

**FINAL REPORT**  
**IDENTIFYING LINGUISTICS FEATURES OF COCA-COLA**  
**ADVERTISEMENT SLOGANS**



**This report is written to fulfill the requirement for Diploma III at  
English Department**

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**STATE POLYTECHNIC OF SRIWIJAYA**

**PALEMBANG**

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APPROVAL SHEET  
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IDENTIFYING LINGUISTICS FEATURES OF COCA-COLA  
ADVERTISEMENT SLOGANS



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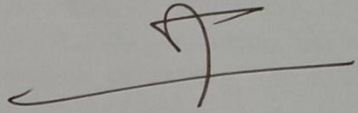
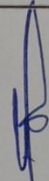

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STATE POLYTECHNIC OF SRIWIJAYA  
PALEMBANG**

**2021**

## ABSTRACT

### *Identifying Linguistics Features of Coca-Cola Advertisement Slogans*

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(Nadia Ramadhani, 2021, 60 pages)

This report aims to identify the linguistics features of Coca-Cola advertisement slogans. The data were collected from the websites of Coca-Cola Company. This research used systematic random sampling to choose ten slogans from forty slogans of Coca-Cola since 1904-2003. The research method used is qualitative content analysis. The writer used Grey's (2008) theory that stated there are two kinds of linguistics features, they are lexical features and syntactic features. Each linguistics feature has ten features. The writer found that the sample of this research used 5 lexical features which are: simple vocabulary, weasel word, familiar language, hyperbole and repetition; 8 syntactic features that used are: present tense, short sentence, incomplete sentence, imperative, ellipsis, long noun phrase, syntactic parallelism, and association. In conclusion, the writer interpreted that each feature has its own function in persuading the intended audience.

**Keywords: Slogans, Lexical Features, Syntactic Features.**

## **PREFACE**

Alhamdulillah Robbil ‘Alamin. First of all, I would like to express my deepest gratitude to Allah SWT who has given me his blessing and. Our prayers and greetings may always be delivered to our prophet Muhammad SAW who has bring us from Jahiliyah era to Islamiyah era. Besides, I would like to thank to the advisor Mrs. Murwani and Mr. Herman, for their guidance and help in writing this report. Equally important, big thanks to English Department lecturers and staffs who had helped me finishing my study here.

This report is written to fulfill the requirement of Final Report subject at State Polytechnic of Sriwijaya. I realized that this report have some mistakes and weaknesses. It happened because my limitation on experience, knowledge, and time. Therefore, I expect criticism and suggestions for the progress and improvement both for this report and the writer in the future. After all, I hope that this report will bring benefit to those who read this, and to English Department students of State Polytechnic of Sriwijaya.

Palembang, July 2021

The Writer

## **ACKNOWLEDGEMENT**

In this section, the writer would like to express big thanks and gratitude to everyone who contributed in writing this report and finishing my study. Be it direct or indirect, materially or mentally, positively and negatively, and shape who I am now. Those include:

1. Me my dearest self, Nadia Ramadhani who keep surviving and struggling on writing this report or even college time with all the inconvenience and problem happened. Hopefully your future journey would run amazingly. Aamiin.
2. My beloved parents (Mr. Andhie and Mrs. Sri) and siblings (Novia and Abdi) who keep doing holiday while I was away feeling desperate of my unaccepted draft. However, your unconditional support and prayer allowed me to always believe on God's miracle and on myself.
3. My unforgettable advisor who gave me pressure to finish hardly understood revision they gave. Regardless, those pressures made me learn more and think more critical, even though it is just because I want to graduate and get my degree.
4. All English Department lecturer who has taught every subject even life lesson during this three years.
5. My friend who do nothing for this report but keep asking when I graduate. Regardless, I loved and thank on how you keep listening my stories and yelps while writing this and going through this incredible three years college journey. I am happy to mention them here. Winda, as my partner in every college business. Aldias, as my biggest support system, thanks for always available for me. Dia, Romi, Lilis, and Asni, my EDS partner and all EDS Polsri family who have gone through crazy exercise, thousand lost and unfortunately few win. My forever friends, Hasna, Jeli, Via and Chera. Lastly, BA class member, who was separated in half of study year due to covid-19 and made only few memory together.

5. One and only company who supported me financially in the past three years, PT. Bukit Asam. Hopefully your contribution and amanah will not go wrong on me to contribute back to the community.
6. My entertainment support who give me daily dose of happiness include: JKT48, Waseda Boys, Cat lovers IG and Twitter account, and unmentioned entertaining stuffs.

## **MOTTO AND DEDICATION**

"IT IS NOT THE STRONGEST THAT  
SURVIVE, NOR THE MOST INTELLIGENT,  
BUT THE ONE MOST RESPONSIVE TO  
CHANGE AND CHALLENGE"

-Charles Darwin-

"IF YOU DON'T SACRIFICE FOR WHAT YOU  
WANT, THEN WHAT YOU WANT BECOMES THE  
SACRIFICE"

-Unknown-

This report is dedicated to:

- ❖ Myself
- ❖ My Parents and Family
- ❖ My Friends
- ❖ My Teachers and Lecturers



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