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

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FINAL REPORT

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Palembang, August 2021

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ABSTRACT

Identifying Linguistics Features of Coca-Cola Advertisement Slogans

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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

Alhamdulillahi 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

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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:

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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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