10*

Manalu and Ginting (2014) have researched Speech Function in 'Yeah Mahasiswa' tweets. The research was conducted by using descriptive qualitative method. The data were collected from the twitter account of Yeah Mahasiswa which chosen purposively. The findings of the research show that there are 105 clauses which consist of 4 speech functions, Statement (84), Question (11),

Command (6), and Offer (4). The most dominant type of speech function used by Yeah Mahasiswa was statement because it tended to give information in its interaction through its tweets. The occurrence of the dominant speech function due to the context of a situation, covering the field, tenor, and mode. *https://jurnal.unimed.ac.id/2012/index.php/jalu/article/view/1817*

Based on the four studies above, all four have similarities and differences in the research to be conducted. The similarity was all of the researcher discussed about speech function. The differences in the first study discussed the realization of speech functions in shampoo's slogan in television advertisement. For the second, discussed about an analysis of the speech function on the cigarettes advertisement. The third, discuss about speech function in insurance advertising slogans. And finally, discussed about speech function in 'Yeah Mahasiswa' tweets.

The previous of the study was useful and very helpful in the creation of this research to be used as a reference in researching of speech function.

C. Conceptual Framework

The function of communication depends dependent on the speaker and listener, writing, and the reader who establishes communication. When the speaker says what is said, what is said through statement or question, she invitations a hearer to simply accept it. Meanwhile, demanding suggests invite of giving. Once somebody says one thing, delivered through an offer or an order, she invitations a hearer to present. The speaker and listener must also know how and

when to use the speech function because the speech function is a way for someone to convey their ideas so that the listener can understand them well. The types of speech functions are statements, questions, offers, and commands as explained by Halliday (1994: 69) in Dewi and Listiani (2018). The function of speech is not only realized in spoken language but also written language.

The researcher has written about speech function mainly because she believes that the speech functions contained in cigarettes' slogan can be understood by many people. They are way to give a slogans can be analyzed based on the speech function. The conceptual framework of this study described in detail in the following figure.

Figure 2.2 Types of Speech Function
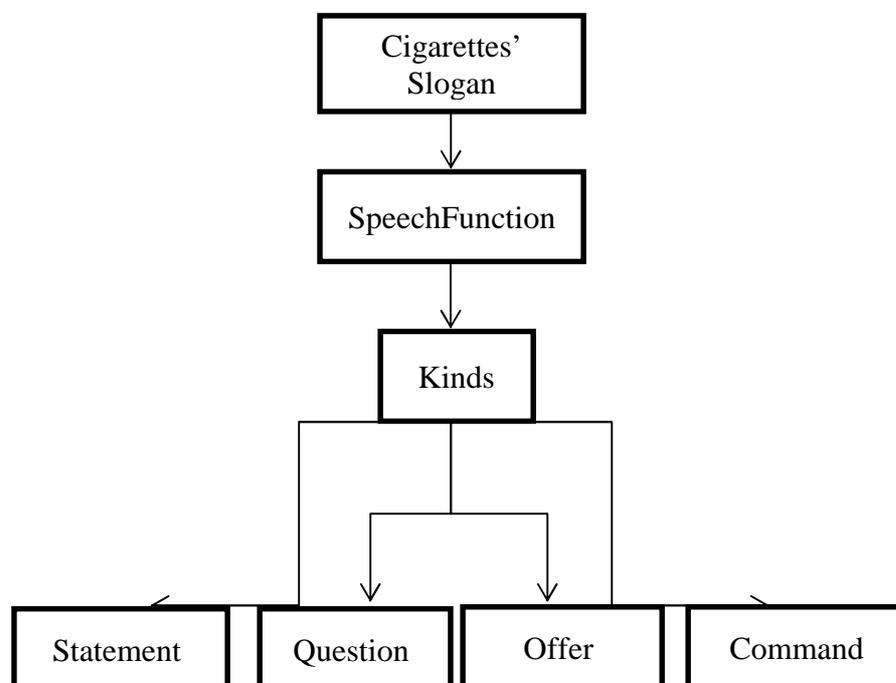
CHAPTER III

METHOD OF RESEARCH

A. Research Design

This research was applied descriptive qualitative research by using content analyzing research design, the data consists of phrase. It purposed to describe the speech function that happened in the cigarettes' slogan. It meant that analyzing expression and sentence based on the context and situation was an important section that used during this research. The purpose of qualitative research was to understand something specifically, not always looking for the cause and effect of something and to deepen comprehension about something that studied. The result of descriptive qualitative not showed with statistic procedures in analyzing the data, but the results present data in form of description.

B. Source of the Data

In this study, the data took from cigarettes' slogan found on the internet. These slogans are the main data source of the speech function in the cigarettes' slogan. There are 50 cigarettes slogan chosen as the data.

C. Technique of Collecting the Data

In collecting the data, some procedures used as follows for the first, the researcher searching the data on the internet about cigarettes' slogan. Second,

analyze every phrase to know the speech function in the cigarettes' slogan. The last, grouping the data source into several types of speech function.

D. Technique of Analyzing the Data

Based on the data, this research analyzed and clarified by applying the following steps from Milles and Huberman theory namely, data reduction, data display, and conclusion drawing and verification.

1. Data Reduction

Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming data that appear in field notes or written transcriptions. The data mass must be regulated and somehow reduced or reconfigured. This data is compressed to make it easier to manage. In this case, the researcher sorted the data with a focus on the classification of the speech function on cigarettes' slogan.

2. Data Display

After displaying the data, researchers are easy to understand and to analyze what happened to the data presented. And researcher began to plan further research. Researcher shifted the research data by using tables and checklists to analyze the data. Researcher has to better understand than enough data to begin to identify systematic patterns and linkages. The researcher takes the data after describing the data continuously and throughout the research process as a result, the researcher analyzes the data and explains what has been taken.

3. Conclusion Drawing and Verification

The last step in the analysis of this data researcher analyzed 50 cigarettes' slogan in this study, researcher obtained clear results and then researcher drew conclusions or verification of those results. Finally, researcher found answers to what speech function means, what types of speech function and what is the most dominant type contained in cigarettes' slogan.

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

A. Research Findings

Based on the data it analyzed from the meaning of each slogan then the speech function. Halliday (1994) states that there are four main types of speech function they are a statement, question, offer, and command. Analysis of the types followed by analyze the meaning of the speech function of the cigarettes slogan and identifying the dominant speech function used by cigarettes' slogan. There were four classifications of speech function, they were statement, command, offer and question.

1. Classifications of speech function

There were four classifications of speech function, they were statement, command, offer and question.

1.1 Statement

Statement is a way of giving information that can be either positive or negative. Statements are used to provide information, make remarks assertions and so on. Statement occurs when the speaker gives information to listener, and invites the listener to receive that information.

Statement 1

Ini Baru cowo UMILD; U-Mild

Statement 1 is marked as a statement. Seeing a meaning, the speaker informed the listeners that smoking with UMILD was just said to be a real man.

Statement 2

Bukan Main; A-Mild

The data above showed the speaker gave a statement that to the listeners who bought cigarettes this brand was declared to be a great person and exceeded the limit.

Statement 3

Simply Authentic; Clas Mild

The data showed the speaker gives a statement to the listeners that this brand of cigarette has the best taste that is quite trustworthy.

Statement 4

Come to where the flavor is. Come to Marlboro country; Marlboro

The data showed the speaker gives a statement to the listeners that this brand cigarette has the best taste in their country and listeners simply buy it and feel the sensation.

Statement 5

Ga ada Loe ga rame; Sampoerna Hijau

The data showed the speaker gives a statement to the listeners that if there are no cigarettes this brand when hanging out is not fun.

Statement 6

Main Bareng, Bukan Jaim Bareng.; Surya Pro-Mild

The data showed the speaker gives a statement to the listeners that if you are hanging out with friends do not have fun alone, play together and be happy together.

Statement 7

Ada Obsesi Ada Jalan; Star-Mild

The data showed the speaker gives a statement to the listener that if there is determination, it can definitely be done.

Statement 8

Mahakarya Indonesia; Dji Sam Soe

The data showed the speaker gives a statement to the listener that this brand of cigarettes is an extraordinary creation from Indonesia.

Statement 9

Yang penting heppiii..; Djarum 76

The data showed the speaker gives a statement to the listener that even though expectations do not match reality, then should be happy.

Statement 10

PRIA PUNYA SELERA; Gudang Garam International

The data above showed the speaker gave a statement to the listener that men have the best taste in choosing their cigarette brand.

Statement 11

It's toasted; Lucky Strike

The data above showed the speaker gave a statement to the listeners that cigarettes with this brand taste better like baked goods.

Statement 12

It's your taste; Camel

The data above showed the speaker gives a statement to the listener that cigarettes with this brand have the same taste as your taste.

Statement 13

Temen yang Asyik; Sampoerna

The data above showed the speaker gives a statement to the listener that cigarettes with this brand can be a fun friend for you.

Statement 14

Inspirasi Tanpa Batas; Magnum Filter

The data showed the speaker gives a statement to the listener that cigarettes with this brand can accompany your experience until it is infinite.

Statement 15

Kenikmatan sukses; ARTADTH

The data above showed the speaker gives a statement to the listener that cigarettes with this brand have unmatched taste enjoyment.

Statement 16

Langkah Pasti; Kansas

The data above showed the speaker gives a statement to the listener that it is a very good choice if choosing a cigarette with this brand.

Statement 17

LIVE LEARN LEAD DUNHILL ; DUNHILL

The data above showed the speaker gives a statement to listeners that brands with these cigarettes are taking steps in learning to lead from other cigarette brands.

Statement 18

My Life My Adventure; Djarum Super

The data above showed the speaker gives a statement to the listener that life is a challenge that must be lived with pleasure.

Statement 19

Anugerah Alam Indonesia; Djarum Coklat

The data above showed the speaker gives a statement to the listener that cigarettes with this brand have a natural flavor stability that creates a sense of satisfaction.

Statement 20

Break the Limit; GG Mild

The data showed the speaker gives a statement to the listener that cigarettes with this brand have a very different taste from other cigarette brands.

Statement 21

We Are Stronger; Surya Pro Mild

The data above showed the speaker gave a statement to the listener that cigarettes with this brand have a stronger taste to be enjoyed.

Statement 22

Kharisma Rasa Indonesia; Benthoel Biru

The data above showed the speaker gives a statement to the listener that cigarettes with this brand have the ability to taste that has the tongue of Indonesians.

Statement 23

Light Up the Night; Pall Mall

The data above showed the speaker gives a statement to the listener that cigarettes with this brand have the ability to light up your night longer.

Statement 24

Pemberani dan Tangguh; Marcopolo

The data above showed the speaker gives a statement to the listener that whatever will happen must be faced with courage.

Statement 25

Emang Bikin Bangga; Sejati

The data above showed the speaker gives a statement to the listener that cigarettes with this brand have a proud taste.

Statement 26

Rich Taste; One Mild

The data above showed the speaker gives a statement to the listener that cigarettes with this brand have a very delicious taste.

Statement 27

Taklukan Tantanganmu; Surya 12

The data above showed the speaker gives a statement to the listener that cigarettes with this brand can beat every step of the challenge.

Statement 28

Never Quit; Surya Pro

The data above showed the speaker gives a statement to the listener that cigarettes with this brand will make the smoker not stop buying it.

Statement 29

Make the Shift; Avolution

The data above showed the speaker gives a statement to the listener that make a change by trying the taste of this cigarette.

Statement 30

The Real King; A King

The data above showed the speaker gives a statement to the listener that this cigarette must be owned and tried because it is actually the king of cigarettes.

Statement 31

Extremely Yours; Extreme

The data above showed the speaker gives a statement to the listener that you must have a cigarette with this brand because it is yours.

Statement 32

100% Mentol Alam; L.A Mentol

The data above showed the speaker gives a statement to the listener that the content in this cigarette is made from natural menthol without mixture.

Statement 33

Arti sebuah kesuksesan; Wismilak Diplomat

The data above showed the speaker gives a statement to the listener that the product of this cigarette has a tough struggle to succeed.

Statement 34

The Best Cigarettes in the World; 555 State Express

The data above showed the speaker gives a statement to the listener that this cigarette is a brand that has the best taste in the world.

Statement 35

Come all the way up to KOOL; KOOL Menthol

The data above showed the speaker giving a statement to the listeners that tells the listener to come immediately and feel the sensation of KOOL cigarettes.

Statement 36

Just what the doctor ordered; L&M

The data above showed the speaker gave a statement to the listeners that the cigarette content is still safe within the reach of health.

Statement 37

Winston tastes good like a cigarette should; Winston

The data above showed the speaker giving a statement to the listeners that the taste contained in the cigarette is as good as the actual cigarette.

Statement 38

Farewell to the Ugly Cigarette; EVE

The data above showed the speaker giving a statement to the listener that leave your old cigarette and switch to this brand cigarette.

Statement 39

If you smoke, please smoke Carlton; Carlton

The data above showed the speaker gave a statement to the listeners that please smoke with Carlton cigarettes if you are a smoker.

Statement 40

You're never alone with a Strand; Strand

The data above showed the speaker giving a statement to the listener that when you smoke with this under any circumstances you will never feel alone.

Statement 41

Chesterfield. Blow some my way; Chesterfield

The data above showed the speaker giving a statement to the listener that it is okay to blow the smoke at me.

Statement 42

Anyhow... Have a Winfield; Winfield

The data above showed the speaker giving a statement to the listener that whatever the reason still have this cigarette.

Statement 43

For the greatest protection you can get from any cigarette; Kent

The data above showed the speaker gives a statement to the listener that you get protection when using cigarettes that you can't get on another cigarette.

2.1 Question

A question is a way of demanding information in the form of interrogative statement which inquires reply from the listener. Question occurs when the speaker is demanding information from the listener and the speaker inherently invites the listener to give information. The formulation of the question is Aux, Verb or whquestion + S + V. Question is usually ended with question mark (?). There were not found the uttarances which used the speech function especially in question part.

3.1 Offer

Offer is an expression of willingness to give or do something. An offer is way of giving goods and services to someone. Offer occurs when the speaker gives the hearer some goods or some service and the speaker inherently invites the hearer to receive those goods and service. The formulation of offer is Modal + Subject + Verb. Offer is usually began with one of the modals, followed by a subject and ended with a question mark (?). Based on the data collection, there were 0 utterances of offer that found in this research. Because source of the data not found in the cigarettes slogan.

4.1 Command

A command is a way of demanding goods and service in form of imperative statement whether in the form of positive or negative command. A command is used to get things done or to obtain goods or services. Commands are

usually used in oral interactions, though they can be found in written procedures such as instruction or in dialogue. Command occurs when the speaker demands the hearer to do something, such giving some goods or service and the hearer are there by invited to give that goods or provide the service. The formulation of command is Verb + Object. Command began with the predicate and it is usually ended with exclamation mark (!). Based on the data collection, there were 7 slogans of command that found in this research.

Command 1

Let's Do It!; L.A Light's

The data above showed the speaker gives a command to the listeners that do your dream immediately and be successful.

Command 2

Ini Mantapnya Mild!; Magnum Mild

The data above showed the speaker gives the command to the listener that the brand with this cigarette should be tried because it has a steady taste.

Command 3

Xpresikan Aksimu!; X Mild

The data above showed the speaker gives command to the listeners that show your ability to smoke.

Command 4

Nyalakan Merahmu!; Gudang Garam Merah

The data above showed the speaker gives command to listeners that the brand with this cigarette is in high spirits and never gives up.

Command 5

Perubahan itu Perlu!; Surya Slims

The data above showed the speaker gives a statement to the listener that this cigarette must be owned and tried because it is actually the king of cigarettes.

Command 6

Mantap Bro!; INTRO

The data above showed the speaker gives the command to the listener that you should immediately try cigarettes with this brand because it is delicious.

Command 7

Taste Me! Taste Me! Come on and Taste Me!; Doral

The data above showed the speaker gave command to the listeners that immediately taste the cigarette right now.

After analyzed all the data for the types of speech function in the cigarettes slogan, the findings were presented as the following: There were four types of speech function; statement, question, offer, and command. The analyzing the data showed that two speech functions of four kinds of speech functions found in the cigarettes slogan. There were statement and command with the total number of occurrences were statement was 43, and Command was 7. So that the dominant type of speech function used in the cigarettes slogan was statement with 43 slogans.

Table 4.1

The result of describing the dominant types of speech function

No.	Types of Speech Function	Data
1.	Statement	43
2.	Question	0
3.	Offer	0
4.	Command	7
Total		**50**

B. Discussion

Based on the findings, there are four types of speech functions contained in cigarettes' slogan. In this research, the data analyzed based on three steps, namely sorting the data with a focus on the classification of speech functions on cigarettes' slogan, analyzing the data and explaining what the data took, then obtaining clear results and drawing conclusions or verification of those results, Before analyzing the data, the researcher searching the data on the internet about cigarettes' slogan, then the researcher transcribe all the data took into written form. After transcripting the data, the researcher also categorizes all slogans based on the speech function used in each slogan, namely; statement, question, offer, command. After analyzing all the speech functions contained in the cigarettes' slogan as seen in the table above, the researcher then identified the most dominant speech function used in cigarettes' slogan. The analysis is carried out by classifying each slogan based on the speech function used: statement, question,

offer and command. And the last, the researcher give the reason for the dominant

of speech function in this research.

CHAPTER V

CONCLUSION AND SUGGESTION

This study discusses of the speech function in cigarette's slogan. This analysis has several objectives, first is to find out the meaning of the cigarettes' slogan and the second is the most dominant speech function in the cigarettes' slogan and the third the reason why the dominant type of speech function in cigarettes' slogan is statement. So, based on the findings and discussion of the previous chapter 4, it can be concluded as follows:

A. Conclusions

Based on the results of the study, it can be concluded that:

1. There are four types of speech functions namely statement, question, offer, and command. The analysis of the data showed that two speech function of the four types of speech function is found in cigarettes' slogan. The total number of speech function is 50 with the following: statement 43 and command 7.

2. Based on the data from the analysis, it is found that the dominant type of speech function in cigarettes' slogan is a statement with a total of 43 slogans.

3. The reason why the dominant type of speech function used in the cigarettes' slogan is statement because the speech function is a manner of providing information to an individual. Therefore, it may be taken that the

slogan creators are possible to produce information in every of their slogan. The slogan serves to deliver a message briefly and easily remembered about the product and the statement is the most suitable speech function to use.

B. Suggestions

Based on research results, it is recommended:

1. For lectures, the results of this study can be additional information material in the learning of speech function.

2. For students, it is expected to learn more about speech function to improve understanding in learning about speech function in text, especially speech.

3. Researcher or readers: can be used as an additional reference to conduct research on the same topic from a different point of view. And for the readers to know why the speech function is important in communicating because it is to avoid misunderstandings.

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SPEECH FUNCTION OF THE CIGARETTES' SLOGAN

No.	Name of Brand	Slogans	The meaning of the slogan	Types of speech function
1.	U-Mild	*Ini Baru cowo UMILD*	The data beside shows the speaker give a statement to the listeners that those who buy of brand U Mild cigarettes are declared to be real men.	Statement
2.	A-Mild	*Bukan Main*	The data besides showing the speaker gave a statement that to the listeners who bought cigarettes this brand was declared to be a	Statement

		great person and exceeded the limit.	
3.	Clas Mild	Simply Authentic	The data besides showing the speaker gives a statement to the listeners that this brand of cigarette has the best taste that is quite trustworthy.	Statement
4.	Marlboro	Come to where the flavor is. Come to Marlboro country.	The data besides showing the speaker gives a statement to the listeners that this brand cigarette has the best taste in their country and listeners simply buy it and feel the sensation.	Statement
5.	Sampoerna	*Ga ada Loe ga*	The data besides	

	Hijau	*rame.*	showing the speaker gives a statement to the listeners that if there are no cigarettes this brand when hanging out is not fun.	Statement
6.	Surya Pro-Mild	*Main Bareng, Bukan Jaim Bareng.*	The data besides showing the speaker gives a statement to the listeners that if you are hanging out with friends do not have fun alone, play together and be happy together.	Statement
7.	Star-Mild	*Ada Obsesi Ada Jalan*	The data besides showing the speaker gives a statement to the listener that if there	

			is determination, it can definitely be done.	Statement
8.	Dji Sam Soe	*Mahakarya Indonesia*	The data besides showing the speaker gives a statement to the listener that this brand of cigarettes is an extraordinary creation from Indonesia.	Statement
9.	Djarum 76	*Yang penting heppiii..*	The data besides showing the speaker gives a statement to the listener that even though expectations do not match reality, then should be happy.	Statement
10.	L.A Light's	Let's Do It!	The data besides showing the	

No.	Brand	Slogan	Description	Category
			speaker gives a command to the listeners that do your dream immediately and be successful.	Command
11.	Gudang Garam International	*PRIA PUNYA SELERA*	The data besides showing the speaker gave a statement to the listener that men have the best taste in choosing their cigarette brand.	Statement
12.	Lucky Strike	It's toasted.	The data besides showing the speaker gave a statement to the listeners that cigarettes with this brand taste better like baked goods.	Statement
13.	Camel	It's your taste	The data besides	

No.	Brand		Data	Type
			showing the speaker gives a statement to the listener that cigarettes with this brand have the same taste as your taste.	Statement
14.	Sampoerna	*Temen yang Asyik*	The data besides showing the speaker gives a statement to the listener that cigarettes with this brand can be a fun friend for you.	Statement
15.	Magnum Filter	*Inspirasi Tanpa Batas*	The data besides showing the speaker gives a statement to the listener that cigarettes with this brand can	Statement

			accompany your experience until it is infinite.	
16.	Magnum Mild	*Ini Mantapnya Mild!*	The data besides showing the speaker gives the command to the listener that the brand with this cigarette should be tried because it has a steady taste.	Command
17.	X Mild	*Xpresikan Aksimu!*	The data besides showing the speaker gives command to the listener that show your ability to smoke.	Command
18.	ARTADTH	*Kenikmatan sukses*	The data besides shows the speaker gives a statement to the listener that	Statement

			cigarettes with this brand have unmatched taste enjoyment.	
19.	Kansas	*Langkah Pasti*	The data besides showing the speaker gives a statement to the listener that it is a very good choice if choosing a cigarette with this brand.	Statement
20.	DUNHILL	LIVE LEARN LEAD DUNHILL	The data besides showing the speaker gives a statement to listeners that brands with these cigarettes are taking steps in learning to lead from other cigarette brands.	Statement
21.	Gudang	*Nyalakan*	The data besides	

	Garam Merah	*Merahmu!*	shows the speaker gives command to listeners that the brand with this cigarette is in high spirits and never gives up.	Command
22.	Djarum Super	My Life My Adventure	The data besides showing the speaker gives a statement to the listener that life is a challenge that must be lived with pleasure.	Statement
23.	Djarum Coklat	*Anugerah Alam Indonesia*	The data besides to showing the speaker gives a statement to the listener that cigarettes with this brand have a natural flavor stability that	Statement

No.	Brand	Slogan	Description	
			creates a sense of satisfaction.	
24.	GG Mild	Break the Limit	The data shows the speaker gives a statement to the listener that cigarettes with this brand have a very different taste from other cigarette brands.	Statement
25.	Surya Pro Mild	We Are Stronger	The data besides showing the speaker gave a statement to the listener that cigarettes with this brand have a stronger taste to be enjoyed.	Statement
26.	Benthoel Biru	*Kharisma Rasa Indonesia*	The data besides showing the speaker gives a	

			statement to the listener that cigarettes with this brand have the ability to taste that has the tongue of Indonesians.	Statement
27.	Pall Mall	Light Up the Night	The data beside shows the speaker gives a statement to the listener that cigarettes with this brand have the ability to light up your night longer.	Statement
28.	Marcopolo	*Pemberani dan Tangguh*	The data besides showing the speaker gives a statement to the listener that whatever will happen must be faced with courage.	Statement

29.	Sejati	*Emang Bikin Bangga*	The data besides showing the speaker gives a statement to the listener that cigarettes with this brand have a proud taste.	Statement
30.	One Mild	Rich Taste	The data besides showing the speaker gives a statement to the listener that cigarettes with this brand have a very delicious taste.	Statement
31.	Surya 12	*Taklukan Tantanganmu*	The data besides showing the speaker gives a statement to the listener that cigarettes with this brand can beat	Statement

			every step of the challenge.	
32.	Surya Pro	Never Quit	The data beside shows the speaker gives a statement to the listener that cigarettes with this brand will make the smoker not stop buying it.	Statement
33.	Avolution	Make the Shift	The data besides showing the speaker gives a statement to the listener that make a change by trying the taste of this cigarette.	Statement
34.	A King	The Real King	The data besides showing the speaker gives a statement to the listener that this	

			cigarette must be owned and tried because it is actually the king of cigarettes.	Statement
35.	Surya Slims	*Perubahan itu Perlu!*	The data beside shows the speaker giving the listener a command that you should try this cigarette from your previous cigarette.	Command
36.	INTRO	*Mantap Bro!*	The data besides showing the speaker gives the command to the listener that you should immediately try cigarettes with this brand because it is delicious.	Command
37.	Extreme	Extremely Yours	The data besides showing the	

			speaker gives a statement to the listener that you must have a cigarette with this brand because it is yours.	Statement
38.	L.A Mentol	*100% Mentol Alam*	The data beside shows the speaker gives a statement to the listener that the content in this cigarette is made from natural menthol without mixture.	Statement
39.	Wismilak Diplomat	*Arti sebuah kesuksesan*	The data besides showing the speaker gives a statement to the listener that the product of this cigarette has a	Statement

			tough struggle to succeed.	
40.	555 State Express	The Best Cigarettes in the World.	The data besides showing the speaker gives a statement to the listener that this cigarette is a brand that has the best taste in the world.	Statement
41.	KOOL Menthol	Come all the way up to KOOL.	The data besides shows the speaker giving a statement to the listeners that tells the listener to come immediately and feel the sensation of KOOL cigarettes.	Statement
42.	L&M	Just what the doctor ordered.	The data besides shows the speaker gave a statement to the listeners that the	

			cigarette content is still safe within the reach of health.	Statement
43.	Winston	Winston tastes good like a cigarette should.	The data besides shows the speaker giving a statement to the listeners that the taste contained in the cigarette is as good as the actual cigarette.	Statement
44.	EVE	Farewell to the Ugly Cigarette.	The data besides shows the speaker giving a statement to the listener that leave your old cigarette and switch to this brand cigarette.	Statement

45.	Carlton	If you smoke, please smoke Carlton.	The data besides showing the speaker gave a statement to the listeners that please smoke with Carlton cigarettes if you are a smoker.	Statement
46.	Doral	Taste Me! Taste Me! Come on and Taste Me!	The data besides showing the speaker gave command to the listeners that immediately taste the cigarette right now.	Command
47.	Strand	You're never alone with a Strand.	The data besides shows the speaker giving a statement to the listener that when you smoke with this under any circumstances you	Statement

			will never feel alone.	
48	Chesterfield.	Chesterfield. Blow some my way.	The data beside shows the speaker giving a statement to the listener that it is okay to blow the smoke at me.	Statement
49.	Winfield	Anyhow... Have a Winfield.	The data besides shows the speaker giving a statement to the listener that whatever the reason still have this cigarette.	Statement
50.	Kent	For the greatest protection you can get from any cigarette.	The data besides shows the speaker gives a statement to the listener that you get protection when using cigarettes that you can't get on another cigarette.	Statement

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Website :http:/www..fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

==

Yth : Bapak/Ibu Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :

Nama	: Siti Rahma
NPM	: 1602050182
ProgramStudi	: Pendidikan Bahasa Inggris
IPK Kumulatif	: 135 SKS

IPK = 3,31

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disyahkan Oleh Dekan Fakultas
(tanda tangan)	An Analysis of Speech Function of The Cigarette's Slogan's	
	An Analysis of Figurative Language Used in Song Lyrics of "When You're Gone" By Avril Lavigne	
	The Implementation of Experience Text Relationship (ETR) Method to Improve Students Reading Comprehension in Narative Text	
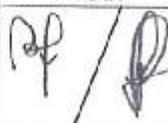
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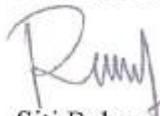
Medan, 17 April 2020

Hormat Pemohon,

Siti Rahma

Dibuat Rangkap 3 :
- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan

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Website :http://www..fkip.umsu.ac.id E-mail: fkip@umsu.ac.id
===

Kepada Yth :   Bapak/Ibu Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama   : Siti Rahma
NPM   : 1602050182
ProgramStudi   : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai
tercantum di bawah ini dengan judul sebagai berikut :

An Analysis of speech function of The Cigarette's Slogan's

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Muhammad Arifin S.Pd M.Pd   Acc Af

Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya
atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 17 April 2020
Hormat Pemohon,

Siti Rahma

Dibuat Rangkap 3 :
- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No.3 Telp.(061) 6619056 Medan 20238
Website : fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

Nomor   : 675/II.3/UMSU-02/F/2020
Lamp.   : ---
H a l   : **Pengesahan Proposal dan**
            Dosen Pembimbing

Bismillahirrahmanirrahiim
Assalalamu'alaikumWr. Wb.

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proposal skripsi dan Dosen Pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama   : **Siti Rahma**
N P M   : 1602050182
Progam Studi   : Pendidikan Bahasa Inggris
Judul Penelitian : An Analysis of Speech Function of The Cigarette's Slogan's

.Pembimbing   : **Muhammad Arifin S.Pd M.Pd**

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal skripsi dengan ketentuan sebagai berikut :
1. Penulisan berpedoman kepada ketentuan atau buku **Panduan Penulisan Skripsi** yang telah ditetapkan oleh Dekan
2. Proposal Skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditetapkan.
3. Masa Daluarsa tanggan   : **26 April 2021**

Medan,   03 Ramadhan 1441 H
          26 April   2020 M
Wassalam
Dekan

Dr. H. Elfrianto, S.Pd.,M.Pd.

Dibuat Rangkap 4 :
1. Fakultas (Dekan)
2. Ketua Program Studi
3. Dosen Pembimbing
4. Mahasiswa yang bersangkutan
(**WAJIB MENGIKUTI SEMINAR**)

BERITA ACARA BIMBINGAN PROPOSAL

Nama   : Siti Rahma
NPM   : 1602050182
Program Studi   : Pendidikan Bahasa Inggris
Judul Skripsi   : An Analysis of Speech Function of the Cigarette's Slogan's

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
9/5/2020	- The Background of the Study - Statement of the Problem - The Scope and Limitation - The Formulation of the Problem - The Objective of the Problem - The Significance of the Study	
19/5/2020	- Theoretical Framework - Relevant of the Study - Conceptual Framework	
22/5/2020	- Research Design - Source of the Data	
	- Technique of Collecting the Data - Technique of Analyzing the Data	
29/5/2020	- Technique make references	
10/6/2020	ACC to Sempro	

Medan, 10 Juni 2020

Diketahui/Disetujui
Ketua Prodi Pendidikan Bahasa Inggris

Dosen Pembimbing

Mandra Saragih, S.Pd., M.Hum

Muhammad Arifin, S.Pd, M.Pd

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيمِ
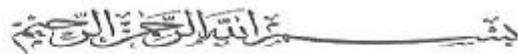
BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Kamis Tanggal 18 Juni Tahun 2020 diselenggarakan seminar Prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama : Siti Rahma

N P M : 1602050182

Program Studi : Pendidikan Bahasa Inggris

Judul Penelitian : An Analysis of Speech Function of the Cigarette's Slogan

NO	MASUKAN / SARAN
JUDUL	Speech Function of the Cigarettes' Slogan
BAB I	Revise title, formulation & objective of the study
BAB II	1. Elaborate more about speech Function 2. Design the conceptual framework into chart
BAB III	Revise chapter 3, Avoid the use of PAST Form!!!!!!
LAINNYA	1. Revise the references, some of the references are not stated in theoretical framework 2. Enclose the source of data in appendix
KESIMPULAN	( ) Disetujui　　　　　　　　　　　　( ) Ditolak ( ) Disetujui Dengan Adanya Perbaikan

Medan, 18 Juni 2020

Dosen Pembahas

Dr. Hj. Dewi kesuma Nst, S.S., M.Hum

Dosen Pembimbing

Muhammad Arifin S.Pd., M.Pd

PANITIA PELAKSANA

Ketua
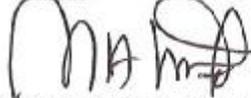
Mandra Saragih, S.Pd, M.Hum

Sekretaris

Pirman Ginting, S.Pd, M.Hum

PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan
Universitas Muhammadiyah Sumatera Utara Strata – I bagi :

Nama   : Siti Rahma
NPM   : 1602050182
Program Studi   : Pendidikan Bahasa Inggris
Judul Skripsi   : An Analysis of Speech Function of the Cigarette's Slogan's

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapat dizinkan
untuk melaksanakan riset di lapangan.

Diketahui oleh :

Diketahui/Disetujui oleh   Pembimbing
Ketua Program Studi

Mandra Saragih,S.Pd,M.Hum   **Muhammad Arifin, S.Pd, M.Pd**

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيْمِ

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminarkan oleh mahasiswa di bawah ini:

Nama   : Siti Rahma
N P M   : 1602050182
Program Studi   : Pendidikan Bahasa Inggris
Judul Penelitian   : An Analysis of Speech Function of the Cigarette's Slogan

Pada hari Kamis bulan Juni tahun 2020 sudah layak menjadi proposal skripsi

Medan,   18 Juni 2020

Disetujui oleh:

Dosen Pembahas   Dosen Pembimbing

Dr. Hj. Dewi kesuma Nst, S.S., M.Hum   Muhammad Arifin S.Pd., M.Pd

Diketahui oleh
Ketua Program Studi

Mandra Saragih, S.Pd, M.Hum

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Kepada Yth :   Bapak/Ibu Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Perihal   :   Permohonan Perubahan Judul Skripsi

Bismillahirrahmaanirrahim
Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama   : Siti Rahma
NPM   : 1602050182
ProgramStudi   : Pendidikan Bahasa Inggris

Mengajukan permohonan perubahan judul skripsi sebagai tercantum di bawah ini dengan judul
sebagai berikut :

Judul Pertama   An Analysis of Speech Function of The Cigarette's Slogan's

Menjadi

                      Speech Function of The Cigarettes' Slogan

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas
perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.
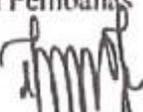
Medan, 8 Juli 2020

Ketua Program Studi   Hormat Pemohon
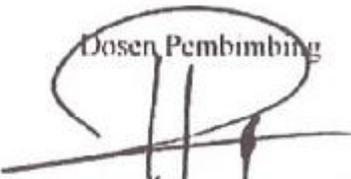Pendidikan Bahasa Inggris
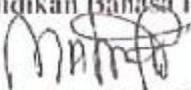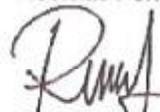
Mandra Saragih, S.Pd, M.Hum   Siti Rahma

Dosen Pembahas   Dosen Pembimbing

Dr. Hj. Dewi Kesuma Nst, M.Hum   Muhammad Arifin S.Pd, M.Pd

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيْمِ

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Lengkap : Siti Rahma
N.P.M : 1602050182
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Speech Function of the Cigarettes' Slogan

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
08-08-2020	Chapter 1 - Background of the Study - Identification of the problem	
	Chapter II - Theoretical Framework - Conceptual Framework	
10-08-2020	Chapter III - Research Design	
	Chapter IV - Data Analysis	

Medan, Oktober 2020

Diketahui oleh:
Ketua Prodi

(Mandra Saragih, S.Pd., M.Hum.)

Dosen Pembimbing

(Muhammad Arifin, S.Pd., M.Pd.)

PERMOHONAN UJIAN SKRIPSI

Medan,   Oktober 2020

Kepada Yth:

Bapak/Ibu Dekan *)
di
Medan

Assalamu'alaikum Wr. Wb.

Dengan hormat, saya yang bertanda tangan di bawah ini:

Nama	:	SITI RAHMA
NPM	:	1602050182
Program Studi	:	Pendidikan Bahasa Inggris
Alamat	:	Jl. Bunga Raya Asam Kumbang

Mengajukan permohonan mengikuti ujian skripsi, Bersama ini saya lampirkan persyaratan:

1. Transkrip/Daftar nilai kumulatif (membawa KHS asli Sem 1 s/d terakhir dan Nilai Semester Pendek (kalau ada sp). Apabila KHS asli hilang, maka KHS Foto Copy harus dileges di Biro FKIP UMSU.
2. Foto copy STTB/Ijazah terakhir dilegalisir 3 rangkap (Boleh yang baru dan boleh yang lama)
3. Pas foto ukuran 4 x 6 cm, 15 lembar.
4. Bukti lunas SPP tahap berjalan (difotocopy rangkap 3)
5. Foto copy compri 3 lembar
6. Surat keterangan bebas perpustakaan
7. Surat permohonan sidang yang sudah ditanda tangani oleh pimpinan Falkutas
8. Skripsi yang telah ACC ketua dan Sekretaris Progam Studi serta sudah ditandatangani oleh dekan fakultas

Demikian permohonan saya untuk pengurusan selanjutnya. Terima kasih, Wassalam.

Pemohon,

SITI RAHMA

Medan,   Oktober 2020
Disetujui oleh:
A.n. Rektor
Wakil Rektor I

Medan,   Oktober 2020

Dekan,

Dr. Muhammad Arifin, S.H., M.Hum

Dr. Elfrianto Nasution, S.Pd., M.Pd.

SURAT KETERANGAN
Nomor: ..1706../KET/II.8-AU/UMSU-P/M/2020

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِيمِ

Berdasarkan hasil pemeriksaan data pada Sistem Perpustakaan, maka Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama	:	Siti Rahma
NPM	:	1602050182
Fakultas	:	Keguruan dan Ilmu Pendidikan
Jurusan/ P.Studi	:	Pendidikan Bahasa Inggris

telah menyelesaikan segala urusan yang berhubungan dengan Perpustakaan Universitas Muhammadiyah Sumatera Utara Medan.

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, <u>22 Zulhijjah 1441 H</u>
12 Agustus 2020 M
Kepala UPT Perpustakaan,

Muhammad Arifin, S.Pd, M.Pd

SURAT PERNYATAAN

بِسْمِ اللهِ الرَّحْمٰنِ الرَّحِيمِ

Saya yang bertanda tangan di bawah ini:

Nama Lengkap	:	Siti Rahma
NPM	:	1602050182
Prog. Studi	:	Pendidikan Bahasa Inggris
Judul Skripsi	:	Speech Function of the Cigarettes' Slogan

Dengan ini saya menyatakan bahwa:

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh oranglain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan,   Agustus 2020
Hormat Saya
Membuat Pernyataan

Siti Rahma

Diketahui Oleh
Ketua Prodi Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd.,M.Hum.

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jalan Kapten Muchtar Basri No. 3 Medan 20238 Telp. (061) 6622400
Website: http://fkip.umsu.ac.id   E-mail: fkip@yahoo.co.id

Nomor	: 1130/II.3/UMSU-02/F2020	Medan, 26 Syawal 1441 H
Lamp.	: --	18 Juli 2020 M
H a l	: **Mohon Izin Riset**	

Kepada Yth.:
Bapak/Ibu **Kepala Perpustakaan UMSU**
Di
    Tempat

Assalamu'alaikum Warahmatullahi Wabarakatuh.

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di tempat yang Bapak/Ibu Pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

N a m a	:	**Siti Rahma**
NPM	:	1602050182
Program Studi	:	Pendidikan Bahasa Inggris
Judul Penelitian	:	Speech Function of the Cigarettes' Slogan

Demikianlah hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/Ibu kami ucapkan terima kasih.

Akhirnya selamat sejahteralah kita semuanya, Amin.
Wassalamu'alikum Warahmatullahi Barakatuh

Dekan

Dr. H. Elfrianto S.Pd., M.Pd.
NIDN : 0115057302

Tembusan :
    - Pertinggal

SURAT KETERANGAN
Nomor: ...1401.../KET/II.8-AU/UMSU-P/M/2020

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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

Nama	:	**Siti Rahma**
NPM	:	**1602050182**
Univ./Fakultas	:	**UMSU/ Keguruan dan Ilmu Pendidikan**
Jurusan/P.Studi	:	**Pendidikan Bahasa Inggris/ S1**

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"Speech Function of the Cigarettes' Slogan"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 5 Muharram 1442 H
24 Agustus 2020 M

Kepala UPT Perpustakaan,

Muhammad Arifin, S.Pd, M.Pd

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
Fakultas Keguruan dan Ilmu Pendidikan

SURAT PERNYATAAN
Bismillahirrrahmanirrahim

Yang bertanda tangan di bawah ini, mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.

Nama lengkap	: **SITI RAHMA**
Tempat/ Tgl. Lahir	: Mahati, 13 Maret 1998
Agama	: Islam
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Pekerjaan/ Instansi	: -
Alamat Kantor	: -

Melalui surat permohonan tertanggal   Oktober 2020 telah mengajukan permohonan menempuh ujian skripsi. Untuk ujian skripsi yang akan saya tempuh, menyatakan dengan sesungguhnya, bahwa saya,:

1. Dalam keadaan sehat jasmani maupun rohani
2. Siap secara optimal dan berada dalam kondisi baik untuk memberikan jawaban atas pertanyaan penguji,
3. Bersedia menerima keputusan Panitian Ujian Skripsi dengan ikhlas tanpa mengadakan gugatan apapun;
4. Menyadari bahwa keputusan Panitia Ujian ini bersifat mutlak dan tidak dapat diganggu gugat.

Demikianlah surat pernyataan ini saya perbuat dengan kesadaran tanpa paksaan dan tekanan dalam bentuk apapun dan dari siapapun, untuk dipergunakan bilamana dipandang perlu. Semoga Allah SWT meridhoi saya. Amin.

SAYA YANG MENYATAKAN,

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SITI RAHMA

CURRICULUM VITAE

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2016 – 2020	: Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara

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