



**A STUDY ON THE LANGUAGE USED ON ADVERTISEMENTS
IN COSMOPOLITAN MAGAZINE**

THESIS

Written by:

**AGUS PURWATI NINGSIH
NIM 050110101008**

**ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY
2013**



**A STUDY ON THE LANGUAGE USED ON ADVERTISEMENTS
IN COSMOPOLITAN MAGAZINE**

THESIS

A thesis presented to English Department, Faculty of Letters,
Jember University as one of the requirements to get
the award of Sarjana Sastra degree
in English Studies

Written by:

AGUS PURWATI NINGSIH
NIM 050110101008

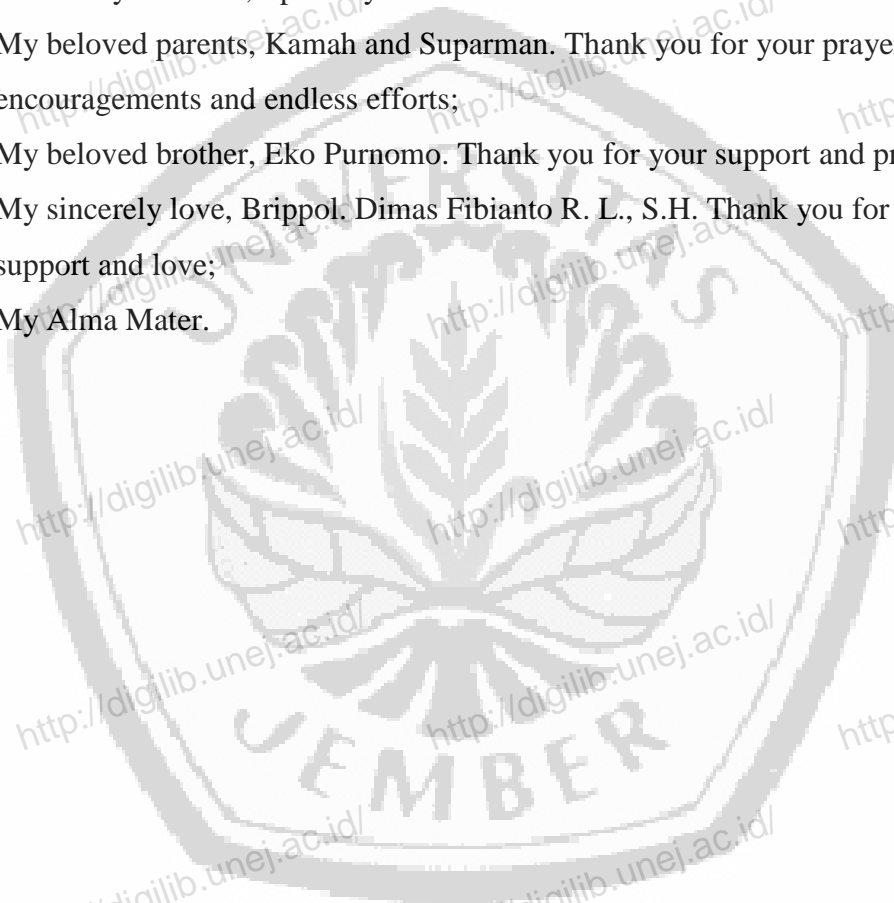
ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY

2013

DEDICATION PAGE

With sincerity and love, I proudly dedicate this thesis to:

1. My beloved parents, Kamah and Suparman. Thank you for your prayers, encouragements and endless efforts;
2. My beloved brother, Eko Purnomo. Thank you for your support and prayers;
3. My sincerely love, Brippol. Dimas Fibianto R. L., S.H. Thank you for your support and love;
4. My Alma Mater.

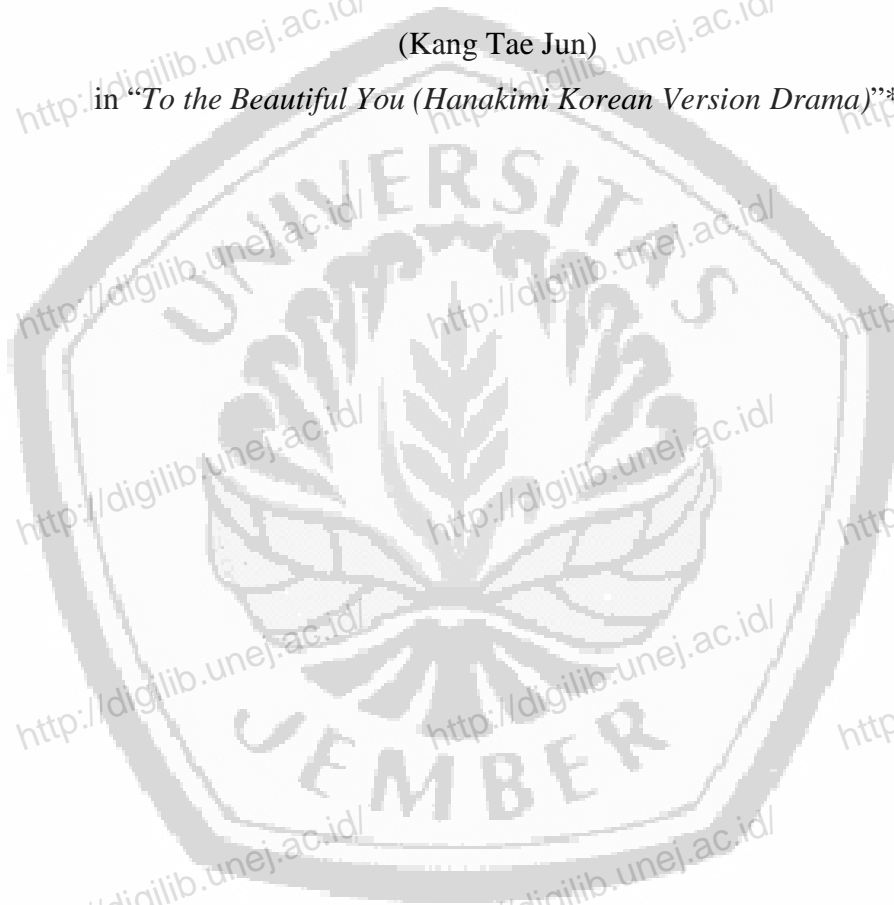


MOTTO

A miracle is another name for hard work.

(Kang Tae Jun)

in “*To the Beautiful You (Hanakimi Korean Version Drama)*”*



*) <http://www.indowebster.com/TTBY-E016/> [Accessed on June 24, 2012 at 11.52

DECLARATION

I hereby declare that the thesis entitled: *A Study on the Language Used on Advertisements in Cosmopolitan Magazine* is an original work, except the quotation. I declare that the analysis and the research described in this thesis have not already been submitted for any other degree or any publications.

I certify to the best of my knowledge that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, January 16th, 2013

The Writer

Agus Purwati Ningsih
NIM 050110101008

APPROVAL SHEET

Approved and received by the Examination Committee of English
Department, Faculty of Letters, Jember University on:

Day : Wednesday

Date : January 16th, 2013

Place : Faculty of Letters, Jember University

Chairman,

Secretary,

Drs. Albert Tallapessy, M.A., Ph.D.
NIP. 196304111988021001

Agung Tri Wahyuningsih, S.S., M.Pd.
NIP. 197807232003122001

The Members:

1. Drs. Syamsul Anam, M.A. (.....)
NIP. 195909181988021001
2. Drs. Moch. Ilham, M.Si. (.....)
NIP. 196310231990011001
3. Riskia Setiari, S.S., M.Hum (.....)
NIP. 197910132005012002

Approved by

The Dean,

(Dr. Hairus Salikin, M.Ed.)
NIP. 196310151989021001

ABSTRACT

A Study on the Language Used on Advertisements in *Cosmopolitan* Magazine.

Agus Purwati Ningsih. 050110101008. English Department, Faculty of Letters, Jember University.

Advertisement is an announcement that is shown to the public to help selling a product. Advertisement is a form of communication that bridges the communication between the producer and the consumer. The massive circulation of electronic and printed advertisements in society becomes an interesting thing. Concerning the case, the purposes of this study are to analyze the characteristics and the purposes of the words used on advertisements in *Cosmopolitan* magazine. This study was conducted by using deskwork or library research method. While, descriptive method is used to analyze the problems. The first result of this study shows that there are forty words of particular meaning found in the advertisement sentences. Twenty three words are categorized in denotative meaning. Meanwhile, seventeen words are categorized in connotative meaning. The second result of this study shows that the purposes of words used on those advertisements were to represent the target market or the image of the advertised product.

Key words: advertisement, meaning, word used.

ACKNOWLEDGEMENT

All praise be to Allah the Almighty, for His blessing so that I am able to finish my study and this thesis.

I would like to dedicate my deepest appreciation to several people in connection with writing and finishing this thesis:

1. Dr. Hairus Salikin, M.Ed., the Dean of Faculty of Letters, Jember University;
2. Drs. Albert Tallapessy, M.A.,Ph.D., the Head of English Department, Faculty of Letters, Jember University;
3. Drs. Syamsul Anam, M.A., my first advisor, and Drs. Moch. Ilham, M.Si., my second advisor, who have spent a lot of time correcting and improving the thesis. I am so grateful for their patience, times, advice, and guidance;
4. The lecturers of the Faculty of Letters, Jember University, who have taught me much precious knowledge during my study at the Faculty of Letters;
5. The librarians of Faculty of Letters and Central Library of Jember University for serving me in borrowing books;
6. All staffs of Faculty of Letters for the help in academic necessity;
7. All of my friends in English Department for sharing the knowledge and friendship, especially the academic year 2005;
8. My friends Heru Nufianto and Yuszinar Sufi Ramadhan who give me supports and beneficial sources during finishing my thesis.

Jember, January 2013

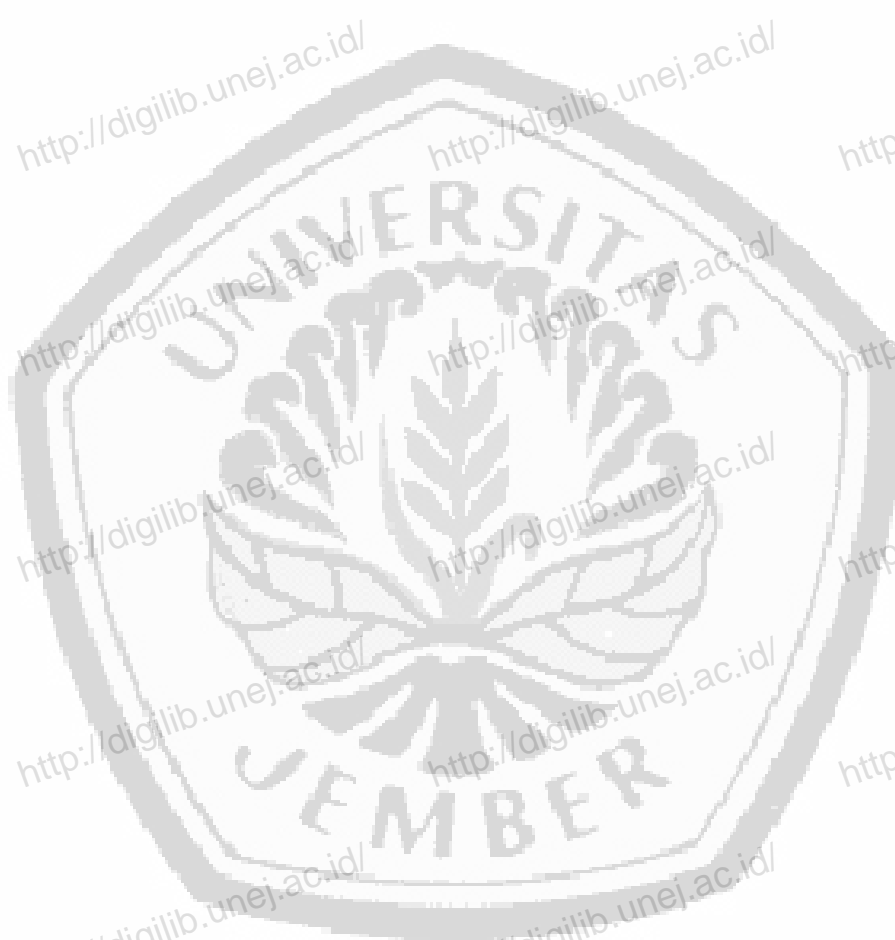
Agus Purwati Ningsih

TABLE OF CONTENTS

	Page
FRONTISPIECE	i
DEDICATION PAGE	ii
MOTTO	iii
DECLARATION	iv
APPROVAL SHEET	v
ABSTRACT	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	xi
LIST OF APPENDICES	xii
CHAPTER 1. INTRODUCTION	1
1.1 The Background of the Study	1
1.2 The Problems to Discuss	3
1.3 The Scope of the Study	3
1.4 The Goals of the Study	3
1.5 The Significances of the Study	4
1.6 The Organization of the Thesis	4
CHAPTER 2. THEORETICAL REVIEW	5
2.1 The Theory of Semantics	5
2.2 Advertisement	6
2.2.1 The Definition of Advertisement	6
2.2.2 The Kinds of Advertisement	6
2.3 Leu's Characteristics of Words Used in Advertisement	7

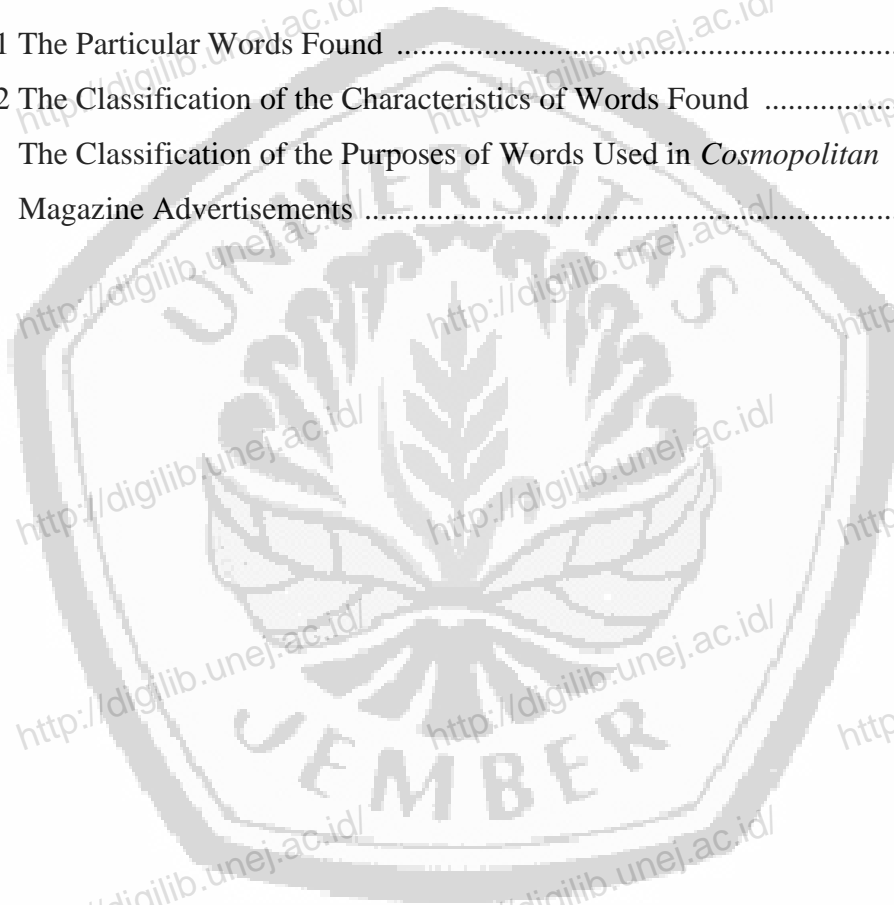
2.4 The Purposes of Advertisement	9
CHAPTER 3. RESEARCH METHODOLOGY	12
3.1 The Type of Research	12
3.2 The Type of Data	13
3.3 The Data Collection	13
3.4 The Data Analysis	13
CHAPTER 4. RESULT AND DISCUSSION	15
4.1 The Characteristics of Words Used in <i>Cosmopolitan</i> Magazine Advertisements	15
4.1.1 The Result of Determining the Particular Words Used in <i>Cosmopolitan</i> Magazine Advertisements	15
4.1.2 The Discussion of the Result of the Determining Words Used in <i>Cosmopolitan</i> Magazine Advertisements.....	17
4.2 The Discussion of the Purposes of Words Used in <i>Cosmopolitan</i> Magazine Advertisements	32
4.2.1 The Advertisements in <i>Cosmopolitan</i> Magazine that Use Dogmatic Approach.....	33
4.2.2 The Advertisements in <i>Cosmopolitan</i> Magazine that Use Reason-why Approach.....	34
4.2.3 The Advertisements in <i>Cosmopolitan</i> Magazine that Use Emotional Approach	36
4.2.4 The Advertisements in <i>Cosmopolitan</i> Magazine that Use Combination Approaches (Reason-why and Emotional Approach).....	36
CHAPTER 5. CONCLUSION	41
5.1 Conclusion	41
5.2 Suggestions	41

REFERENCES	43
APPENDICES	45



LIST OF TABLES

	Page
4.1.1 The Particular Words Found	16
4.1.2 The Classification of the Characteristics of Words Found	31
4.2 The Classification of the Purposes of Words Used in <i>Cosmopolitan</i> Magazine Advertisements	39



LIST OF APPENDICES

	Page
A. The Advertisement of LG Hand Phone	45
B. The Advertisement of Yoplait Expresse Yogurt	46
C. The Advertisement of Concord Watch	47
D. The Advertisement of Breitling Watch	48
E. The Advertisement of Swatch Watch	49
F. The Advertisement of Godiva Chocolate	50
G. The Advertisement of Remy Martin Drink	51
H. The Advertisement of Nissan Sentra Sedan	52
I. The Advertisement of Allianz Group Insurance	53
J. The Advertisement of Secret Sheer Dry Anti-Perspirant and Deodorant ..	54
K. The Advertisement of Shiseido Skincare	55
L. The Advertisement of Kellog's Nutri-Grain	56
M. The Advertisement of Pantene Pro-V Shampoo	57
N. The Advertisement of Matrix Amplify Volumizing System	58
O. The Advertisement of Blistex Lip Ointment	59
P. The Advertisement of Boeing Airplane	60
Q. The Advertisement of Mild Seven Cigarette	61
R. The Advertisement of Balance Oasis Strawberry Cheesecake	62
S. The Advertisement of Sharp Notebook	63
T. The Advertisement of Regent Singapore Hotel.....	64