

ABSTRACT

Derry Rizkiana, 1209503040. *Students Understanding of Music Pamphlets Meaning (In the students 6th semester of English Department UIN Sunan Gunung Djati Bandung).* Advisors: 1. Drs. Abd Hannan EF, M.Ag.; 2. Andang Saehu, M.Pd

Key words: Semantics, Meaning, Lexical and Contextual Meaning.

There are many kinds of communication; one of them is to influence someone to make changing his feeling behavior that is called as an advertisement. Advertisement is designed to generate increasing consumption of those products and services through the creation and reinvention of the “brand image”. This research investigated the students understanding about the music pamphlet meaning of advertisement. This research goal was aimed to answer the following research problem: 1.) what kinds of meaning are understood by 6th semester students of English Department music pamphlets meaning? 2.) What difficulties are encountered by 6th semester students of English Department understanding music pamphlets meaning?

The result of this research was there were respondents who understood the meaning of music pamphlet in lexical and contextual meaning. They are R1 to R10 getting 5 point (very understand). All of them were able to answer all questionnaires with contextual meaning except: R2 and R4 they got 2 point (not understand). Beside, the research results showed some difficulties encountered by the respondents in understanding music pamphlets meaning. The first were respondents who had difficulties to answer questionnaire with lexical meaning. The second were respondents who had difficulties to answer questionnaire with contextual meaning. The third were respondents who had difficulties with vocabulary building in music pamphlet. The fourth were respondents who had difficulties with structure phrase or structure used in music pamphlet. The fifth were same respondents who had difficulties with element culture to understand music pamphlet in contextual meaning.

In conclusion of research all of students are able to answer all questionnaires well with lexical meaning, then, all of students are quite able to understand when answering questionnaires with contextual meaning. Because level understanding of knowledge about the music pamphlet events is really important for students.

ABSTRAK

Derry Rizkiana, 1209503040. *Mahasiswa Memahami Makna Pamflet Musik (pada siswa semester 6 dari UIN Sunan Gunung Djati Bandung).* Advisors: 1. Drs. Abd Hannan EF, M.Ag.; 2. Andang Saehu, M.Pd

Ada banyak jenis komunikasi, salah satunya adalah untuk mempengaruhi seseorang untuk membuat perubahan perilaku perasaannya yang disebut sebagai iklan. Iklan di rancang untuk menghasilkan peningkatan konsumsi dari produk mereka dan jasa melalui penciptaan dan penciptaan kembali “jenis gambar”. Penelitian ini meneliti pemahaman mahasiswa tentang arti pamflet musik iklan. Tujuan penelitian ini bertujuan untuk menjawab permasalahan penelitian sebagai berikut: 1.) jenis makna apa saja yang dipahami oleh mahasiswa bahasa inggris semester 6 dalam memahami makna pamflet musik? 2.) kesulitan apa saja yang dihadapi oleh mahasiswa baha inggris semester 6 dalam memahami makna pamflet musik?

Hasil dari penelitian ini adalah mereka adalah responden yang memahami arti pamflet musik dalam makna leksikal dan kontekstual. Mereka adalah R1 sampai R10 yang mendapatkan nilai 5 (sangat mengerti). Mereka semua mampu menjawab semua kuesioner dengan makna kontekstual kecuali: R2 dan R4 mereka mendapat nilai 2 (tidak mengerti). Di samping itu, hasil penelitian menunjukkan beberapa kesulitan yang di hadapi oleh responden dalam memahami makna pamflet musik. Pertama, responden mengalami kesulitan untuk menjawab kuesioner dengan makna leksikal. Kedua, responden mengalami kesulitan untuk menjawab kuesioner dengan makna kontekstual. Ketiga, responden mengalami kesulitan dengan kosa kata yang terdapat di pamflet musik. Keempat, responden mengalami kesulitan dengan struktur prase atau kalimat yang digunakan dalam pamflet musik. Kelima, responden mengalami kesulitan dengan unsur budaya untuk memahami kontekstual dalam pamflet musik.

Kesimpulan dari penelitian ini semua siswa mampu menjawab semua kuesioner dengan sangat baik dengan makna leksikal. Kemudian, semua mahasiswa mampu memahami saat menjawab kuesioner dengan makna kontekstual, karena tingkat pemahaman tentang pamflet musik sangat penting bagi mahasiswa.