

ABSTRACT

Ismail Ibrahim (2012): “The Analysis On Aspects Of Meaning In Unicef Campaign”. English department, Faculty of Letter and Culture, Gorontalo State University. First advisor Prof. Dr. Hasanudin Fatsah, M.Hum and second advisor Arzal Ismail S.Pd, M.App. Ling.

This study aims to find out the aspect of meaning in Unicef Campaign. The sources of the data in this study are utterances that found in Unicef Campaign. The method of this research is qualitative method. The data of this research were collected from the utterances in Unicef Campaign. There were two phases have been used to collect the data. There were watching the videos and taking note. While taking note, the researcher did identify the utterances. Moreover, transcription was used to help the researcher to suitable the real utterances with the researcher’s listening. In addition, the utterances that found were analyzed by using the aspects of meaning.

The result of this study could be concluded that in UNICEF campaign had been found twenty utterances that related the aspect of meaning. Theme consist two themes such as social and healthy. There are 20 of feeling, 20 of tone, and 20 intentions.

Keywords: Semantics, The aspect of meaning, UNICEF campaign