ABSTRACT

RECONSTRUCTION MEANING THE MOTTO OF UNIKOM QUALITY IS OUR TRADITION VIEWED FROM AN ANALYSIS OF CRITICAL DISCOURSE

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Research is to find out at once find out and explore messages or meaning contained and will be delivered in the motto of the problem is that is our tradition of quality with length of days comes as, which is still young unikom capable of attracting much attention candidates his students. The existence of a motto quality is our tradition seyodyanya need to reëstablished about a meaning that is contained in the motto. It is because what is the true meaning of a motto is not necessarily is understood and be felt by the public or the same his students.

Type this research is qualitative, a method of research that we use is analysis of critical discourse. Main data obtained by means of a deep, an interview and conducted the study kepustakaan and the internet searching. To infoman in meticulous merupakanpembuat text motto quality is our tradition as well as public unikom internal (students). The technique of the determination of an informer used technique purposive of sampling.

The results of research shows there are three words that is mutually having a meaning that forms new meaning, and experience of life and era development become a thing that which underlies the emergence of the motto of the of and discourse that forms in people do not fully understand about the true meaning of the motto.

The advice of this research institutions for is able to run what is the meaning of the motto in general, for academic: may be able to become a reference for further research, and for the community can understand that every a text or writing is not only solely glyphs empty sheer, but every the text having a meaning and intent who want to be delivered by the maker of the text.

Keyword: UNIKOM, Motto, Reconstruction, Meaning, Critical Discourse Analysis