ABSTRACT

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Advertisement analysis
An Analysis on the Use of Deceptive Strategy in Weight-loss Advertisements

This thesis discusses about the weight-loss advertisement. I analyze it from the deceptive strategy used by the copywriter to the weight-loss advertisements. The analysis is to find the significant aspects and their functions in giving deceptive strategy. As a tool to help me in having a good analysis, I choose to use Critical Discourse Analysis approach. From that point, I choose Thomas N. Huckin’s theory as my main theory which uses three levels of analysis to analyze the texts. However, I only use the first level of analysis in analyzing the advertisements because the aspects of this level fit the purpose of my research which is to find the aspects that are used in giving deceptive strategy in weight-loss advertisements and are applicable in the advertisement text. I correlate the findings with several points of view which are women’s body image, fraudulent weight loss advertisements, and the elements of printed advertisement. From the discussion that I analyzed, I found that the significant aspects which are used by the copywriters are headlines, body-copies, and visual aids. Headlines are used as the eye-catcher to persuade the readers, body-copies are used as the logical elucidation of the idea or the main theme of the headline, while visual aids are used to construct the readers’ body as well as the models that are stereotyped on them.

Key terms: advertisement, critical discourse analysis, copywriter, deceptive strategy, manipulative strategy, headline, body-copy, visual aids, slogan.