

**LANGUAGE OF ADVERTISING IN WOMEN MAGAZINE:
A STUDY OF MACRO FUNCTIONS ELEMENTS FOUND IN
WOMEN CARE PRODUCTS
IN *FEMINA* ADVERTISEMENTS**

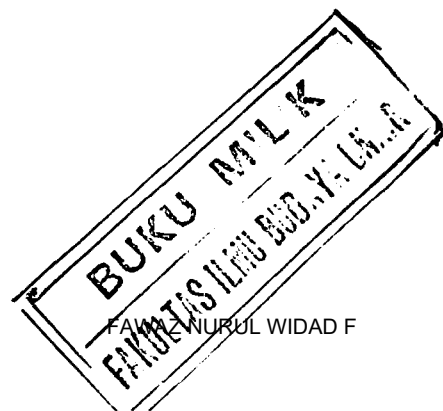
A THESIS



By:

**FAWAZ NURUL WIDAD F
120630270**

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
AIRLANGGA UNIVERSITY
SURABAYA
2008**



**LANGUAGE OF ADVERTISING IN WOMEN MAGAZINE:
A STUDY OF MACRO FUNCTIONS ELEMENTS FOUND IN
WOMEN CARE PRODUCTS
IN *FEMINA* ADVERTISEMENTS**

A THESIS

By

Fawaz Nurul Widad F

St. N: 120630270

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
AIRLANGGA UNIVERSITY
SURABAYA**

2008

**LANGUAGE OF ADVERTISING IN WOMEN MAGAZINE:
A STUDY OF MACRO FUNCTIONS ELEMENTS FOUND IN
WOMEN CARE PRODUCTS
IN *FEMINA* ADVERTISEMENTS**

A THESIS

Submitted as Partial Fulfillment of the Requirements for the
Sarjana Degree of English Department Faculty of Humanities
Airlangga University Surabaya

By:

Fawaz Nurul Widad F

St. N: 120630270

ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
AIRLANGGA UNIVERSITY
SURABAYA

2008

DECLARATION

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university. And to the best of this candidate's knowledge and belief, it contains no material previously published or written by other person except where due reference is made in the text of the thesis.

Surabaya, June 27th 2008

(Fawaz Nurul Widad F)

DEDICATION PAGE

I DEDICATE MY THESIS TO

- BOTH OF MY PARENTS**
- MY BROTHER**
- MY SISTERS**

APPROVED TO BE EXAMINED

Surabaya, June 27, 2008

Thesis Advisor

A handwritten signature in black ink, appearing to read 'Ema Faiza'.

Ema Faiza, S.S. M. Hum

NIP. 132 303 988

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
AIRLANGGA UNIVERSITIES**

2008

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Humanities, Airlangga University on 6 August 2008

The Board of Examiners are :



Lusvita Fitri Nuzuliyanti, M.App.Ling
NIP. 132 295 669



Ema Faiza, M. Hum
NIP. 132 303 988



Dra. Lilla Musyahda, M.Pd
NIP. 132 323 159



Masitha, A.S., M.Hum
NIP. 132 314 170

ACKNOWLEDGEMENTS

First and foremost, the writer wants to thank Allah S.W.T for guiding and giving her so many precious gifts and moments she can cherish forever. She can accomplish her thesis as one of the graduation requirements because of Allah S.W.T. There were many people involved in the making of this thesis. Therefore, she would like to appreciate and thank them. Those people are:

1. Diah Ariani Arimbi, S.S., M.A., Ph.D. as the Head of English Department.
2. Ema Faiza, S.S. as the Thesis advisor.
3. All English Department lecturers, for giving her the knowledge.
4. Her beloved parents, for supporting, loving, and helping her in every single thing she has done.
5. Her older brother and sisters who helped and supported her in making the thesis.
6. The head of Dinas Perijinan dan Penanaman Modal Kabupaten Gresik, for supporting her study
7. Bu Rini, Bu Ria and Pak Burhan, for supporting her to finish her study
8. All her friends in English Department year of 2006, you are all special for her and many thanks for the friendship.
9. All people, whom she could not mention, thank you for helping her.

The writer hopes that someday her Thesis can be very useful for other students who make a thesis, especially in the same field.

Surabaya, June 27, 2008

The Writer

“BEAUTY IS FILTHY RICH. OUR SOCIETY IS STILL THE SAME OLD CAPITALIST SOCIETY WHICH IS MAKING WOMAN’S BEAUTY HAS VALUE ON THE OPEN MARKET, WHERE THE MOST BEAUTIFUL GIRL GETS THE RICHEST MAN.”

(FRANZ LEBOWITZ)