

ABSTRACT

Handri Prasetya. 1209503071. *The Understanding of Employees and English Department Students on Slogan of Car Advertising*, Graduating Paper, English Department, Faculty of Adab and Humanities, Universitas Islam Negeri Sunan Gunung Djati. Advisors: 1. Dadan Rusmana, M.Ag.; 2. Cipto Wardoyo, M.Hum

Keywords: Semantics, Meaning, Lexical and Contextual Meaning.

This research has analyze the slogan of car advertising meaning. The researcher compares the employees and students understanding about the slogan in car advertisements and find some respondents that have same and different understanding about the slogan in car advertising. This research focuses on finding the factors that make they have different understanding about the slogan in car advertising.

Based on that background, the researcher has addressed three problem: 1.) How do employees understand about the slogans of cars advertisements? 2.) How do students understand about the slogans of car advertisements? 3.) What are the factors that make them have different understanding about slogan in car advertisements?

This research uses descriptive qualitative method. It is applied to describe the lexical and contextual meaning from the employees and the students understanding. Data were obtain by questionnaire given the respondents. This research uses judge expert to get assessment in employees and students understanding.

The results of this research are: 1.) The employees understand about the slogan in the lexical and contextual meaning. 2.) The students not understand about the slogan in the lexical and understand about the slogan in the contextual meaning. 3.) There are several factors that make they have different understanding, such as: Level of understanding, Knowledge about the products and status of respondents.

As the result, the employees more understand than the students about the slogan in the lexical meaning and in the contextual meaning because the good translator must know about the slogan, because it purpose to transfused identical of the ideas, composition and characters of the original work to another language.

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Kata kunci: Semantiks, Makna, Makna Leksikal dan Kontekstual.

Penelitian ini menganalisis tentang makna slogan di iklan mobil. Peneliti ingin membandingkan pemahaman pegawai dan mahasiswa tentang slogan di iklan mobil dan menemukan beberapa peserta yang memiliki persamaan dan perbedaan pendapat dalam pemahaman tentang slogan di iklan mobil. Penelitian ini fokus untuk menemukan faktor yang membuat mereka memiliki perbedaan pemahaman tentang slogan di iklan mobil.

Berdasarkan penjelasan di latar belakang, peneliti menunjukkan tiga permasalahan: 1.) Bagaimana pemahaman pegawai tentang slogan di iklan mobil. 2.) Bagaimana pemahaman mahasiswa tentang slogan di iklan mobil. 3.) Faktor apa saja yang membuat mereka memiliki perbedaan pemahaman tentang slogan di iklan mobil?

Penelitian ini menggunakan metode kualitatif deskriptif. Metode ini diaplikasikan untuk menjelaskan tentang pemahaman pegawai dan mahasiswa secara leksikal dan kontekstual. Data didapatkan menggunakan kuesioner dari mereka. Di penelitian ini menggunakan juri ahli untuk mendapatkan penilaian pada pemahaman pegawai dan mahasiswa.

Hasil dari penelitian ini yaitu: 1.) Pegawai mengerti tentang makna slogan secara leksikal dan kontekstual. 2.) Mahasiswa tidak mengerti tentang makna slogan secara leksikal dan mengerti tentang makna slogan secara kontekstual. 3.) Ada beberapa faktor yang membuat mereka memiliki pemahaman yang berbeda, seperti: tingkat pemahaman, pengetahuan tentang produk, dan status dari peserta.

Sebagai Hasilnya, pegawai lebih mengerti dibandingkan mahasiswa tentang makna slogan secara leksikal dan kontekstual karena penerjemah yang baik harus mengetahui tentang slogan dan produk dari slogan, itu bertujuan memindahkan ide, komposisi, dan karakter yang identik dengan karya aslinya ke bahasa yang lain.