

THE RESPONSE OF SURABAYA SOCIETY TOWARD
THE LANGUAGE USED IN RADIO ADVERTISEMENT
OF CONVENIENCE PRODUCTS

A THESIS



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1996 / 1997



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**Submitted as Partial Fulfilment of the requirements for
the Sarjana degree of the English Department
Faculty of Social and Political Sciences
Airlangga University**

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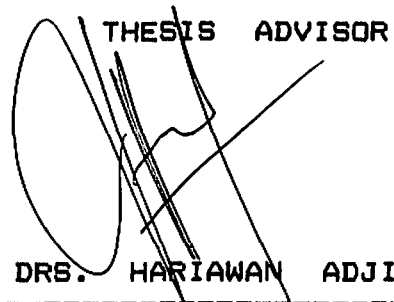
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**DEDICATED TO
MY MOM AND MY DAD
WHOSE PRAYER DELIGHTS MY LIFE**

ADVISOR APPROVEMENT PAGE

**APPROVED TO BE EXAMINED
SURABAYA, DECEMBER 24, 1996**

THESIS ADVISOR


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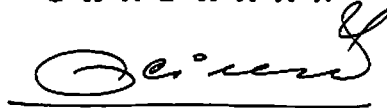
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EXAMINERS APPROVEMENT PAGE

ACCEPTED AND APPROVED BY THE BOARD OF EXAMINERS
ENGLISH DEPARTMENT, FACULTY OF SOCIAL AND POLITICAL
SCIENCES, AIRLANGGA UNIVERSITY ON JANUARY 14th, 1997

THE THESIS EXAMINERS ARE :

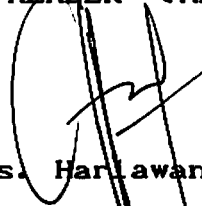
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A C K N O W L E D G E M E N T S

Firstly, I thank The Almighty Allah SWT for His blessing and guidance. He gives me strength to accomplish this thesis in an appropriate time.

This thesis attempts to present and discuss about the response of the society toward the various languages used in advertisement in the radio. As we know that the language is crucial indeed in radio advertisement. It sometimes is intended to inform, but more often, and more important, to persuade and influence. Advertisement, furthermore, does not only influence people but it also reflects certain aspects of society.

Due to my limited knowledge, I confess honestly that this thesis is far from being perfect. It needs a lot of improvements. I would certainly welcome all comments, suggestions, or critiques for improving this thesis.

A number of persons have assisted me in the development of this thesis. To them I really express my sincere gratitude.

A special acknowledgement is intended for my thesis advisor, Drs. Hariawan Adji, ST, for his patience, time, consequential assistance and support.

I wish to express my gratitude also to all of my lecturers who have taught me in many ways during my study in English Department.

Additionally, I am deeply grateful to the 92-er friends in English Departement of Airlangga University for their support and togetherness. They are Irma, Ratih, Mely, Dian Primita, Rahmadian, Era, Rere, Ima, Mayang, Nana, Deny, and Farid.

I am also indebted to many individuals in Paduan Suara Mahasiswa Unair for their aid. These include : Cynthia for her Sri and being a good listener, M'Agathe for recording the advertisements, Aldi for coordinating the people, Shinta for the book, Ivan, M'Ellen, M'Nina, M' Reny, M' Ida, Rudy P, Dewi, Bagus, Bonny.

I feel it is important to recognize and thank to some others. They are Debby for the CW, Ria Pradna, Tita, Fitri and M' Taufan for the word "thesis" .

Finally, This thesis often places a great stress on families. For their eternal and undying support, encouragement, and caring, a very special gratitude is intended to my dad and my mom, Den Aan, Bang Uci, Rahmad, Ambar, and my relatives.