

## ABSTRACT

*Radio stations in Jakarta nowadays choose to put forward modernity in their broadcast content to attract more audiences, but Bens Radio choose to keep up with the times without ignoring local culture, that is Betawi culture. Through the tagline "Betawi Punye Gaye Selera Siape Aje" (Betawi's Style is Anyone's Taste of Style) Bens Radio built a positioning as ethnic Betawi radio and became the only Betawi radio. This study aims to describe the lexical meaning, grammatical meaning and ideational meaning in the tagline "Betawi Punye Gaye Selera Siape Aje".*

*This study uses a qualitative descriptive research methods and constructivism paradigm. To analyze the meaning of the tagline in this study, semantic theory devoted to learn the meaning of language is used. The results from data analysis describe the lexical meaning contained in Bens radio's tagline is an ethnic that inhabits Jakarta that has a typical behavior and able to become anyone's favorite. The grammatical meaning is radio station of the Betawi tribe which has a characteristic that is a favorite of people. The ideational meaning contained in the tagline describe that Bens Radio wants to lead opinion as the only betawi ethnic radio which broadcasts with the characteristic of Betawi community through the language and the concept of the delivered program, which could be enjoyed not only by Betawi people, but also by other ethnic groups.*

**Keywords :** *bens radio, tagline, semantic, lexical, grammatical, ideational.*