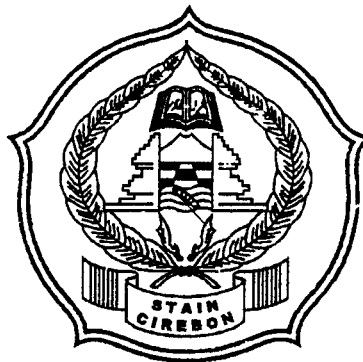


**THE INFLUENCE OF THE TV SLOGAN LANGUAGE ADVERTISEMENT
TOWARD THE STUDENTS' VOCABULARY ACHIEVEMENT
AT THE SEVENTH CLASS OF *SMP AL-WASHLIYAH CIREBON***

A THESIS

Submitted to the English Program of Educational Department
of Cirebon State College for Islamic Studies (STAIN)
in Partial Fulfillment of the Requirement
for *Scholar Education (S.Pd.I)* Degree



Arranged By :

FATIMAH

Reg. Num. 2001 4416

**ENGLISH STUDY PROGRAM
CIREBON STATE COLLEGE FOR ISLAMIC STUDIES
(STAIN) CIREBON**

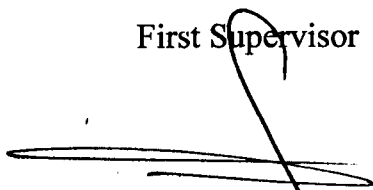
2005



**THE INFLUENCE OF THE TV SLOGAN LANGUAGE
ADVERTISEMENT TOWARD THE STUDENTS' VOCABULARY
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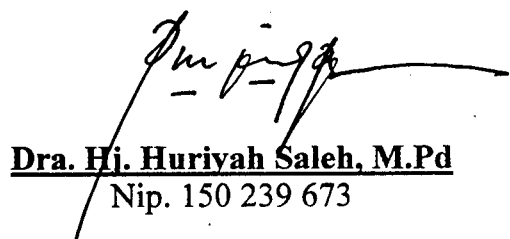
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ABSTRACT

FATIMAH, The influence of the TV slogan language advertisement toward the students' vocabulary achievement at the seventh class of *SMP Al-Washliyah – Cirebon*

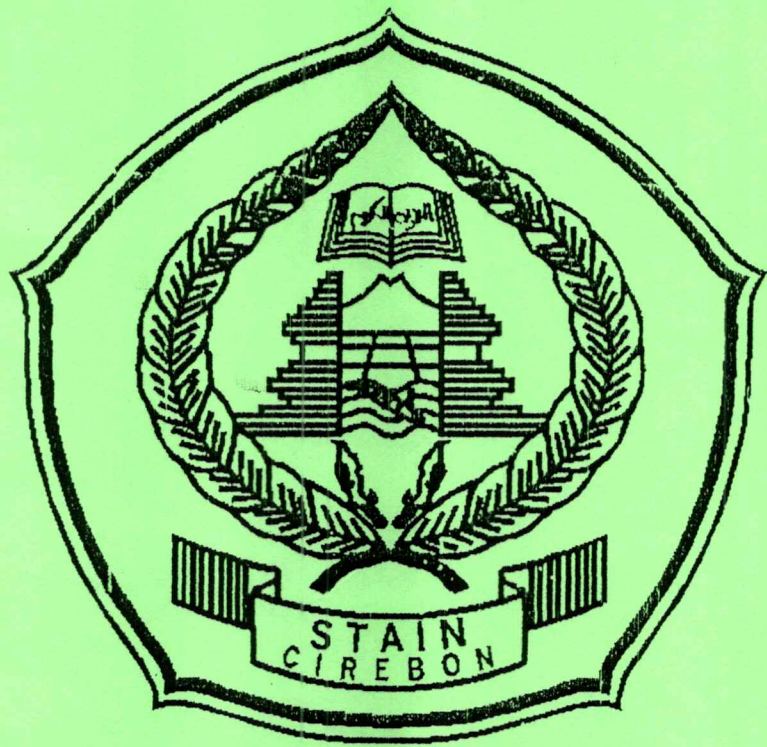
Language is used whenever and wherever, because language is a tool of communication. When the human wants to speak English and they communicate with the other, which is called the language event. Certainly, they take and give their message with the words or vocabularies. If they lack the vocabularies they cannot speak clearly even they cannot speak the sentences in English and their messages cannot be delivered.

Nowadays, English is used in many parts, one of them for advertisement. We can see in many advertisements on TV used the English slogan. By this, we can study English especially for increasing our vocabularies. Any person, particularly a student who wants to possess a good English has to reach many vocabularies.

The aims of this research are to know the students' attention to the TV slogan language advertisement, to know the students' vocabulary achievement toward the TV slogan language advertisement and to know the influence of the TV slogan language advertisement toward the students' vocabulary achievement.

However, the technique of collecting data, the writer has used are observation, questionnaire, test and the library documentation. The data, which has been collected, are analyzed by mean the objective condition for qualitative data and account for the quantitative data by 'product moment' calculation.

The correlation of the TV slogan language advertisement to the students' vocabulary achievement is strong or high. It is proven by the product moment calculation result is **0.733**. The value of **0.733** is existing between **0.70 – 0.90**, and the category of it is **there is a strong or high correlation** between X variable (the TV slogan language advertisement) and Y variable (the students' vocabulary achievement). After knowing the correlation between both of them, the writer wants to know the influence of X variable (the students' attention to the TV slogan language advertisement toward Y variable (the students' vocabulary achievement) is **53.7**. So, the influence of the students' attention to the TV slogan language advertisement toward the students' vocabulary achievement about **53.7%** and more about **46.3%** is come from another influence.



RATIFICATION

The thesis which is entitled in "*The Influence of The TV Slogan Language Advertisements Upon The Students' Vocabulary Achievement at The Seventh Class of SMP Al-Washliyah – Cirebon*". It has been written by Fatimah, Nim : 2001 4416. It has been examined on June, 01, 2005.

It has been recognized as one of the requirement for the degree of scholar education of Tarbiyah Departemen in English Education Program, Cirebon State College for Islamic Studies.

Cirebon, June, 2005

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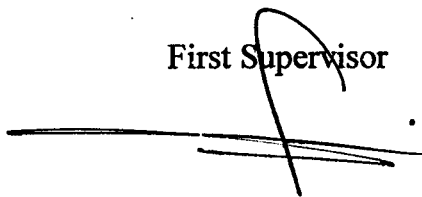
Assalamu 'alaikum wr. wb

After guiding, analyzing, briefing and correcting the writing of Fatimah's Thesis with the student's member is 2001 4416 entitled "*The Influence of The TV Slogan Language Advertisement Toward The Students' Vocabulary Achievement at The Seventh Class of SMP Al-Washliyah - Cirebon*".

We are of the opinion that her thesis can be offered to be presented to the Tarbiyah Department of Cirebon State College for Islamic Studies.

Wassalamu 'alaikum wr. wb

First Supervisor



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Cirebon, May 2005

Second Supervisor



Dra. Hj. Huriyah Saleh, M.Pd
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LETTER OF AUTHENTICITY


Bismillahirrohmanirrohiim,

I herewith acknowledge that the thesis entitled in "*The Influence of The TV Slogan Language Advertisement Toward The Students' Vocabulary Achievement at The Seventh Class of SMP Al-Washliyah - Cirebon*" is really my own writing with some quotations from some sources by using the acceptable scientific method of writing.

Honestly speaking, I have written this letter of authenticity according to the truth. I am sincerely responsible for my risk that will be happened in future if its proven to offend the ethic of scientific writing.

Cirebon, May 2005

METERAI
TEMPEL
Tgl. 20
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ENAM RIBU RUPIAH
The Writer
FATIMAH





AUTOBIOGRAPHY

The writer was born on July, 10, 1982 in Cirebon - West Java. She has one brother and four sisters. She is the last child in her family. Her parent's name is Mr. Kasan (deceased) and her mother is Mrs. Kasih.

In chronological order of education the writer passed from elementary school (at SDN 01 Tukmudal) in 1995, and Junior High School (at SMP Al-Wasliyah) in 1998, and Senior High School (at SMUN 01 Sumber) in 2001. she continued her study to the English Education Department of Educational Faculty (Tarbiyah) in Cirebon State College for Islamic Studies. Beside that, she takes part in many organization while she is studying in he school, such as in Elementary School, she takes the girl scouts and the little doctor program, in Junior High School, she takes the OSIS organization (School Students Intra Organization). In Senior High School, she became member of DKM (Dewan Kemakmuran Mesjid) or Mosque Manager Member of Manbaul Ulum Mosque, Chief of English Club, and magazine wall member. She also active in her campus even thought just two years, she became member of EPSA (English Program Students Association).

The writer is an active girl, because she also does the other activity while she is studying. For example she teaches the students in Edukasia English Course in Sumber since she is in the third class of Senior High School until now. And she also teaches in Al-Washliyah Junior High School since 2002 while she is studying in Cirebon State College for Islamic Studies.



Lifeis a struggle!

Dedicated to:

My beloved husband

"Iwan Sofyan"

My beloved Parents

"Mr. Kasan (Deceased) & Mrs. Kasih"

My beloved Parents in law

"Mr. Jeje Sutarja & Mrs. Anah Hasanah"

My beloved brother

"Suka"

My beloved sisters

"Sari'ah, Iin Marlina & Emi Suhaeni"

"My beloved teachers in Al Washliyah Junior High School"

*I love you all, may God bless you
Thanks for everything*



Reading is the window of the world
Reading is the window of the world

today

+

brave idea

=

the future



PREFACE

In the name of Allah, the most gracious, the most merciful praising and thanks to Allah who has taught by primary invocation and safety always be given to our prophet, his family, his friendship and all the follower up to the end of the world.

The title of this thesis is “The influence of the TV slogan language advertisement toward the students’ vocabulary achievement at the seventh class of *SMP Al-Washliyah – Cirebon*” is submitted to fulfill on of the requirement for achieving the graduate degree at the English Education Department of Educational faculty of the Cirebon State for Islamic Studies (STAIN) Cirebon.

In composing this thesis, there are so many people who have participated, helped and advised directly or indirectly. So on this opportunity, the writer would like to express her sincerely and profound thankfulness to:

1. DR. H. Imron Abdullah, M.Ag, The chairman of Cirebon State College for Islamic Studies.
2. Drs. I. Ahmad Riyadi, M.Pd, The chairman of Educational Department
3. Drs. Deden Sudirman, M.Pd, The chairman of the English Study Program
4. DR. Dedi Djubaedi, MA, as the first supervisor

5. Dra. Hj. Huriyah Saleh, M.Pd, as the second supervisor
6. Drs. Mulyani Rahardjo, the headmaster of *SMP Al-Washliyah Cirebon*
7. Iwan Sofyan, my beloved husband
8. All of my family and my husband's family
9. The State College of Islamic Studies library
10. And, all of my friends who have helped the writer in finishing this thesis.

The writer realized that this thesis is still far from being perfect and there are many mistakes either in the arrangement or in the context. Therefore, she would welcome the comments, critics and suggestions from the reader.

The writer hopes this thesis will be some valuable to the writer especially and to the readers generally.

Cirebon, May 2005
The Writer



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