

## ABSTRACT

***Kusumaningrum, Diah Anggraeni.*** “A Study of Stylistic Features Used in Sampoerna A-Mild Advertisement”. A thesis submitted as the partial fulfillment of the requirements for the Sarjana degree of the English Department Faculty of Letters Airlangga University: 2006.

Since there are strict rules from government, particularly about the materials of cigarette advertisement, cigarette producers have been forced to think creatively in finding the best way to communicate their products. Thus, in order to create effective advertisement, the advertisers need to use certain styles that would make the advertisement catchy, easy to understand, and easy to repeat. Therefore, stylistic features are used to serve these purposes.

The writer examined the stylistic features, such as Sound Pattern, Imagery, and Figure of Speech used in Sampoerna A-Mild advertisements. The writer took twelve data from 2001 to 2002. In this study, the writer used the stylistic features theory by those are Cumming and Simmon (1989), Perrine (1993), and Corbett (1977).

Qualitative approach is used in this study since the data are not in the form of numbers and aimed to give explanation about the stylistic features used in Sampoerna A-Mild advertisements.

In collecting the data, firstly the writer read the whole advertisement of Sampoerna A-Mild. Then, the writer chose the year of the advertisement produced as the sample of her data. Finally, the writer selected twelve advertisements of Sampoerna A-Mild that have stylistic features, then, kept them as the main data.

Based on the data analysis, the writer found that all stylistic features applied in each advertisement. Those stylistic features are Sound Pattern, Imagery, and Figure of Speech. Related to the theory of sound pattern, stylistic features makes the advertisement catchy, easy to read, and easy to understand. Organic imagery gives the effect in the readers' mind's eyes about an internal sensation or feeling. Thus, it shows that this advertisement is closed to the consumers and has the same in feeling with them. In short, this advertisement wants to represent the feeling of consumers. Moreover, based on the figure of speech analysis, the writer found that there is no dominant figure of speech. All advertisements of Sampoerna A-Mild are used figure of speech averagely. It can be concluded that stylistic features used well in the advertisement in order to create effective advertisement, as well as easy to read, easy to repeat and easy to understand.

Keywords: *Stylistics Features, Advertisement, Sampoerna A-Mild.*