

ABSTRACT

Siahaan; Yesika Lamria Liajuninese. An Analysis of Elements of Macro-Functions in Relation with Women Language on Advertisements (A Study on Advertisements of Products for Women). A thesis submitted as partial fulfillment of the requirements for the Sarjana degree of the English Department, Faculty of Letters Airlangga University, 2005).

Advertisement communicates information from the advertiser to the audience about products, public announcement, political campaign, or government programs. Its language uses words or sentences, which have been arranged in such a way, thus the language text of the advertisement can persuade consumer's mind successfully and is able to reach particular group, which has been targeted by the advertisement.

The writer would like to examine the language functions used by the advertisements, especially advertisements of product for women. Since this study is about analyzing text, thus it can be included into discourse analysis. The writer uses elements of macro-functions of Guy Cook, which are the emotive function, the directive function, the phatic function, the poetic function, the referential function, the metalinguistic function and contextual function, as the tool to analyze this advertisements text. Then, the writer analyzes the findings with the theory of women language. As the source, the writer uses advertisements of products for women because it has 'special' language in persuading women to buy its products. The writer chooses ten advertisements of products for women, which are Pantene, Laurier Soft Care, Rexona Mini Stick, Trim Spa Body Shaping, So Klin M B, Melanox, Biore Anti Acne Facial Foam, Give, Tropicana Slim, and So Klin Pewangi from television from October until November at any hours. .

Based on data analysis, the writer finds that only five elements of macro-functions are used in advertisements of products for women. Referential function is used the most, and phatic function and metalinguistic function are never used in the advertisements of products for women.

keywords: Elements of macro-functions, advertisements of products for women.

CHAPTER I

INTRODUCTION