

FRENCH-LANGUAGE ENVIRONMENTAL HYGIENE SLOGAN : DISCOURSE AND SOCIOCULTURAL PRODUCTION ANALYSIS

by Prof. Dr. Roswita Lumbantobing, M.Hum., Dra. Norberta Nastiti Utami, M.Hum., Dra. Siti Perdi Rahayu, M.Hum., Drs. Rohali, M.Hum.

ABSTRACT

Abstract

Environmental hygiene problems are experienced by all countries including France. During the holidays, French people seem to forget things to maintain cleanliness. Indeed, while 92% regularly sort their trash daily, "only 86% do it at their vacation spot. According to Vinci, only 72% of them say they do it regularly on the road. According to the survey, plastic is the most common waste found along highways, followed by cardboard and metal. The study also revealed that "5% of French people questioned, i.e. more than two million people, admitted to having thrown away or lost masks on public highways".

This is what gave birth to a lot of discourse in the form of posters, banners, leaflets, to maintain cleanliness, throw garbage in its place, and prohibit littering displayed on the side of streets or public facilities. But the question is, what causes garbage to still be scattered on the road or fill rivers and rivers? What are the forms of variation in the discourse of calls and prohibitions on littering in the context of social composition? Is there a linguistic error in the discourse calling for cleanliness or a ban on littering that causes a misinterpretation of the meaning understood by the poster reader? What was the social context that led to the birth of the discourse calling for cleanliness and prohibition? And, what is the value (ideology) of each social group that makes the discourse of the call?

The specific purpose of this study is to examine the discourse of environmental cleanliness in France, a discourse that has broad implications and problems for the community, managers of public facilities, and local governments and related agencies.

Discourse analysis was carried out on posters calling for cleanliness and a ban on littering in French.

This study used a descriptive qualitative approach. Analysis method with sociopragmatic approach and discourse analysis Nourman Fairclough of the data contained in the slogan about French-language hygiene. The results showed that Critical Discourse Analysis of posters calling for and prohibiting littering became a very interesting research activity because it had very broad implications and problems. Each slogan has a variation in the content of the discourse or elements behind a text that is created and distributed

Kata Kunci: *Hygiene, environment, garbage, Language, French*