

**A MULTIMODALITY ANALYSIS USED IN *DANCOW* PRINTED
ADVERTISEMENTS FROM 1980 TO 2010**

A THESIS



By:

EKA AULIA NISAURROHMAH

St. N: 121112101

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA
2015**

**A MULTIMODALITY ANALYSIS USED IN *DANCOW* PRINTED
ADVERTISEMENTS FROM 1980 TO 2010**

A THESIS



By:

EKA AULIA NISAURROHMAH

St. N: 121112101

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2015

**A MULTIMODALITY ANALYSIS USED IN DANCOW PRINTED
ADVERTISEMENTS FROM 1980 TO 2010**

A THESIS

**Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree
of English Department Faculty of Humanities**

Universitas Airlangga Surabaya

By:

EKA AULIA NISAURROHMAH

St. N: 121112101

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2015

DECLARATION

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university. And to the best of this candidate's knowledge and belief, it contains no material previously published or written by other person except where due references is made in the text of the thesis.

Surabaya, 16th June 2015

Eka Aulia Nisaurrohmah



**I DEDICATE THIS THESIS TO
AYAH, IBU, ADIK HAQQI AND RASYID**



Approved to be examined

Surabaya, 16 June 2015

Thesis Advisor

Ema Faiza, M.Hum.

NIP. 197410142003122001

Head of English Department,

Dra. Lilla Musyahda, M.Pd.

NIP. 196612102007012001



**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2015

This thesis has been approved and accepted by the Board of Examiners,

English Department, Faculty of Humanities, Universitas Airlangga

On 30th July 2015

The Examiners are:

Deny Arnos Kwary, Ph. D.

NIP. 197501011999031001

Ema Faiza, M. Hum.

NIP. 197410142003122001

Yulia Indarti, MA

NIP. 197807272003122001

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2015

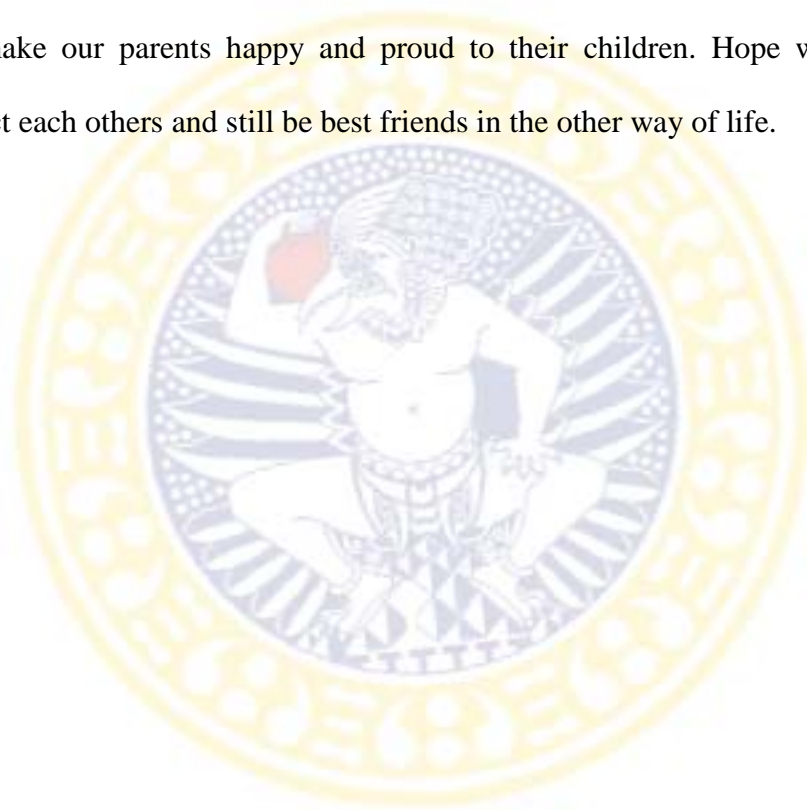
ACKNOWLEDGMENTS

First, I would like to say Alhamdulillah rabbi'alamina to my deepest gratitude to The Beneficent and The Merciful, Allah Subhanahu Wa Ta'ala Who always guidance and blesses my life and especially in the process of conducting and completing my thesis.

Foremost, I would like to express my deepest thanks to my thesis advisor and my academic advisor, Ema Faiza, M.Hum, who has guided and shown the attitude in every step throughout the process of this thesis. She always gives a spirit of adventure in regard to finish in this thesis and ELPT test. Without her assistance and support, this thesis would have never been accomplished. Yet I am very grateful to be among of your pupils. I also would like to give the deepest thanks for all lecturers of English Department, Faculty of Humanities, Universitas Airlangga, thank you very much for the knowledge that given to me within in the process of my study, until I know anything about English language, especially in the field of Linguistic.

Most importantly, my endless love will always be sent to my family. My Mom, who always encourage for not being desperate in the process of this thesis. She always offer a prayer in every her praying. And Dad, who also remember me for always praying and asking a help to Allah SWT for guided me to finish this thesis. To my brothers, Haqqi and Rasyid, thank you for your help and support when I feel and face my saturation. Thanks for everything you have given to me, all of you are the greatest parents, brothers, family I have.

Then, I would like to say thank you very much to my friends in English Department or *EDSA 2k11*, especially my best friend; Rahmatika, Zadina and Kacita. Thanks for supporting my steps, my ups and downs for staying beside me in doing this thesis. Thanks for remember me when I felt saturate, to always keep in mind of my parents and for make my parents proud of their child. I will never that which all of you done to me. I wish this way leads us be better person who can make our parents happy and proud to their children. Hope we can meet, contact each others and still be best friends in the other way of life.



The writer

*“The Path to Success is to Take
Massive and Determined Action.”*

ANTHONY ROBBINS