

TABLE OF CONTENTS

Approval sheet	i
Page of legalization	ii
Abstact	iii
Absrak	iv
Biography	v
Preface	vi
Acknowledgment	viii
Table of content	x
Chapter I Introduction	1
1.1. Background of Research	4
1.2. Statement of Problem	4
1.3. Research Objective	4
1.4. Research Significance	4
1.5. Organization of Writing	5
Chapter II Theoretical Foundations	7
2.1. Definition of Semantics	7
2.2. Functions of Semantics	8
2.3. Definition of Meaning	9
2.4. Types of Meaning	10
2.4.1. Denotative/Conceptual Meaning	10
2.4.2. Connotative Meaning	11
2.5. Meaning and Its Relation Language	12
2.5.1. Metaphor	12
2.5.2. Metonymy	14
2.5.3. Hyperbole	14
2.5.4. Euphemism	15
2.5.5. Synecdoche	15

2.6. The Characteristics of Language Forms	16
2.6.1. Declaratives	16
2.6.2. Interrogatives	16
2.6.3. Imperative	17
2.6.4. Exclamations	17
2.7. Definition of Slogan	18
2.8. Understanding Slogan	19
2.9. Characteristics of Slogan	21
Chapter III Research Method	23
3.1. Research Design	23
3.2. Research Site and Participant	24
3.3. Research Instrument	26
3.4. Data	26
3.5. Technique of Collecting data	27
3.5.1. Document Analysis	28
3.5.2. Questionnaires	28
3.6. Technique of Analyzing Data	29
Chapter IV Findings and Discussions	30
4.1. The Meaning of the Slogan of Motorcycle Communities	
4.1.1. BATMAN (Bandung Touring Mania)	
“Still Brother Forever”	30
4.1.2. IBS (Indonesia Bikers Solidarity)	
Bandung “We can together, By together we can”	31
4.1.3. Asooy 13 C (Automatic Sotoy 13 Community) Tangerang “Keep Safety, Keep Brotherhood”	33
4.1.4. CMM (Community Motor Majalengka)	
“Brother until Death”	34

4.1.5. ELC Automatic Mio Community “Equality Little Community”	35
4.1.6. CCRT (Community Cirebon Racing Team) “Ride, Love, Peace”	37
4.1.7. Borisco Brothers “Brothers for life”	39
4.1.8. CRMM (Community Rider Majalengka Motor) “love, street, and one soul”	41
4.2. The Influence of the Motorcycle Communitie’s Slogan to Their Members	42
4.2.1. BATMAN (Bandung Touring Mania) “Still Brother Forever”	42
4.2.2. IBS (Indonesia Bikers Solidarity) Bandung “We can together, By together we can”	44
4.2.3. Asooy 13 C (Automatic Sotoy 13 Community) Tangerang “Keep Safety, Keep Brotherhood”	45
4.2.4. CMM (Community Motor Majalengka) “Brother until Death”	46
4.2.5. ELC Automatic Mio Community “Equality Little Community”	47
4.2.6. CCRT (Community Cirebon Racing Team) “Ride, Love, Peace”	48
4.2.7. Borisco Brothers “Brothers for life”	50
4.2.8. CRMM (Community Rider Majalengka Motor) “love, street, and one soul”	51
4.3. The Meaning of the Slogan of Motorcycle Clubs	52
4.3.1. HMCK 125 R (Honda Motor Club Kuningan 125 R) “One Heart,	

One Soul in Brotherhood”	52
4.3.2. YMCI (Yamaha MX Club Indonesia) “We are not club but we are family”	53
4.3.3. Ladies Biker Community Karawang “Brother forever”	55
4.3.4. Rider Squad “From Rider to Brother”	56
4.3.5. MAC (Mio Automatic Club) Bandung “SOLID”	57
4.3.6. GJMC (Generation Jawa Motor Club) “Be Best Brother”	59
4.3.7. CMMRT (Club Motor Mio Racing Team) “Speed, Live, Brother”	61
4.3.8. MCK (Mio Club Kuningan) “As Deep As Shallow” (<i>jerotapideet</i>)	62
4.4. The Influence of the Motorcycle Club Slogan’s to Their Member	
4.4.1. HMCK 125 R (Honda Motor Club Kuningan 125 R) “One Heart, One Soul in Brotherhood”	63
4.4.2. YMCI (Yamaha MX Club Indonesia) “We are not club but we are family”	66
4.4.3. Ladies Biker Community Karawang “Brother forever”	67
4.4.4. Rider Squad “From Rider to Brother”	69
4.4.5. MAC (Mio Automatic Club) Bandung “SOLID”	71
4.4.6. GJMC (Generation Jawa Motor Club) “Be Best Brother”	73
4.4.7. CMMRT (Club Motor Mio Racing Team) “Speed, Live, Brother”	76
4.4.8. MCK (Mio Club Kuningan)	

	“As Deep As Shallow” (<i>jerotapideet</i>)	79
Chapter V	Conclusion and Suggestions	80
	5.1. Conclusion	80
	5.2. Suggestion	81

List of Tables

Table 1.1. Sample of Data	8
Table 2.1. Characteristics of Slogans	25
Table 3.1. Sample of Data	33
Table 4.1. Motorcycles’ communities and their slogans	37
Table 4.2. Motorcycles’ clubs and their slogans	38

