

**ANALYSIS OF DICTION AND LANGUAGE STYLE OF
COMMERCIAL ADVERTISEMENT IN *THE JAKARTA POST***



A Thesis
Submitted in Partial Fulfilment of the Requirements to Obtain
Undergraduate Degree in English Literature

Dicky Abdillah
F2A016004

**ENGLISH LITERATURE PROGRAM
FACULTY OF FOREIGN LANGUAGE AND CULTURE
UNIVERSITAS MUHAMMADIYAH SEMARANG
SEMARANG
2020**

CHAPTER I

INTRODUCTION

This chapter explains the general description that covers all of this research. There are 8 (eight) points in this chapter; they are background of the problem, statement of the problem, purpose of the research, significance of the research, scope of this research, underlying theories, method of the research, and thesis organization. Each point is explained detail below:

A. Background of the Problem

Advertisement is one of the communication media (Tyson, 2006). Because the advertisement brings the message toward delivered to society, therefore the advertisements cannot be separated from the use of language. The function of advertisement is used to influence the community to be interested in buying or using the services or products offered.

The advertisement producers and brand companies try to promote the reviews of their products to the public by way of introduce it by the mass media. Sometimes, they use all the mass media to get the massive selling to review their product and company for getting much profit.

Advertisement by using a good diction is very important to attracting the consumers. According to Keraf (2009) state diction or choice of words is not a simple problem (Keraf, 2009). Diction is the choice of words in a phrase, sentence, or paragraph that greatly affects the essence of the intent and meaning of a phrase, sentence, or paragraph. In line with the explanation, the use of diction in the advertisement is aimed to attract advertisements to

consumers. It was intended for consumers for buying goods and services offered.

Besides diction, advertising of goods and services also utilizes the language style. It reveals that the style of languages used to give a particular effect. This indicates that the use of language style can create the more engaging advertisements. With the style of language, a sentence for delivery will be the more attractive idea than using ordinary words (Tarigan, 2013).

One of the advertisement media is newspaper. The printed media is the media that published periodically not only give inside information about a specific theme but also offers advertisements to the readers from several products. There are many kinds of newspaper such as women's newspaper, men's newspaper, sport's newspaper, automotive's newspaper, music's newspaper, parenting's newspaper, and gadget's newspaper. Therefore, the setting up of the advertisement inside the newspaper can be a suitable strategy to promote the product to show the content of the visual and language of the advertisement. However, language is an important part of the advertisement.

The researcher chooses *The Jakarta Post* newspaper to be analysed because the commercial advertisement have a various kind of advertisement and language style, besides that the researcher interest to advertisement from child. This research used *The Jakarta Post* newspaper in October 2019 edition as a data source. The target readers from *The Jakarta Post* are foreigners and educated Indonesians, this research will also analyze the correlation and

connection between the use of diction and language style dealing with the target readers.

B. Statement of the Problem

Based on the background of the research, the problem of the research is formulated as follows:

1. How is the advertisement style affected diction in the advertisement of goods and services in the newspaper *The Jakarta Post* in 2019?
2. What types of language style and the function of language style in the advertisement of goods and services advertised in the newspaper *The Jakarta Post* in 2019?

C. Purposes of the Research

Based on the background and identification of the research, this research aims to deal with the following matters:

1. To identify the advertisement style and diction used in the advertisement of goods and services in the newspaper *The Jakarta Post* in 2019.
2. To classify the language style and the function of language style in the advertisement of goods and services advertised in the newspaper *The Jakarta Post* in 2019.

D. Significance of the Research

This paper explains the diction and language style analysis in the advertisement of *The Jakarta Post* newspaper. This research focuses on the diction and language style in advertisement in the newspaper of *The Jakarta*

Post in 2019. This paper also classifies the types of the language styles existing in the advertisement in *The Jakarta Post* newspaper in 2019.

E. Scope of the Research

The object of this research is an advertisement in *The Jakarta Post* newspaper. The researcher will focus on the diction and language style used in the advertisement of *The Jakarta Post* newspaper. Based on the problems and the objectives of the research, the researcher limits the research on:

1. Identify the diction used in the advertising of goods and services in the newspaper *The Jakarta Post* in 2019.
2. Classify the language style in the advertisement of goods and services advertised in the newspaper *The Jakarta Post* in 2019.

F. Underlying Theories

Keraf and Well's theory in this research are deals with the diction and language style theory. The researcher uses the theory to identify, classify, and analyze the advertisement in *The Jakarta Post* newspaper.

G. Method of the Research

There are four points methods of research. They are kind of research, technique of data collection, technique of data analysis, and technique of data presentation. Each point is explained below :

1. Kind of Research

This research is library research. Library research is relating to identifying diction and language style in The Jakarta Post advertisement.

2. **Technique of Data Collection**

Methods of data collection in this research uses the method of note-taking. The researcher underlines the data in the advertisement and write down the data.

3. **Technique of Data Analysis**

After collecting the Data from the Jakarta post, next step is Data Analysis. Data analysis through classifying diction and language style, then taking a note to write the data into the table.

H. Thesis Organization

This thesis is divided into 5 (five) chapters, as follows:

1. **Chapter I: Introduction**

This chapter covers background of the problem, statement of the problem, purpose of the research, significance of the research, scope of the research, underlying theories, method of the research, and thesis organization.

2. **Chapter II: Literature Review**

This chapter consists of description of the previous studies and theoretical review.

3. **Chapter III: Research Method**

This chapter consist of description of kind of research, technique of data collection, technique of data analysis, and technique of data presentation.

4. **Chapter IV: Analysis**

This chapter consist of two sub-chapters. They are data found in the Jakarta Post Newspaper advertisement and analysis of the data.

5. Chapter V: Conclusion and Suggestion

This chapter includes the conclusions of this study and suggestions for further research.



