ABSTRACT

This paper analyses 50 advertisement slogans from medium to large-size company from the stylistic feature. The analysis will be based on the use of rhyme, alliteration and coined words in advertisement slogans.

The goal of the analysis is to know the characteristics of good slogans, to get the information what stylistic features exist in advertisement slogans, and to know how the stylistic feature used in advertisement slogans.

During the writing of this paper, the writer collects at random of 50 advertisement slogans. And then the writer analyses it, whether the slogan uses any stylistic features or not. The writer also looks for some theoretical background, which are related with the topic to support her analysis.

From the result of the analysis, the writer makes a general conclusion. The most common type of stylistic features, which is used in advertisement slogan, is the use of rhyme with 21 slogans. And the most rare feature is the use of alliteration with only eight slogans. The slogans, which use a coined word, are around 12 slogans, and the slogans, which do not use any stylistic features, are around 13 slogans.

The most surprising thing from this analysis is when the writer found that around 13 slogans do not use any stylistic features, but those slogans are already well known in the society.

The writer concludes that an advertisement slogan should be simple, unique and memorable. The slogan should make the audiences feel a desire to buy the product. And the slogan will be more effective if it contains the brand name of the product as an identity.

Keywords: Slogan, Advertisement, Stylistic Features