

ABSTRACT

Prita. 2015. *Attention Seeking Devices and Voice in NIVEA Body Serum Advertisements*. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Humanities, Airlangga University, Surabaya.

The study attempted to investigate attention seeking devices and voices in NIVEA body serum television commercials. The main objective of this study is to find out how the advertisers promote the advertisements to make their viewers interested in NIVEA products. The writer applies the theory of language of advertising proposed by Angela Goddard, and the theory of language and gender in media to extend the analysis. The writer take some picture of NIVEA body serum which the most important part in that advertisement. Upon showing the picture, analysis were made to explain clearly what or how the attention seeking devices and the voice operate in the advertisement. It was found that though television commercials of NIVEA body serum UV Extra Whitening and NIVEA body serum Night Whitening depicted the information in only a short period of time, it has been able to create attention seeking devices and voices to be easily understood by the viewers. Image as part of attention seeking devices has been fully employed to reach viewers attention. Meanwhile, there is also a stereotype that a beautiful woman is a female who has bright skin and smooth skin texture. The conclusion of this study is the advertisers have „the product promotor“ to advertise their products and there is also stereotype toward woman.

Keywords: Advertisement, Attention Seeking Devices, NIVEA, Television Commercials, Voice