

## ABSTRAK

Ade Pratama Subiyanto. 2017. Slogan Electronic Retail Company On Online Advertising in Germany Reviewed from Theme and Content Argumentation. Essay, German Language Education Studies Program, Faculty of Language and Art, Universitas Negeri Jakarta.

This research aims to determine the type of themes and content arguments of the slogan electronic retail companies in Germany. The research method is qualitative research with literature study techniques and data from this research are the 15 slogan sentences from 15 different companies, that have been sent via email between March 2014 until September 2016.

The focus of this research is themes and content arguments of the slogan electronic retail companies in Germany. From the analysis, it is known that the slogan theme that emerged on the slogan electronic retail company in Germany are the slogans, which have a viewpoint to the company, and there are 12 slogans from that. Then the theme of the slogan, which have viewpoint to the consumer, and there are 3 slogans. On the other side, the slogan theme which have viewpoint to the product were not found in the slogan electronic retail company in Germany.

Then from the contents of the slogan have found 15 slogans, which based on argumentative elements can be analyzed using the slogan content strategy. Furthermore in this research have been found the slogans, which included into sub-category *Senderbezogene Argumente*, there are 12 slogans. Then the slogans, which included into sub-category *Empfängerbezogene Argumente*, there are 3 slogans. Lastly has not found any slogan, which belong to the sub-category *Produktbezogene Argumente*.

With this research are the readers in general expected to gain insight and more information about the slogan on advertising.

Keywords: Thema, Content Argumentation, Slogan, Advertising