

ABSTRACT

Nurhikmawati, Agita Risma. *Consumer's Preferences of the Language Style Used in the Simcard Product Advertisement Headlines*. Submitted as partial fulfillment of the requirements for the Sarjana degree of English Department, Faculty of Humanities, Airlangga University, Surabaya. 2008.

Simcard product advertisement headlines are the way providers introduce and promote their product to make people buy it. In the other words, headlines are a communicating tool between the providers as the producer company and the target markets as the consumer. This study analyzes the consumer's preference of the language style used in the simcard product advertisement headlines. The purpose of this study is to find out whether adolescents and adults have the same language style preference used in the simcard product advertisement headlines. This study uses Poedjosoedarmo's theory on language style, Cook's theory on language of advertisement, and Holmes' theory on language choice especially in the part of social dimensions. In analyzing the data, the writer uses quantitative approach. First, the data is arranged into table, then calculated into percentage and tested with chi-square, and the last is interpreting the result. The result of this study shows that the distribution of preference on language style used in the simcard product advertisement headlines has different proportion for both categories of age. The adolescents prefer to use informal style while adults prefer to use formal style. Informal style is considered as more intimate and less prestigious, while formal style is considered as less intimate and more prestigious.

Keywords: Consumer, adolescent, adult, language style, simcard product, advertisement, headline

CHAPTER 1

INTRODUCTION