

## ABSTRACT

This thesis aims to find the diction in advertisements, especially in car advertisements. The different social class in car classified advertisements might be seen in Jawa Pos as the advertisements is divided into three groups: less than 50 million, between 50 until 100 million, and above 100 million rupiah. The objective of this study is to find the diction of the car classified advertisements also to compare the similarities and differences between them. The study is expected to help advertisers to know more how to choose the right words for the advertisements, as well as corpus linguists who want to investigate more about sociolinguistics. The data are taken on 14, 21, 28 of July and 4 of August 2012 which coincide with the Ramadhan month. To analyse the data, the writer uses the computer software that called *Antconc*. The writer takes the 30 highest ranked in each of the groups based on the result of *Antconc*. The writer uses mixed method approach since the study also needs descriptive analysis technique besides the quantitative technique. The result of the study found that the typical vocabulary in less than 50 million rupiah concerns more about money. The group of 50 until 100 million rupiah, meanwhile, has words that are more related to colours and facilities. The group of above 100 million discusses more about brands or types of cars. The most prominent similarities are the words 'jt' and 'hub' that always appear as the first and second, respectively, ranked in the 'Word List'.

*Key words: classified advertisements, diction, social class, vocabulary.*