

TABLE OF CONTENTS

INSIDE COVER PAGE	i
INSIDE TITLE PAGE	ii
DECLARATION PAGE	iii
DEDICATION PAGE	iv
THESIS ADVISOR'S APPROVAL PAGE	v
THESIS EXAMINERS' APPROVAL PAGE.....	vi
ACKNOWLEDGEMENTS	vii
EPIGRAPH	ix
TABLE OF CONTENTS	x
LIST OF FIGURES AND TABLES	xiii
ABSTRACT	xiv
CHAPTER 1 INTRODUCTION	1
1.1. Background of the Study	1
1.2. Statement of the Problem and the Hypotheses	5
1.3. Objective of the Study	5
1.4. Significance of the Study	6
1.5. Definition of Key Terms	6
CHAPTER 2 LITERATURE REVIEW	8
2.1. Review of Related Theories	8
2.1.1. Language Style.....	8

2.1.2. The Language of Advertisement	9
2.1.3. Language Choice	10
2.2. Theoretical Framework	11
2.2.1. Language Style.....	11
2.2.1.1. Formal Style	12
2.2.1.2. Informal Style	12
2.2.2. The Language of Advertisement	13
2.2.3. Social Dimensions	14
2.3. Related Studies	15
CHAPTER 3 METHOD OF THE STUDY	17
3.1. Research Approach	17
3.2. Population and Sample	17
3.3. Technique of Data Collection	20
3.4. Technique of Data Analysis	21
3.4.1. The Principles of Data Analysis in Quantitative Approach	21
3.4.2. The Categorization and Interpretation of the Data	22
CHAPTER 4 DISCUSSION	24
4.1. Presentation of the Data	24
4.1.1. Classification of Formal and Informal Simcard Product Advertisement Headlines	24
4.1.1.1. Formal Headlines	24
4.1.1.2. Informal Headlines	25

4.1.2. The Language Style Preferences and the Reasons	32
4.2. Quantitative Analysis of Language Style Preferences	35
4.3. Interpretation of the Result	38
CHAPTER 5 CONCLUSION	43
REFERENCES	45
APPENDIX	48

LIST OF FIGURES AND TABLES

Figure 1. Formal simcards product advertisement headlines in billboard25

Figure 2. Informal simcards product advertisement headlines in billboard.....32

Table 1. Consumer’s preference of the language style used in the simcards product advertisement headlines33

Table 2. The reasons of consumer’s preference of the language style used in the simcards product advertisement headlines34

Table 3. Case processing summary.....35

Table 4. The crosstabulation of age categories and language style preference36

Table 5. Chi-square test36