

**PORTRAYING CONCEPT OF INDONESIA THROUGH
TEXTUAL ANALYSIS AND DISCOURSE PRACTICE IN
INDONESIAN MINISTRY OF TOURISM'S SLOGANS**

THESIS

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ABSTRACT

Rizqiya, Layla. 2015. **Portraying Concept of Indonesia through Textual Analysis and Discourse Practice in Indonesian Ministry of Tourism's Slogans.** Study Program of English, Universitas Brawijaya. Supervisor: Tantri Refa Indhiarti; Co-Supervisor: Muhammad Rozin

Keywords: Critical Discourse Analysis, Discourse Practice, Slogan, Indonesian Ministry of Tourism.

The use of language as communication media to persuade people in advertising is realized by the Indonesian Ministry of Tourism in form of slogans. The writer conducted a study about portraying concept of Indonesia through textual analysis and discourse practice in Indonesian ministry of tourism's slogans to elaborate more understanding toward the slogans. There are two problems to be solved in this study, namely: (1) What are the language aspects which construct the meaning of "Indonesia Ultimate in Diversity", "Visit Indonesia 2008. Celebrating 100 Years of National Awakening", and "Wonderful Indonesia" (2) How is discursive practice applied in "Indonesia Ultimate in Diversity", "Visit Indonesia 2008. Celebrating 100 Years of National Awakening", and "Wonderful Indonesia"

The method of this study was qualitative approach. The writer focused on analyzing the slogans using two elements of critical discourse analysis proposed by Fairclough which are textual analysis and discourse practice.

This study revealed that each slogan produced by The Ministry of Tourism draws concept of Indonesia such as underlining the concept of diversity on Indonesia, emphasizing the historical events in Indonesia, and the latest slogan provides wider concept of Indonesia that enable everyone to interpret in various way.

This study is expected to give more understanding about the concept of Indonesia that the Ministry of Tourism brought in form of slogans. The writer suggested next researchers investigate wider and deeper study about slogans using all three dimensions of CDA by Fairclough or using theory proposed by different expert like Teun Van Dijk.

ABSTRAK

Rizqiya, Layla. 2015. **Penggambaran Konsep Indonesia Melalui Analisis Tekstual dan Praktik Diskursif dalam Slogan Kementerian Pariwisata Indonesia**. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing I: Tantri Refa Indhiarti; Pembimbing II: Muhammad Rozin

Kata Kunci: Analisis Wacana Kritis, Praktik Diskursif, Slogan, Kementerian Pariwisata Indonesia.

Penggunaan bahasa sebagai media komunikasi untuk meyakinkan masyarakat telah diwujudkan Kementerian Pariwisata Indonesia dalam bentuk slogan. Penulis melakukan penelitian mengenai penggambaran konsep Indonesia melalui tekstual analisis dan praktik diskursif. Adapun dua masalah yang dibahas dalam studi ini, yaitu (1) Apa aspek bahasa yang membangun makna dalam slogan "Indonesia Ultimate in Diversity", "Visit Indonesia 2008. Merayakan 100 Tahun Kebangkitan Nasional", dan "Wonderful Indonesia " (2) Bagaimana praktik diskursif diterapkan di " Indonesia Ultimate in Diversity ", " Visit Indonesia 2008. Merayakan 100 Tahun Kebangkitan Nasional ", dan "Wonderful Indonesia"

Studi ini menggunakan pendekatan kualitatif. Penulis memfokuskan pada analisis slogan menggunakan dua elemen analisis wacana kritis oleh Fairclough yang analisis tekstual dan praktik wacana

Hasil studi menunjukkan bahwa setiap slogan yang dihasilkan oleh Kementerian Pariwisata melahirkan sebuah konsep tentang Indonesia, seperti menekankan konsep keanekaragaman di Indonesia, menekankan peristiwa bersejarah di Indonesia, dan slogan yang terbaru memberikan konsep yang lebih luas tentang Indonesia yang memungkinkan setiap orang untuk menafsirkan dalam berbagai cara

Penelitian ini diharapkan dapat memberikan pemahaman lebih tentang konsep Indonesia yang dibawa Kementerian Pariwisata dalam bentuk slogan-slogan. Penulis menyarankan peneliti selanjutnya untuk menyelidiki penelitian yang lebih luas dan mendalam mengenai slogan menggunakan tiga dimensi dari CDA oleh Fairclough atau menggunakan teori dari ahli yang berbeda seperti Teun Van Dijk.

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