

ABSTRACT

English is a language that was inaugurated as an international language. In countries such as Singapore and Australia, English is used as the language to communicate daily. The use of English has Influenced aspects of education, especially toward university slogan which is used as self identity. Behind this slogan there are power of the hegemony English that can be studied. The research is to to describe the linguistics aspects which are used in representing slogans of Telkom University and Indonesian Computer University, to describe the relations between the maker of slogan and the result of linguistics aspect, and to describe the situation covering the social and cultural aspects of linguistic used. The method used in this research is qualitative method using critical discourse analysis of Norman Fairclough. The results show that the linguistic aspects in the form of diction and form of words in Telkom University and the University Computer Indonesia's slogan are the part of forming their positive image. The Slogans of Telkom University and the University Computer Indonesia are adjusted with the vision, mission, and goals of each university. These slogans are related to the ideology of capitalism espoused by Telkom University and the University Computer Indonesia; thus demonstrating the use of English in their slogan is the influence of globalization and westernization.

Keywords: Telkom University, Indonesian Computer University, Slogan, Critical Discourse Analysis Fairclough, Capitalism