

ANALYSIS OF THE ENGLISH-LANGUAGES LOGANS USED BY HIGHER EDUCATION INSTITUTIONS IN WEST JAVA

Krisna Yudha Bakhti¹, Sri Nur Yuliyawati²

¹English Department, ²Service Unit for General Courses
Politeknik Negeri Bandung

Jl. Gegerkalong Hilir Ds. Ciwaruga Bandung, Postcode 40012, Indonesia
e-mail: krisna.yudha@polban.ac.id, and snyuliyawati@gmail.com

Abstract: *This study analyzes the English-language slogan used by higher education institutions in West Java. The purpose of this study is to describe the linguistic patterns and to describe the substance contained in the slogans. This research used descriptive method in analyzing data since it was aimed to get a picture of the use of slogans in higher education institutions. The data were 63 English-language slogans of higher education institutions in West Java with the official web pages and electronic brochures on the Internet as data resources. This study shows that the English-language slogans used by higher education institutions in West Java consist of phrases and sentences. These phrases are noun phrase (41 or 64% slogans), gerund phrase (6 or 9.2 % slogans), verb phrase (4 or 6.3% slogans), prepositional phrase (3 or 4.7% slogans), and infinitive phrase (1 or 1.5% slogan). Meanwhile, the types of the sentence are declarative sentence (8 or 12.5 % slogans) and imperative sentences (1 or 1.5% slogans). This study also shows that there are 13 slogans (20.9%) which contain goal, 49 (77.8%) slogans which contain ideology, and 1 (1.6%) slogan which contains both goal and ideology.*

Keywords: *English-language slogan, phrases, sentences, slogan substance*

INTRODUCTION

English has started to occupy an important role and has been widely used by the community in various ways. This condition is in accordance with the facts stated by Hendrastuti (2015) that the use of English in public spaces are found mainly in the naming of buildings, roads, housings, trademarks, institutions, public signs,

public facilities, banners, and advertisements. In line with Hendrastuti, Panggabean (2016) also states that English has been used intensively at the level of science, economics, politics, technology, and culture.

The use of English also has been seen in education. Some secondary schools have started to use

English as a medium of instruction in their teaching and learning activities, including the reference books that they use in those processes. In addition, English language skills have become a requirement for a person to graduate and/or to continue education to a higher level such as undergraduate degree and post-graduate degree (Panggabean, 2016). Based on the study conducted by the writers, "Pemartabatan Bahasa Indonesia pada Slogan Berbahasa Asing Perguruan Tinggi di Wilayah Jawa Barat", it is revealed that the use of English has also begun to be applied in the slogans of higher education institutions. From 153 state and private higher education institutions in West Java, 81 of them have Indonesian-language slogans, 67 institution have foreign-language slogans (63 of which have English-language slogans), and other 5 institutions have local-language slogans (Yuliawati, 2017).

Seeing the condition that there are 63 English language slogans used by higher education institutions in West Java, the writers conducted a research entitled "Analysis of the English-Language Slogans Used by Higher Education Institutions in West

Java". This research is aimed to (1) analyze and describe the linguistic patterns contained in the English-language slogans used by the higher education institutions in West Java, and (2) to describe the substance of those slogans.

REVIEW OF RELATED LITERATURE

Definition of Slogans

In Oxford Dictionary (2015), a slogan is a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people's attention or to suggest an idea quickly. Meanwhile, in *Kamus Besar Bahasa Indonesia* (KBBI), a slogan is 1) a short or striking and very memorable and catchy phrase or sentence to tell something, 2) an interesting, striking, and memorable short phrase or sentence to explain the purpose or ideology of a group, organization, political party, and so on. Along with KBBI, Alwi (2003) defines a slogan as a form of information delivery and is usually written in short sentences that are interesting, concise, memorable, and persuasive and aims to affirm an idea, purpose, principle, and ideology of an

organization. Thus, the slogan is a simple but meaningful phrase that can be used by a company or institution to introduce a product or service. It is also used to explain a certain organization's idea, purpose and/or ideology such as in a company, an institution, or a political party.

Purposes and Content of Slogans

A slogan has general and particular purposes (Fortune, 2016). Its general purpose is to convey information that must be formulated in short meaningful sentences so that it is easily understood by people. Meanwhile, in a particular way, slogan has a strategic function that aims to influence people's perception so as to make them believe that the product informed through the slogan is the one they are looking for.

English slogans in higher education can be used as one of the ways to attract attention and become the key success in delivering their goals and introducing them to the societies (Samosir: 2016). Slogan also aims to socialize the goal(s) and/or ideology which underlies the idea of academic development and/or service of higher education (Yuliawati: 2017).

The goal is something to be achieved while ideology is 1) the idea underlying a system, or 2) guidelines that run by a particular group/organization to influence one's behavior. In addition, the English-language slogan is an innovation conducted by higher education institution managements to introduce and promote their institution to the international level as well as an effort to face competition in the era of globalization, especially in the field of education.

In order to achieve those goals and the purposes, the language used in a slogan must be simple, short, and lack of complex grammatical structure so that it is easily understood by all who read it (Pilatova, 2015). Karsita and Apriana (2012) add that the language of slogan should be able to reinforce the slogan's own goal, which is to convey information, to influence, to motivate and to appeal others. Therefore, each slogan has a language pattern consisting of some memorable words to convey the message so that it will be easily remembered by the societies and those who are targeted by the slogan.

According to Yuliawati (2017), a slogan must meet two elements of substance and language. In terms of the substance, higher education institutions slogans should describe the academic development design and the programs run by the university (vision and mission), contain the goals and ideology, reflect the commitment of the institution management, and consider the policy of the Ministry of Education and Culture on 18 Values in Character Education (Muzaki in Yuliawati, 2017). Meanwhile, from the language element, the slogan should be short, easy to understand, and easy to remember.

METHODOLOGY OF STUDY

This study analyzes the English-language slogans used by higher education institutions in West Java. It used the descriptive method as a way of analyzing the data. The descriptive method is a method used to describe the state, status, behavior, or character of a subject or phenomenon (Arikunto, 1998). The data in this study were 63 English-language slogans used by higher education institutions in West Java and they

were obtained from their official webpages and electronic brochures on the Internet. The reason for selecting them as the resource of data was because both data resources were considered more efficient and reliable.

In order to get reliable and relevant data to the purpose of the study, a literature study was conducted to obtain the information about slogans, theories, as well as previous studies on slogans and linguistic analysis.

The study was conducted in three stages; the preparation stage, the implementation stage, and the reporting stage. At the preparation stage, a literature study was conducted to obtain complete and accurate information on linguistic pattern analysis and slogan. The literatures used were the journals and other types of publications related to the study. The next step in this stage was creating the research instruments in the form of a checklist which contain information about the names of institutions, the language used in the slogan, and the aspects of the linguistic studied. The list of higher education institutions in West Java was obtained from Kemenristekdikti

web page. Then, the slogans of each institution were collected from the official webpages and electronic brochures from the Internet. After the slogans were collected, then data reduction was conducted by grouping them based on the language used in the slogan and then making the data tabulation. The next stage was analyzing the English slogans based on the objectives of the study. At this stage, qualitative data were presented by words or classified by category to obtain conclusions. Meanwhile, the data in the form of numbers were calculated to get a percentage. In the last stage, the result of the study was reported in order to provide information for other researchers as well as to get suggestions for the following research on the English-language slogans.

RESULT AND DISCUSSION

Linguistic Pattern Analysis

The analysis of linguistic patterns was viewed from syntax. There are five types of phrases and two types of sentences found in the slogans used by higher education institutions in West Java. The five phrases are noun phrases, gerund

phrases, verbal phrases, prepositional phrases, and infinitive phrases whereas the types of sentences found are declarative and imperative sentences.

Table 1. Types of Phrases and Sentences found in the Slogan

No.	Phrase/sentence	Total	Percentage
1.	Noun Phrase	41	64 %
2.	Gerund Phrase	6	9,2 %
3.	Verbal Phrase	4	6,3 %
4.	Prepositional phrase	3	4,7 %
5.	Infinitive phrase	1	1,5 %
6.	Declarative sentence	8	12,5 %
7.	Imperative sentence	1	1,5 %
total		64	100 %

From the table above, it is found that there are 64 phrases and sentences in the higher education institutions' slogans but the number of slogans used as the data is only 63. This is because one slogan (Akademi Manajemen Informatika dan Computer Garut or AMIK Garut) contains both phrase and sentence. The slogan is "The Smart Campus. Information Technology Based Computer has been shared ". The slogan is a combination of a noun phrase " The Smart Campus" and a declarative sentence "We Shared Information Technology Based Computer".

1. Noun Phrase

Noun phrase found in 41 higher education institutions slogans is complex noun phrase. A complex noun phrase is a phrase that has a noun as its head and some additional elements such as pre-modification (determiner, numerative, epithet, classifier) and post-modification (qualifier).

Table 2 List of Slogans in the Form of Noun Phrase

No	Higher Education Institutions	Slogans
1	AkademiKeperawatan Bhakti HusadaCikarang	Your Choice, Your Future
2	AkademiManajemenInformatika Dan KomputerGarut	The Smart Campus. We shared Information Technology Based Computer
3	AkademiManajemenInformatika Dan Komputer Hass	The Real Computer Academy
4	AkademiPariwisata Nusantara Tangerang	The Best Solution in Your Future
5	InstitutManajemenKoperasi Indonesia	The Right Business School in Indonesia
6	InstitutSains Bandung	Eco-Industry Oriented University
7	InstitutTeknologi HarapanBangsa	School of Telematics
8	PoliteknikPajajaranInsanCintaBangsa Bandung	A Campus with Style
9	PoliteknikPraktisi Bandung	Our Key Drivers to Become a Great Institution of Higher Education

10	Sekolah Tinggi Ilmu Bahasa AsingInvada	High Quality and Digital Campus. Ayo Kuliah di STIBA Invada!!!
11	Sekolah Tinggi IlmuEkonomiMuliaPratama	The Spirit of Education
12	Sekolah Tinggi IlmuKomunikasi Bandung	Your Partner to Global Competition
13	Sekolah Tinggi SeniMusik Bandung	Home of Professional Musicians
14	Sekolah Tinggi Teknologi Bandung	Your Partner to Global Competition
15	Sekolah Tinggi TeknologiGarut	The Spirit of Technology
16	Sekolah Tinggi Teknologi Mandala	High Technology Campus Since 1972
17	STKIES FaathirHusada	Education for a Better Life
18	STKIP Siliwangi	Innovative Campus
19	STMIK Amik Bandung	Smart Learning Campus
20	STMIK Bandung	Knowledge and Entrepreneurship University
21	STMIK Bani Saleh	Islamic Campus of Software Development Networking
22	STMIK DCI	Informatics and Computer School
23	STMIK Likmi	School of ITpreneurship
24	STMIK Mercusuar	Informatics School of All
25	Universitas 17 Agustus 1945 Cirebon	Entrepreneurship University
26	Universitas Advent Indonesia	Quality Christian Education
27	Universitas Al-Ghifari	Smart Way to Reach the Future
28	UniversitasMuhammadiyah Bandung	Islamic Technopreneur University
29	UniversitasSubang	School of Empowering People
30	UniversitasWidyatama	Friendly Campus for Future Business Professional

31	PoliteknikNegeri Subang	Future in Your Hand
32	UniversitasPendidikan Indonesia	A leading and Outstanding University
33	Politeknik STT Bandung	The Real University in Textile Technology in Indonesia
34	UniversitasNahdlatulUlama Cirebon	Centre of Excellent Education
35	Universitas Pembangunan Jaya Tangerang	Integrity, Professionalism, Entrepreneurship
36	UniversitasPramit a Indonesia	Education with added value For much better Future
37	STKIP Muhammadiyah Kuningan	Two Real Steps to KuninganMuhammadiyah Univ.
38	STKIP Pangeran Dharma KusumaSegeranJuntinyuat	Centre of Education
39	AkademiTeknik MesinIndustriCikarang	Center of Mechatronics education
40	AMIK Citra Buana Indonesia	The Best Solution to Your Career
41	AMIK PakartiLuhur	Academy of Information Technology.

From the table above, it is known that there are 14 slogans composed of head and pre-modification, 11 slogans composed of head and post-modification, 15 slogans composed of pre and post-modification, and 1 slogan composed of three nouns; Integrity, Professionalism, Entrepreneurship (Universitas Pembangunan Jaya Tangerang).

There are 14 slogans composed of head and premodification. Pre-modification can be a determiner and also an adjective (epithet and classifier). Determiners contained in the above slogan of the article "the", "a" and pronoun "your" are as in the following examples:

- a. **The** Real Computer Academy (AkademiManajemenInformatikadanKomputer Hass)
- b. **A** Leading and Outstanding University (UniversitasPendidikan Indonesia)
- c. **Your** Choice, **Your** Future (AkademiKeperawatan Bhakti HusadaCikarang)

Meanwhile, the pre-modifications found in the above slogan are epithet and classifier as seen in the following examples:

- a. **Innovative** Campus (STKIP Siliwangi), innovative is an epithet.
- b. **Islamic Technopreneur** University (University of Muhammadiyah Bandung), Islamic is an epithet and technopreneur is a classifier.
- c. **Informatics and Computer** School (STMIK DCI), informatics and computer are a classifier.

d. **Entrepreneurship** University (Univ. August 17, 1945 Cirebon), entrepreneurship is a classifier.

There are 11 slogans composed of head and postmodifier. The post modifier used in the slogans is a preposition phrase as shown in the examples below:

- a. School **of Telematics** (Institut Teknologi Harapan Bangsa).
- b. School **of IT preneurship** (STMIK Likmi)
- c. Home **of Professional Musician** (Sekolah Tinggi Seni Musik Bandung)
- d. Future **in Your Hand** (Politeknik Negeri Subang)
- e. Centre **of Education** (STKIP Pangeran Dharma Kusuma Segeran Jantinyuat)

In addition to those two structures, there are also some slogans composed of head and a combination of pre-modification and post-modification as in the examples below:

- a. **Friendly Campus for Future Business Professional** (Universitas Widyatama)
- b. **Two Real Steps to Kuningan Muhammadiyah University** (STKIP Muhammadiyah Kuningan)

c. **Your Partner to Global Competition** (STIKOM Bandung)

d. **The Right Business School in Indonesia** (Institut Manajemen Koperasi Indonesia)

e. **A Campus with Style** (Politeknik Pajajaran Insan Cinta Bangsa Bandung)

2. Gerund Phrase

Gerund phrase is a phrase which begins with a gerund (a verb form ends in -ing). There are six gerund phrases found in the English language higher education institutions slogans. These phrases can be seen in the following table.

Table 3 List of Slogans in the Form of Gerund Phrase

No	Higher Education Institutions	Slogans
1	Politeknik Meta IndustriCikarang	Enabling you to Industry
2	Sekolah Tinggi IlmuKesehatanHolistik	Leading in Holistic Health Science
3	InstitutPertanian Bogor	Searching and Serving the Best
4	PoliteknikNegeri Bandung	Assuring your Future
5	IAIN SyekhNurjati	Inspiring For Excellences
6	Universitas Telkom	Creating the Future

From the six gerund phrases above, it is known that the slogan in the form of a gerund phrase is modified by a prepositional phrase and

noun phrase. "Leading in Holistic Health Science" is a slogan in the form of a gerund phrase with the word "Leading" as head and modified with the prepositional phrase "in Holistic Health Science". While Universitas Telkom's slogan "Creating the Future" is in gerund phrase structure with the head of "Creating" and modified with the noun phrase "the Future".

3. Verbal Phrase

Verbal phrase consists of at least one verb and modifiers such as nouns, adjectives, adverbs, and prepositions. There are only 4 slogans written in verbal phrase with adjectives, nouns, adverbs, noun phrases, and prepositional phrases as its modifier.

Table 4 List of Slogans in the Form of Verb Phrase

No	Higher Education Institutions	Slogans
1	Politeknik Pos Indonesia	Go Global with Us
2	STBA Yapari ABA Bandung	Promote better Understanding through Tourism and Foreign Language
3	Sekolah Tinggi Ilmu Komputer Poltek Cirebon	Be A Master Computer!
4	Universitas Nasional Pasim	Get Inspiration, Do with Motivation, Create Successfully

The slogan "Be A Master Computer" consists of verb

"Be" as head and the phrase is composed with the noun phrase "A Master Computer". The slogan of Universitas Nasional Pasim consists of three verbal phrases, they are "Get Inspiration", "Do with Motivation", and "Create Successfully". The first phrase "Get Inspiration" is structured from "Get" as the head and noun "Inspiration" as its modifier. The second phrase has "Do" as the head and preposition phrase "with Motivation" as its modifier. While the third phrase has the word "Create" as head and adverb "Successfully" as a modifier.

4. Prepositional Phrase

Prepositional phrase is a phrase consisting of a preposition and a noun or noun phrase. There are three slogans found in this study in the form of prepositional phrase. They can be seen in the following table.

Table 5 List of Slogans in the Form of Prepositional Phrase

No	Higher Education Institutions	Slogans
1	Sekolah Tinggi Ilmu Ekonomi Sutaatmadja	For Better and Brighter Future
2	STMIK Sumedang	For a Better Future
3	Universitas Ibnu Khaldun	Toward Leading Islamic University

The table shows that prepositional phrase contained in the slogans consists of a preposition and a noun phrase. For example, Sekolah Tinggi Ilmu Ekonomi Sutaatmadja's slogan "For Better and Brighter Future" consists of a preposition "for" with the noun phrase "Better and Brighter Future". The STMIK Sumedang's slogan "For a Better Future" is composed of a preposition "For" and "A Better Future". Similar to the previous slogans, Universitas Ibnu Khaldun's slogan is composed of the preposition "Toward" and modified with the noun phrase "Leading Islamic University".

5. Infinitive Phrase

The infinitive phrase begins with an infinitive (to + basic verb / bare infinitive) and modifier. In this research,

Universitas Padjadjaran's slogan is written in an infinitive phrase "To be Recognized as World Class University". In this slogan, the infinitive phrase (To be Recognized) is modified by a preposition phrase (as World Class University).

6. Declarative Sentence

A declarative sentence is a sentence that is structurally composed of subject and predicate. In this study, there are seven slogans written in declarative sentences.

Table 6 List of Slogans in the Form of Declarative Sentence

No	Nama Perguruan Tinggi	Slogan
1	Sekolah Tinggi Sains dan Teknologi Indonesia	Your Success Begins Here
2	STKIP Sebelas April	Teaching is the greatest Human Task
3	Universitas Komputer Indonesia	Quality is Our Tradition
4	Universitas Sangga Buana	Dreams Come True
5	Akademi Sekretari Manajemen Taruna Bakti	We Create Professional Secretaries
6	AMIK Garut	The Smart Campus. We Shared Information Technology Based Computer
7	Universitas Presiden	Where Tomorrow's Leaders Come Together

The table shows that the slogans written in declarative sentences consists of subjects in the form of nouns (Quality, Dreams), pronouns (We), gerund (Teaching), and noun phrases (Your Success, Tomorrow's Leaders) and predicate in the form of

infinitive (Begins, Come, Share, and Create) and auxiliary verbs (is).

7. Imperative sentence

An imperative sentence is a sentence that is arranged without the need to write the subject of the sentence. Although there is no subject, the intended subject is the recipient of the message/sentence. It is the second person pronoun "you" either singular or plural. In this study, Slogan of PoliteknikSukabumiis written in imperative sentence; "Join Us ... Let's Link to the Future". In this slogan, there are two imperative sentences that are "Join Us" and "Let's Link to the Future".

The sentence "Join us" is an imperative sentence composed of the subject (unwritten) and the predicate of a basic verb. Although the subject is not written it is clear that the intended subject is the recipient of the sentence "you". In contrast, the phrase "Let's Link to the Future" is in the form of a particle imperative arranged with the abbreviation of "let us" where the word "us" serves as the object of the verb let. In this case the subject "you" can not be understood as the recipient of the message as in "Join us".

Therefore, in the particle imperative sentence, it is clear that the subject is "us" or the plural first person pronoun.

The substance of English-language Slogan Used by Higher Education Institutions in West Java

As explained in the previous part, higher education institutions slogan must contain the substance that implies the design of its academic development, in line with the programs run by the institutions, contains the institution's goal and ideology, and also reflects the commitment of the institutions management. Here is a table that shows the substance of each slogan.

Table 7 The Substance of English-language Slogans used by Higher Education Institutions in West Java

No	Higher Education Institutions	Slogan	Substance of the slogan
1	Akademi Keperawatan Bhakti Husada Cikarang	Your Choice, Your Future	Ideology
2	Akademi Manajemen Informatika Dan Komputer Garut	The Smart Campus. We shared Information Technology	Ideology and goal

		gy Based Compute r	
3	Akademi Manajemen Informatika Dan Komputer Hass	The Real Compute r Academy	Ideology
4	Akademi Pariwisata Nusantara Tangerang	The Best Solution in Your Future	Ideology
5	Akademi Sekretaris ManajemenTaru naBakti	We Create Professio nal Secretari es	Goal
6	Akademi Teknik Mesin Industri Cikarang	Center of Mechatro nics educatio n	Ideology
7	AMIK Citra Buana Indonesia	The Best Solution to Your Career	Ideology
8	AMIK Pakarti Luhur	Academy of Informati on Technolo gy.	Ideology
9	IAIN Syekh Nurjati	Inspiring For Excellen ce	Ideology
10	Institut Manajemen Koperasi Indonesia	The Right Business School in Indonesi a	Ideology
11	Institut Pertanian Bogor	Searchin g and Serving The Best	Ideology
12	Institut Sains Bandung	Eco- Industry Oriented Universit y	Ideology
13	Institut Teknologi Harapan Bangsa	School of Telemati cs	Ideology
14	Politeknik Meta Industri Cikarang	Enabling you to Industry	Goal

15	Politeknik Negeri Bandung	Assuring Your Future	Goal
16	Politeknik Negeri Subang	Future in Your Hand	Ideology
17	Politeknik Pajajaran Insan CintaBangsa Bandung	A Campus with Style	Ideology
18	Politeknik Pos Indonesia	Go Global with Us	Goal
19	Politeknik Praktisi Bandung	Our Key Drivers to Become a Great Institutio n of Higher Educatio n	Ideology
20	Politeknik STT Bandung	the Real Universit y in Textile Technolo gy in Indonesi a	Ideology
21	Politeknik Sukabumi	Join Us . . . Let's Link to the Future	Goal
22	Sekolah Tinggi Bahasa Asing Yapari ABA	Promote Better Understa nding through Tourism and Foreign Languag es	Goal
23	Sekolah Tinggi Ilmu Bahasa Asing Invada	High Quality and Digital Campus. Ayo Kuliah di STIBA Invada!!!	Ideology
24	Sekolah Tinggi Ilmu Ekonomi	A Good Reputati	Ideology

	Binaniaga	on is One's Greatest Assets	
25	Sekolah Tinggi Ilmu Ekonomi Mulia Pratama	The Spirit of Education	Ideology
26	Sekolah Tinggi Ilmu Ekonomi Sutaatmadja	For Better and Brighter Future	Ideology
27	Sekolah Tinggi Ilmu Kesehatan Holistik	Leading in Holistic Health Science	Ideology
28	Sekolah Tinggi Ilmu Komputer Poltek Cirebon	Be A Master Computer!	Goal
29	Sekolah Tinggi Ilmu Komunikasi Bandung	Your Partner to Global Competition	Ideology
30	Sekolah Tinggi Sains dan Teknologi Indonesia	Your Success Begins Here	Ideology
31	Sekolah Tinggi Seni Musik Bandung	Home of Professional Musicians	Ideology
32	Sekolah Tinggi Teknologi Bandung	Your Partner to Global Competition	Ideology
33	Sekolah Tinggi Teknologi Garut	The Spirit of Technology	Ideology
34	Sekolah Tinggi Teknologi Mandala	High Technology Campus Since 1972	Ideology
35	STKIES Faathir Husada	Education for a Better Life	Ideology
36	STKIP Muhammadiyah	Two Real	Goal

	Kuningan	Steps to Kuningan Muhammadiyah Univ.	
37	STKIP Pangeran Dharma Kusuma Segeran Juntinyuat	Centre of Education	Ideology
38	STKIP Sebelas April	Teaching is the greatest human task	Ideology
39	STKIP Siliwangi	Innovative Campus	Ideology
40	STMIK Amik Bandung	Smart Learning Campus	Ideology
41	STMIK Bandung	Knowledge and Entrepreneurship University	Ideology
42	STMIK Bani Saleh	Islamic Campus of Software Development Networking	Ideology
43	STMIK DCI	Informatics and Computer School	Ideology
44	STMIK Likmi	School of ITpreneurship	Ideology
45	STMIK Mercusuar	Informatics School of All	Ideology
46	STMIK Sumedang	For a Better Future	Goal
47	Universitas 17 Agustus 1945 Cirebon	Entrepreneurship University	Ideology
48	Universitas Advent Indonesia	Quality Christian Education	Ideology

49	Universitas Al-Ghifari	Smart Way to Reach the Future	Goal
50	Universitas Ibn Khaldun	Toward Leading Islamic University	Goal
51	Universitas Komputer Indonesia	Quality is Our Tradition	Ideology
52	Universitas Muhammadiyah Bandung	Islamic Technopreneur University	Ideology
53	Universitas Nahdlatul Ulama Cirebon	Centre of Excellent Education	Ideology
54	Universitas Nasional Pasim	Get Inspiration, Do with Motivation, Create Successfully	Ideology
55	Universitas Padjadjaran	To be Recognized as World Class University	Goal
56	Universitas Pembangunan Jaya Tangerang	Integrity, Professionalism, Entrepreneurship	Ideology
57	Universitas Pendidikan Indonesia	A leading and Outstanding University	Ideology
58	Universitas Pramita Indonesia	Education with added value For much better Future	Ideology

59	Universitas Presiden	Where Tomorrow's Leaders Come Together	Ideology
60	Universitas Sangga Buana	Dreams Come True	Ideology
61	Universitas Subang	School of Empowering People	Ideology
62	Universitas Telkom	Creating The Future	Goal
63	Universitas Widyatama	Friendly Campus for Future Business Professional	Ideology

From the table above, it is found that higher education institutions slogans which contain goal are 13 slogans (13.6%), the slogans which contain ideology are 49 slogans (77.8%), and the slogan which contain both goal and ideology is 1 slogan (1.6%).

One of the substances contained in the slogan is the goal to be achieved. The first example, Akademi Sekretaris Manajemen Taruna Bakti (ASMTB) has "We Create Professional Secretaries". Through the slogan, ASMTB wants to attract the attention of prospective students especially who want to be a secretary by conveying the goal to be

achieved i.e. to create a secretary with high professional ability and skills and good personality such as honest, wise, hard-working, responsible, loyal, creative, diligent, disciplined, and always eager to develop themselves (<http://asmtb.ac.id/index.php/about-asmtb/lambang-dan-logo#>: 2017).

Politeknik Negeri Bandung, with “Assuring Your Future”, has a Quality Assurance Unit which focuses on handling industrial relations, alumni, and Job Placement and Assessment Center known as JPAC (Yuliawati and Bakhti: 2017). Through JPAC, Politeknik Negeri Bandung prepares and develops professional and qualified human resources with supporting career knowledge so that they are able to be a part of both local and global workforces. In order to reach its goal, JPAC provides career coaching and guiding clinic to the students which focuses on how the students have good understanding of career awareness and career planning from an early age.

Sekolah Tinggi Bahasa Asing (STBA) Yapari Bandung has "Promote Better Understanding through Tourism and Foreign

Languages". Through the slogan, STBA Yapari Bandung wants to increase the understanding/competence of human resources in the field of foreign languages oriented to culture and tourism. To achieve this goal, STBA Yapari Bandung organizes education and research on foreign languages oriented to culture and tourism, office management, and industry in order to create competent and quality human resources, and promote cooperation and friendship among nations.

Another substance of slogan is ideology. According to KBBI online (2017), an ideology is a group of systematic concepts that are used as the basis of opinions (events) that provide direction and purpose for survival. There are 49 Higher Education Institutions slogans in this study containing ideology. One of them is University Komputer Indonesia (UNIKOM) with "Quality is Our Tradition". Through the slogan, UNIKOM shows public that in carrying out activities, especially in terms of academic services, UNIKOM always applies good quality academic services. This is in accordance with UNIKOM's mission of organizing

modern higher education based on UNIKOM's organizational culture. The culture is known as PIQIE - Professionalism, Integrity, Quality, Information Technology, and Excellence.

From the mission and culture, it appears that the slogan becomes the basis or guideline in running every activity so that it can make UNIKOM as one of the Higher Education Institutions that have a good reputation, have the number of students who always increase every year, and win various international competitions such as 1st place champion in competition international GMASA 2017, 1st World Citizenship and Innovation Imagine Cup 2015 champion and world champion multimedia animation champion in Taiwan 2017 (<https://www.unikom.ac.id/prestasi>: 2017).

CONCLUSION

This study analyzes the English-language slogan used by higher education institutions in West Java. The purpose of this study is to describe the linguistic patterns and to

describe the substance contained in the slogans. Based on the analysis of linguistic patterns of the English-language slogan used by Higher Education Institutions in West Java it was found that there are five types of phrases and two types of sentences used in the slogans; the phrases are noun phrase (41 slogans - 64%), gerund phrase (6 slogans - 9.2%), verbal phrase (4 slogans - 6.3%), prepositional phrase (3 slogans - 4.7%), and infinitive phrase (1 slogan - 1.5%). Meanwhile the types of sentence are declarative sentence (8 sentences - 12.5%) and imperative sentences (1 slogan - 1.5%). It is also found that there are 13 slogans (13.6%) which contain the institutions' goal, 49 slogans (77.8%) which contain their ideology, and 1 slogan (1.6%) which contains both goal and ideology.

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