ABSTRACT

This study is aimed at observing how the language style of advertising is characterized in terms of different age and background of audience.

The approach used in observing the language style is semantic approach, i.e. the study of style by Leech. Leech classified discourse style into : formal - colloquial, casual - ceremonial, personal - impersonal, and simple - complex, direct and indirect address. However, not all of the styles are analyzed in this thesis for certain important reasons: (1) Certain styles are more suitable for other kinds of advertisement; (2) the style simply is not used in the magazines selected. Moreover, the study is limited to the commodity advertising, since this is the product which has direct relevance for the audience.

The data were taken from two magazines which have different types of audience: Femina, a magazine for older female audience and Gadis, a magazine for the female youth. In collecting the data, a stratified random sampling technique was used. the commodity advertising that has been obtained are clasified according to five subjects: clothes, cosmetics and women's needs, foods and drinks, cars and ladies' accessories.

The result of the analysis has shown that the choice of styles is influenced by the social context, not only by language considerations. The advertiser as the central motivator of style choice tends to choose the personal style in both magazines, but with a different degree of intimacy with the audience. This degree is one of the important findings in this thesis, since the pronouns of address used in the advertisement is typical of Indonesian situation, which is not discussed in Leech. The use of other kinds of style vary across the advertisements in both magazines, which are presented in Tables for ease of reference. Another important finding in this thesis is that the style itself is not immune from other kinds of style: the simple style can also be colloquial style, but not vice versa, the formal or the impersonal style can also be in complex style and vice versa.