

CONTENTS

APPROVAL	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP	iii
PREFACE	iv
ACKNOWLEDGEMENTS	v
MOTTO	vii
DEDICATION	viii
ABSTRACT	ix
ABSTRAK	x
CONTENTS	xi
CHAPTER I INTRODUCTION	1
1.1 Back ground	1
1.2 Statement of Problem.....	5
1.3 Research Objective	5
1.4 Research Significance	6
1.5 Definition of Key Terms	6
CHAPTER II THEORETICAL OF MEANING AND TRANSLATION	7
2. 1 Profiles Four of Car Companies	7
2. 2 Language as Communication	10
2.3 Advertising	13
2.3.1 Definition of Advertising	13

2.3.2 Media of Advertising	14
2.3.3 Slogan	17
2.4 Semantics	19
2.4.1 Meaning.....	22
2.5 Translation	27
CHAPTER III RESEARCH METHOD	28
3.1 Research Design	28
3.2 Research Site and Participant	28
3.3 Research Instrument	31
3.4 Sample of Data	32
3.5 Technique of Collecting Data	32
3.6 Technique of Analyzing Data	33
3.7 Organization of Writing	33
CHAPTER IV THE UNDERSTANDING OF EMPLOYEES AND	
STUDENTS ON SLOGAN AND THE FACTORS THAT	
MAKE THEM HAVE DIFFERENT UNDERSTANDING ..	35
4.1 The Understanding of Employee and Students About The	
Slogan of Car Advertising	35
4.1.1 Employees Understanding	36
4.1.2 Students Understanding.....	76
4.2 The Factors That Make Them Have Different	
Understanding.....	115

4.2.1 Level of Understanding	115
4.2.2 Knowledge about the products	117
4.2.3 Status	121
CHAPTER V CONCLUSION AND SUGGESTION	122
5.1 Conclusion	122
5.2 Suggestion	123
REFERENCES	124
<i>PERNYATAAN PERSETUJUAN PUBLIKASI KARYA TULIS</i>	126
CURRICULUM VITAE.....	127

