

## COMPARATIVE STUDY ON DISCOURSE ANALYSIS IN SCHOOLS' SLOGAN

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**Abstract:** The aim of this research is to know what kind of speech act meaning shown in fifteen school slogans. This research is descriptive qualitative research. The subject of this research is school slogan that be used in three different schools, there are SD Negeri 2 Ambon, SMP Negeri 3 Leihitu and SMP Santo Andreas Ambon. The fifteen slogans consist of five Indonesian slogan and ten English slogan. In finding out the kind of speech act meaning, the researcher used semantic analysis, in this case used speech act analysis. The result showed that there are five kinds of speech act meaning shown in fifteen slogans. Those fifteen slogans are divided into four slogans in representative meanings, five slogans in directive meanings, two slogans in commissive meanings, two slogans in expressive meanings and two slogans in declarative meanings. Then, both English and Indonesian slogan can be classified in all meaning of speech act. Besides, most of school slogan is using directive and representative meaning of speech act.

**Keywords:** *school slogan, speech act*

**Abstrak:** Tujuan dari penelitian ini adalah untuk mengetahui arti dari jenis tindak tutur yang terdapat dalam 15 slogan sekolah. Metode penelitian yang digunakan adalah penelitian deskriptif. Subjek dari penelitian ini 15 slogan dari 3 sekolah berbeda yaitu SD Negeri 2 Ambon, SMP Negeri 3 Leihitu and SMP Santo Andreas Ambon. 15 slogan ini terdiri dari 5 slogan berbahasa Indonesia dan 10 slogan berbahasa Inggris. Dalam upaya menemukan arti dari tindak tutur pada setiap slogan, peneliti menggunakan analisa semantic, khususnya analisa tindak tutur. Hasil penelitian menunjukkan bahwa terdapat 5 jenis tindak tutur pada 15 slogan sekolah tersebut, yaitu 5 slogan termasuk dalam *directive meanings*, 2 slogan dalam *commissive meanings*, 2 slogan dalam *expressive meanings* and 2 slogan dalam *declarative meanings*.

**Kata Kunci:** *slogan sekolah, tindak tutur*

### Introduction

Slogan is a sentence or phrase that expresses an idea. It is used by institutions, companies, things, etc. Slogan is used to express an idea, aims or purpose. It is also can be in spoken or written text. Like other institutions, school

also has its own role in society. As we know, that school is the place for teaching – learning process, associating with other people, getting new experience and knowledge, so school has very important role in society. As the important institution, school environment has to give good influence for its students and teachers. It influences students' character development.

Nowadays, many schools are fixing their environment by building beautiful garden and also hanging slogans in every isle, class or park. Schools use slogan to express their idea and aims towards goal of its institution and educational. Slogan is not also as language material but also as advice, motivation, warning, etc. It is also used as students' attitude builder. The referential meaning of slogan is the understanding of society towards slogan based on the sentence or phrase.

Slogan contains sentences or phrases that express idea, aim or purpose. In this study, the researcher has fifteen school slogans; 5 slogans are in Indonesian language and 10 slogans are in English language. The researcher is interested in analyzing the speech act meaning of those slogans.

According to John Austin, illocutionary act is the act of doing something. In this research, the researcher uses John Searle's theory about speech act. Searle focuses on illocutionary that proposed by Austin. That is why, slogan is not only written, but indirectly is asked to do that.

## **Theoretical Framework**

### ***Slogan***

Slogan is a group of words that promise a reward in a dramatic ways which is easy to read, easy to say and easy to remember (Urdang and Robbin, 1984: 18). Slogan used to illustrate a product and the languages of slogan represent the particular product. A slogan is a memorable motto or phrase used in a clan, political, commercial, religious, and other context as a repetitive expression of an idea or purpose, with the goal of persuading members of the public or a more defined target group (Wikipedia). The *Oxford Dictionary of English* defines a slogan as "a short and striking or memorable phrase used in advertising." (Stevenson, 2010) A slogan usually has the attributes of being memorable, very concise and appealing to the audience. (Lim & Loi, 2015). These attributes are necessary in a slogan, as it is only a short phrase. Therefore, it is necessary for slogans to be memorable, as well as concise in what the organization or brand is trying to say and appealing to who the organization or brand is trying to reach.

### ***School Slogan***

School slogans can be on a variety of topics relating to School such as child education slogans, anti-bullying slogans, reading slogans and more. School slogans can encourage students to try their best, get along with others and more. An educational slogan provides a representation of the values and beliefs that drive daily school functions and special activities. Educational slogans are also a simple way to advertise the purpose and mission statement of a school or college

### ***Purpose Of School Slogan***

The purpose of an school slogan is

1. To provide a statement designed to resonate in the minds of the teachers, students and citizens that observe them.

An educational slogan provides a representation of the values and beliefs that drive daily school functions and special activities. Educational slogans are also a simple way to advertise the purpose and mission statement of a school or college

2. To encourage students to try their best, get along with others

### **Speech Act**

The theory of speech acts were introduced by the professor of Harvard University (1956), J. L. Austin, then those theories were booked by J. O. Urmson (1962) entitled *How To Do Thing With Word*. In 1969, Austin's student, John Searle wrote the book entitled *Speech Act: an Essay in the Philosophy of Language*.

#### ***According to John Austin***

The philosophers and the traditional linguists argued that language is only as an activity of saying something. On the other hand, language is a tool of telling information. After Austin introduced his speech act's theory, he divided it into two parts (statements). For instance, someone tells that:

- a. National Monument is 125 meters
- b. I name this ship the *Queen Elizabeth*

The (a) statement implies that someone says something. It is called *constative utterance or statement* because it is only telling about something which truth/falsity can be judged

While the (b) statement implies that someone says and does something. It is called *performative utterance or statement* because it is not only telling but doing something also and which do not contain truth/falsity.

*So, speech act is utterance of someone psychologically and can be seen from utterance meaning of that utterance. That speech act will form a speech event. Then, speech act and speech event become two symptoms that are on one process, communication process.*

Austin (1962) divided *performative utterance (statement)* in three different act:

- a. Locutionary acts

It is the production of sounds and words with meaning. On the other hand, it is the act of saying something. For example: Donald Trump is President of USA

b. Illocutionary acts

It is the issuing of an utterance with conventional communicative force achieved “in saying”. On the other hand, it is the act of doing something. For example: The ground is slippery. It means that we warn someone to be careful. According to Gunawan (1994), verbs that represent illocutionary act are report, warn, announce, ask, suggest.

c. Perlocutionary acts

It is the actual effect achieved “by saying”. On the other hand, it is the act of effective someone. For example: feed the cat when I’m gone. It means we persuade someone to feed the cat. According to Gunawan (1994), verbs that represent perlocutionary act are persuade, convince, scare, insult.

### ***According to John Searle***

Searle’s *Speech Acts* (1969) builds upon Austin’s work to propose a systematic framework by which to incorporate speech acts into linguistic theory. Searle (1969: 21) proposes that “the speech act is the basic unit of communication”. Speech act rules are part of linguistic competence: language can be used for speech acts because people share rules that create the acts that say what is meant.

Searle classifies different kinds of conditions (rules) according to what aspects of text and context is focused upon in the condition of rule; the different conditions also overlap with the different components of a speech act.

Searle develops and extends the speech act theory that Austin introduced. Searle focuses on the *illocutionary acts* performed by the speaker. He divided speech acts in five classes:

1. Representative (assertive) is speech acts that commit a speaker to the truth of the expressed proposition. On the other hand, it is speech acts that bound a speaker to the truth. For example: saying, reporting and mentioning
2. Directive is speech acts that are to cause the hearer to take a particular action. For example: begging, suggesting, requesting and challenging
3. Commissives is speech acts that commit a speaker to some future action. For example: promising and threatening
4. Expressive is speech acts that express the speaker’s attitudes and emotions towards the proposition. For example: congratulations, excuses and thanks
5. Declaration is speech acts that change the reality in accord with the proposition of the declaration. On the other hand, it is speech act that done by a speaker to create a new thing. For example: baptisms, pronouncing someone guilty or pronouncing someone husband and wife

## **Research Methodology**

### ***Research Method***

The researcher uses descriptive qualitative method which describes speech act meaning and analysis of fifteen slogans, consist of five slogans in Indonesian language and ten slogans in English language

### ***Subject***

The subject of this research is fifteen slogans that got from SD Negeri 2 Ambon, SMP Negeri 3 Leihitu and SMP Santo Andreas Ambon. There are nine slogans from SD Negeri 2 Ambon, four slogans from SMP Negeri 3 Leihitu and two slogans from SMP Santo Andreas Ambon. Here are those slogans:

- a. SD Negeri 2 Ambon
  1. Keep the school clean
  2. You can be the best
  3. Don't forget! Do your homework
  4. Smile is the shortest distance between two people
  5. Stop! Let's smile first
  6. Keep your uniform clean
  7. Pick the rubbish surround you
  8. The man who says he never has time is the laziest
  9. *Yang bisa kita dapati dari kehidupan ini tergantung pada apa yang kita masukkan ke situ*
- b. SMP Negeri 3 Leihitu
  10. Beda pendapat adalah kawan berpikir
  11. Buku adalah guru yang tak pernah marah
  12. Kita bisa kalau kita berpikir bahwa kita bisa
  13. Kunci membuka jendela dunia adalah membaca
- c. SMP Santo Andreas Ambon
  14. We never dreamed about success but we work for it
  15. Education is the most powerful weapon we can use to change the world

### ***The Data Analysis***

The researcher uses the analysis data based on study of speech act uses in fifteen slogans.

## **Findings**

### ***Analyzing Slogan using Speech Act***

#### ***English Slogan***

- a. Keep the school clean  
This slogan is classified as directive meaning of speech act because the word "keep" refers to imperative word.
- b. You can be the best

- This slogan is classified as commissive meaning of speech act because the positive act in responding this slogan can cause positive result in the future
- c. Don't forget! Do your homework  
This slogan is classified as directive meaning of speech act because the word "do" refers to imperative word and the phrase "don't forget!" refers to imperative phrase.
  - d. Smile is the shortest distance between two people  
This slogan is classified as representative meaning of speech act because it states the truth that smiles can make people closer than before.
  - e. Stop! Let's smile first  
This slogan is classified as directive meaning of speech act because the words "stop" and "let's" refer to imperative words.
  - f. Keep your uniform clean  
This slogan is classified as directive meaning of speech act because the word "keep" refers to imperative word.
  - g. Pick the rubbish surround you  
This slogan is classified as directive meaning of speech act because the word "pick" refers to imperative word.
  - h. The man who says he never has time is the laziest  
This slogan is classified as expressive meaning of speech act because express the speaker's feeling toward the man who has never time. The feeling is angry.
  - i. We never dreamed about success but we work for it  
This slogan is classified as declarative meaning of speech act because it declares that they prefer to get the success than just dream.
  - j. Education is the most powerful weapon we can use to change the world  
This slogan is classified as representative meaning of speech act because it states the truth that we can conquer the world by learning or by being educated.

### ***Indonesian Slogan***

- k. Beda pendapat adalah kawan berpikir  
This slogan is classified as representative meaning of speech act because it states the truth that when arguing with someone, we are not maintaining our arguments only, but we are considering to other's opinion also.
- l. Buku adalah guru yang tak pernah marah  
This slogan is classified as expressive meaning of speech act because express the feeling of book as a teacher
- m. Kita bisa kalau kita berpikir bahwa kita bisa  
This slogan is classified as declarative meaning of speech act because it declares that we always can do anything if we believe.
- n. Kunci membuka jendela dunia adalah membaca  
This slogan is classified as representative meaning of speech act because it states the truth that we will know everything if we always read book knowledge

- o. Yang bisa kita dapati dari kehidupan ini tergantung pada apa yang kita masukkan ke situ

This slogan is classified as commissive meaning of speech act because the positive act in responding this slogan can cause positive result in the future

## **Discussion**

### ***Representative***

There are four slogans that have representative meaning:

1. Education is the most powerful weapon we can use to change the world  
This slogan means that the best way for students to change or conquer the world is to be educated. The world here means ourselves or our environment.
2. Smile is the shortest distance between two people  
This slogan means friendship can begin with smile. On the other hand, it is important to show your smile than state your words, first.
3. Beda pendapat adalah kawan berpikir  
This slogan means when we argue with someone, it is not only about how we maintain our opinion, but also how we consider other's opinion.
4. Kunci membuka jendela dunia adalah membaca  
This slogan means by reading, we know everything that happened in this whole world without going anywhere. By reading also, we explore our knowledge about something that makes us curious. We master our subject by reading, too.

### ***Directive***

There are five slogans that have directive meaning:

1. Keep the school clean!  
This slogan asks students and teachers to throw rubbish in the bin, so that the school keeps clean.
2. Don't forget! Do your homework!  
This slogan asks students to do their homework always.
3. Stop! Let's smile, first!  
This slogan asks students to be always smile
4. Keep your uniform clean!  
This slogan asks students to not play dirty things
5. Pick the rubbish surround you!  
This slogan asks students to keep the environment clean, to use rubbish bin in order to throw the rubbish

### ***Commissive***

There are two slogans that have commissive meaning:

1. You can be the best!  
This slogan sure that students always can be the best, can be number one in getting their education

2. Yang kita bisa dapati dari kehidupan ini, tergantung pada apa yang kita masukkan ke situ!  
This slogan sure that what we give is what we have

### ***Expressive***

There are two slogans that have expressive meaning:

1. Buku adalah guru yang tak pernah marah  
This slogan implies that teachers are usually angry when they teach us. They are angry because whether we do not understand or we do not pay attention. Book is also teacher because provide us many information so that we know and master our subject. But, if we do not understand or do not care of book, it is not angry at us.
2. The man who says never has time is the laziest  
This slogan implies that the lazy man do nothing. It express the writer slogan's feeling towards the lazy man. He is angry at the man who says that never has time, so he calls him as laziest.

### ***Declarative (Declaration)***

There are two slogans that have declarative meaning:

1. Kita bisa kalau kita berpikir kita bisa!  
This slogan means we always can do anything since we believe we can
2. We never dreamed about success but we work for it  
This slogan means it is better to learn to be success than just dream

Based on findings and discussion, the researcher found that there are five kinds of speech act meaning shown in fifteen slogans. There are four slogans in representative meanings, five slogans in directive meanings, two slogans in commisive meanings, two slogans in expressive meanings and two slogans in declarative meanings. Then, both English and Indonesian slogan can be classified in all meaning of speech act. Besides, most of school slogan is using directive and representative meaning of speech act.

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