

ABSTRACT

Sembiring, Yenita. Registered Number : 055010164. Speech Function in Slogan of Television Advertisement. A Thesis. Post Graduate School. English Applied Linguistics. State University of Medan. 2007.

This study deals with speech functions and speech functions used in the slogan of television advertisement. Speech function is an action or performance done by language users such as asking, commanding, and answering. It is used as the medium exchange the experiences among speakers and listeners in order to fulfill their needs. The data for this research study are the slogans of shampoo products. Slogan is a word or phrase used by a business, club, political party or the like to advertise its purpose. The slogans were collected by doing television observation. The slogans are : Clear Men: *Tak ada lagi ketombe* Clear Active Care: *Mencegah Ketombe Datang Kembali*, Dove : *Selembut Sutra*, Emeron : *Naturally Different*, Head & Shoulders : *Untuk Rambut Lebih Kuat*, Lifebouy Shampoo : *Rambut Sehat Siap Aksi*, Lifebouy shampoo : *Lifebouy Shampoo Anti Ketombe*, Pantene: *Berkilaulah Pantene*, Rejoice Family: *Hanya Rp.300*, Sunsilk Anti Dandruff: *Hidup Bebas Tanpa Ketombe*: Zink: *Ahli-nya Masalah Ketombe*. The study was conducted by descriptive qualitative design and the supporting theories are gathered by doing library research. The finding of this study is that speech function used in slogan of shampoo product is giving statement/give information. The slogan of shampoo products succeeds in doing their function, since the function of the slogan is to give information of the products they advertised.