CONTENTS

ABSTRACT v

ABSTRAK vi

ACKNOWLEDGEMENTS vii

CONTENTS ix

LIST OF TABLES xi

LIST OF FIGURES xii

LIST OF APPENDIX xiii

CHAPTER I INTRODUCTION

1.1 Background to the Study 1

1.2 Research Question 4

1.3 Objectives 4

1.4 Significant to Knowledge 4

1.5 The Framework of Theories 5

CHAPTER II THEORETICAL REVIEW

2.1 Theory of Semantics 8

2.1.1 Definition of Semantic 8

2.1.2 Meaning 10

2.1.3 Interpretation of Meaning 11

2.1.4 Types of Meaning 11

2.1.5 Meaning and its Relation to Language Style 14

2.1.6 Truth Condition 18

2.1.7 The Characteristic of Language Form 18

2.2 The Language of Advertisement 21

2.2.1 Definition of Advertisement 22

2.2.2 Positioning and Brand Image 24

2.2.3 The Purpose of Advertisement 24

2.2.4 Slogans/Taglines 25

2.2.5 The Understanding of the Slogans/Taglines 28

CHAPTER III RESEARCH OBJECT AND METHOD

3.1 Research Object 30

3.2 Research Method 31

3.2.1 Data Collection 32

3.2.2 Data Analysis 33

CHAPTER IV FINDING AND DISCUSSION

4.1 The Analysis of Cigarette Advertisement Slogans that have Connotative Meanings 37

4.2 The Analysis of Cigarette Advertisement Slogans that have Denotative Meanings 58

CHAPTER V CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions 75

5.2 Suggestions 76

REFERENCES 77

APPENDIXES 79

CURRICULUM VITAE 82