

LINGUISTIC FEATURES OF SLOGAN FOODS AND BEVERAGES PRODUCTS OF UNILEVER AND NETSLE

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ABSTRAK

This research is aimed analysis the linguistic features of slogans foods and beverages products from Unilever and Nestle. Systemic functional linguistics or SFL has been developed by Halliday and is widely use as the approach in analyzing both spoken and written texts. The method of this research is descriptive qualitative by employing SFL framework proposed by Linda Gerot and Peter Wignell (1995). Meanwhile, for the data of the analysis, the researcher employed four slogans of foods and beverages product from Unilever and four slogans of food and beverages products from Nestle. The slogans were come from foods and beverages products that already well known in Indonesia and use English language. The findings of this research reveal about the linguistic features of slogan of each company. There are four linguistic features find out from Unilever slogans: Mostly use material process, use simple present tense, all slogan form of phrase, and use capitalization for emphasis. In Nestle slogans also find out four linguistics features: Mostly use relational process (attributive), use simple present tense, all slogan form of phrase, and use capitalization for emphasis. From all the linguistics features that find, there a different in transitivity process from Unilever and Nestle slogan. In conclusion, Unilever mostly use material process is affected with the sentence that use, Unilever use statement sentences because in the slogans it is express about the action of the company by the product for the customers. Even though Nestle that mostly use relational process (attributive) is affected with the sentence that use, Nestle use imperative sentence to persuades the customers by giving advice to consume their product.

Kata Kunci : slogan, linguistic features, material process, relational process

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ABSTRACT

This research is aimed analysis the linguistic features of slogans foods and beverages products from Unilever and Nestle. Systemic functional linguistics or SFL has been developed by Halliday and is widely use as the approach in analyzing both spoken and written texts. The method of this research is descriptive qualitative by employing SFL framework proposed by Linda Gerot and Peter Wignell (1995). Meanwhile, for the data of the analysis, the researcher employed four slogans of foods and beverages product from Unilever and four slogans of food and beverages products from Nestle. The slogans were come from foods and beverages products that already well known in Indonesia and use English language. The findings of this research reveal about the linguistic features of slogan of each company. There are four linguistic features find out from Unilever slogans: Mostly use material process, use simple present tense, all slogan form of phrase, and use capitalization for emphasis. In Nestle slogans also find out four linguistics features: Mostly use relational process (attributive), use simple present tense, all slogan form of phrase, and use capitalization for emphasis. From all the linguistics features that find, there a different in transitivity process from Unilever and Nestle slogan. In conclusion, Unilever mostly use material process is affected with the sentence that use, Unilever use statement sentences because in the slogans it is express about the action of the company by the product for the customers. Even though Nestle that mostly use relational process (attributive) is affected with the sentence that use, Nestle use imperative sentence to persuades the customers by giving advice to consume their product.

Keyword : slogan, linguistic features, material process, relational process