ABSTRACT

This study concerns comparison between the language features in two different advertisements. The study aims to know the similarities and differences between Honda advertisement and Yamaha advertisement in "toko bagus' as the biggest online shop in Indonesia. This study uses qualitative approach which involves new motorcycle advertisement and second-hand motorcycle advertisement as the data. In the analysis of the data, the writer uses the theory proposed by Goddard (1998) which states that there are some features in advertisement; deictics, elipsis, prosodic features, lexis, repetition, non-fluency features, interaction marker, and topic changes. From the analysis, it is found that lexis is mostly found in both advertisements. Furthermore, in both classifications of advertisements, deictic category does not occur. Another finding is that the marketers of "Honda" motorcycle explain and give more information about the product, while marketers of "Yamaha" motorcycle explain and give more information about payment of the product. In addition, the advertisements of Honda motorcycle are more communicative for the readers than the advertisements of Yamaha motorcycles because Honda advertisements have more various features than Yamaha advertisements.

Keywords: *language features, Toko Bagus, Honda, Yamaha,.*