



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

THESIS

Written by:

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



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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

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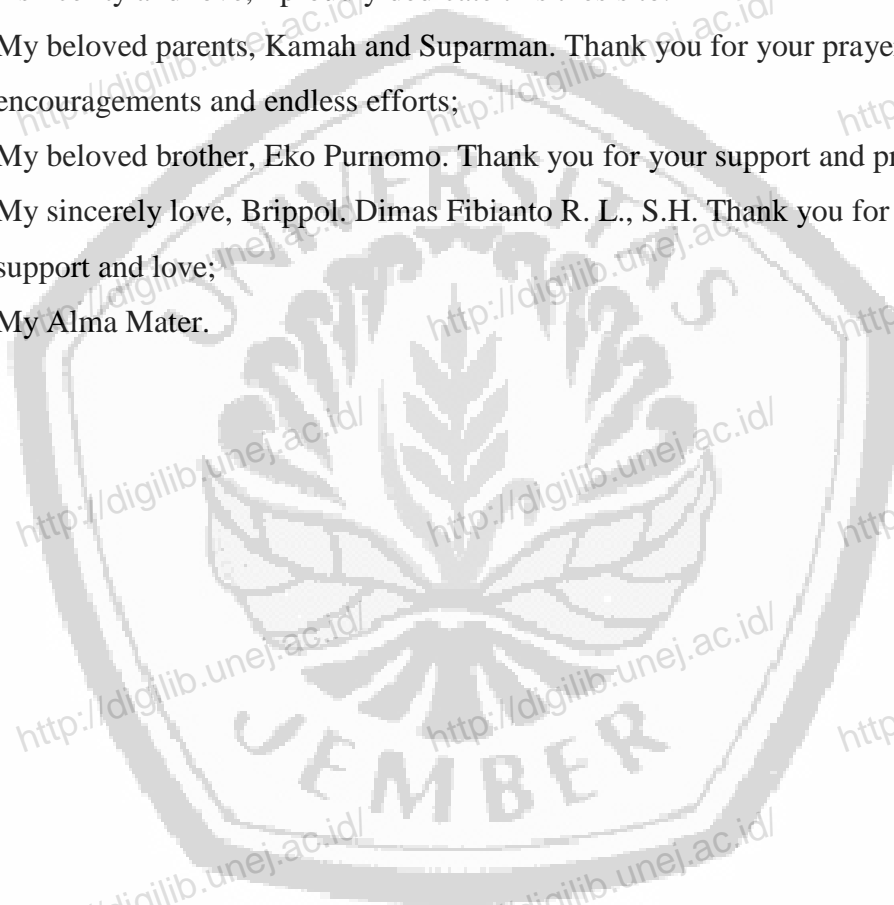
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JEMBER UNIVERSITY

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.

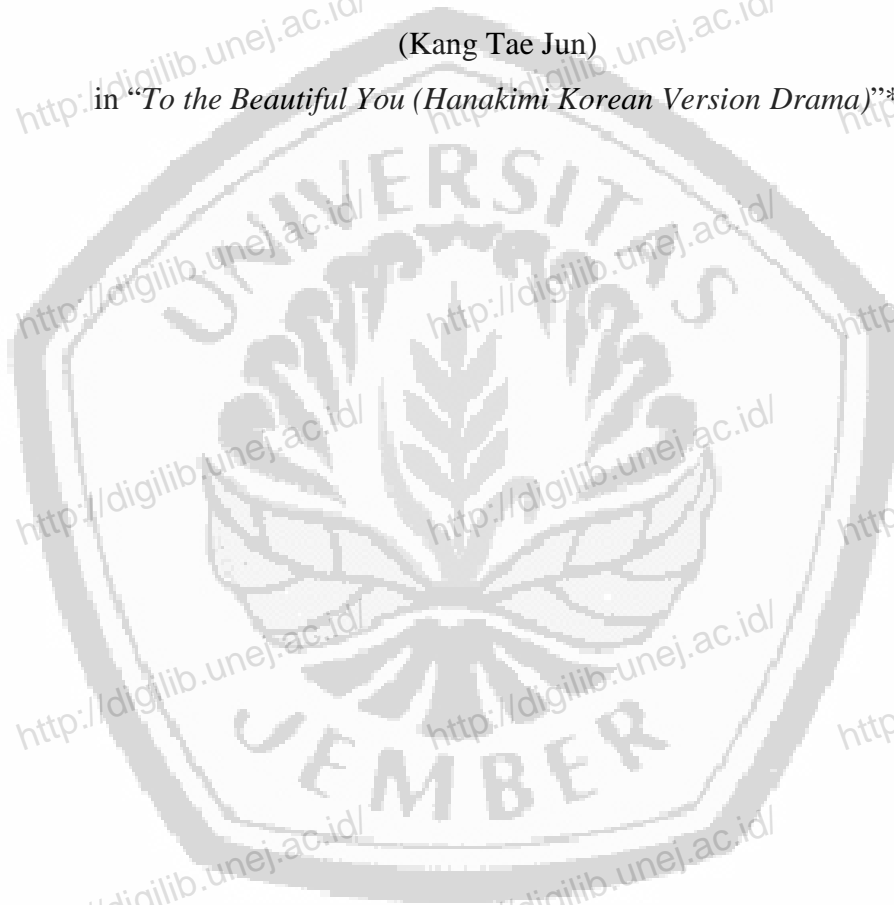


MOTTO

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

pm]

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

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ABSTRACT

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

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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.

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Jember, January 2013

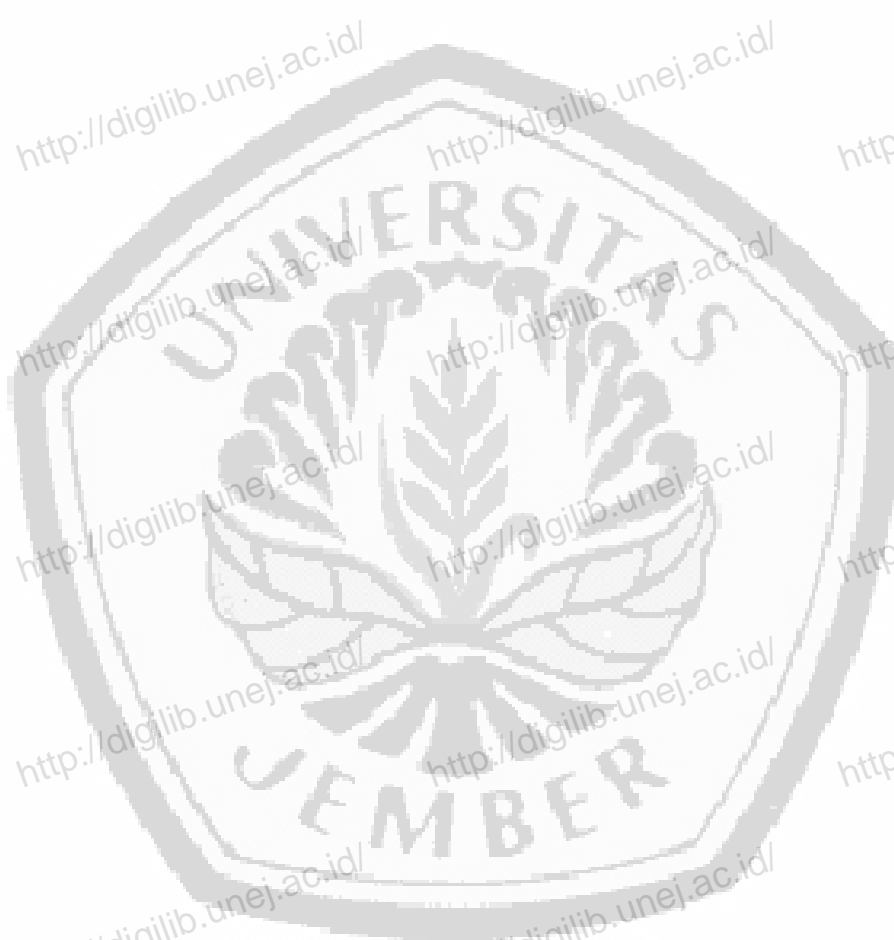
Agus Purwati Ningsih

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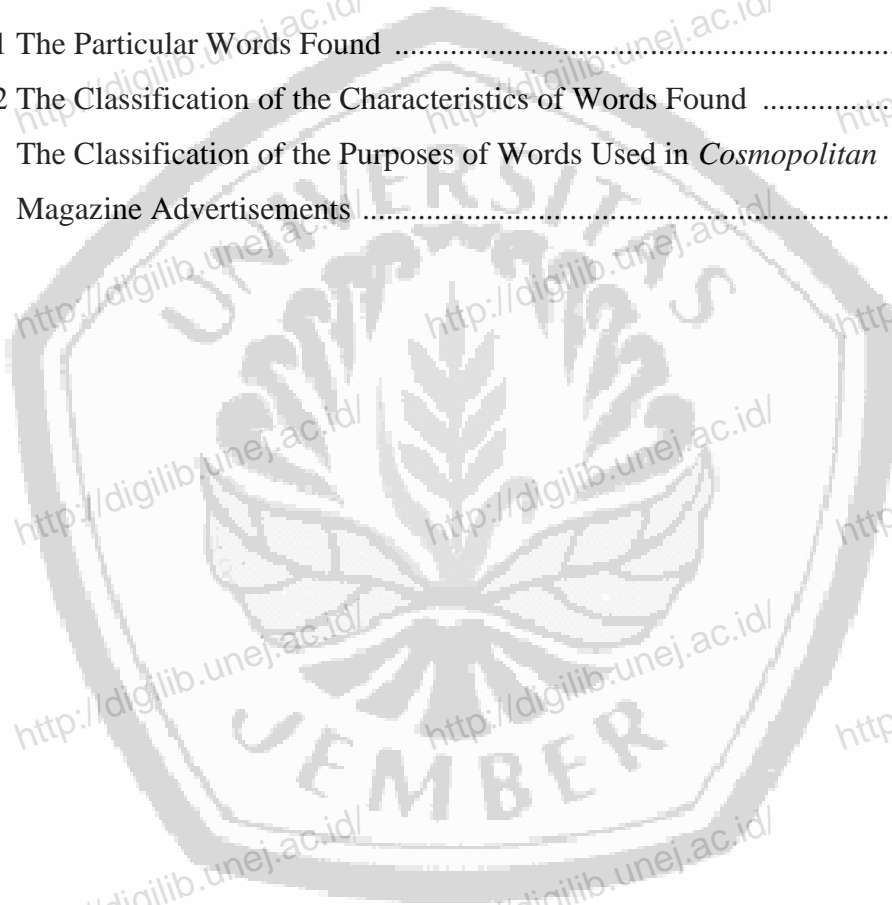
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