

ABSTRACT

PUTRI, RANY WIDIYASMORO, *Stylistic Analysis in Burger King's Slogans*. Yogyakarta: Department of English Letters, Faculty Letters, Sanata Dharma University, 2018.

Nowadays, thousands of commercial messages have been exposed in our daily life. One of the commercial messages is “advertising” that informs a product or service. The words, phrases, or sentences are chosen to give more appealing appearance. *Burger King* is one brand of fast-food companies that plays words in the slogans. It is interesting to analyze since *Burger King* uses several slogans to capture people’s attention.

Consequently, it leads to formulate two problems to be analyzed in this research. The first problem is what graphological and phonological features are found in the *Burger King's* slogans. The second problem is to prove the possible effects which are exposed by graphological and phonological features in *Burger King's* slogans toward the respondents. It is interesting to be analyzed because people are not aware that sometimes advertising influences their thoughts. Moreover, it is used to prove that stylistic is known as one branch of linguistic study stands as an essential element in advertising.

Thereafter, there are so many slogans that have been published by *Burger King's* company since 1954 until today. In this research there are 12 slogans chosen that are still found in *Burger King's* official websites today. The *Burger King's* official websites used in this research are *Burger King* UK (www.bk.com) and *Burger King* Indonesia (www.burgerking.id). Moreover, the theory of persuasive language strategies by Borchers is used to find the element of persuasive language strategies used in each slogan. There are also 20 questionnaires distributed. The questionnaire is used to find which graphological and phonological features appear as the most attractive slogan based on the respondents’ opinions.

Here, the analysis proves there are three elements of graphological features, three elements of Phonological features, and five aspects of persuasive language strategies. Three elements of graphological features are typography, punctuation, and capitalization. Three elements of phonological features are alliteration, assonance, and consonance. Five aspects of persuasive language strategies are language intensity, powerful language, imager, rhetorical figure, and metaphor. Each slogan can use one feature or more. Meanwhile, the questionnaires show that graphological features, phonological features, and persuasive language strategies are important because they can attract people’s attention. Moreover, typography is the most feature of graphology that always appears in the slogan, Assonance is the feature of phonology that often used, and imagery is the most persuasive language strategy that is found.

Keywords: *Burger King*, slogan, stylistics.

ABSTRAK

PUTRI, RANY WIDIYASMORO, *Stylistic Analysis in Burger King's Slogans*. Yogyakarta: Program Study Sastra Inggris, Fakultas Sastra, Universitas Sanata Dharma, 2018.

Saat ini, ribuan pesan komersil telah terpapar dalam kehidupan sehari-hari kita. Salah satu pesan komersil yaitu iklan yang memberi informasi mengenai satu produk atau layanan tertentu. Kata-kata, frasa, atau kalimat dipilih dengan tujuan memberikan penampilan yang menarik. *Burger King* adalah salah satu perusahaan makanan cepat saji yang sering menggunakan permainan kata-kata di dalam slogannya. Hal tersebut menjadi hal yang menarik untuk dianalisa mengingat penggunaan slogan dari *Burger King* untuk menangkap perhatian masyarakat.

Terdapat dua rumusan masalah di dalam penelitian ini. Masalah yang pertama adalah apa saja fitur grafologi dan fonologi yang dapat ditemukan di dalam slogan *Burger King*. Masalah kedua akan membuktikan efek terhadap responden yang mungkin terjadi dari fitur grafologi dan fonologi di dalam slogan tersebut. Hal ini merupakan fenomena menarik untuk dianalisa mengingat tidak adanya kesadaran masyarakat terhadap pengaruh iklan terhadap pola pikir mereka. Stilistika menjadi peranan yang penting dalam iklan.

Kemudian, terdapat banyak slogan yang diterbitkan oleh *Burger King* sejak 1954 hingga saat ini. Di penelitian ini, terpilih 12 slogan yang dipublikasikan di website *Burger King* terkini, yaitu (www.bk.com) dan (www.burgerking.id). Teori strategi bahasa persuasif oleh Borchers digunakan untuk melihat elemen/strategi bahasa persuasif yang digunakan di setiap slogan. 20 kuisisioner juga didistribusikan untuk melihat slogan mana yang paling menarik di mata para responden.

Di penelitian ini, hasil membuktikan bahwa terdapat 3 elemen fitur grafologi antara lain tipografi, tanda baca, dan penggunaan huruf kapital, 3 elemen fonologi antara lain *alliteration*, *assonance*, dan *consonance*, dan 5 strategi bahasa persuasif antara lain kedalaman bahasa, kekuatan bahasa, penggambaran, gambaran retorik, dan metafora. Hasil dari kuisisioner membuktikan bahwa seluruh fitur (grafologi, fonologi, dan strategi bahasa persuasif) berperan penting dalam menangkap perhatian masyarakat. Terlebih lagi, tipografi adalah fitur grafologi yang selalu terlihat di setiap slogan, *assonance* merupakan fitur fonologi yang paling sering digunakan, dan penggambaran merupakan strategi bahasa yang paling persuasif.

Kata kunci: *Burger King*, slogan, stilistika