

**TRANSFORMATION ANALYSIS ON CAMPAIGN SLOGANS
USED BY THE PRESIDENTIAL CANDIDATES OF
THE UNITED STATES OF AMERICA**

THESIS

**BY
VENONCIA IRENE KURNIA DEWI
NIM 0911110271**



**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
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ABSTRACT

Dewi, Venoncia Irene Kurnia. 2013. **Transformation Analysis on Campaign Slogans Used by the Presidential Candidates of the United States of America.** Study Program of English Language and Literature Department Faculty of Cultural Studies Universitas Brawijaya. Supervisor: Endang Sasanti, Co – supervisor: Istiqomah Wulandari.

Keywords: tree diagram, transformational grammar, campaign slogans.

Slogans usually are used to deliver ideas, visions, emotions, and opinions in very short sentences. In their campaign, the presidential candidates all over the world always use certain slogans which show their vision and mission if they are running for Presidential Candidates and also to persuade the voters of the country to give their vote in the presidential Election Day. The researcher wanted to analyze the structure on the campaign slogans used by the presidential candidates of the United States of America from 1992 until 2012 since it affected the people in the country in deciding which candidates to choose. The researcher conducted this research to find out the transformational grammars on campaign slogans used by the presidential candidates of the United States of America.

Therefore, the researcher used qualitative approach in this research in which the primary instrument is the researcher herself to collect the data and analyze the data. The data of this research were 10 campaign slogans from the elected president from 1992 to 2012. The data were taken from www.presidentsusa.net.

The researcher found that the transformational grammars that were dominantly used on campaign slogans used by the presidential candidates of the United States of America were imperative transformation which used $\text{Imp} + \text{you} + \text{will} + \text{VP} \Rightarrow \text{VP}$ as the rule of the tree diagram and emphatic transformation which used $\text{Emph} + \text{X} + \text{tense} + \begin{bmatrix} \text{Aux}^1 \\ \text{be} \end{bmatrix} + \text{Y} \Rightarrow \text{X} + \text{tense} + \begin{bmatrix} \text{Aux}^1 \\ \text{be} \end{bmatrix} + \text{Y}$ as the rule of the tree diagram, both of the rules were written by Bornstein, 1977.

She also has suggestion for the next researcher to use the theory of functional grammar since campaign slogans had a hidden meaning and the structures which were used in the campaign slogans had the different function in convincing the hearers and the readers.

ABSTRAK

Dewi, Venoncia Irene Kurnia. 2013. **Analisis Perubahan Tata Bahasa pada Slogan Kampanye yang Dipergunakan oleh Calon Presiden Amerika Serikat.** Fakultas Ilmu Budaya, Program Studi Bahasa dan Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Endang Sasanti, (II) Istiqomah Wulandari.

Kata Kunci: diagram pohon, perubahan tata bahasa, slogan kampanye.

Slogan merupakan suatu kalimat singkat yang dapat digunakan untuk menyampaikan pesan, pendapat, serta visi dan misi. Semua calon presiden di seluruh dunia selalu menggunakan slogan dalam setiap kampanyenya, slogan ini digunakan untuk menyampaikan visi dan misi mereka jika terpilih menjadi presiden dan juga untuk membujuk para pemilih di Negara tersebut untuk memberikan suaranya pada pemilihan umum. Peneliti ingin memahami tata bahasa pada slogan kampanye yang digunakan oleh calon presiden Amerika Serikat tahun 1992 sampai 2012 karena slogan kampanye mampu mempengaruhi para pemilih di Negara tersebut dalam menentukan pilihannya. Karena itulah pada studi ini peneliti akan menganalisa perubahan tata bahasa yang dipergunakan oleh calon presiden Amerika Serikat.

Oleh karena itu, peneliti menggunakan pendekatan kualitatif dalam penelitian ini dimana instrumen utama adalah peneliti sendiri untuk mengumpulkan data dan menganalisa data. Data yang digunakan oleh peneliti pada penelitian ini adalah 10 slogan kampanye yang digunakan oleh presiden terpilih dari tahun 1992 sampai 2012. Data yang dipergunakan diunduh dari www.presidentsusa.net.

Peneliti menemukan bahwa perubahan tata bahasa yang dominan pada slogan kampanye calon presiden Amerika Serikat adalah *imperative transformation* dengan rumus $\text{Imp} + \text{you} + \text{will} + \text{VP} \Rightarrow \text{VP}$ dan *emphatic transformation* dengan rumus $\text{Emph} + \text{X} + \text{tense} + \begin{bmatrix} \text{Aux}^1 \\ \text{be} \end{bmatrix} + \text{Y} \Rightarrow \text{X} + \text{tense} + \begin{bmatrix} \text{Aux}^1 \\ \text{be} \end{bmatrix} + \text{Y}$, kedua rumus tersebut ditulis oleh Bornstein, 1977.

Peneliti menyarankan bagi peneliti selanjutnya untuk menggunakan teori *functional grammar* karena slogan kampanye memiliki makna tersembunyi dan struktur yang digunakan dalam slogan kampanye memiliki fungsi yang berbeda dalam menyampaikan pesannya kepada pendengar dan pembaca.

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