

A B S T R A C T

Nowadays, there are many two-version advertisements in the radio. Two-version advertisement is the advertisement of a product which is created in two different version and each version uses different language. For examples are the Pepsodent toothpaste advertisement and Clear shampoo advertisement. Pepsodent toothpaste advertisement is created in two version. One uses Indonesian language and one Javanese. So does Clear shampoo advertisement.

The producer, of course, has their reason in making two advertisements and in broadcasting them in the same radio and in the same period. Their purpose is to introduce their product and persuade all people to buy the product. They want to cover the upper and lower class people.

After the research is carried out, I find that the upper class people, who have Senior High School diploma, prefer Indonesian. They think that this language is more understandable than Javanese.

The lower class people, who do not have Senior High School diploma, have different opinion. This class chooses advertisement which uses Javanese language as they understand this language better than Indonesian.

It is obvious that education plays an important role here. It influences the language choice of different classes.

Diglossia is also seen in this study. Indonesian and Javanese exist together in the community. The different language choice of the different class shows the diglossic community.

