

## **An Analysis of Language Style in The Political Presidential Campaign Slogans**

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### **Abstract**

In this research, the writer attempts to find out the language style in the presidential campaign slogans. The research used a descriptive qualitative method. The data source of this research are the presidential campaign slogans from American. The data collected by downloaded from the internet. The technique of analyzing data in this research is always related to the theory based on the Sociolinguistics Approach. This research used theories of types language style and function from Holmes. From this research, the writer found both of the types language style in the presidential campaign slogans, those are standard language and non standard language style where non standard language style is dominant in the presidential campaign slogans. Besides that, there are three functions used in the presidential campaign slogans that consists of expressive, directive, and referential, where referential and directive are most dominant function used in the slogans. It can be conclude that in the presidential campaign slogans often used non standard language style, referential, and directive functions to make public more interested to the political parties. The purpose of this research is giving information to the readers especially the students of English Department about types of language style and functions of using language style used in the presidential campaign slogans.

***Keywords: type of language style, function of language style, political slogans***