

## ABSTRACT

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This study deals with the stylistic features of car advertisement slogans. It employs qualitative research design. This study aims to describe the stylistic feature that occurs in car advertisement slogans. The subjects were ten slogans in car advertisement. The data was analyzed by using Miles and Huberman's data analysis. Semantic, syntactic, and graphology was the features that focused by using the types of stylistic features. Finding of the study were, (1) ten slogans were analyzed and each slogan was discussed semantically, syntactically and graphology. (2) The process of stylistic features of car advertisement slogan, there are 50% of the slogan based on prospect of the meaning; Honda, Toyota, Mitsubishi, Daihatsu, Nissan and 40% of performance of the vehicle; Subaru, Mazda, Lexus and Acura. And 10% of new finding is from Suzuki's slogan that tends to be to general meaning. In word forming the researcher found 20% clause from ten data that had been analyze and eight of them are phrase. (3) The reason of the stylistic features is contextual factor which affect in social and situational context. Based on social context there are 40% slogan used and 60% slogan used based on the situational context.