ABSTRACT

Farahani; Fawaz Nurul Widad. Language of Advertising in Women Magazine : A Study of Macro Functions Elements Found in Women Care Products in Femina Advertisements. A Thesis submitter as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Humanities Airlangga University, 2008

The writer would like to examine the language functions used by the advertisements, particularly women care product. The writer uses descriptive qualitative method to analyze and explain the data. This study is included in discourse analysis since the writer uses Element of Macro Functions which are consist of the emotive function, the directive function, the phatic function, the poetic function, the referential function, the metalinguistic function, the contextual function to analyze women care product advertisement. Then the writer analyzes the findings with the theory of women language. The writer choose seven women care products advertisement, which are Vaseline healthy white body lotion, Jean Yip Beauty and Slimming, Ultima II Hydro Botanic, SK-II Signs Treatment Totality, Dove Therapy Conditioner, Erha Clinic in *Femina* magazine issue number 43-44 November edition. Based on the data analysis, the writer finds that there are four elements of macro functions are used in women care products advertisement. Those are the referential function, the directive function, the referential function and contextual function. While, the phatic function is not used because mostly ads print do one way communication, they only communicate the products with their audience. The metalinguistic function is not used in women care products advertisement because there is no any sentence focus attention upon the code, to clarify something or renegotiate something. Moreover, the emotive function is not used in women care products advertisement because there is no any exclamation that is used to communicate the inner states and emotions of the addresser

Keywords. Elements of Macro Functions, theory of women language

CHAPTER I

INTRODUCTION