

## ABSTRACT

Usage Analysis of Language Style and Diction on Ads Cosmetics for Women in Fashion Magazines Japanese Language, Pretty Style No. 3, March 2007 (Stylistics study).

The study was based on the development of product marketing cosmetic tools through advertisements in magazines. In this study, the highlighted object is a style of language and diction women's cosmetics advertisements contained in the Japanese magazine titled Pretty Style Issue No. 3, March 2007.

Both objects can affect consumers who read the ad in magazines. The theory used is theory of stylistics, theory of language style, theory of diction, advertising, and mass media specially printed media.

The method used in this research is literature study through books and internet. Then, the data were analyzed using qualitative descriptive methods. Because the study is not numerical, but in the form of words. And from the results of the analysis, make conclusion from all advertisements sentences in the magazine Pretty Style no. 3, March 2007, that using the style of language and diction in the delivery every information. Style that is most often arises is hyperbole. While the most common diction arises is diction that related to color and the function is informative. In addition, the analysis of diction found the use of *dajare* or words play (pun in English).

In relation to the result of this research, the writer suggests the copywriter had better pay attention the selection of diction and style language approach if they want to make ads especially print ads. Research about variety of ads is also necessary to be done by collecting data from printed media and electronic media as comparison of research the writer has already done. Finally I suggest that the finding could be considered for further study and used as a resource to help understanding and analyze diction and style language in ads text.

Key words: style language, diction, advertisement, printed media, stylistics, copywriter, magazines