

**TV VIEWERS' INTERPRETATION TOWARD “*TRANS TV
MILIK KITA BERSAMA*” SLOGAN USED BY TRANS TV
(A CASE STUDY ON BANJARWATI VILLAGE SOCIETY)**

THESIS

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ABSTRACT

Ishlahiyah, Mazroatul. 2013., **TV Viewers' Interpretation toward *Trans TV Milik Kita Bersama* Slogan Used by Trans TV (A Case Study on Banjarwati Village Society)**. Study Program of English, Universitas Brawijaya. Supervisor: Nurul Chojimah; Co-supervisor: Yuni Astuti.

Keywords: Critical Discourse Analysis (CDA), TV Viewers' Interpretation, *Trans TV Milik Kita Bersama* Slogan.

The connection between language and society can not be separated from critical discourse analysis (CDA). CDA explores the links between language use and social practice. It also investigates the power of language that can give influence to the society. The researcher conducts this study in order to know the power of *Trans TV Milik Kita Bersama* slogan used by Trans TV in influencing the TV viewers in Banjarwati. However, the TV viewers are special people because they have special criteria such as they like Trans TV and remember *Trans TV Milik Kita Bersama* slogan, and they watch TV five hours more in a day. There are three problems to be solved, namely: (1) What is the meaning of slogan *Trans TV Milik Kita Bersama* used by Trans TV?; (2) How is the structure of slogan *Trans TV Milik Kita Bersama* viewed from syntagmatic and paradigmatic perspectives?; (3) What is the impact of slogan *Trans TV Milik Kita Bersama* used by Trans TV to the society in Banjarwati village?.

This study uses qualitative approach that applies two designs. They are content or document analysis and case study. Document analysis is applied because the aim of this study is to describe the meaning and the structure analysis of slogan *Trans TV Milik Kita Bersama*. Meanwhile, case study is applied to understand the TV viewers' interpretation and the impact of slogan *Trans TV Milik Kita Bersama* to the society in Banjarwati by doing interview to 10 subjects (3 children, 5 adolescents, and 2 adults).

This study reveals that there is the similar interpretation between the researcher and the subjects of this research about the meaning and the interpretation of slogan *Trans TV Milik Kita Bersama*. The subjects state that the meaning of *Trans TV Milik Kita Bersama* is Trans TV can be owned by TV viewers covering all of level and area. They interpret that they remember the slogan *Trans TV Milik Kita Bersama* because of the meaning and the intensity in watching Trans TV. Moreover slogan *Trans TV Milik Kita Bersama* is an advertisement that includes as promotional genre so they are interested and feel that they own Trans TV. However, there is different interpretation about the impact of slogan *Trans TV Milik Kita Bersama*. The researcher considers this slogan gives big impact to the TV viewers but they say the most powerful influence is the programs shown by Trans TV not the slogan.

The researcher suggests the application of critical thinking in CDA should be given more in time and activity thus it will be very helpful for the students to do more. Besides, the next researchers can develop and explore this topic deeper in different theory or object. So, it will be very useful for the knowledge development especially in critical discourse analysis.

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