

**WORD CHOICES OF HEADLINE IN
HIGH END TEEN AND HIGH END MAGAZINES**

THESIS

UNIVERSITAS BRAWIJAYA

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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGE AND LITERATURE
FACULTY OF CULTURE STUDIES
UNIVERSITY OF BRAWIJAYA**

2010

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HIGH END TEEN AND HIGH END MAGAZINES**

THESIS

Presented to
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in partial fulfillment of the requirements
for the degree of *Sarjana Sastra*



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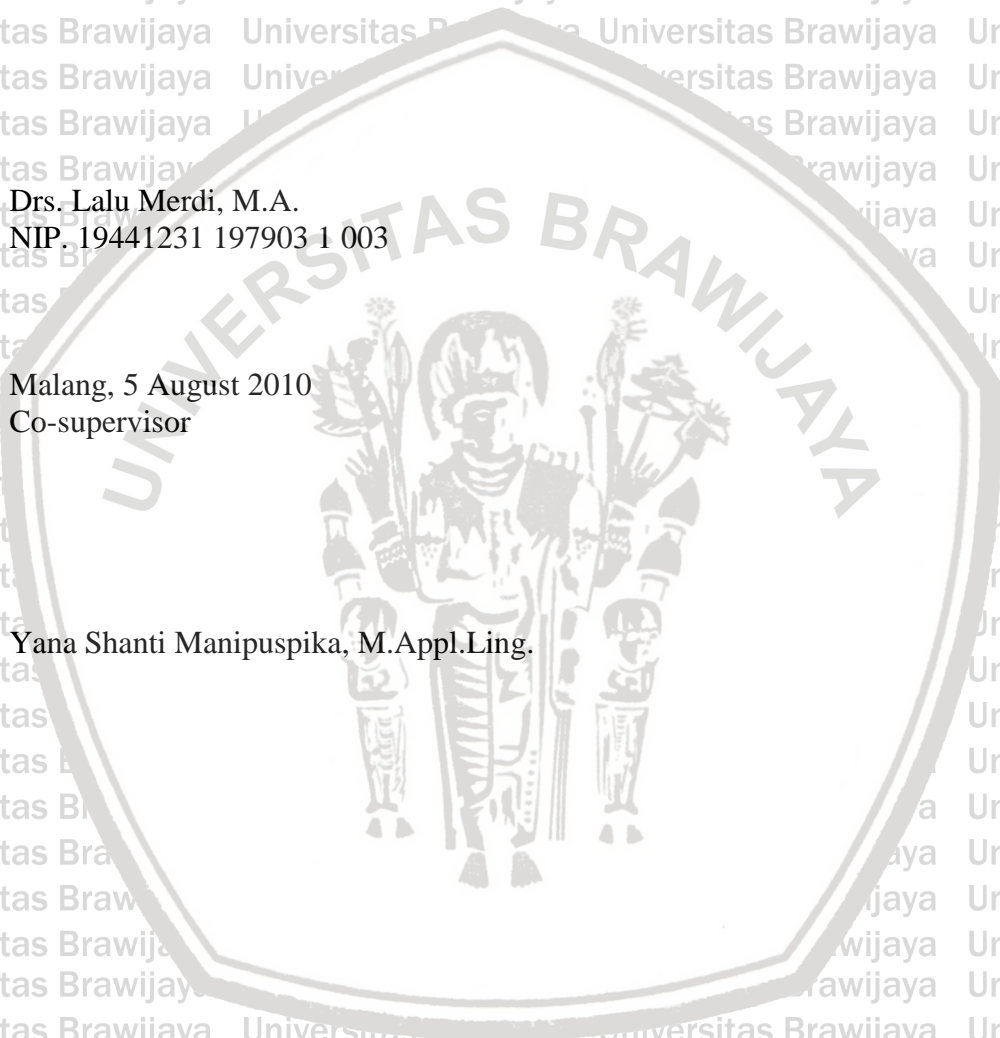
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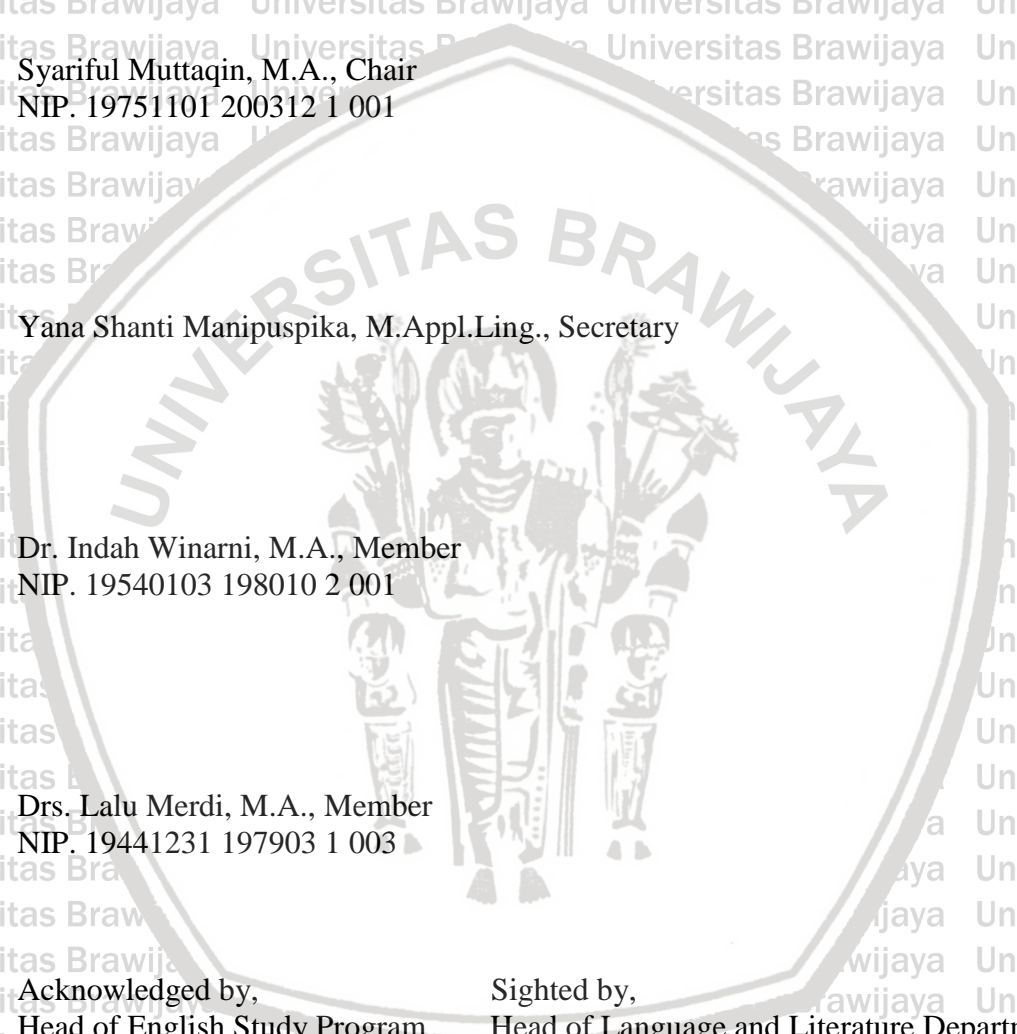
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ABSTRACT

Kristiani, Marisa Dika. 2010. **Word Choices of Headline in High End Teen and High End Magazines**. English Study Program, Language and Literature Department, Faculty of Culture Studies, University of Brawijaya. Supervisor: Lalu Merdi; Co-supervisor : Yana Shanti Manipuspika

Keywords: Language variety, language and age, word choices, age-grading, parts of speech, headline

Magazine is one form of written communication to deliver information. As a written way to communicate, magazine must pay attention to its target readers, either teenagers or adults. The different segment of readers of those magazines is such an interesting issue to discuss. Regarding language and age phenomenon, this study aims at discussing and analyzing the differences of word choice from reader's perspective, in this case teenagers and adults in headline of magazine, and analyzing the differences between both magazines using age-grading theory.

This study applies qualitative approach namely textual analysis. In order to classify each word into part of speech, the writer counted each of them into percentage. The writer collected 28 headlines of High End Teen Magazine and 26 headlines of High End Magazine published monthly on February – May 2010. Each headline was classified into parts of speech to determine its word choices. In addition, there was also comparison between teenage and adult magazine headlines to found out the differences and found out the probable reasons of those differences.

In analyzing the data, it is found that the composition or word choices in writing the headlines is dominated by noun. There is also no specific pattern or structure that creates the headlines. Although those magazines have different frequency in the use of each part of speech, the usage is adjusted when they use the word in writing the headline. There are also significant differences in the use of exclamation mark, miscellaneous, the position of verbs between teenage and adult magazine headline. Those differences are adjusted with the characteristics of the readers of both magazines, either teenagers or adults. So it can attract the readers by reading the headlines.

To attract the readers, the headlines should be creative and adjust the language with its readers. In teenage magazine there are many informal languages such as slang words and the use of symbol. On the other hand, most of adult magazine headlines use formal language which is known as standard English.

ABSTRAK

Marisa, Dika K. 2010. **Pemilihan Kata Pada Judul Di Majalah High End Teen Dan High End**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Lalu Merdi (II) Yana Shanti Manipuspika

Kata Kunci: Variasi bahasa, bahasa dan umur, pemilihan kata, tingkatan umur, pengelompokan kata, judul

Majalah adalah salah satu bentuk komunikasi tertulis dalam menyampaikan informasi pada pembaca. Sebagai bentuk dari komunikasi tertulis, majalah sebaiknya memperhatikan siapa target pembaca, baik itu remaja maupun dewasa. Perbedaan target pembaca majalah tersebut menjadi topik yang menarik untuk diulas. Sehubungan dengan fenomena bahasa dan umur, penulis berkeinginan untuk mendiskusikan dan menganalisis perbedaan pemilihan kata dari segi pembaca, dalam hal ini judul dari majalah remaja dan dewasa. Sebagai tambahan, penulis juga berkeinginan untuk menganalisis perbedaan dari kedua majalah tersebut dari sisi teori tingkatan umur.

Dalam menganalisis data, penulis melakukan pendekatan secara kualitatif dan analisa tekstual. Untuk mengklasifikasikan tiap kata dalam judul ke dalam pengelompokan kata, penulis mengakumulasi tiap pengelompokan kata ke dalam prosentasi.

Dalam mengkaji rumusan masalah, penulis mendapatkan 28 judul dari Majalah High End Teen dan 26 judul dari Majalah High End yang diterbitkan secara bulanan mulai dari Pebruari sampai Mei 2010. Pengkajian ini juga telah membandingkan antara judul majalah remaja dan dewasa serta beberapa kemungkinan penyebab dari perbedaan tersebut.

Untuk menarik perhatian pembaca, judul artikel sebaiknya dibuat kreatif dan disesuaikan dengan bahasa si pembaca. Dari judul artikel majalah remaja, dapat diketahui bahwa terdapat beberapa bahasa informal seperti kata-kata slang dan pemakaian kata simbol. Di sisi lain, sebagian besar judul artikel majalah dewasa menggunakan bahasa resmi atau yang biasa dikenal sebagai standard bahasa Inggris.

Sebagai saran bagi peneliti selanjutnya, penulis menyarankan untuk meneliti di bidang bahasa dan umur, sehingga mereka dapat mengaplikasikan dan menganalisis dari aspek yang lain, seperti gaya menulis dan gaya berbicara antara remaja dan dewasa.

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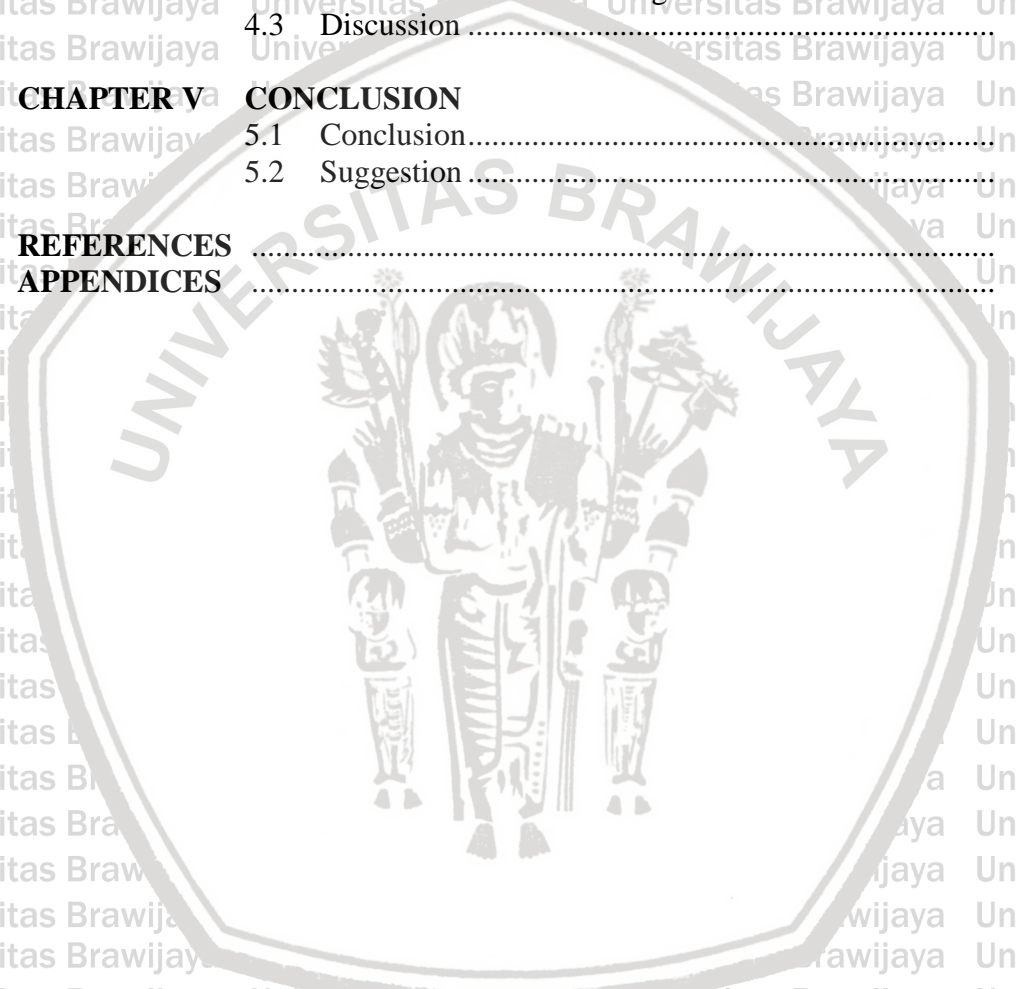
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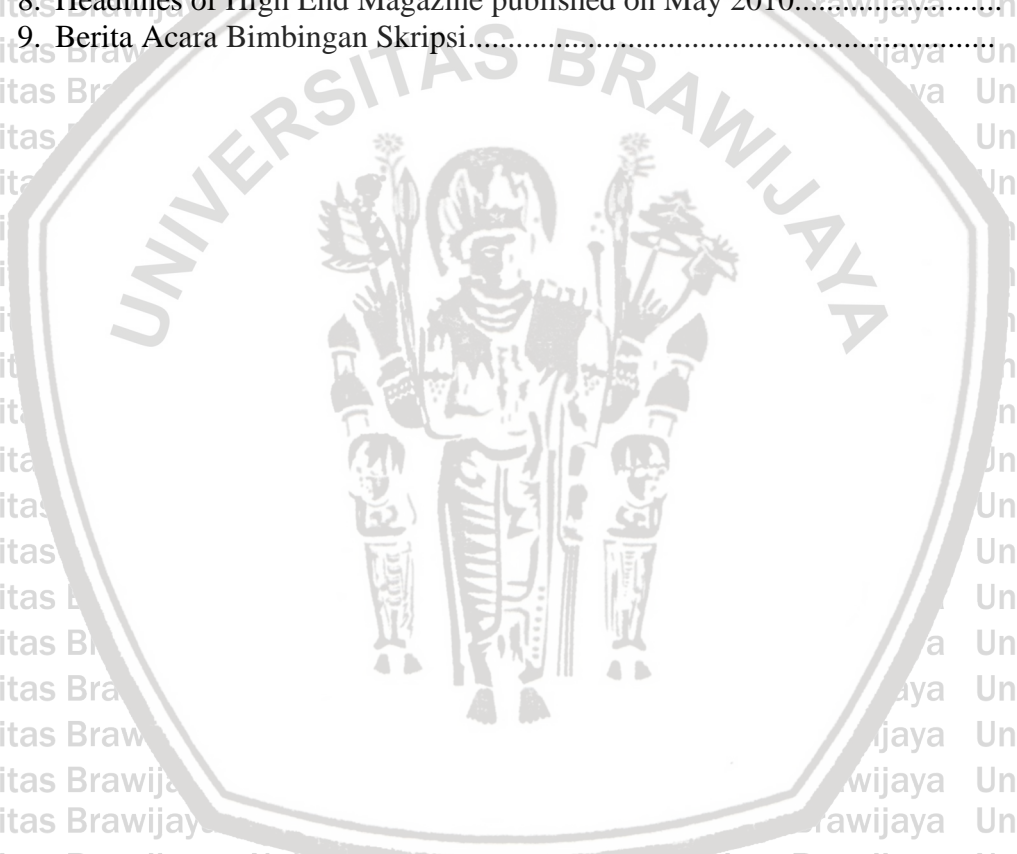
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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a major factor in human society because it is fundamental in forming and expressing both individual and group identities. In other words, language is an important media of communication among individuals and groups. Human beings have developed thousands of languages; most individuals are born into and brought up in only one language.

It is significant to understand that language is a means of communication. Communication is a way to interact with other people. A person who is communicating with others intends to make the readers or hearers understand what he is trying to express. If the readers fail to catch the ideas or meaning of the utterance, the communication will fail. In addition, it is important that the speaker or writer and the hearer or reader get the same effectiveness of the communication in which the utterances are understandable, so that the act of communication is going well.

There are many ways provided to communicate with each other, which can be either spoken or written form. In spoken form, it can be clearly seen in our daily life. In order to support that communication, spoken form might also be supported by body language. Meanwhile, the written form is usually expressed through text, either formal or informal one. Nowadays we are in the 21st century where there are a lot of media to express our ideas in written ways, such as letter,

electronic mail, advertisement, literary work, newspaper, magazine, and so forth.

Based on encyclopedia dictionary (www.encyclopedia.com/doc/10999-magazine.html), magazine is a periodical publication containing articles and illustrations, typically covering a particular subject or area of interest. Writing a magazine article should follow a set of rules based on journalistic etiquette code, and we cannot write an article as freely as we want. Generally, the elements of magazine around the world are similar. One of the important elements in magazine is journalistic language. It is argued that every news, article, and report that are in magazine should be understandable (Sumadiria, 2006). Furthermore, Sumadiria (2006) states that journalistic language has specific characteristics, such as: simple, brief, clear, interesting, democratic, logical, grammatical, the choice of words, and in active sentence.

Media in Indonesia has an interesting side to discuss, especially those which use English language. Nowadays, English as a foreign language has developed its function and role as major subject in schools. Moreover, English in several schools has been used as daily language in class. Besides having educational role, English is also familiar in several aspects of occupation, especially for entertainer, businessman, politician, and so on. To convey the need of English, some producers of media have made an innovation of English magazine whose readers are students and adults who are concerned with recent issues, lifestyle, health, profile and business.

The different segment of readers of those magazines is such an interesting issue to discuss. The writer conducted a study on this topic because it is related

with sociolinguistics field which concerns language and age. The writer discussed and analyzed the differences of word choices from reader's perspective, in this case teenagers and adults. The media used as an object to find out the differences are High End Teen and High End Magazine. These particular magazines were chosen for three reasons. First, both magazines are the newest magazines published in Indonesia. Second, these magazines are written in English by Indonesian journalists and published in Indonesia. The last reason, both magazines have different target of readers. As can be seen from the title, High End Teen is a magazine published for teenagers. Besides helping the readers to improve their English, this magazine also provides more information about lifestyle, fashion, as well as review about favorite overseas universities for the readers who want to study abroad. On the other hand, High End magazine is published for older or adult readers which contains life style, healthy tips, as well as bussiness part.

In this study, there is something interesting in the headline of the article in those magazines. Headline itself usually describes or advertises the article, so that it can attract the readers (Opdycke, 1980). English as a foreign languages also has a stratification to differ whom we are talking to. This concept can be seen through Sociolinguistics perspective. As defined, Sociolinguistics is about how individual speakers use language, how people use language differently in different towns or regions, how a nation decides what languages will be recognized in courts or education (Meyerhoff, 2006). In this study, the writer concerns the form of language, especially in word choice between teenage and adult magazine. This

issue has been raised by Holmes (1988) who points out that language provides a variety of ways of saying the same thing – addressing and greeting others, describing things, and paying compliment. In this case, age is one of the important factors which should be taken into account in communication through printed media especially magazine.

This study is expected to be used as one of the references for the students of English literature department who want to conduct similar study, especially in Sociolinguistics field. Besides, next researchers can be inspired to continue this study in language and age deeper than previous study. Practically, this study is expected to give information to get better understanding about word choice or diction for the journalist, so that in the future journalist can make better articles by considering the social class and class stratification of the readers. Moreover, this study may also provide information regarding differences in the choice of words between teenage and adult magazines.

1.2 Problems of the Study

This study focuses on the word choices of High End Teen and High End Magazine. Therefore, the problems formulated in this study are:

1. What word choices are used in High End Teen and High End Magazine?
2. What are the reasons of the word choices of High End Teen Magazine different from those of High End Magazine?

1.3 Objective of The Study

In accordance with the problems of the study above, this study is proposed:

1. To find out the word choices which are used in High End Teen Magazine and High End Magazine
2. To find out the reasons that the different of the word choices in High End Teen Magazine and High End Magazine.

1.4 Definition of Key Terms

1. Sociolinguistics : is the study about how individual speakers, use language, how people use language differently towns or regions, how a nation decides what languages will be recognized in courts or education (Meyerhoff, 2006).
2. Age-grading : refers to a change of behaviour with age that repeats itself in each generation (Cheshire, 2001).
3. Word choice : is a term used to describe the words chosen by an author. Generally a good word choice means using words that are very specific and descriptive of exactly what we want to say (Word Choice, 2000).
4. Parts of speech : are the name of various types of words (Francis, 1958).
5. Magazine : is a periodical publication containing articles and illustrations, typically covering a particular subject or area of interest (Definition of Magazine, 1999).
6. Headline : is news abstract, made in one or two short sentences but informs the essential issue of event being reported (Houghton Mifflin, 2004)

7. High End Teen Magazine : is an English teenage magazine which is published monthly.

8. High End Magazine : is an English magazine whose target readers are adult which is published monthly.



CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher presents a brief discussion and description of some of relevant theories for supporting her research. The following definitions that the researcher discussed are sociolinguistics, standard language, slang, language and age, age exclusive features, age preferential features, and headline as a part of magazine in making articles.

2.1 Sociolinguistics

2.1.1 Definitions of Sociolinguistics

Sociolinguistics concerns how individual speakers use language, how people in different town or region use language differently, how a nation decides what languages will be recognized in courts or education (Meyerhoff, 2006). Here, Meyerhoff (2006) emphasizes more on the use of language in different background, such as education, occupation, region and nation.

According to Giles and Coupland (1991), sociolinguistics is the study of language as it affects and is affected by social relations. Sociolinguistics includes bilingualism, pidgin and creole languages, and other variety of language that is influenced by contact among people of different language communities, for example speakers of German, French, Italian, and Romans in Switzerland.

Sociolinguistics also conveys different dialects, accents, and levels of diction in light of social distinctions among people.

Irigiliati (2007) states that Sociolinguistics is a branch of study that studies the relation between the language and society, between the use of the language and the social structures in which the community of the users exists. Irigiliati's definition is the simplest one from the two previous definitions. In addition, she also assumes that society is built up from the relation of patterns and behaviors, in which linguistics is one of them.

Based on Wardhaugh (1986, p. 12), "Sociolinguistics is concerned with investigating the relationship between language and society with the goal of a better understanding of the structure of language and of how language functions in communication; the equivalent goal in the sociology of language will be to discover how social structure can be better understood through the study of language."

The writer agrees with Meyerhoff (2006), that the use of language is influenced by people's background. In variety of language, it is not only the people education, region, and occupation involve but gender and age are also parts of them.

From those definitions of sociolinguistics above, it can be synthesized that sociolinguistics is the study of language related with the society in which the various environments of user (region, occupation, education, and so on) can make the variety of accent, dialect and grammar.

2.1.2 Language Variety

In a multicultural and multilingual society, people interact with each other with different purposes everyday. Someone who lives in an area, might have different language in each of his or her interaction. For example, in the case of Patel who lives in Bombay. He uses formal language when he speaks with his friend in class and informal language when he is at home. Another different use of language with wider communication such as the language he uses in market or with outsiders or tourists. As stated by Holmes (2001), Sociolinguistics has placed that phenomenon of language distinction in variety of language.

The study of variation in language can be observed from a number of different points of view, and there are several methods to deeply search how language varies between speakers, when speakers draw on different variants, and what the use of social and linguistics in such variation is (Meyerhoff, 2006).

Indeed, Meyerhoff (2006) looks at the variety of language from the relationship between speakers and their respondents, and the coherence of society and language. Dealing with the function of society and language in its variation, Sociolinguistics involves analyzing the interaction of language, culture and society; the more specific study of variation is concerned with the impact of this interaction on the structures and processes of traditional linguistics. Language variation concentrates on the details of linguistic structure in speech production and processing (or writing), including contemporary or historical sources (Meyerhoff, 1991).

“Variety in language is defined in terms of a specific set of ‘linguistic items’ or ‘human speech pattern’ (presumably, sounds, words, grammatical features) which we can uniquely associate with external factor (presumably, a geographical area or a social group)” (Wardhaugh, 1986, p. 22). However, it is also pointed out that the unique set of items may possibly be included as Standard English, lower class New York speech, Oxford English legalese, and so on.

2.1.2.1 Standard Language

Standard language is often correlated with the middle ages or mature period, in this case adult. Wolfram (cited in Wardhaugh, 1986, p.168) finds out that children are less standard in their linguistics behavior than adults with similar social background. Actually, Standard English has certain characteristics such as autonomy, non-reduced, less blending, and has de facto norms, as a result of de jure norms possession (Ibrahim, 1995). Ibrahim (1995) also states that the use of Standard English is codification from grammatical convention, lexical and also convention from mother tongue language such as: North American, British, African, and Australian. The composition of English in those countries consists of grammar, lexis, and equal main rhetoric.

A standard variety is usually in written form and has undergone some degree of regularization or codification (Holmes, 2001). It means that standard language is a language which has been codified from its origin. Holmes (2001) argues that only a minority of the world’s languages are written and an even smaller minority are standardized in the sense of codified and accepted by the community as suitable for formal function. In this case, formal function has been defined as

formal occasion that seems like the one used by the court and the influential merchants of London as in the fifteenth century. Standard English was prestigious because of its use in court. It was influential because it was used by the economically powerful merchant class (Holmes, 2001). So, it can be concluded that standard language is the most prestigious language taken from certain dialect.

Meyerhoff (2006) explains that the development of Standard English reflects the three important criteria which characterize a standard: it was an influential or prestigious variety, it was codified and stabilized, and it served language functions which were used for communication at Court. Codification can usually be seen in grammars and dictionaries which record, and sometimes prescribe the standard form of the language.

Bell (as cited in Wardhaugh, 1986, p.30) has listed seven criteria that may be useful in discussing different kind of languages with namely standardization, vitality, historicity, autonomy, reduction, mixture, and de facto norms.

Standardization refers to the process of codification of language. Haugen (as cited in Wardhaugh, 1986, p. 30) says that a language must follow certain steps to become a standard language. Moreover, he mentions the 'formal' matters of codification and elaboration, the former refers to the development of such things as grammars and dictionaries and the latter refers to the use of the standard in such areas as the court, education, administration, and commerce. As Holmes (2001)

said above, a standardized variety can give prestige to speakers, marking off those who employ it from those who do not (who use a non-standard variety).

Nowadays, Standard English is codified to the extent that the grammar and

vocabulary of English are the same everywhere in the world. There are very few differences of grammar and vocabulary in several English countries, such as Singapore, South Africa, America, Britain, and so on. For example, there is only a slight difference regarding the spelling of the word 'color' in American and British English. In American English, it is written 'color', while British English says 'colour'. Indeed, Standard English is the variety of English which is usually used in written form and normally taught in school, in case formal language is used.

Hudson (1980) points out that the only kind of variety which would count as a 'proper language' is standard language. Standard language should pass through the following process:

1. Selection, a particular variety must have been selected as the one to be developed into a standard language. The choice is a matter of great social and political importance, as the chosen variety necessarily gains prestige and so the people who already speak it share in this prestige.
2. Codification, some agency such an academy must have written dictionaries and grammar book to 'fix' the variety, so that everyone agrees on what is correct.
3. Elaboration of function, it must be possible to use the selected variety in all the functions associated with central government and with writing, such as parliament and law courts, educational and scientific document.
4. Acceptance, the variety must be accepted by the population in which the variety is used, usually in national language.

Similar to Holmes' point of view, Trudgill (2002) argues that Standard Language is a language which has undergone standardization, consisting of the process of determination, codification and stabilization. Codification itself, is the process whereby a language variety 'acquires a publicly recognized and fixed form'. The process of codification are enshrined in dictionary and grammar book.

Standard English is variety of English normally used in writing, especially printing; it is the variety of spoken by those who are often referred as 'educated people', and it is variety taught to non-native learners (Trudgill, 2002).

Thomas (2004), another sociolinguist, starts to define standard English from an example of the usage of multiple negation. He mentions "I didn't say nothing". The use of more than one negative is not standard English. However, according to Milroy and Milroy's (1985), multiple negation was a normal feature of English until seventeenth century. But in the end of eighteenth century, grammarians had decided that multiple negation was unacceptable. The grammarians decided to avoid the form like "I didn't say nothing" and promoted form like "I didn't say anything". Thomas (2004) agrees with Milroy's (1985) that multiple negation is considered as standard form of many languages. Thomas (2004) adds that the current standard language form would look different, since it would have been based on different English variety. The variety is that the standardization process continues with codification. Related with codification, Milroy and Milroy (1985) investigate that standardization and codification involve what they call 'the suppression of optional variability'. It means that, if there are two or more forms in use, two or more ways of saying the same thing, only one is selected as

standard. As the example is multiple negation above. Another example to support the notion is the choice of *from*, in the expression *different from*, *different to*, and *different than*. They suggest choosing *different from* as standard form.

Thomas (2004) finds out that written language tends to use more formal contexts than spoken language, because written language needs more planning.

Therefore, written language is generally in standard English.

2.1.2.2 Slang

Slang is a term which is popular in teenage community. In the past, slang was only used by certain community and no one outside the community knew the meaning. This language has a secret and special message, so that only the community understood the meaning. Nowadays, slang is generally used by young people though older people might use it, too. It has specific characteristics in that it can be seen clearly, temporarily and rapidly change.

Slang is a part of vocabulary which reflects a person's age and it is where the different use of language between teenager and old people lies. "Current slang is the linguistic prerogative of young people and generally sounds odd in the mouth of an older person" (Holmes, 2001, p. 167). It shows the membership of a particular young group. For example: in New Zealand, young people usually use the term *wicked*, *choice*, and *cool* to describe something they approve of. Because slang is lasting for a very short time and always changes, we can catch or guess with whom we are talking to in telephone or in written form through the vocabulary which is used.

Hartman and Stork's (as cited in Alwasilah, 1985, p.57) definition of slang is a variety of speech characterized by newly coined and rapidly changing vocabulary, used by the young or by social and professional groups for 'in-group' communication and thus tend to prevent understanding by the rest of the speech community. In short, slang refers to a term or vocabulary used by young people and it is dynamic and always changes. In linguistics, slang is the result of linguistic inventiveness, especially of young and lively person who want fresh, original pungent, or racy terms with which they can rename ideas, actions, and objects that they feel strongly about. It means that slang always comes with the newest terms and is renewed by the users who want something different. Some examples of slang in American English are, *spaced out* (under the influence of drugs), *right on* (excellent, perfect), *hang up* (problem), *rip off* (a cheat, a disappointment), *pig* (fat) and *fuzz* (police). Those slangs are used by a certain community to express its identity. While for the others who do not use that language, it is clear that they are not the member of the community.

The definition adopted in this study is in line with Ellis (as cited in Arua and Alimi, 2006, p. 2) who defines slang as a variety of language used in certain context. It means that people express their sense or feeling of being a member of particular group within the community which is not specific to any geographic location.

According to Suyanto (2008), there are three major problems related with slang language: first is the existence of slang as language variant, meaning that slang language still exists in community as variety of language. Second, language

creativity by teenagers. The common perception in society that slang is made or created by teenagers. The last, social factor influencing the creativity process. The condition of environment surrounding the community has participation in process of making slang language. Slang shows the feature of informal variety which is compact and simple.

2.2 Language and Age

This study mainly discusses the word choice focusing on different age between teenager and adult. There are two different generations which are characterized in language, especially when they use the words to create a sentence, a phrase, or even an utterance. So, they can communicate with each other in different generations or age. According to Hudson (1980), we make a very subtle use of the language variability that is available to us. It means that it allows us as speaker or writer to place ourselves in a variety of dimensional societies and as hearer or reader to place others in those societies as well. Age, gender, occupation, social class, and geographical or ethnic origin have often been studied as one of the factors that place us in the society and causes language variation.

Sometimes in daily experience, there are many examples of vocabulary used by teenagers and young people, which need to be translated, so that the older age groups can understand it (Peccei, et al. 2004). For example: Peccei's twenty-year-old student added a new meaning for *pants* (as in underpants) to her vocabulary.

She said it was roughly equivalent to *terrible* as in *That was a pants exam*.

Age related differences in vocabulary are often the ones most easily noticed by people, but there are other less obvious linguistic differences between age group as well. It means that the differences between age group have brought an influence in linguistics. Peccei (2004) agrees that the age of the writer and reader will result in the particular form of language being used.

2.2.1 Age-Grading

Age-grading is a term regarding to the human behavior which is in line with age and it is done repeatedly in one generation. In addition, age-grading indicates to different generation in general case, categorizing the language into its character and typical of different stages in the life time. For example, in the 1980s the teenagers in British used the word *wicked* for 'good'; it has stopped to use that word as well as they have grown older and abandoned in-group slang words (Cheshire, 2001).

There is an idea that age needs to be treated as a dimension of identity which is as complex and as gender, race, or class (Franklin, 2009).

Age grading may involve two elements namely age-exclusive feature and age-preferential feature (Cheshire, 2001):

2.2.1.1 Age-exclusive feature

Age-exclusive feature is used only during teenage years. Actually, slang vocabulary may change from one generation of teenagers to another, but the process of coining specialised in-group vocabulary in this period of life persists.

Some age-exclusive features may be due to maturational factors, reflecting, in

other words, biological age. The address terms used by adults to children also mark their inferior social status: speakers of languages with two or more second person pronouns use the informal pronoun to children (and animals) rather than the polite form. Childhood seems to be a life stage that is universally salient, but the salience of other life stages is more likely to vary cross-culturally, with a corresponding variation in age-exclusive features. Thus, where the elderly are treated with respect there may be linguistic features used only by this age group.

There are also slang forms used only by young speakers, which older speakers tend not to understand, thereby creating an age-exclusive youth register.

Seemingly, in societies where age is an important component of social status, there are certain linguistic features that must be used by younger people when speaking to older people.

2.2.1.2 Age-preferential feature

Age-grading may also involve the use of age-preferential features which are used by speakers of all ages in the community, but more frequently by some age groups than others. In addition, Labov (as cited in Chesire, 2001, p.5) points out the theoretical framework within which analysis of variation and change are conventionally carried out. There are two opposing systems of speech norms within a community: the overt norms of the dominant social class, to which all socioeconomic classes aspire in their careful speech styles, and the covert norms of the 'street culture', which produce the consistent vernacular of the urban working class.

2.2.2 Teenager and Adult Language

The difference of these generations has brought influence in their linguistic aspect especially in communicating with each other.

The following dialogue is one example between teenager and adult:

(B is an Australian girl and W is an adult)

B: We went – I've seen 'One Flew Over the Cuckoo's Nest' – can't even say 'cuckoo' properly. That was a good show. The only thing is a swear a lot in it.

W: And that really bothers you?

B: Mm. Sometimes, like, sometimes I'll be in the mood for it and other times I'll think you, know 'I don't wanna say that. Cause when you listen t' other people it sounds terrible, you know...

W: You don't think about that when you're 13 or 14 doing it yourself.

B: No, You don't. When you get older, you think, 'Oh Jesus, what did I ever say that for?'

(Holmes, 2001, p. 170)

The dialogue above is another feature of people's speech which varies at different ages. Not only pitch, but vocabulary, pronunciation, and grammar can also differentiate age groups. Conversely, it is in middle age that they are most likely to use more standard form. According to Holmes (2001), the use of standard or prestige forms gets on the top between the ages of 30 and 55 when people experience maximum social pressure to conform.

One of the characteristics of teenage language is creativity. It cannot be seen from linguistic point of view, but from social side. Teenager is a period when someone is in his teen, it is when he likes to rebel against the society. It is shown by the language which is not 'standard'.

Weiser (2006) states three aspects how teenage language differs from adult speech:

- there is no one teenage language, no youth speaking and writing you can generalize,
- there is an individual linguistic usage of every single teenager, in certain communication situations, and there is a speech style of certain groups and scenes,
- nevertheless, you can call some features that are spread over all types of communication and are prototypical for the speech of young people.

The features usually used by teenagers are: first, teenage language is much simpler. Second, in adult speech easy things are described in long-winded ways.

Then, young people use sentences that express their opinion in a direct way, mostly coloured descriptions. Next feature is presence of new words and new uses for old words. There are also new grammatical rules. Sixth, there is a relationship among words. Therefore, it does not have any kinds of rules. The last feature is that escapements are dismantled; you can speak spontaneously, because it is not important to speak correctly (Weiser, 2006).

2.3 Parts of Speech

English is considered to have grammatical rule in order to make a good structured sentences. According to Francis (1958), “there must be different kinds of words, according to the positions they can fill and the functions they can perform in various structures” (p. 234). The name of these various types of words is **parts of speech**. There are nouns, verbs, adjectives, and adverbs.

The first parts of speech is **nouns**; Francis (1958) identifies nouns by five criteria:

1. Noun determiners, e.g. the, a/an, my, your, our, their
2. Nouns have two inflections, the plural (-es) and the possessive ('s).
E.g.: cat ---cats, cat's, cats'
Boy ---boys, boy's, boys'
Class --- classes, class's, classes'
3. Many nouns may be identified as such by various noun-marking derivational suffixes, added either to stems or to other words, usually belonging to other parts of speech.
 - a. added to verbs: (-age) breakage, demurrage; (-er) sawyer, sailor; (-ment) payment, agreement); etc
 - b. added to adjective: (-ce) abundance; (-cy) relevancy; (-ness) happiness; (-ster) youngster; etc
 - c. added to other nouns: (-ship) friendship; a (-ian) librarian, (-ism) Methodism; (-ist) physicist; etc
 - d. added to bound stems: (-er) carpenter; (-ism, -ist) monism, monist; (-ity) debility; etc

4. Nouns fill certain characteristic positions in relation to other identified parts of speech in phrases and utterances.

5. Certain superfixes occasionally distinguish nouns from otherwise identical words that belong to other parts of speech

The second parts of speech is **verbs**, there are five kinds of verbs marking formal criteria: inflection, function words, derivational affixes, positions, and superfixes.

1. Inflection: third singular inflection (-s), past-tense inflection (-ed), past-participle inflection (-ed), present-participle (-ing)

2. Verb is a set of function words called auxiliaries.

a. Auxiliriaries appearing with the *base* form of the verb are: can/could, may/might, shall/should, will/would, do/does/did, must, dare, need.

b. Base + (-ing): am/is/are/was/were; get/gets/got

c. Base+ (-ed): am/is/are/was/were; get/gets/got; has/have/had

d. To + the base form: have/had, ought, used, am/is/are/was/were; get/gets/got; am/is/are/was/were (about, going)

3. Derivational affixes: (-ate), (-ize), (-fy), (-ish), (-en), prefix (en-)

4. Two of these positions are important to be noted here:

a. Utterance-initial position may be filled by a verb in the base form, alone or proceeded by one of the function word *please, let's, do, or pray*. e.g: please answer at once, pray come in

b. The position between two nouns, with or without determiners, may be occupied by many sorts of verbs and verb-phrases. E.g. *dogs chase the sticks, the stars light our path.*

5. There is one group of verbs, however, which are distinguished from related nouns and adjectives by the stress-superfix {^ˈ}, with or without morphophonemic change.

The third is **adjectives** are class of lexical words identified by their ability to fill the position between noun-determiner and noun and the position after a linking verb and qualifier such as *very, rather, quite*. There are two groups of adjectives:

1. Base adjectives are mostly one syllable, though some have two or three. They have no derivational suffixes, and usually in form of comparative and superlative degree by means of inflectional suffixes (-er) and (-est).
2. Derived adjective are formed from bound stems, nouns, and verbs by means of quite a large group of derivational suffixes, such as (-ous), (-al), (-able), (-ing)

The fourth parts of speech is **adverbs** are a class of lexical words identified by their ability to appear in utterance-final position following a noun or nouns functioning as complement. The two largest groups are those formed from derived and base adjectives by addition of (-ly), such as *slowly, firstly, badly, and so forth*. Like adjectives, adverbs appear with function words called qualifiers.

Another source, Towson Education (2000, para. 2) mentions that parts of speech is divided into two major groups:

1. Content words (open class) are words that have meaning. There are words we would look up in a dictionary. Noun, verb, adjective, and adverb are content parts of speech.

2. Function words (closed class) are words that exist to explain or create grammatical or structural relationships into which the content words may fit.

Pronouns, prepositions, conjunctions, determiners, and interrogatives are some function parts of speech.

There are eight main groups of function words according to Francis (1958):

1. Noun-determiners: the, a/an, my, your, her, their, these/this, that/those, etc.

2. Auxiliaries: can/could, may/might, will/would, must, dare, need, used, be going, etc

3. Qualifiers: very, quite, rather, pretty, mighty, more, most, less, etc

4. Preposition:

a. simple: after, among, around, before, concerning, etc

b. compound: back of, due to, together with, etc

c. phrasal: by means of, in front of, on account of, etc

5. Coordinators: and, not, but, nor, rather than, either...or, etc

6. Interrogators:

a. simple: when, where, how, why, whenever, etc

b. interrogative pronoun: who, which, what, whoever, whichever, whatever

7. Includers:

a. Simple: after, although, lest, since, etc

b. relative pronoun: who, which, that, when, where, whoever, etc

8. Sentence-linkers:

a. simple: consequently, furthermore, hence, however, moreover, nevertheless, therefore.

b. phrasal: at least, in addition, in fact, etc

Different from Francis, Yule (1996) proposes that parts of speech can be presented in the following way:

Nouns are words used to refer to people, objects, creatures, places, qualities, phenomena and abstract ideas as if they were all 'things'.

Adjectives are words used, typically with nouns, to provide more information about the 'things' referred to (*happy people, large object*).

Verbs are words used to refer to various kinds of actions (run, jump) and states (be, seem) involving the 'things' in events.

Adverbs are used to provide more information about the action and events (slowly, suddenly). Some adverbs are also used with adjectives to modify the information about 'things' (really, very).

Preposition are words (at, in, on, near, with, without) used with nouns in phrases providing information about time (at five, in the morning), places, and other connection involving actions and things.

Pronoun are words (me, they, he, himself, this, it) used in place of noun phrases, typically referring to things already known (*he likes himself*).

Conjunction are words (and, but, although, if) used to connect and indicate relationships between, events and things (*we swam although it was very cold*).

2.4 Headline

In order to make the readers understand the articles we write, word choice (diction) should be taken into consideration. Basically, word is a sign to express or say idea, concept, and meaning. We have to be careful using the words in saying and expressing the source of news, so that the news can be understood by the readers (Dewabrata, 2004).

In the process of writing an article, the task is not just making the articles understandable but we have to arrange the words into good and polite sentences.

The mistake of arranging the words in sensitive issue can make misunderstanding and complaint from the opposite who does not accept or is harmed by the news (Sumadiria, 2005).

One of the elements of the article either in magazine or newspaper is headline.

A headline is the text at the top of a newspaper article, indicating the essence of the article. The headline catches the attention of the reader and relates well to the topic. Based on Evan (as cited in Freeborn, 1992, p.164) headline is usually written in a short sentence or even in a phrase. The important thing is that headline can show and reflect the issue or content of the articles. He also mentions mentions three criteria for a good headline: simplicity, informality, and impact.

Headline should be a clear signal, swiftly readable, economical in reading time and space.

Since it reflects the content being reported, headline should advertise the article. Headline should be interesting and attract people's attention (Opdycke,

1980). Headlines should also be depended upon to convey the article message and the writer of headline cannot use articles like 'a' and 'the' in the headline.

Writing article in magazine, newspaper, or any media should be done using journalistic language, because every news, articles, and reports that convey the message inside the magazine should be understandable (Sumadiria, 2006).

Journalistic language has some particular characteristics, such as: simple, brief, clear, interesting, democratic, logical, grammatical, and in active voice. Dealing with simple and brief, the language of headline uses simple form of the verb and the infinitive is used to express the message or issue conveyed in the article.

Freeborn (1992) asserts that wording of headline is affected by at least three things: the ideas to be expressed, the technology of printing, and the kind of reader associated with a particular paper.

2.5 Previous Studies

This study is concerned with the relation between language and age. Meanwhile, research on this particular topic is still limited in number. The study conducted by Odato and Keller-Cohen (2008) examined how listeners arrive at judgments of speech as irrelevant or off-topic (off-target). Older adults and college students evaluated a set of narratives ascribed to speakers differing in age and gender and presented as conversations or interviews. This study also contributed an understanding of the role of age stereotypes in evaluating speech, highlighting the listener's role in constructing an interlocutor's speech as off-target.

Another study by Nagao and de Jong (2007) investigated the listener's estimation from talker's perception in different age and sex. They observed language familiarity affection of listener's performance in the case of age perception. The study resulted in a description that: first, better age estimation was found when listeners listened to a familiar language. Second, listeners' age estimation was better for female talkers than male talkers only when listeners listened to a familiar language. Third, regardless of sex, either male or female, age estimation errors increased with the age of talkers.

The difference between those two studies is that Odato and Cohen (2006) focus on speech of teenagers and adult, while Nagao (2007) is concerned with the age of listeners affected by their sex. Dealing with the previous studies, the writer wants to conduct similar study in language and age but in different topic, which is word choice in magazine of teenager and adult. Moreover, the present study takes focus on textual case in magazines.

CHAPTER III

RESEARCH METHODS

This chapter will discuss the methods of the study as a framework to comprehend the objectives of the research. It consists of type of research, data sources, data collection, and data analysis.

3.1 Type of Research

This study applied qualitative approach. The qualitative approach deals with data that are in the form of words, rather than numbers and statistics (Ary et. al., 2002).

The qualitative approach was used to understand and portray the word choice that was constructed by the writer of High End Teen and High End Magazine articles based on readers' point of view. It means that the writer described about the word choices used in both of comparable magazines. The type of qualitative research used in this study was textual analysis which attempts to identify characteristics of the material, in this case the magazine. Based on Ary et. al.(2002), "textual analysis is a research method which is applied to written or visual material such as textbook, newspaper, speeches, television program, or any of other kinds documents" (p. 442).

3.2 Data Sources

The data in this study were the headlines of some articles in beauty, fashion, and health rubric published by "High End Teen" and "High End" magazine

released on February, March, April, and May 2010. The writer took the recent edition of those magazines in order to follow the recent issues conveyed by those magazines.

The writer only analyzed the headlines of certain articles, related with beauty, fashion, and health rubric which are read by teenagers and adults. Each headline was in the form of phrase, most of them consisting at least of two words. The length of the headline was not taken as the consideration of the writer, but in this study the writer only concerned with the choice of the words. The writer tried to figure out the word choice that was used in the magazines whose readers were teenagers and adults. The consideration of determining the scope of this study was based on feasibility and time efficiency.

3.3 Data Collection

In collecting the data from written document, the writer herself took the role as the instrument. The data was collected using documentary note taking which was a method to collect the data from printed source such as book, newspaper, magazine, and so on to draw the phenomenon under study (Moleong, 2002). The following were some steps applied in collecting the data:

- 1. Reading the article**

The first step done by the writer in collecting the data was reading the headlines which were interesting to discuss.

- 2. Collecting the headline**

The writer collected the headlines of both magazines which have the similar rubric.

3. Selecting the headline

The writer selected several headlines which are in both magazines such as beauty, fashion, and healthy rubric. Those were considered as interesting headline because fashion and beauty cannot be separated from human life as support their appearance. Moreover, in their ages, adults are concerned in their healthy.

3.4 Data Analysis

In this study, the writer was concerned with the truthfulness of the study which referred to credibility. Credibility or value of truth involves how well the writer had established confidence in her study based on the type of research, participant, and context (Ary et. al., 2002). Peer review or peer debriefing was used to make the data credible. According to Ary et. al, (2002) peers were provided with the raw data along with the writer's interpretation or explanation.

Discussion then was considered by the reviewer(s) (peers) whether the data was reasonable, given the evidence (2002). Before analyzing the data, the writer discussed her study by conducting a seminar in order to make the data credible.

The role of the peers in the seminar was to judge or comment whether the data were credible to be analyzed or not. In this study, triangulation method was used to make the dependability of qualitative method which used different theories.

Furthermore, the writer considered two theories of language and age by Cheshire (2001) and Holmes (2001). The difference of those theories hopefully could support the dependability of the data to be analyzed.

Data analysis is a process to find out the answer to the problems of the study.

According to Ary et. al. (2002), there are three steps in analyzing the data including organizing, summarizing, and interpreting data. In analyzing the data which consist of headlines of High End Teen and High End Magazine, the writer followed several steps:

1. Listing the data
2. Comparing the data obtained from both of those magazines
3. Classifying the headline into each parts of speech and making the percentage. In analyzing the data, the writer used percentage to find out particular pattern in a headline through words. Meanwhile, number used here as supporting document to show the reader the commonest of parts of speech in this study
4. Analyzing and discussing the findings
5. Drawing the conclusion based on the result of the analysis

CHAPTER IV

FINDING AND DISCUSSION

This chapter displays the findings of the study along with the analysis and the discussions.

4.1 Data Description

This sub chapter displays all the data which are used by the writer in analyzing the word choices and the differences between teenage and adult magazine. The data were taken from three rubrics in High End Teen Magazine and High End Magazine published on: February, March, April, and May 2010.

There are 54 headlines to be analyzed, 28 of High End Teen Magazine and 26 of High End Magazine. The following tables are the headline of both magazines:

Table 4.1.1 Headlines of High End Teen Magazine

No.	RUBRICS		
	Health	Fashion	Beauty
1.	License to Say AAARGH!	An Idyllic Mood	Sleek Updo
2.	Ouch...My Back!	Short Shorts	Bold & Beautiful
3.	A Natural Help	Doll it Up!	Messy Braids
4.	Keep the Traveler's Doctors Away	Adventures in Wonderland	Effortless Effect
5.		Say No to Sleeves	Dye-A-Tribe
6.		Think Tank	Feel the Orange
7.		Fashion!	Summer Lips
8.		Friendly to the Environment	Bright Lips are On!
9.		Flat as a Model	
10.		Around the World in Thirty Days	
11.		Jumping Up and Down!	
12.		High There	

Continuation of Table 4.1.1

No.	RUBRICS		
	Health	Fashion	Beauty
13.		It's Party Time!	
14.		Pear Shape	
15.		Fun Day @Miniapolis	
16.		Girls Just Wanna Have Fun !	

Table 4.1.2 Headlines of High End Magazine

No.	RUBRICS		
	Health	Fashion	Beauty
1.	How to Have Healthy Heart	Spring into the Tiger Year	Smoky Play
2.		The Latest Luxury	Beauty News
3.	The Art of Eating	Tracing Twilight	Bare Essentials
4.	No Bones About It	Ethereal Romance Short Story	Beauty Trend Setter
5.	How to Get Your Body Baby-Ready	Sign of Times	Eloquent Beauty
6.		Stars on Stage	10 Best Treatment
7.		Abstract Prints Monochrome Brights	
8.		An Old Town Tale	
9.		Archipelago Touch	
10.		Hot Pants & Boy Shorts	
11.		Sleeveless	
12.		Sexy Elegant	
13.		Style on Gray	
14.		Power Suit	
15.		The Beauty of Batik	
16.		Romantic White in Harmony	
17.		The Magnificent of Kebaya	

4.2 Findings

This part discusses two parts of analysis namely the word choices of headline in High End Teen Magazine and High End Magazine and also the probable reason of differences in headline writing between those magazines. From the result of the calculation in each parts of speech, it can be seen that noun is the most dominant parts of speech used by both teenage and adult magazine headline. It is approximately 37% for teenage magazine headline and 47% for adult magazine

headline. The frequency of the use of words that are classified as verbs in teenage magazine headline is 14 % which is different from adult magazine headline numbering 8 %. While, the other parts of speech also have different number in usage.

For adjective, both teenage and adult magazine headline take about 17% and 16%. Moreover, there are 7% of adverb occurrence in teenage magazine headline and 1% in adult magazine headline. While the use of noun determiner in teenage magazine headline is approximately 7%, almost the same as that in adult magazine headline, numbering 9%. There is a similar occurrence of preposition in both magazine, in which teenage and adult magazine headline take 7% and 6% respectively, while the use of pronoun in both magazine get the same percentage, which is 2%.

From the result of analysis, the use of coordinator does not have significant difference in both magazines. It takes 2% and 1% respectively. Meanwhile, the frequency of infinitive and qualifier in adult and teenage magazine headlines have the same number. Infinitive takes 2% and the qualifier takes 1% only.

Miscellaneous occurs only in teenage magazine headline by 2% and the last parts of speech, interrogator, has 2% occurrence in adult magazine headline. Although those magazines have different frequency in the use of each part of speech, the usage is adjusted when they use the word in writing the headline. There are also significant differences in the use of exclamation mark and the position of verbs between teenage and adult magazine headline.

4.2.1 The Word Choices of Headline in High End Teen and High End Magazine

Based on the list of those headlines described on the table 4.1.1 and 4.1.2, the writer classifies each word into its parts of speech which divided the words into four major parts by using Francis theory; there are Nouns, Verbs, Adverbs, and Adjectives. In addition, there are also several function words which functioned to complete the phrases or sentences.

Classification in each headline of High and Teen Magazine and High End

Magazine is analyzed based on the following parts of speech and function words:

N	: Noun	Q	: qualifier	Inf	: infinitive
V	: Verb	Prep	: preposition	Coord	: coordinator
Adv	: Adverb	Pron	: pronoun	Inter	: interrogator
Adj	: Adjective	N. Det	: noun determiner		
Miss	: miscellaneous				

4.2.1.1 Word Choices in Headline of High End Teen Magazine

The following table is the percentage of each parts of speech in every headline and followed by its analysis:

Table 4.2.1.1 The frequency of word choice in High End Teen Magazine

No.	Parts of Speech	Frequency	%
1.	Noun	33	37
2.	Adjective	15	17
3.	Verb	13	14
4.	Adverb	7	10
5.	Noun Determiner	6	6
6.	Preposition	6	6
7.	Pronoun	2	2
8.	Coordinator	2	2

Continuation of Table 4.2.1.1

No.	Parts of Speech	Frequency	%
9.	Miscellaneous	2	2
10.	Qualifier	1	1
11.	Infinitive	1	1
	Total	88	100

1. License to Say Aaaarrh!
N inf V Miss

The diagram above shows that the composition of the headline is noun + infinitive + verb + miscellaneous. Here, the verb is chosen as the first word in the headline. Based on the context of the headline, miscellaneous is also used to show the teenage depression represented in the article.

2. Ouch my back !
Miss Pron N

It can be analyzed from the parts of speech of the headline: there are miscellaneous + pronoun + noun. Similar to the previous headline, there is miscellaneous used to show a painful expression. It is described by the article which tells about health of the back bones.

3. A Natural Help
N:Det Adj N

The diagram above shows the composition using by headline which is adjective followed by noun and the adjective functioned as noun modifier. It consists of noun determiner + adjective + noun. *Natural* is as noun modifier for *help*. There is no special composition and words used in teenage language. The word choice is adjusted with the article that discuss natural medicine used for recovering the illness.

4. Keep the Traveler's Doctors Away
 V N:Det N N Adv

Based on the context, the analysis of the diagram above displays the composition which is dominated by nouns. The verb is chosen as the first word to give a command sense for the readers so teenagers as the readers can follow as the headline said.

5. An Idyllic Mood
 N:Det Adj N

On the headline above, an adjective *idyllic* is chosen as the modifier of the noun *mood*. As a comparison, the word *idyllic* is chosen rather than *simple*. It shows that the writer wanted to use a word which can be a modifier from *mood* and the word is rarely used. The article tells about simple style of fashion.

6. Short Shorts
 Adj N

The composition of the headline is very simple, which is only adjective + noun. The word *short* which is an adjective functions as noun modifier for *shorts*. The headline describes the article that tells about trouser shorts for pre spring or summer 2010.

7. Doll It Up!
 N Pron Adv

The diagram of the analysis shows that the headline consists of noun + pronoun + adverb. The article tells about the recent teenage fashion which is baby doll style as the trend setter. Here, the use of the word *doll* is emphasized. Doll is something which is familiar with the teenage world and describes the content of the article.

11. Fashion!

N

The headline only consists of one part of speech, which is noun. The article tells about the recent fashion style and tries to influence the readers to be alert in their fashion.

12. Friendly to The Environment

Adj

Prep

N. Det

N

The diagram above shows that the composition of the headline is adjective + preposition + noun determiner + noun. The use of adjective *friendly* in this headline is because the word *friend* is identical with teenager. In addition, it is adjusted with the article which tells about friendly environment clothes.

13. Fun Day @ Minneapolis

Adj

N

Prep

N

The headline above consists of adjective + noun + preposition + noun. Those kinds of word are used in relating with teenage language. For example the use of symbol @, it means *at*.

14. Flat as a Model

Adj

Adv

N. Det

N

The headline consists of adjective + adverb + noun determiner + noun. The word *flat* as an adjective is placed at the first position in the headline. It indicates that *flat* style as the main idea of the article, so it can give description to the readers what the article is about.

15. Around the World in Thirty Day

Prep

N. Det

N

Prep

N

N

From the headline, the parts of speech which creates the headline is preposition + noun determiner + noun + preposition + noun + noun. There are no

special words that are familiar with teenage language, but it is created to represent what the article is about.

16. Jumping Up and Down!
N Adv coord Adv

The composition of the headline is noun + adverb + coordination + adverb.

The use of *jumping* as a noun and placed it firstly shows that the consideration by using that word can give some another alternative in the headline writing.

Jumping is a word related with physical activity, but in this headline, it is used to describe fashion style.

17. High There
Adj Adv

The composition from the headline above is unique, which is different from others. It consists of adjective + adverb. It is rarely found that an adjective is followed by an adverb. As in the headline, the use of word *high* is giving description of article which tells about *high top sneakers*. Besides, *high* was placed firstly that can make sense of saying 'hi' or has the same sound.

18. It is Party Time!
N V N N

The diagram above shows a composition of noun + verb + noun + noun.

There is no special or something different from the composition such as in previous number which is verb placed firstly, but the use of the phrase *party time* indicates teenager's activity. Party is an activity that is identical with teenage period.

19. Pear Shape
N N

There are only two nouns which from the headline. The choice of words as on the headline is adjusted to what the article is about. *Pear* is a kind of fruit that usually has tapering towards its stalk. But in this article, this word is used to describe the shape of someone's body that is talked about in the article.

20. Girls Just Wanna Have Fun!
N Adv V V N

The diagram of the headline above consists of noun + adverb + verb + verb + noun. There is a verb that indicates the use of slang word, *wanna*, which means *want to*.

21. Sleek Up do
Adj Adv V

From the analysis above, it can be inferred that the headline consists of adjective + adverb + verb. The use of *sleek* as an adjective and placed it firstly shows that the headline would like to give description about the article. *Sleek* was chosen rather than *soft* or *smooth* because the word *sleek* is appropriate to use in makeup style like in the article.

22. Bold and Beautiful
Adj Coord Adj

The headline above is formed by two adjective that is connected by coordination *and*. There are no special words that indicate teenage language characteristics. So the headline is written based on the article talks about the appropriate make up for celebrating valentine day.

23. Messy Braids
Adj N

The headline is written by using adjective and noun. The adjective *messy* is used to describe the article which talks about untidy hairstyle.

24. Effortless Effect
Adj N

The diagram of the headline shows there are an adjective and a noun. From the words, it reflects the article which talks about makeup nude in spring.

25. Dye a Tribe
V N. Det N

The headline consists of verb + noun determiner + noun. The verb *dye* is placed firstly which gives sense of command to the reader to dye. While *tribe* here describes the article talking about tribe makeup style.

26. Feel The Orange
V N. Det N

The three words in the headline above are classified verb + noun determiner + noun. Similar to the previous headline, the verb is placed firstly as if to give command to the readers.

27. Summer Lips
N N

The diagram above shows there are two nouns, *summer* and *lips*. Those two words represent the article that talks about makeup trend in lips color. *Summer* is a kind of weather, but it was chosen to describe the bright lips color.

28. Bright Lips are on!
Adj N V Adv

The composition from the headline above is adjective + noun + verb + adverb. The adjective *bright* functions as noun modifier for *lips*. The word *bright* is placed firstly to give some sense of cheerful which is close to teenager characteristics.

4.2.1.2 The Word Choices in Headline of High End Magazine

The following table is the percentage of each parts of speech in every headline and followed by its analysis:

Table 4.2.1.2 The frequency of word choices in High End Teen Magazine

No.	Parts of Speech	Frequency	%
1.	Noun	40	47
2.	Adjective	14	16
3.	Preposition	9	11
4.	Noun Determiner	7	9
5.	Verb	4	8
6.	Infinitive	2	2
7.	Interrogator	2	2
8.	Pronoun	2	2
9.	Adverb	1	1
10.	Qualifier	2	1
11.	Coordinator	1	1
	Total	84	100

1. How to Have a Healthy Heart
Inter Inf V N.Det Adj N

The composition of the headline above is generally found in newspaper or other magazines; there is interrogative + infinitive + verb + noun determiner + adjective + noun. Here, the use of the words is directly reflecting the content of the article. From the headline, the readers can predict the article that talks about

keeping healthy heart. It is indicated by the use of interrogative *how*, whose answer can be found from the article.

2. The Art of Eating
N. Det N Prep N

The classification of this headline is noun determiner + noun + preposition + noun. It is common that the headline places noun determiner firstly. All words are adjusted with what the article talks about.

3. No Bones About It
Q N Prep Pron

The diagram shows the composition of the headline is qualifier + noun + preposition + pronoun. The article is talking about the health of bones. The words are chosen by adjusting what the article is about.

4. How to Get Your Body Baby-Ready
Inter Inf V Pron N Adj. Phrase

The composition of the headline above is interrogator + infinitive + verb + pronoun + noun + adjective phrase. Adjective phrase is consist of *baby* as noun and *ready* as adjective which is *baby* is modifier of *ready*. The phrase '*baby-ready*' here means ready to have pregnant. Similar to the previous headline, it uses interrogative *how* which can make sense of question to the readers. So that they will be curious with the headline then find the answer by reading the article.

5. Spring into The Tiger Year
N Prep N. Det N N

The words in the headline above are classified into noun + preposition + noun determiner + noun + noun. The use of *spring* is adjusted with the article. The

article talks about fashion in spring, especially in 2010 which is tiger year in Chinese calendar.

6. The Latest Luxury
N. Det Adj N

Here, the diagram shows the composition of the headline that is noun determiner + adjective + noun. The word *latest* is chosen rather than *recent* to give sense there is no more choice besides those fashion. In addition, *luxury* is used to give description of something prestigious.

7. Tracing Twilight
N N

This headline has a simple composition; there are only two nouns where *tracing* functions as noun modifier of *twilight*. In this headline, there are no words that make different from teenagers such as slang or words that identical with teenagers. It is adjusted with the article that talks about twilight atmosphere fashion.

8. Ethereal Romance Short Story
Adj N Adj N

The diagram above shows the composition of adjective + noun + adjective + noun. The uses of the words *ethereal* and *romance* indicate something ghostly and prestigious which is appropriate to represent the article.

9. Sign of Times
N Prep N

This is simple composition which is composed of noun + preposition + noun. There is no word that indicates adult language, but the composition shows formal form.

10. Stars on Stage
N Prep N

Similar to the previous headline, there is simple composition noun + preposition + noun. The words on the headline are also familiar both in adult and teenage languages.

11. An Old Town Tale
N. Det Adj N N

This headline has composition noun determiner + adjective + noun + noun. As a general phrase that is based on the rule, noun determiner *an* is placed firstly.

The other words are chosen by adjusting what the article talks about.

12. Archipelago Touch
N V

The headline above is composed of noun and verb. The choice of word in the headline directly reflects the content of the article itself.

13. Hot Pants and Boy Shorts
Adj N Coord N N

The composition of the headline above is adjective + noun + coordination + noun + noun. The choices of the word are based on the article which talks about hot pants as the trend setter and shorts for boy.

14. Sleeveless
Adj

The diagram above shows the composition is simple, just one word as adjective. Adult is characterized by straight to the point way of talking. From one word *sleeveless*, it can be indicated that the article talks about sleeveless fashion.

Moreover, there are no other words that are modified by the word *sleeveless*.

15. Sexy Elegant
Adj Adj

Here, the headline is composed of two adjectives. The word *elegant* is used to create sense of prestige. It means that the article is discussing fashion which is *sexy* and *elegant*.

16. Style on Gray
N Prep N

The words in the headline show the classification in parts of speech, which are noun + preposition + noun. The words are chosen with adjusting the article which is about sense of gray color in fashion.

17. Power Suit
N N

The diagram above shows the composition of the headline, there are two nouns. From the headline, there are no special choices of word. It directly reflects the content of the article which is discussing suit.

18. The Beauty of Batik
N. Det N Prep N

This headline is formed of noun determiner + noun + preposition + noun. The use of words in the headline directly reflects the content of the article which talks about batik. In addition, it also place noun determiner firstly as in common phrase.

19. Romantic White in Harmony
Adj Adj Prep N

The headline above is composed of adjective + adjective + preposition + noun. The word *harmony* gives sense of prestige, and the word is usually used in orchestra musical term.

20. The Magnificence of Kebaya
 N. Det N Prep N

Here, the headline is classified into its function in parts of speech; there are noun determiner + noun + preposition + noun. Similar to the previous headline, the composition and the choice of word indicate formal form.

21. Smoky Play
 Adj N

The diagram above shows that the composition in the headline is adjective and noun. The choice of the words adjusts the article which is talking about smoky makeup.

22. Beauty News
 N N

The diagram shows that there are two nouns in the headline. As the reflection of the article, the word choice directly states the content of the article about beauty.

23. Bare Essential
 Adj N

As the previous headline there are adjective and noun as the composition of the headline. The word choice is adjusted with the theme of the article,

24. Beauty Trend Setter
 N N N

There are three nouns composing the headline. Those words adjusted with the theme of the article.

25. Eloquent Beauty
Adj N

The headline consists of adjective and noun. The adjective *eloquent* functions as noun modifier for *beauty*. Since the article talks about beauty trend setter, the words are adjusted by its content.

26. 10 Best Treatments
Q Adj N

As the previous headline, it shows that the headline consists of qualifier + adjective + noun. The headline is directly stated that there are ten best treatments in the article.

4.2.2 The Reasons of Different Word Choices in the Headline of Teenage and Adult Magazine

It is commonly known that when people talk to others, who are in different age or generation, they use different language or term in each conversation. It does not only happen in spoken communication, but also in written communication. In this part, the writer found out several differences between High End Teen Magazine and High End Magazine.

First, in the teenage magazine headline the writer found the use of exclamation mark in eight headlines. As a comparison, the exclamation mark was not found in adult magazine headline. Second, there were also different word orders, in which the verbs in the teenage magazine headline are mostly placed at the beginning of headline. The third, in teenage magazine headline the use of slang word and miscellaneous words were also found in several headlines. Lastly, the writer found a symbol which represented preposition. On the other hand, the

writer also found three differences in adult magazine headline: The placement of nouns determiner at the beginning of the headline, the use of interrogator words which cannot be found in teenage headline magazine, and the use of some words that giving prestigious sense (prestigious words).

4.2.2.1 Teenage Magazine Headline

An exclamation mark is used at the end of the sentence to express strong feeling. It is usually out of place in formal writing. In other words, it is rarely used in formal writing because it makes sense of strong feeling when the writer writes it down. Moreover, exclamation mark also functions as forceful command and placed in the end of sentence. For example: *Open the door!*, it means that the listener or the reader is commanded to open the door. Regarding the context of each headline, the headlines are intended to create strong feeling or emphasis in each headline. Based on the context in each headline, exclamation mark is used to evoke sense of forceful command to the readers. Hopefully by using the exclamation mark, the reader can understand or at least follow what the headlines say.

There are eight headlines which used exclamation mark in teenage headline:

1. License to Say Aaaarrgh!
2. Ouch My Back!
3. Doll It Up!
4. Fashion!
5. Jumping Up and Down!
6. It's Party Time!

7. **Girls Just Wanna Have Fun!**

8. **Bright Lips are On!**

Here is the meaning of each headline:

License to say aaarrghh!, it means that the readers are permitted to say AArrghh when they feel in stressed or depressed.

Doll If UP!, this headline was found in fashion rubric containing teenage fashion which focuses on doll look. It means that the readers are commanded to make over their appearance with recent fashion in *baby doll* style.

Jumping Up and Down!, is similar to the previous headline which is found in fashion rubric. The content is about simple fashion without disturbing the activity when teenagers wear the dress. It means that the readers are commanded to use jumpsuit which is appropriate with Jakarta weather so that they can do the activity without getting any disturbance from the weather.

Bright Lips are On!, this headline found in beauty rubric. It contains the style of makeup which means that the readers are commanded to smear their lips with bright color.

Some of the headlines place *verbs* firstly in sentence. Here are the following headlines which placed verbs firstly:

1. License to Say Aaaarrh!
V inf V Miss
2. Keep the Traveler's Doctors Away
V N Det N N Adv
3. Say No to Sleeves
V Q Prep N

4. Think Tank
V N

5. Dye a Tribe
V N. Det N

6. Feel The Orange
V N. Det Adj

An organized sentence usually places *noun* firstly and followed by the next words. Teenage magazine headlines have different structure when they placed *verb* firstly. Verbs are words used to refer to various kinds of actions involving the things and events. So that verbs are the action that is done by the doer, and in this case the doer is *noun*. In this headline, verbs are chosen and placed first with specific purpose. It can make sense that the readers are the doer of the actions.

From this headline, it can be seen that the headlines tries to involve the readers in the articles as if they are the doer.

Another aspect that makes teenage magazine headlines differ from that of adult magazine is the use of slang and miscellaneous.

1. License to Say Aaaarrh!
V inf V Miss

2. Ouch my back !
Miss Pron N

The examples of those kinds of miscellaneous used in teenage magazine headlines represent ordinary speech in human daily life. It is rarely used in formal writing, except in novel or short story which represents the speech of the characters inside.

Different from the basic function of miscellaneous, those are used in headline of the magazine articles. Miscellaneous is chosen in teenage magazine headline, when it is taken as consideration that tries to involve the natural expression or the

reality in ordinary speech. Teenagers are typical with something creative and they also have rights in linguistics to create their own language which shows their identity. To adapt the special need in teenager language, one of the headlines uses slang word which is familiar among teenagers.

Girls Just Wanna Have Fun!
N Adv V V N

Wanna is typical with slang word which is characterized as general slang. It means that the terms are used by the speakers or writers are out of the standard usage, as in standard language *wanna* should be *want to*. The usage of slang word is also purposed to adapt with the teenagers as the readers of the magazine.

The last difference is the use of symbol. As in:

Fun Day @ Minneapolis
N N Prep N

The use of @ is the representation of preposition *at*. Most of teenagers write several words with other symbols that have the same pronunciation.

As the previous analysis of the difference in teenage magazine headlines used in High End Teen magazine, it shows that there are several special phenomena in written form of communication. In written form, it is usually concerned with formal language or in formal rules which are the rule in English grammatical book or standard dictionary. Considering that teenager is a period of human to break the rule and full with creativity, most of the headlines in teenage magazine are out from the basic rules in English whether the punctuation or the words. It aims to get the intention of the readers, who are teenagers. Teenagers are interested in something new and strange. Besides, it also gives an influence to the readers so

that at least they are interested in the headlines and later follow what is suggested in the article. In addition, there is also the use of words whose meaning are not explicit. For example, *summer lips*. *Summer* here means that such kind of bright color. From that phenomenon, it shows that the writer of the headline wants to make the readers curious with the article. In short, although the written form is identical with formal language, the writer of teenage magazine will adjust with teenage language since that teenage language is created by teenager and in informal language. By adjusting the teenage language, hopefully teenagers can catch the information from the headline because it uses language which is familiar with them.

4.2.2.2 Adult Magazine Headline

In analyzing the headline in adult magazine, the writer compared it with that of teenage magazine. The differences both of teenage and adult language are rarely realized by the society; in fact, it happens in our daily life.

The first difference is the use of noun determiner. Although noun determiners also exist in teenage magazine headline, there is significant difference in adult magazine headline, that is about the position. Most of noun determiners in teenage magazine are placed in the middle of phrase or sentence. In the opposite, noun determiners in adult magazine are mostly placed at the beginning of the headline.

The following headlines are the example:

1. The Art of Eating
N. Det N Prep N

2. The Latest Luxury
N. Det Adv N

3. An Old Town Tale
 N. Det Adj N N

4. The Beauty of Batik
 N. Det N Prep N

5. The Magnificence of Kebaya
 N. Det N Prep N

6. The Best Treatments
 N. Det Adj N

From the examples above, noun determiners are commonly used in headline whether in newspaper or magazine. As the rule of English grammar, noun phrase is usually started with noun determiner.

The second difference is the use of interrogator. There are two kinds of interrogators: YES-No interrogator and WH- interrogator. The following headlines are including in WH- interrogator:

1. How to Have a Healthy Heart
 Inter Inf V N.Det Adj N

2. How to Get Your Body Baby-Ready
 Inter Inf V Pron N N Adj

Interrogator is a common rule of English grammar that is used in formal writing.

From both of the differences, the first and second difference, it shows the formal writing form or in this study is standard language. Standard means that all the words used in the headline follow the rule in English grammar. The probable reason of using this kind of interrogator is that the writer of the headline would like to raise some curiosity of the readers. By reading the headline first, the readers will have a big question mark in their mind so that they are interested in

reading the article. Besides, adults are also interested in something straight to the point.

The last difference is the use of prestigious words. In this case, prestigious means something producing respect. In addition, prestigious is something that exists in high level which makes sense of formal occasion. Here are the examples of the use of prestigious words from the headlines:

1. Connect to Perfection
V Prep N
2. Sexy Elegant
Adj Adj
3. Romantic White in Harmony
Adj Adj Prep N
4. Bare Essential
Adj N
5. Eloquent Beauty
Adj N

The word *perfection*, *romance*, *elegant*, *harmony*, *essential*, and *eloquent* can produce the sense of respect because it brings positive effect. Positive effect here means that each word has positive meaning. *Perfection* is a word used to express something without fault or absolutely in a good condition. *Romance* is a word used to express something related with love story. *Elegant* is a word used to show a good taste or graceful. *Harmony* is a term which is related with music. *Eloquent* is a word used to express something skillful and persuasive. Although *essential* does not always bring positive sense, it is commonly used in formal writing such as research study, speech, science article, and so on. The use of those words can indicate that there is an effort to give feeling of prestige.

4.3 Discussion

After having analyzed the data, the writer would like to discuss this study deeper. This study mainly discusses the word choices focusing on different target readers in generation or age between teenager and adult. According to the variety of parts of speech in English grammar, there were almost all of parts of speech appearing in each headline in both magazines. In addition, to make a good structure, the headlines also contain function words. The most dominating parts of speech in the headlines are nouns, since nouns are words used to refer to people, objects, creatures, places, qualities, phenomena and abstract ideas (Yule, 1996, p. 88). There is also no specific pattern or structure that creates the headlines. While nouns dominated the headlines, adjectives can also be found in each headline. It was considered because adjectives function to fill the position between noun-determiner and noun and the position after a linking verb and qualifier.

As long as the study of language and age, there is no specific theory or fundamental rule which state about the word choices related with parts of speech in differentiating teenage and adult language. In relation to Sociolinguistics, people change as they get older in their phase of life. It is not only the change in their behavior facing the society, but also in their usage of language. According to the analysis, in each headline of High End Teen, teenage language is less standard than adults. They tend to use some words that can attract the readers and break out the structure of its language. It is different with adult, when people grow up and getting older, their life is more organized and in line with the rule. It is reflected in

their language use, adult change their language into standard, which can be seen in the headlines of High End Magazine.

There is a significant difference in communication of both teenager and adult in spoken and written form. From the analysis above, the writer tries to make a table that indicates the differences of the headlines taken from High End Teen Magazine and High End Magazine:

Table 4.3.1 The differences from teenage and adult magazine headline

No.	Teenage headline	Adult headline
1.	Exclamation mark	Noun determiner
2.	Verbs placement	Interrogator
3.	Slang words and miscellaneous	Prestigious words
4.	Symbol word	

In this finding, the writer indicates from the headline of High End Teen whose readers are teenagers: *Girls just wanna have fun!* *Wanna* is one of example in slang words, meaning *want to*. Even though there is only one headline which reflects the characteristic of teenage language, it shows that teenage language is less standard. Teenagers are identical with something creative. They tend to create their own language to express their ideas which is called as slang word. In line with this, Cheshire (2001) proposes that age-exclusive feature is used only during teenage years. In this age, teenagers tend to use slang vocabulary in communicating with others. It can be seen from the term *exclusive*, which means special. It is only in their group or the language used by their own community. As in High End Teen magazine, it is found several headlines which are written in informal language such as *Girl Just Wanna Have Fun!* and *Fun Day @ Minneapolis*; The use of exclamation mark which indicates informal writing in

magazine was also found out. Elaborating with informal writing in teenager language, there are two miscellaneous words indicated in the headline.

Miscellaneous words are used in informal writing, except in novel which represent the speech of the characters inside.

In adult magazine headline, the writer also found several words as the characteristics of adult language which cannot be found in teenage magazine headline. The word *perfection*, *romance*, *elegant*, *harmony*, *essential*, and *eloquent* are the example of prestigious words which can produce high respect and bring positive influence for the readers. It is supported by Holmes (2001) that the use of standard or prestige form is on the top between the ages of 30 and 55. As in adult magazine, in this case High End Magazine, there are no many creative words or the words that modify informal form. Most of the words are commonly used in newspaper, journal, science articles, and other written forms that use standard English. In other words, all the words in adult magazine headline are easily found in dictionary. Since adult magazine headline uses standard English in its words, the readers can easily predict what the content of the article is about. It is because the headline directly reflects its article.

From the discussion above, in short, age is one of fundamental factors in language variety. Magazine as a media in written communication, should consider language to deliver the information. High End Teen Magazine is different from High End Magazine in terms of readers, so that they have to pay attention to the language in order to attract the readers. In this case the readers of High End Teen Magazine are teenagers, thereby the writer of the magazine should try to attract

the teenagers by using teenage language which is familiar among teenagers. Since the teenager is a period when someone likes to rebel against the society by showing the language which is not standard, so they are interested in something creative and different. Similarly, adult magazine also has characteristics in its language. Based on the analysis in the headline of High End magazine, most of the language and the structure are considered standard language. The language that they used is dominated by formal language. There are fewer creativity and slang words which most of them are out of the rules of standard language. In order to make the readers interested in the article, the writer of the article should create the headline eye catching or interesting as Evans (as cited in Freeborn, 1992, p. 164) mentions three criteria for a good headline: simplicity, informality, and impact. Simplicity means that the headline should be simple and not in a long phrase. Informality, headline can inform what the articles are talking about. Impact is regarding with the headline which has to influence the readers after they read the article. In fact, the headline is the main point of the content of article and also the reflection of the article.

CHAPTER V

CONCLUSION

5.1 Conclusion

From the analysis that has been done, age is an essential aspect in language variety. Regarding communication among human being, language takes an important part to build up an effective communication. Since there are two ways of communication, both spoken and written ways, in written way the writers should consider to whom they deliver the information. It can be seen clearly that in teenage and adult magazine there should be a difference in delivering the information.

The following part discusses conclusion that was taken from the analysis of the data which are conveyed in the findings. Based on the parts of speech, there was no specific or basic rule in arranging the words in both teenage and adult magazines headlines. In teenage magazine headlines, there are several words that are closely related with teenagers world, such as *doll, wonderland, tank, friendly, fun, party, jumping, girls, and wanna*. Moreover, in High End Teen Magazine, we could find a symbol representing preposition *at*, which was '@'. There were also some words that could be associated with the real meaning, such as *summer* which means bright color, *pear* means that someone's body with narrow hip, *high* which means hi (homophone). While in High End Magazine, the words used were common words whose meaning could be easily found in dictionary.

It can be concluded that the main difference between word choices in the headline of High End Teen Magazine and High End Magazine published during February until May 2010 is their language. Most of teenage magazine headlines used teenage language which is characterized into informal language. The use of teenage language was purposed to attract the readers' attention who are teenagers.

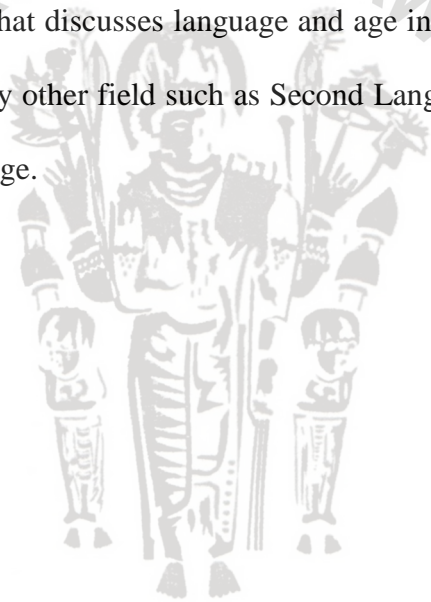
Teenagers are interested in something creative and out of the rules. For example, the use of slang word (*wanna*), symbol word (@), and other vocabulary that are familiar with them. Different from teenager's, in adult magazine headline the words were characterized as standard English or in formal language. As stated before, the words in adult magazine were easily found in dictionary and clearly reflected the article. It was based on the character of adult who are familiar with something that is straight to the point, so that there is no creativity in the words like in teenagers. In addition, adult magazine headline also used some prestigious words such as *perfection*, *romance*, *elegant*, *harmony*, *essential*, and *eloquent*. In this case, prestigious means something producing respect. In addition, prestigious is something that exists in high level which makes sense in formal occasion.

In brief, both in teenage and adult magazines, the headlines must be formed as creatively as possible to attract the readers' attention. It should be simple, informal, and impact so that the headline reflects what the content of the article is about.

5.2 Suggestion

Regarding this study, the writer wants to give suggestion for the next researcher, especially to the students of English Study Program, Language and

Literature Department of University of Brawijaya. First, there are still so many fields in Sociolinguistics that have not been explored yet, for example language variety among teenagers in different society or places and language variety that occurs in our society such as Javanese language, Sundanese language, and so forth; so other studies relating with Sociolinguistics should be conducted. Second, for the next researchers who have similar attention to conduct a study in this field, in language and age, they should continue this study and analyze it using another aspect, such as writing style among teenagers and adults. Third, because of limited availability of theory that discusses language and age in Sociolinguistics, the next researchers could apply other field such as Second Language Acquisition but still discuss language and age.



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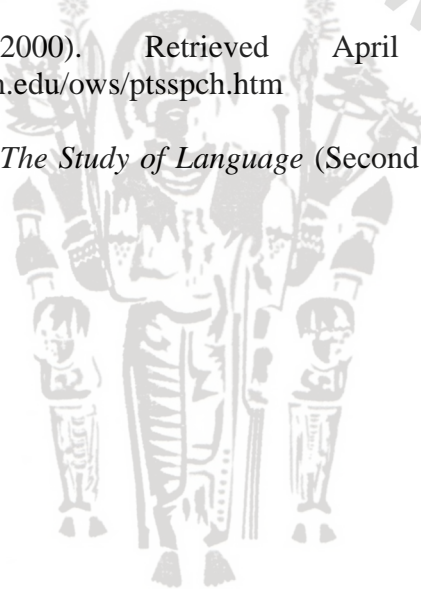
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Appendix 1: Headlines of High End Teen Magazine published on February 2010

health



LICENSE TO SAY AAAAAAARGH!

From insomnia, crush crush to a possible exam or test!

As you're beginning to review your school notes for the exam, you remember you need to get your boyfriend something for the upcoming Valentine's Day. Wait... You forgot something: Your parents are hosting the Chinese New Year family dinner for this year, and you're expected to help out. ARGH!

How do you know you're stressing out about something?

"I can't do anything right," says 15-year-old Edward. "Everything goes wrong, and I can't think straight." Other teens, like 18-year-old Brad and 14-year-old Sara, admit they become lazy and don't feel like doing stuff. "I even don't feel like eating!" 16-year-old Frank admits. "That's unusual because usually I eat a lot and often!"

Those are actually valid signs of stress. According to Dr. Roger Hoogstraal, author of *Stress Runners - 200 Proven Ways to Dodge Stress!* (2004), the more concerned people feel, the less able to sleep properly, poor concentration, increased irritability, always feeling that something needs to be done, and that you cannot simply sit and relax.

Are you stressed or depressed?

Extra difficult and, however, easy cause you to shut yourself in your room for a while, but would you know when you or someone you know needs some "stitching help" in general, when the signs are persistent for weeks or worsen, you might want to seek some help.

Are you feeling...

- Extreme fatigue and decreased energy?
- Problems with concentration, attention span, or memory?
- Problems you do not associate with yourself?
- Distraction, irritability, or empty feelings?

How to manage stress?

Food

Researchers at the Santa Research Center in Louisiana, Storz and, found that consuming 40 grams of dark chocolate everyday will bring your stress level down. The reason? Dark chocolate is proven to reduce levels of the stress hormone, cortisol, as well as the catecholamines. Not a sweet-tooth kind of person? Try comfort foods like warm oatmeal or other cereals which will boost your serotonin (a calming brain chemical level) for the health. Fruits, oranges and spinach may be your choice for a snack. The vitamins C and magnesium can help balance the cortisol level too.

Exercise

"By like driving a Ferrari in a 20 mph speed limit," explains C. Eugene

16 February 2010

fashion trends

AN IDYLIC MOOD

June Sanita

Seen on the runways throughout New York, London and Milan, this season, the trend is all about lightness and romance. Include something sweet and sexy in your look for the most romantic month of the year!

- Details like external ruffles, bows, sheer linings and light flirts are the main keys for this season's romantic lady.
- You can bring delicate subtle femininity by pairing this trend with a pair of snappy and strappy heels.
- To find the most flattering look, back up a romantic puff-sleeved top or a blousing it with ruffles, skirts. Or, play down a fitted shirt with a simple T-shirt or single.



66 February 2010

Photo Credits: **Elise Lacey**, **Michele Thorne**, **Lachlan Keenan**, **Bianca Pizzoni**, **Anna Akhbar**, **Just Cavalli**

SHORT SHORTS

Many designers have shown trouser shorts for pre Spring/Summer 2010. Whether it's preppy or street smart you're after, you can rock them by following these tips!

- This season, the look of trouser shorts is very sophisticated and minimalist or neutral tones.
- Monochrome shirts and accessories are a perfect match for trouser shorts.
- Trousers shorts fall just above or under the knee, so pair them with top canvas shoes or skate sneakers.

67
MAY 2010

DOLL IT UP!

Not sure what to wear on Valentine's? Take a peek at these teens and their statement pieces, and see if you'll be inspired!

Name: Dorian
Age: 16
School: SMA Yaska
Hairstyle: Pony and beads

WHAT SHE'S WEARING:
Tank top: Topshop
Jacket: H&M
Bottom: S&B
Accessories: Distro
Bag: Pierre Cardin
Shoes: Burberry

Name: Nita
Age: 16
School: Trisakti University
Hairstyle: Hair to play with

WHAT SHE'S WEARING:
Top: Monique Lhuillier
Cardigan: S&B
Bottom: H&M
Bag: Converse
Shoes: S&B

Name: Monica
Age: 16
School: Trisakti University
Hairstyle: Depends on her mood and the occasion

WHAT SHE'S WEARING:
Top: H&M
Accessories: L'oro Scintille
Watches: Guess
Bag: Moncler
Shoes: Muzggo Day

Name: Yulia
Age: 17
School: SMA Santa Ursula
Hairstyle: You'll never go wrong with black

WHAT SHE'S WEARING:
Top: H&M
Bottom: Cheap Monday
Scarf: Cottoa Ink
Bag: Balmain
Shoes: S&B

Name: Elita
Age: 15
School: SMA N 66
Hairstyle: Straight and straight

WHAT SHE'S WEARING:
Top: Guess
Jacket: Guess
Cardigan: Guess
Bottom: Guess
Bag: Guess
Shoes: Zara

Name: Sheri
Age: 17
School: Kibinuh University
Hairstyle: Straight, oval's very straight

WHAT SHE'S WEARING:
Top: H&M
Watches: Guess
Bottom: Guess
Bag: Longchamp
Shoes: H&M

84
MAY 2010

Beauty trend

SLEEK UPDO

The sleek and romantic updo has been seen across the runways, spiraling this season's hair trend. You can see celebs everywhere sporting the look. For your special night-out, follow the tips below!

Megan Fox

Jennifer Lopez

Camilla Belle

- This sophisticated look is created by parting the hair on the side and sleekly combing the hair back into a bun, a chignon or a twist.
- It works best for chin to shoulder length hair with medium to fine texture. If you have baby fine hair, use volumizing shampoo and gel or spray to blow up the hair cuticle.
- Pair this romantic updo with a beautiful strappy dress. The addition of a gorgeous choker style necklace, crystal looped or chandelier earrings will give a wonderful finish.

makeover

BOLD & BEAUTIFUL

If you want to look your best on Valentine's Day, bold color makeup may just be the option for you. Get ready for your big date by following the steps below!

BEFORE

AFTER

1. Apply a concealer to cover any blemishes and/or under eye circles. Next, choose a foundation that matches your exact skin tone and blend it out with your fingers until it covers your entire face. Apply pressed powder to keep both the foundation and concealer in place.
2. Use a medium brush to get that longer and pushy right look. With a little bronzer, sweep from the top of the nose all the way down to the tip. For a healthy flush, apply blush only to the apples of your cheeks/keep the color light and blended.
3. Don't be afraid to add bold color to your eyes. Choose a green eye shadow to serve as your eye lids. After that, apply a blue color eye shadow to the eye crease. Don't forget to blend both colors well.
4. Line your lower lash. Line with blue color eye liner in the best to complement this look as it creates an intense eye makeup effect.

Make your eyes 'pop' using a soft shimmery pink highlighter by drawing a V-shape that follows the inner corner of your eye from top to bottom. Take the same highlighter and dab it on your brow bone and the inner corners of your inner lash line. Don't forget to apply mascara to complete the look.

Lastly, choose a light and soft colored lip gloss, such as glitter peach, to balance the bold eye makeup and... voila! You're done.

Appendix 2: Headlines of High End Teen Magazine published on March 2010

OUCH... MY BACK!

Ruth Haganey, Illustrations: M. Bick, © 2010

PEEKING AT THE PAIN

Every year, an estimated 23 million Americans suffer from chronic back pain. Back pain occurs when the tissues surrounding the spine are strained. The strain can occur anywhere along the spine, but the two most common places are in the curve of the lower back and at the base of the neck.

Who does carrying heavy loads on your back eventually do to your spine? "When a backpack is too heavy, the back tends to arch forward, the muscles in the neck and shoulders become overworked, and the flexibility drops, which can lead to inflammation and/or back spasms, numbness and tingling in the arms and hands, and especially worsened," explains Steven J. Parker MD, pediatrician at Queen Medical Center.

While it's not going to get you a promotion (ugh, I wish), back pain is the only source of back pain. Overweighting at school can cause overuse of muscles, which eventually leads to back pain. "Believe it or not, your computer may be a foe. It's causing your back muscles to be overused, you will eventually tighten your back muscles, which can lead to a chronic lower back pain."

Ever heard of the phrase "no pain, no gain"? Well, that phrase doesn't apply to back pain! It may sound simple as you repeatedly stretch your young and strong, but back pain isn't something you should ignore. "If you're experiencing an aching back, you should rest and rest for a good amount of time actually lead to serious problems in the future," says Scott Lerner. "Simple Ways to Manage Back Pain."

PREVENTION

There's more to it than it seems. It's not just heavy backpacks in light of a questionable evil. So Steve J. Parker MD prescribes a simple on-step you can't manage heavy backpacks on your shoulders.

Push the heavy stuff to the corner.

Don't carry a load heavier than 10 percent of your body weight in your backpack.

Do not carry heavy boxes of shifting the weight on your back. If you carry heavy boxes will end up of another kind of weight. Lighten the strain on the weight even against the acid and water back.

Paired shoulders pulled back and sit at arm's length from the front. They are a great support for your back.

Use that lock! Lighten your load during the day and on your way to school. They are the steps you need for a healthier life instead of the extra stress on the beautiful back.

THE CURE

The best cure is finding what causes the back pain in the first place. If it's a muscle, it's some kind of strain.

If it's vigorous exercise you haven't done before, try taking a little rest or rest time. It's not over your stretching or sitting too long. The stretching your spine can help a lot.

Walk. Do your posture right, even or slight better, stand up for a minute. If all else fails, there's always the super-soothing back massage and yoga that you can turn to for help.

The American Academy of Family Physicians suggests you consult your doctor if these symptoms persist:

- Back pain caused by an injury or fall.
- Pain that goes down to your leg and appears before the knee.
- Numbness in the lower-chin area.
- A sudden fever, chills, loss of appetite, excessive sweating and vomiting.
- Loss of pain relieving with your daily activities. You don't seem to get better after two weeks.

8 Hour Exposure 19

ADVENTURES IN WONDERLAND

LITTLE ALICE'S LIFE CHANGES WHEN SHE FALLS DOWN A RABBIT HOLE INTO A FANTASY WORLD FILLED WITH PECULIAR CREATURES.

THERE COMES ALICE DOWN THE RABBIT HOLE.

© 2010 Paramount Pictures. All rights reserved.

Produced by Michael Ballhaus
Written by Lewis Meltzer
Directed by Tim Burton

Starring Mia Wasikowska, Johnny Lee Miller, Ben Barnes, Lacey Chabert, Michael Gambon, Alan McKerron, David Thewlis, Timothy Dalton, Ian McKellen, Richard Armitage, Stephen Mangan, Richard Griffiths, Jenna Coleman, and Ben Barnes.



SAY NO TO SLEEVES

Many teens are still refusing to wear batik prints during the day as they think it's only worn by adults. However, today's world has allowed designers to produce clothes with contemporary batik prints that are suitable for teens. Check out how HET would mix and match a sleeveless batik shirt!

Item: Sleeveless batik shirt, Lenny Agustini, price upon request

Look #1
Shirt, Moose, Rp. 140.000
Plaid shorts, Moose, Rp. 135.000
Necklace, model's own
Sneakers, model's own

Look #2
Hooded shirt, Moose, Rp. 145.000
Striped shorts, Moose, Rp. 140.000
Bag, CI, Rp. 300.000
Sneakers, model's own

Look #3
White shirt, Moose, Rp. 90.000
Denim pants, model's own
Sneakers, model's own



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march 2010

THINK TANK

Batik is no longer associated with the traditional costume of regional parts of Indonesia. Designers from far and wide have applied batik prints into their design and made it more modern for daily use. Take this tank top and follow through HET's guidelines to dress your batik top into three distinct looks!

Item: Batik tank top, Lenny Agustini, price upon request

Look #1
Shirt, Paperdoll, Rp. 285.000
Necklace, Moose, Rp. 100.000
Heels, model's own

Look #2
Cardigan, Moose, Rp. 145.000
Skirt, Paperdoll, Rp. 380.000
Necklace, Moose, Rp. 85.000
Bag, Paperdoll, Rp. 75.000
Heels, model's own

Look #3
Jersey dress, Moose, Rp. 110.000
Denim jacket, Moose, Rp. 150.000
Wristed eardrums, Moose, Rp. 98.000
Leggings, model's own
Heels, model's own



HIGHENDteen
march 2010 59

Street Style

These girls may come from different walks of life, but they share the same culture:

FASHION!

Name: Brenda
Age: 14
School: SMA Tarakanita 1
Her Style: "What ever I like to wear!"

WHAT SHE'S WEARING:
Top: Zara
Leggings: Gaudi
Bag: Michaeli
Shoes: Retail Therapy

Name: Shera
Age: 17
School: LaSalle College
Her Style: "I get inspiration from fashion magazines"

WHAT SHE'S WEARING:
Top: Topshop
Dress: H&M
Necklace: Kawaii
Bag: Longchamp
Shoes: Charles and Keith

Name: Adeline
Age: 14
School: Binas International School
Her Style: "Cute and girly!"

WHAT SHE'S WEARING:
Dress: Belle
Headband: Handmade it myself
Watch: Toy Watch
Bag: Juicy Couture
Shoes: Juicy Couture

Name: Saskia
Age: 13
School: SMD Nasional 1
Her Style: "I like to play with neutral and earth-tone colors"

WHAT SHE'S WEARING:
Top: From Moncler
Bottom: From Sony's shop
Bag: Moma vintage Bag
Accessories: L'Oréal Paris Sandalwood Seges PM

Name: Alexandra
Age: 16
School: SMA Tarakanita 1
Her Style: "Unique but comfortable!"

WHAT SHE'S WEARING:
Top: From Hong Kong
Leggings: Zara
Necklace: From my grandpa's vintage collection
Bag: Louis Vuitton
Shoes: Singapore

Beauty trend

MESSY BRAIDS

BRANDED HAIRSTYLES WILL DOMINATE THE SPRING/SUMMER 2010 TREND FOR HAIR, AS FEATURED ON A MYRIAD OF DESIGNERS' CATWALKS. WE LOVE THE FACT THAT BRAIDS ARE IRRESISTIBLY CLASSIC, CHIC, VERSATILE, AND SO EASY TO PULL OFF!

1 **2** **3**

4 **5** **6**

A myriad of the solo braid hairstyle varied again with the sleek, sleek ponytail for an edgy interpretation.

The trend continues with a collection of messy braids, some with a side part, some with a top knot, and some with a side part.

Some messy braids are the classic side braid, but with a top knot, some with a side part, some with a top knot, and some with a side part.

88 **Beauty** **2010**

Appendix 3: Headlines of High End Teen Magazine published on April 2010

health

Natural Help

YOU KNOW THEM FOR BOTTLES. THERE'S YOUR FAVORITE CITRUS JUICE. BUT YOU MIGHT HAVE KNOWN THEM ONLY AS AN ADDITIVE TO THE BATH. NOW BEHOLD THE TRUE POWER OF THESE HOME REMEDIES.

Coffee
There's 100 uses for all, but coffee and its best friend, tea, can most of the time help you with your everyday ailments. Here's how to COME UP WITH YOUR OWN COFFEE AND TEA TIPS.

How It Works
After pain relievers have failed in their fight against the common cold, flu, and other ailments, coffee and tea are the next best thing. Coffee opens up your nasal passages and eases your pain. Tea, on the other hand, is a natural pain reliever and can help you get a good night's sleep.

Ginger
Always known as an additional spice to your food, ginger can be used in many ways. It's a natural pain reliever and can help you get a good night's sleep. It's also a natural anti-inflammatory and can help you get a good night's sleep.

How It Works
Ginger decreases activities of plate-activating factor (PAF), a clotting agent that can cause heart attacks or strokes. This is why it's also what makes ginger an effective cure for arthritis and allergies. Ginger's chemical, zingiberone, dissolves parasites and their eggs, helping to cure infections and it contains 18 essential nutrients caused by parasitic diseases or other. Raw ginger has also been proven scientifically to kill cold viruses at a concentration of less than one part per million.

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Apr 2010

lime and lemon
These two fruits are often used together in the context of citrus. Vitamin C and calcium. Good for you, but how many times do you really get enough? A tablespoon of lime juice with water or lemon juice with water is a good way to get your daily dose. It's also a good way to get your daily dose of vitamin C and calcium. It's also a good way to get your daily dose of vitamin C and calcium.

How It Works
Thanks to the Vitamin C and citric acid, lime can provide a powerful antioxidant to your dry skin. If you have a cold, add one or two tablespoons of lime juice to your water. Vitamin C is also a powerful antioxidant and can help you get a good night's sleep.

Peppermint
This herb is often used in many ways. It's a natural pain reliever and can help you get a good night's sleep. It's also a natural anti-inflammatory and can help you get a good night's sleep.

How It Works
Peppermint oil is a natural pain reliever and can help you get a good night's sleep. It's also a natural anti-inflammatory and can help you get a good night's sleep.

Cinnamon
This spice is often used in many ways. It's a natural pain reliever and can help you get a good night's sleep. It's also a natural anti-inflammatory and can help you get a good night's sleep.

How It Works
Cinnamon is a natural pain reliever and can help you get a good night's sleep. It's also a natural anti-inflammatory and can help you get a good night's sleep.

First Aid @ Home
Small Head
Mix equal parts of lime juice, orange juice and a pinch of salt. Blend together and spread over the swollen area.
High Fever
Mix equal parts of lime juice, orange juice and a pinch of salt. Blend together and spread over the swollen area.
Food Poisoning
Mix equal parts of lime juice, orange juice and a pinch of salt. Blend together and spread over the swollen area.

23 HIGH END TEEN
Apr 2010

fashion

Friendly to the Environment

The environment in which we live is constantly being preserved and explored. This can also be done through the clothes we wear. Indonesian designers do their part by maximizing rage into patchwork motifs in the form of shirts, blouses and dresses that offer ecological and modern. Preserving the environment saves nature — our beloved Earth, of course.

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Apr 2010



FLAT AS A MODEL

Julia Hidayat Park-Gondarum
Dico Nio Wulandari
Andi Anjani Indra
Gustawan A. Bessie and Umi Budi

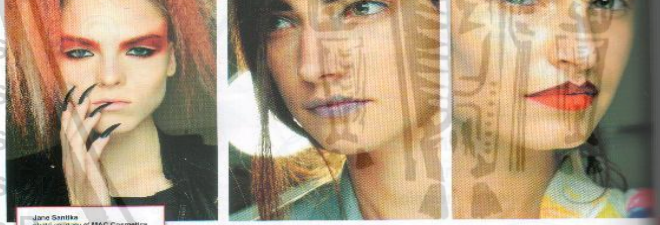
Q – I admit, I'm thin. I'm 19 years old, and I just started a new semester at University of Indonesia. I am 165cm tall, and I weigh 51kg. My body shape is proportionate, though. I admit, I'd like to add more curves on my upper body part, as it's pretty flat. What would you recommend for appearing curvier?
A – Flat-chested women have one major advantage over those who are well-endowed, as they are more able to suit the figure. Clothes hang better with slinky breasts, plus you could wear backless tops and plunging necklines without creating a stir for all the wrong reasons!

Stylish to Look For
• Avoid top-of-the-dress line busts that are full of padding and are not attached to your shoulders. The padding is not meant to be seen.
• Jackets are a great choice for outdoors. Double-breasted jackets are a great choice for indoors. They are as functional as they are stylish.
• Cuttle fish prints are cute and can be used on a variety of fabrics, from silk to cotton. They are also a great choice for a dress, as they draw the eye to the bust area.
• Accessories, such as a wide-brimmed hat, can draw attention to the bust area. Pull on some sexy heels, and you're good to go!

Stylish to Avoid
• Avoid tops that are too tight. They can make you look like a flat-chested woman.
• Avoid tops that are too loose. They can make you look like a flat-chested woman.
• Avoid tops that are too short. They can make you look like a flat-chested woman.
• Avoid tops that are too long. They can make you look like a flat-chested woman.

Right	Wrong
The top works for many different reasons. It's light-colored, has wide lapels, is double-breasted and sleeveless. These aspects enhance smaller busts and turn the focus to the arms.	You could get away with small prints, however, this dress' neckline is right above the chest, drawing more attention to the bust.
The pockets on the shirt and neckline draw more attention, and the busy color and pattern make the chest area seem fuller.	A wrap dress like this does not flatter, instead making the wearer look skeletal with the deep V-neck and the dress creases.
Feel free to wear dresses with plunging necklines and backless design!	This ensemble would work if only the bustle is not placed on the entire line, and the neckline of the top ends shorter than it is. This look does not give you a balanced look between the chest and back, which in turn make your chest look even flatter.

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April 2010



DYE-A-TRIBE

SPRING/SUMMER 2010 SEES ONE OF THE HOTTEST MAKEUP TRENDS BEING DESCRIBED AS A STREAK OF LIGHT THROUGH STAINED GLASS. SO GET READY TO GO WILD THIS SEASON!

Key colors, ripe peach, soft salmon, flushed coral, sweet bubblegum, energetic orange, sunset crimson.
For the makeup technique, think multi-dimensional, soft focus and super-blended in a luscious palette.
This look is not about hippie-dippy or costume drama. But it's more about taking pretty colors and giving them a rebellious edge with a cool factor.

“Using translucent, colorless powder mixed with powder blush gives the pigment an even smoother finish that allows the skin just the barest wash of color with a totally seamless edge.
”

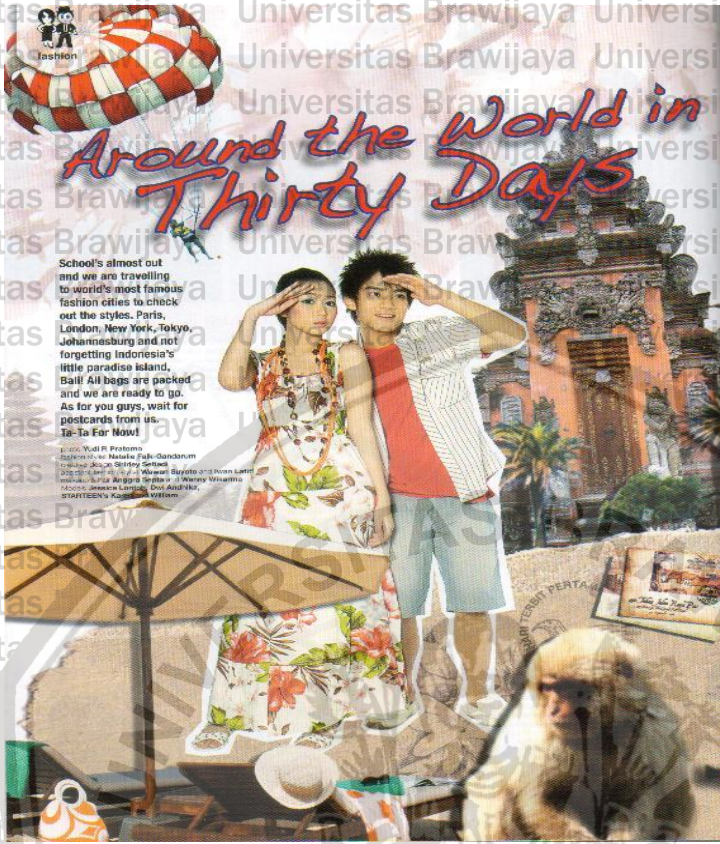
NADINE LUKE

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April 2010



Appendix 4: Headlines of High End Teen Magazine published on May 2010





Around the World in Thirty Days

School's almost out and we are travelling to world's most famous fashion cities to check out the styles. Paris, London, New York, Tokyo, Johannesburg and not forgetting Indonesia's little paradise island, Bali! All bags are packed and we are ready to go. As for you guys, wait for postcards from us. Ta-Ta For Now!

Di foto: Widi P. Prabono
 Ditulis oleh: Henke Febi-Gandono
 Desain oleh: Sherry Setiawan
 Ditulis oleh: Widi P. Prabono, Sherry Setiawan, Henke Febi-Gandono & Widi P. Prabono
 Foto: Henke Febi-Gandono, Widi P. Prabono, Sherry Setiawan, Henke Febi-Gandono & Widi P. Prabono
 STAFFEE'S Kapsul & Vizion



Di foto: Fransiska Mariputty
 Ditulis oleh: Henke Febi-Gandono
 Desain oleh: Erika Erika-Tania & Erika Tania
 Foto: STAFFEE'S Kapsul & Vizion
 Foto: Erika Tania & Erika Tania

JUMPING UP AND DOWN!

Mini jumpsuits fit any occasion, especially with Jakarta's weather! This item can be versatile and easily mixed and matched with anything you can find in your closet. The key is layers. HETT guides you to dress up your romper, three very distinct, daily looks.



Investment: minimum
 Rp. 120.000

Detail: Gini, Rp. 245.000
 Detail: Babi, Rp. 110.000
 Detail: Babi, Rp. 245.000
 Detail: Babi, Rp. 245.000
 Detail: Babi, Rp. 245.000
 Detail: Babi, Rp. 245.000

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 may 2011

HIGH THERE

High top sneakers are making a re-appearance this season. For those of you who prefer wear sneakers, high top sneakers could be an option as the look is more casual but edgy. Let HETI shows you how to wear these sneakers without making you look like you are trying too hard!

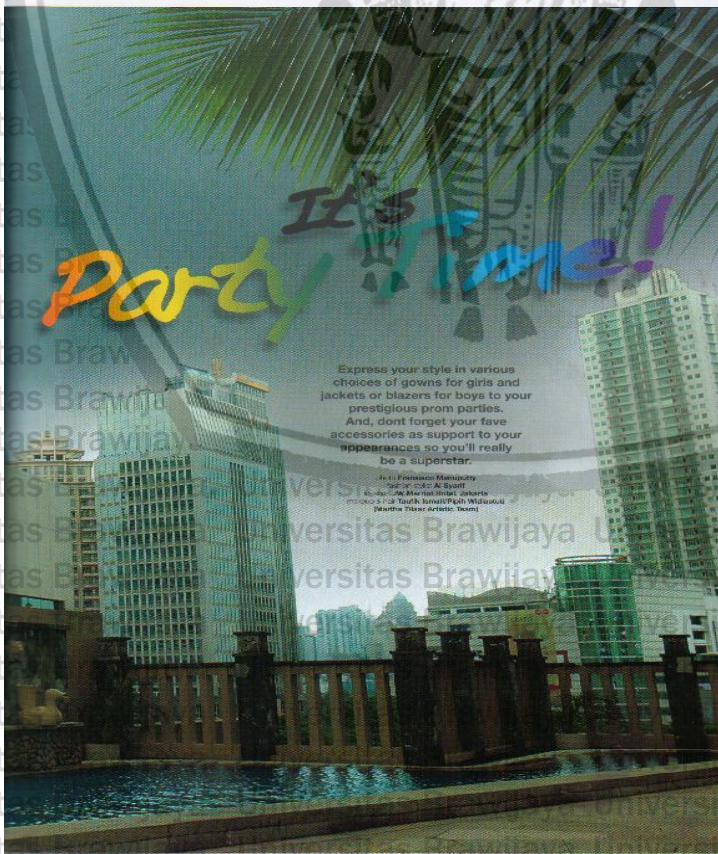


T-shirt, Moose, Rp. 60.000
Blazer, Moose, Rp. 195.000
Denim Shorts, CJ Boutique, Rp. 300.000
Leather Brooch, CJ Boutique, Rp. 50.000

T-shirt, CJ Boutique, Rp. 120.000
Shirt, Moose, Rp. 150.000
Pinstriped Pants, CJ Boutique, Rp. 300.000
White Beaded Leather Brooch, CJ Boutique, Rp. 60.000
Leather Brooch, CJ Boutique, Rp. 50.000

Long-sleeved T-shirt, CJ Boutique, Rp. 120.000
Jumps, Moose, Rp. 270.000
Futura Hat, style's cow

HIGH END **59**
MAY 2010



Express your style in various choices of gowns for girls and jackets or blazers for boys to your prestigious prom parties. And, don't forget your fave accessories as support to your appearances so you'll really be a superstar.

H.I. Proms & Manjuria
1.000+ 2010 A.S. South
Korea Fashion Accessories
Jl. Cendekia No. 103, Jakarta Selatan
(Warhol Tissue Artist: Namik)



PEAR SHAPE

asked Natalie Folk-Gandam from the magazine *Amante India* regarding the shape and style.

B Hello, am Khyati, 28 yrs old and I'm 5'6", so I'm a pear-shaped girl. I have an ideal weight for my height. However, I tend to look heavier on the bottom half. Find if I had some clothes that would complement my body shape. Could you please recommend me clothes that are suitable for my body type?
A The request to be able to fit in with this shape body is to choose the type of clothes that will suit you and the bottom part. This is easily achieved by drawing attention upwards, centralising the bottom part while elongating the legs.

Bytes to Look For

- Choose clothes that necklines, sleeves, collars, hemlines, but not shoulder at all, are sporty and placement accessories at all, are in the upper half of the body.
- When you choose your top and dark lines for your bottoms for balancing effect.
- Choose straight, flared bottom trousers, A-line or flared skirt. They will lend ease and grace with your body. Know that you should wear a dress or top that is not too tight and is not too long. It should be in the middle of your body. It should be in the middle of your body. It should be in the middle of your body.

Bytes to Avoid

- Do not wear all-in-one and long and a poor bottom.
- Do not wear the type of mid-rise bottom.
- Avoid long and wide for the legs as it will be difficult to make them fit.
- Do not wear a top that is too long and a poor bottom.
- Do not wear a top that is too long and a poor bottom.
- Do not wear a top that is too long and a poor bottom.

Right

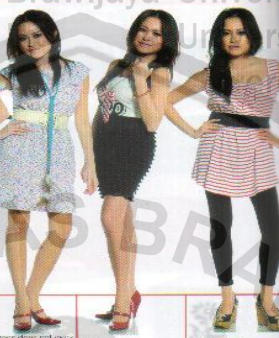


The overall fit creates an illusion of a proportioned body and the back length is shorter than the front half of the body.

This dress has a dark color and a flared skirt. The dark color will make you look thinner.

The dark color of the top and the skirt will make you look thinner.

Wrong



The dress is too long and the skirt is too wide. This will make you look heavier.

The dress is too long and the skirt is too wide. This will make you look heavier.

The dress is too long and the skirt is too wide. This will make you look heavier.

78 HighFashion may 2012



It seems as if 2010 just started, but we're now already at the end of the first quarter of this new decade! Without actually realizing it, you're truly turning the BIG TWO this month. Time sure flies, and it is the perfect excuse to celebrate by visiting this jolly playground where happy faces abound. Happy Birthday HET!

Fun Day @ Miniapolis

Miniapolis
Jl. Raya Sunda
No. 100
Bandung
Telp. (022) 2531111
www.miniapolis.com

GIRLS JUST WANNA HAVE FUN!

And they wanna have Fun in Style.

82 High Teen
May 2010

Model 1:
Name: Marissa
Age: 16
School: SSMC
Hair Style: Straight
What She's Wearing: Black top, black pants, black shoes

Model 2:
Name: [unclear]
Age: 16
School: [unclear]
Hair Style: [unclear]
What She's Wearing: [unclear]

Model 3:
Name: [unclear]
Age: 16
School: [unclear]
Hair Style: [unclear]
What She's Wearing: [unclear]

beauty trend

SUMMER LIPS

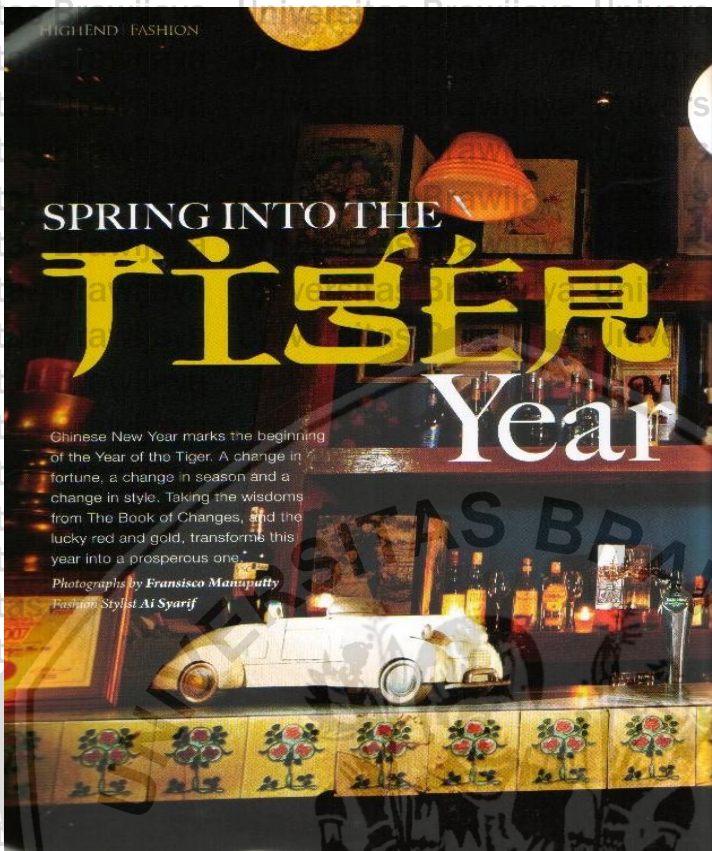
The warmest season focuses more on the lips rather than eyes. So get ready to hit this season's hottest trend with a powerful explosion of bold and super saturated colors.

86 High Teen
May 2010

A pop of bright colors on your lips is the utmost essential. Try coral pinks, electric orange, lavender, bright reds and fuchsia.

You can make it edgy by using a lip pencil to create that matte effect.

Avoid clownish-looking color by applying a dab of lipstick or gloss to the center of your lips, then blend outwards with your fingers.



HIGH-END FASHION

SPRING INTO THE 壬寅年 Year

Chinese New Year marks the beginning of the Year of the Tiger. A change in fortune, a change in season and a change in style. Taking the wisdoms from The Book of Changes, and the lucky red and gold, transforms this year into a prosperous one.

Photographs by **Fransisco Manupatty**
Fashion Stylist **Ai Syarif**

HIGH-END FASHION SHOPPING

THE LA TEST

LUXURY

Here are the latest must-have fashion items for this season!

by *Jane Santika*

TO BE BAG
The bag is a classic box of Dior that has remained since its introduction in 1977. The bag differs from its shape with the Louis Vuitton as an ultimate messenger bag. One bag and style, however, the bag is also highlighted by a statement of style by the brand's Dior. This is the bag you need to wear.

BEAUTIFUL
In spring, Christian Louboutin brings the most beautiful and elegant shoes to the season. The high heels collection shows a pair of elegant shoes with a statement of style on each pair. Choose your statement shoes in the season.

SOURCE CHUTE SHIRT
The source chute shirt is a classic shirt that has been around since the 1950s. The source chute shirt is a classic shirt that has been around since the 1950s. The source chute shirt is a classic shirt that has been around since the 1950s.

PURE GLAMOUR
The Pure Glamour collection is a classic collection that has been around since the 1950s. The Pure Glamour collection is a classic collection that has been around since the 1950s.

ROMANTIC HEART
The Romantic Heart necklace is a classic necklace that has been around since the 1950s. The Romantic Heart necklace is a classic necklace that has been around since the 1950s.

SHINE OF CHARM
The Shine of Charm sunglasses are a classic pair of sunglasses that has been around since the 1950s. The Shine of Charm sunglasses are a classic pair of sunglasses that has been around since the 1950s.

TRAVEL IN STYLE
The Travel in Style collection is a classic collection that has been around since the 1950s. The Travel in Style collection is a classic collection that has been around since the 1950s.

LEGENDARY DESIGN
The Legendary Design watch is a classic watch that has been around since the 1950s. The Legendary Design watch is a classic watch that has been around since the 1950s.

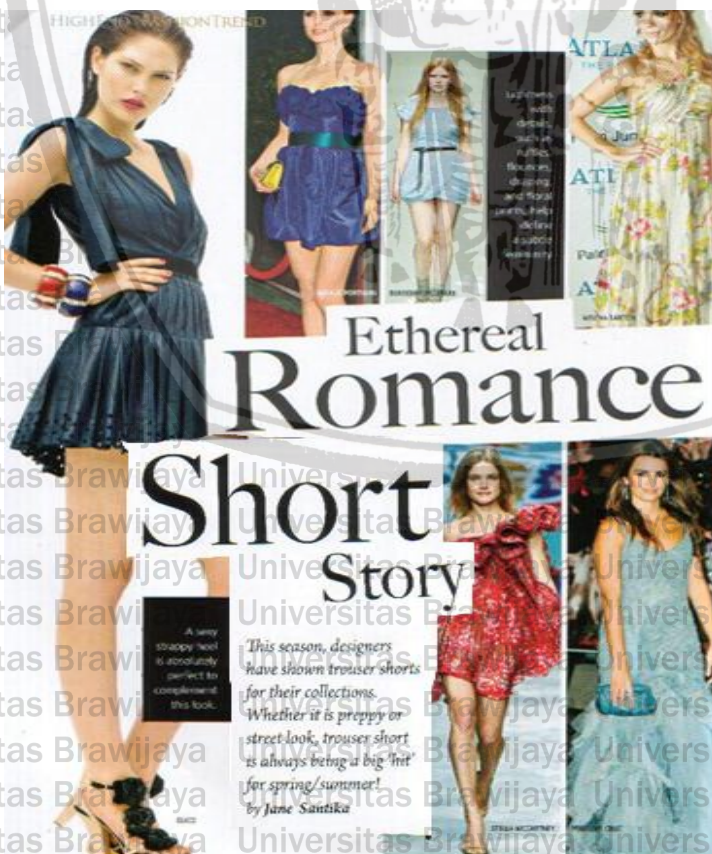
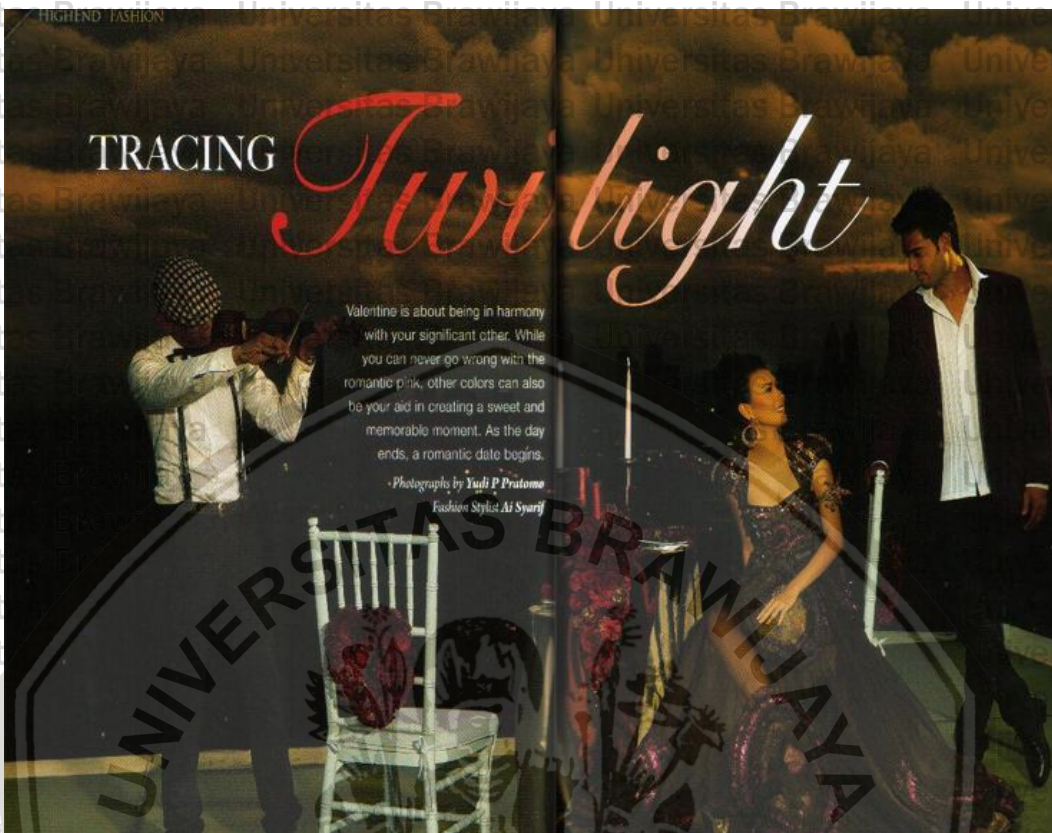
THE GOLFERS' GOALS
The Golfers' Goals collection is a classic collection that has been around since the 1950s. The Golfers' Goals collection is a classic collection that has been around since the 1950s.

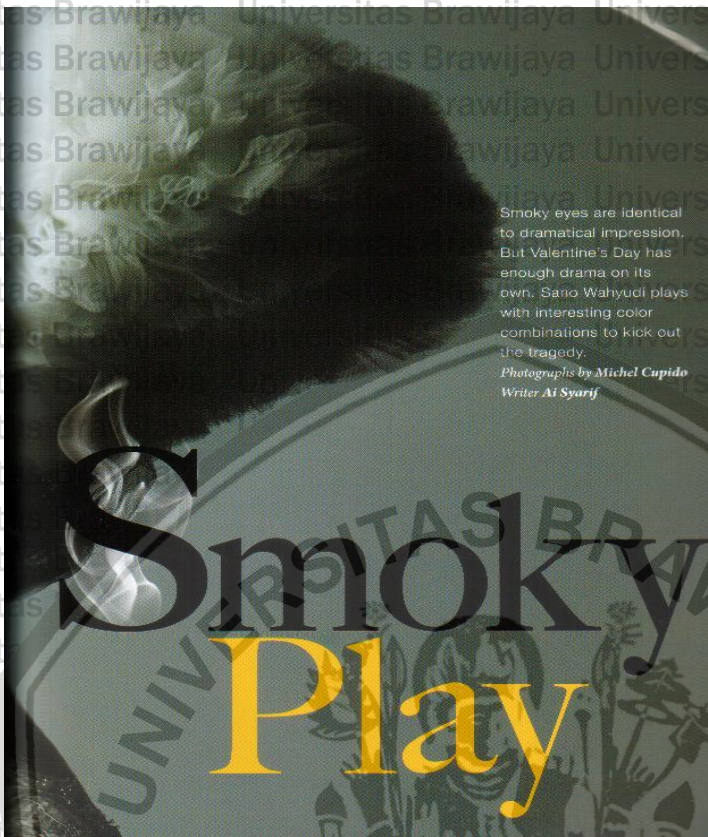
THE EXOTIC BELT
The Exotic Belt collection is a classic collection that has been around since the 1950s. The Exotic Belt collection is a classic collection that has been around since the 1950s.

COMFY BELLY
The Comfy Belly collection is a classic collection that has been around since the 1950s. The Comfy Belly collection is a classic collection that has been around since the 1950s.

BLACK WOOD BAG
The Black Wood Bag collection is a classic collection that has been around since the 1950s. The Black Wood Bag collection is a classic collection that has been around since the 1950s.

THE GOLFERS' GOALS
The Golfers' Goals collection is a classic collection that has been around since the 1950s. The Golfers' Goals collection is a classic collection that has been around since the 1950s.





Smoky eyes are identical to dramatic impression. But Valentine's Day has enough drama on its own. Sano Wahyudi plays with interesting color combinations to kick out the tragedy.
 Photographs by Michel Cupido
 Writer Ai Syarif

Smoky Play

Beauty News



VIVA GLAM FOR M.A.C AIDS FUND
 M.A.C. Aids Fund, which was established in 1994, gives an opportunity for M.A.C. Cosmetics to support men, women and children with HIV/AIDS. Every rupiah from the selling price of Viva Glam lipstick and lipgloss would go to the M.A.C. Aids Fund. M.A.C. Indonesia participated through a donation to KPAN (Komite Penggalangan AIDS Nasional) in the amount of Rp. 662.471.000.

Look fabulous and feel fresh with a little help from these wonderful products and treatments.

by Jane Santika



INSTANT RADIANT BRONZE SKIN
 Glowing, bronzed, firm and sexy within hours. Sounds good? Plan it with Model Co's Body Meringue (from Rp. 45.000). Its lightweight foam works to reduce cellulite and leave skin flawlessly and evenly tanned. Thanks to its secret active ingredient SILMFT™ 9509. Apply once or twice a week for a natural tan, or use daily for a continuous deep glow. The golden pigment gives you a healthy glow whilst the long lasting self-tanner develops underneath in hours. However, the product does not contain SPF. Now you do not have to chase to sun for a glowing bronze!



MINI HAND CREAM

LOccitane is launching a range of delicious limited edition scents of hand creams for assistants anywhere comfort. The light and subtle scent of Fringing you brings a reminiscence of tropical getaway. While you are in the car, the sensual scent of Yang Yang hand cream will capture everything you touch. The Accacia scent is a soft, woody scent that softens your hands with the subtle plant delicate fragrance. Make sure the Rose hand cream is in your hand bag for fresh and velvet soft hands with the fragrant freshness of Moroccan rose.

LOccitane

Appendix 6: Headlines of High End Magazine published on March 2010

The Art of Eating

People seem to have developed a love-hate relationship with what they eat, to the detriment of their health. Rediscover a balanced relationship with food, and find your way back to wellness.

by *Adrienne Larocque, Ph.D.*

HOW TO GROW FOOD FOR WELLNESS

Light is best in October or Food: An Earth Magazine author, 'Mud and Rain' state that 'the general health cannot be shown from the health of the entire food web.' There are at the base of most food chains or diets. They are responsible for converting light energy from the sun into chemical energy. If the efficiency of plants require water and nitrogen from the soil. US Commodity Commission farming methods rely on high chemical fertilizers that deplete the earth of nutrients. If nutrients have been stripped from the soil, they cannot be absorbed by the plants and passed on to us.

Modern 'industrial' farming methods also use chemical pesticides to improve crop yields. These produce their own natural pesticides, compounds that are lethal to human health, which humans apply pesticides, plastic wrap, handling their own. As a result, crop growth today contains significantly more nutrients in fewer amounts than they grew 50 years ago. Another problem is the lack of biodiversity in the foods that we eat. According to FAO, 60% of the world's food is now grown from the seeds of the culture contained by America.

HIGH-END FASHION REPORT

Signs of TIMES

- APPMI West Java organized its annual Fashion Tendance with the theme "Signs of Times", inspired by Indonesian heritage of art, culture, textile and architecture.
- Constructed silhouette of A-line and X-line, with the use of different cuttings, as garment overlapping, drapery, layering, and pleating.
- Detailing works, such as embroideries, eyelets, beads, sequins, studs, Swarovski crystals, printed and textured fabrics, are seen in many of the collections.
- Designers cruise to the old days in creating their collections and it is shown by the color palette of dusty golden.



Sparkling stage and glamour stars, getting ready for an unforgettable show, with wardrobe and accessories playing a significant part in an opus waiting to be put together before the audience. Take a peek behind the stage and be inspired with the style.

Photographs by Yudi P Pratomo
Fashion Stylist Ai Syarif

STARS on STAGE



Abstract Prints

Check the print design closely and determine whether it's vertically or horizontally oriented. Vertical is the way to go to look longer, and leaves while horizontal pattern makes you look wider.

For Spring 2010, abstract prints in a watercolor effect are creating a vibrant and artistic runway. Let's participate in the print and pattern party!
by Jane Santika

These patterns are seen primarily in dresses and tops. They are modern and complex, ranging from soft-focus painterly effect to sharp and bold graphic abstracts.

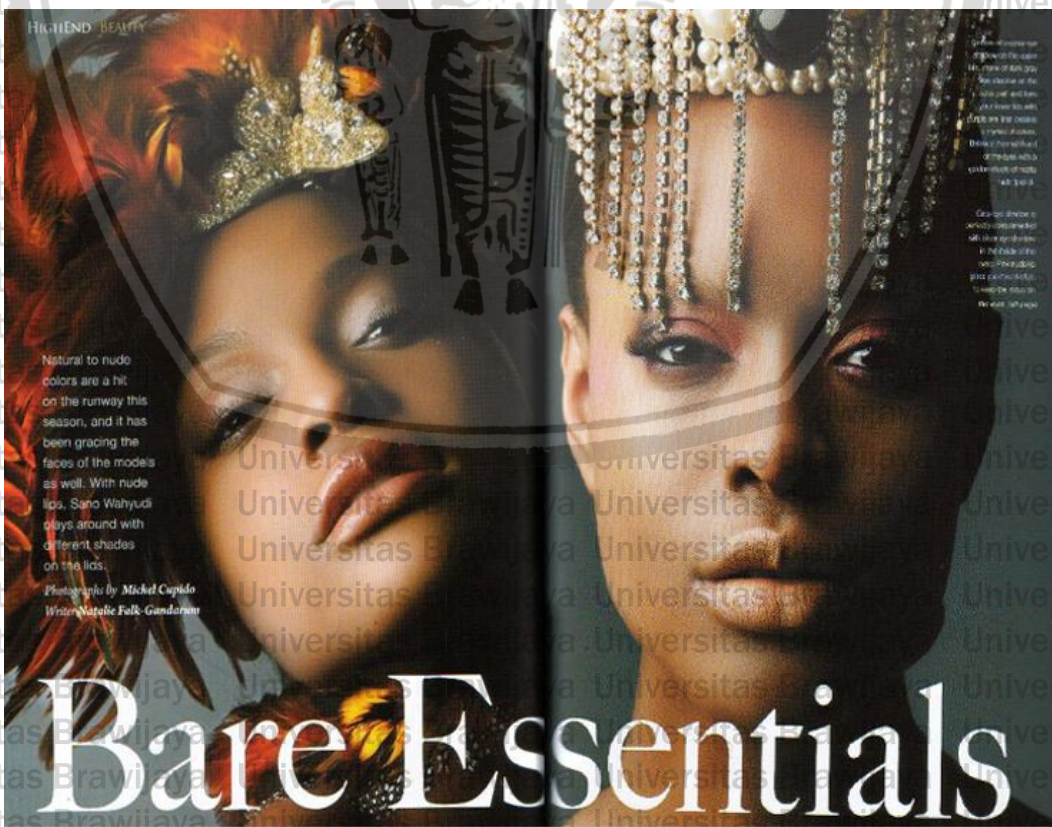
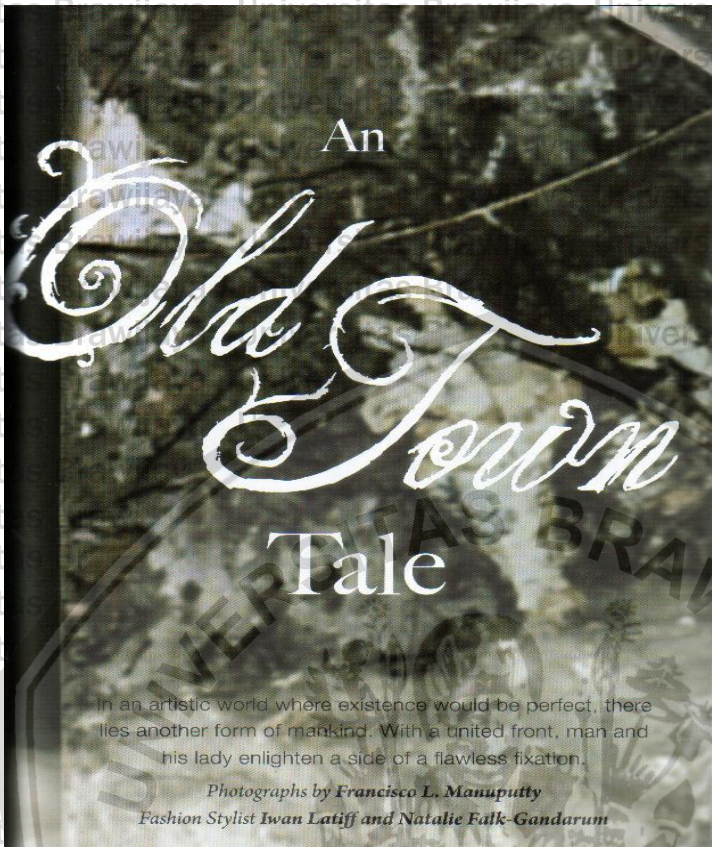
Monochrome Brights

Create simple combinations by mixing dark hues and lighter or darker tones. This may also include white and sophisticated tan, rather than dressing in a single tone from head to toe.

Choosing the muted gray and brown colors for the runway this season. Shake up your closet with subtle bright colors!

by Jane Santika

Choosing monochrome bright colors is not only classy and clean, but modern and stylish too. It is easy to pull the look together with accessories, jewelry, shoes, and shoes.



bea
ty
tro
setter

For Spring/Summer 2010, the 70's Playboy pinup look is becoming a hit. This hot flirty makeup is just perfect for a sexy evening out.
by Jane Santika

Guerlain Ombre Ecilat Eye Primer
as a unifying base means protection for the delicate skin on the eye lids. It is especially created to smoothen the skin for makeup and guarantee perfect hold.

MAC Studio Sculpt SPF 15 Foundation
is a rich and luxurious cream foundation that delivers vibrant moisture, while instantly revitalizing dull and dry skin.

MAC Studio Sculpt SPF 15 Foundation Fond de Teint SPF 15

Guerlain Kiss Kiss lipstick
is a infinitely fine and ultra-moisturized lips. The natural coral color is perfectly gorgeous to accompany your evening dress or dress.

Clinique Face Powder and Brush
helps create a perfect makeup and makes pores disappear. Airy skin brushing formula delivers a flawless finish.

CLINIQUE

Appendix 7: Headlines of High End Magazine published on April 2010

BEHIND WELLNESS

Now **Bones** about It

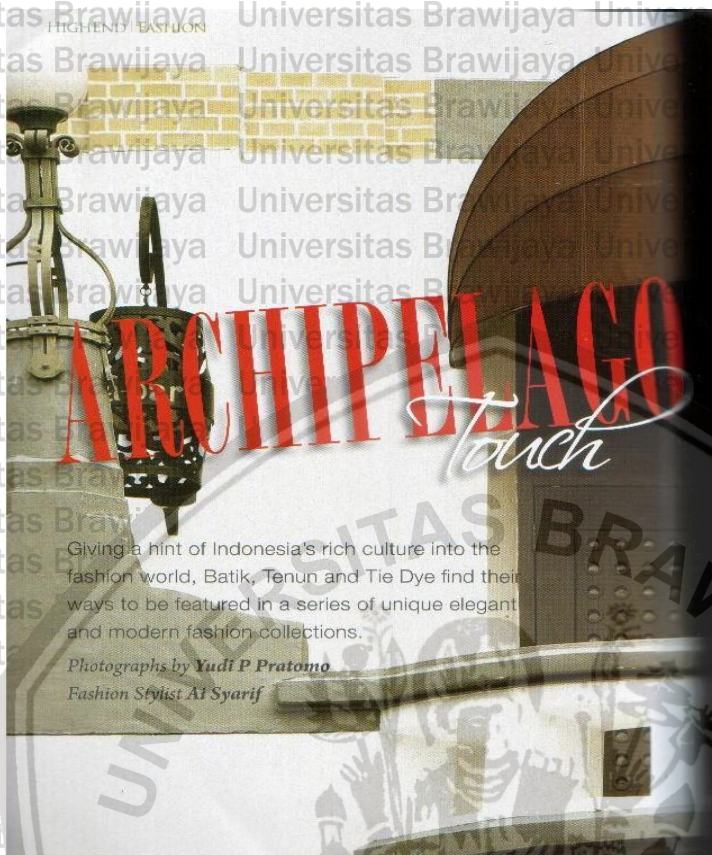
Osteoporosis is a serious health issue but you have the power to lower your risk, if you start now.
by Adrienne Larocque, Ph.D.

Osteoporosis is a disease, characterized by fragile bones, which can lead to stopped posture and severe pain. It greatly increases a person's risk for hip fractures, resulting in hospitalization, disability and even death. According to the Health Ministry records, about 40 percent of the Indonesian population is at risk for osteoporosis, higher than the world wide average of 33 percent. The good news is that you can lower your risk for this debilitating disease.

HEALTHY BONE DEVELOPMENT
In healthy people, bones are continuously resorptive, or old bones followed by deposition of new bone. This turnover helps keep bones healthy and repair wear and tear or fractures. We all lose some bone mass as we age because existing bone is broken down faster than new bone is made. For healthy, a loss of bone strength, which ultimately can lead to osteoporosis.

Bone is constantly being remodelled, but most of a person's bone mass is formed by early adulthood. After that, bone mass tends to decrease throughout life, for women menopause causes up to 30 percent additional bone loss. Most people are aware that calcium is important for proper bone growth; however, magnesium, phosphorus, and vitamins D, A and K are needed to deposit calcium into bones instead of being lost.

194 | Health & Wellness



HIGHEND | FASHION

Giving a hint of Indonesia's rich culture into the fashion world, Batik, Tenun and Tie Dye find their ways to be featured in a series of unique elegant and modern fashion collections.

Photographs by **Yudi P Pratomo**
Fashion Stylist **Al Syarif**

HIGHEND | FASHION TREND

Hot PANTS & Boy SHORTS

For a cool evening, wear hot pants and boy shorts with over-tights or stockings. Choose belt-patterned or colored-tights to increase the impact of the look.

Combine hot shorts with a loose cut, top, such as billowy blouse or boyfriend blazer, to avoid showing a lot of skin.

Pair hot pants and boy shorts only with heels. They will slim out your figure, and give shape to both your legs and derrière.

94 | **ELLE** | 25th APRIL 2010

BLAKE LEECH
HERKES
STELLA MCCARTNEY



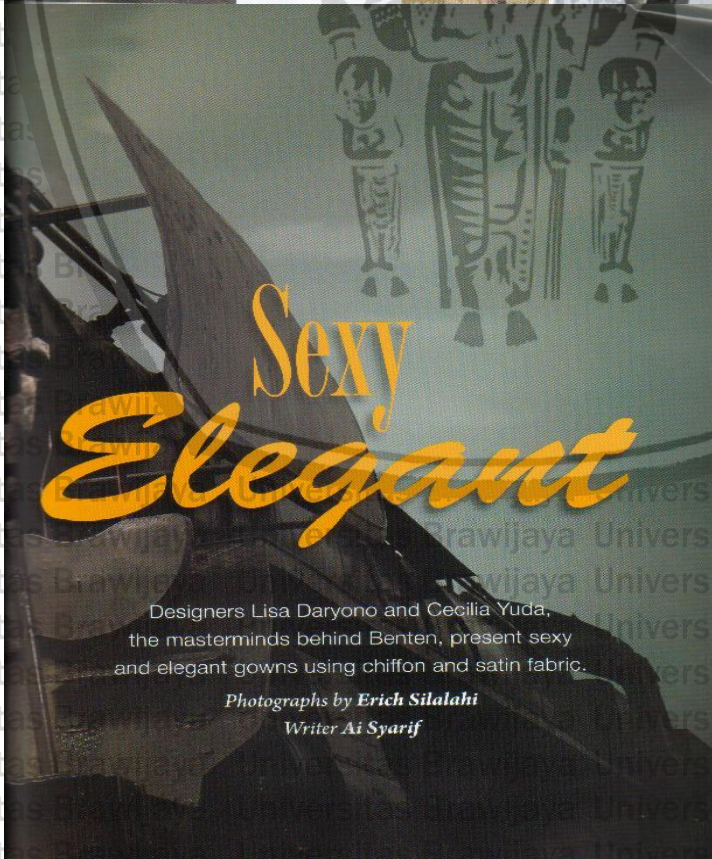
SLEEVELESS

The sleeveless collection still maintains a strong sense of the men's masculinity without the femme or girly feeling, but rather purely androgynous.

This Spring/Summer, there is an excess of bare-armed gentlemen on the runway. Versace, Roberto Cavalli, and Lanvin are some of designers who show the trend up with different ideas. Get ready to make it your own!
by Jane Santika

The sleeveless look for Spring/Summer 2010 is more about silhouette and less about a design detail.

To create more manliness and athleticism to the sleeveless, pair it with skinny pants.



Sexy Elegant

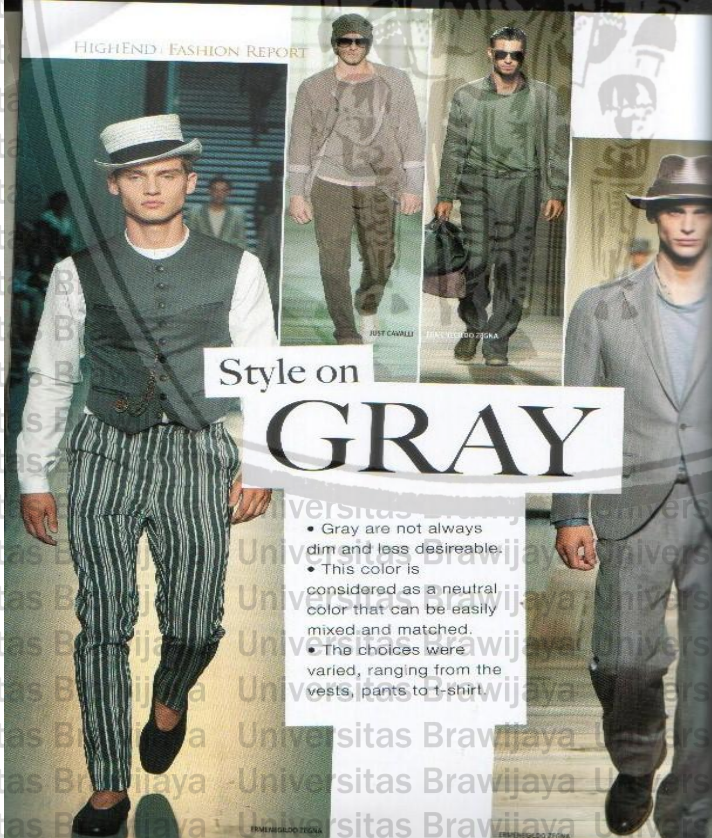
Designers Lisa Daryono and Cecilia Yuda, the masterminds behind Bente, present sexy and elegant gowns using chiffon and satin fabric.

Photographs by Erich Silalahi
Writer Ai Syarif



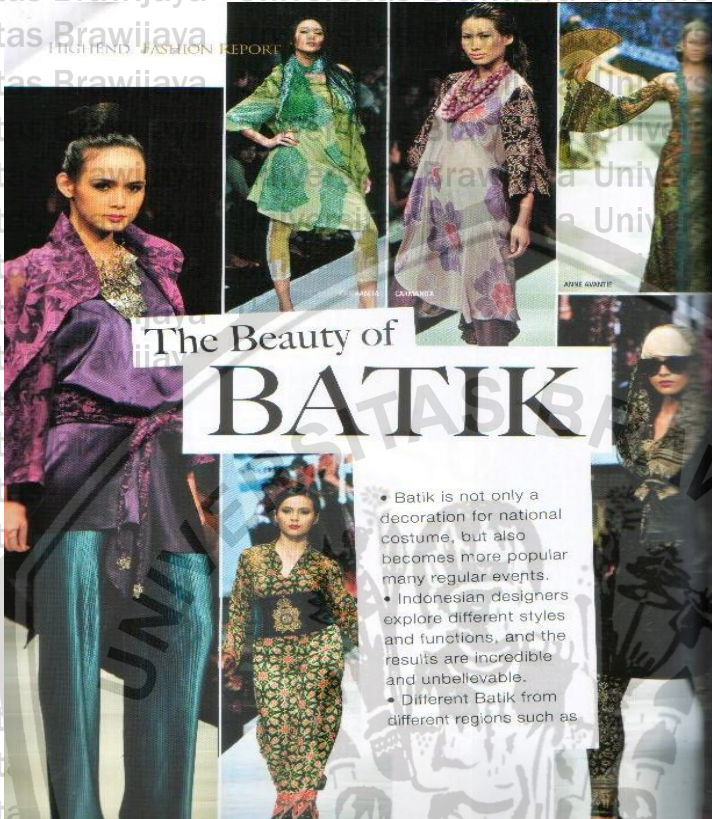
POWER SUIT

- Drapery is seen in many of the suit ensembles on the runway, yet the silhouette is still very much structured.
- Designers created double breasted blazers that were accessories with eye-catching belts right on the waistline.
- Slouchy blouses and jackets are paired with straight cut bottoms creating a balance between the two.



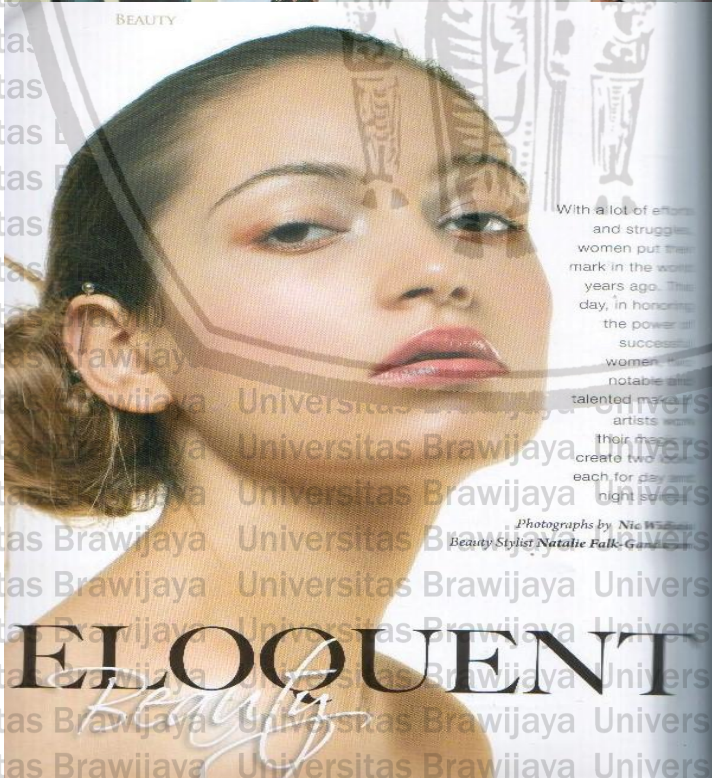
Style on GRAY

- Gray are not always dim and less desirable.
- This color is considered as a neutral color that can be easily mixed and matched.
- The choices were varied, ranging from the vests, pants to t-shirt.



The Beauty of
BATIK

- Batik is not only a decoration for national costume, but also becomes more popular many regular events.
- Indonesian designers explore different styles and functions, and the results are incredible and unbelievable.
- Different Batik from different regions such as



With a lot of efforts and struggles, women put their mark in the world years ago. Today, in honoring the power of successful women, notable and talented marketers and artists work their magic to create two different worlds each for day and night wear.

Photographs by Nic W...
Beauty Stylist: Natalie Falk-Gard...

ELOQUENT

Beauty

Appendix 8: Headlines of High End Magazine published on May 2010

**How to Get Your Body
Baby-Ready**

Having a child is the most important thing you will ever do with your body. It's never too soon to start preparing for a healthy pregnancy.
by Adrienne Laroque, Ph.D.

START OUT AT A HEALTHY WEIGHT
Women are expected to gain weight when they're pregnant, but sometimes they gain too much. During pregnancy, your metabolism changes and your body tries to absorb as much fat as possible. This gain adds thousands of years' worth of fat to your body. A diet rich in fiber and low in fat can help you lose weight before you get pregnant. A woman who loses weight before she gets pregnant is less likely to have a baby who is overweight or obese. This is because the extra weight you gain during pregnancy is more likely to be stored in your body than it is to be used for energy. The extra weight you gain during pregnancy is more likely to be stored in your body than it is to be used for energy. The extra weight you gain during pregnancy is more likely to be stored in your body than it is to be used for energy.

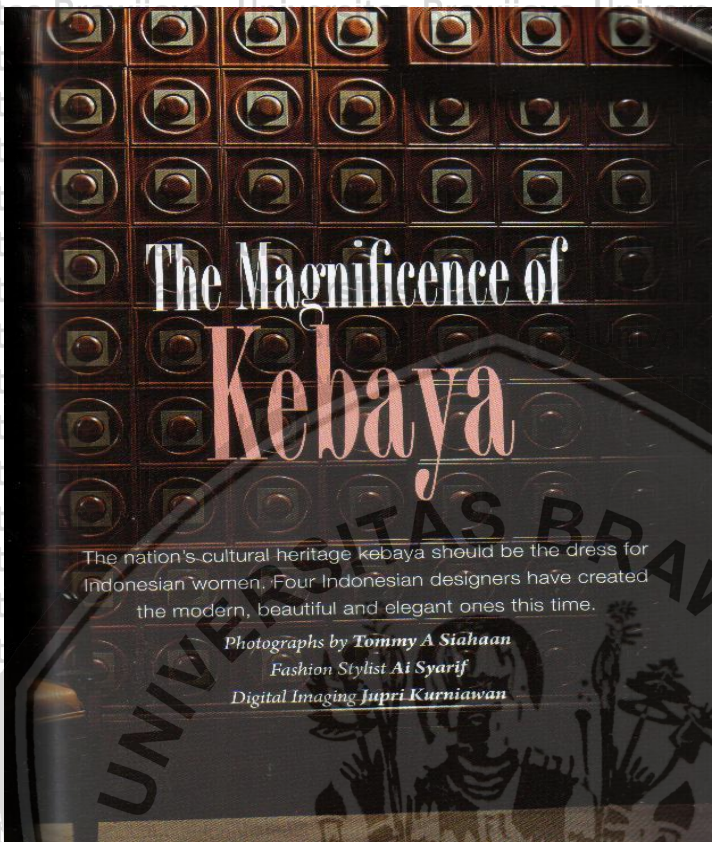
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**Romantic White
In Harmony**

Wedding Day requires a special preparation. One of the most momentous steps is choosing fabulous white gown from number of Indonesian designer's collections.

*Photographs by Erich Setiadi
Fashion Stylist Ai Syarif
Digital Imaging Jupri Kurniawan*



The Magnificence of Kebaya

The nation's cultural heritage kebaya should be the dress for Indonesian women. Four Indonesian designers have created the modern, beautiful and elegant ones this time.

Photographs by Tommy A Siahaan
 Fashion Stylist Ai Syarifah
 Digital Imaging Jupri Kurniawan

10 BEST treatments

Conical Implants
 Breasts are a symbol of beautiful femininity. All women strive to have beautifully shaped breasts. However, not all women are born with the ideal breast size. In addition to that, breasts are subject to some changes that occur during pregnancy, birth and breastfeeding. All these affect the firmness of the breast.
 The shape of the breast can be enhanced with the implants. Based on a survey in the USA (2007), breast augmentation proved to be the most popular procedure. Nearly 250 thousand women undergo this procedure annually and every year the number grows particularly in the USA, Brazil and a number of Asian countries.
 This may be the result of merging or shifting cultures, the popularity of skinny clothing, and also because of a safe and reliable procedure is a relatively simple and safe if handled by able surgeon.
 The result of the operation is readily visible, and will increase the woman's confidence, and this in turn, will improve her quality of life.
 So far, round breast implants have been used. Yet, women would all together that most tend to prefer look natural. A safer choice would be the conical implant, which was launched mid last year in Brazil. The conical implant is simply ideal for the small frame of Asian women. Recent clinics who have used the conical implant have stated their satisfaction. Due to it's naturally beautiful, they look natural.
 To date, Ultimo Clinic still holds exclusivity of this much coveted product.

Liposuction by Vaser
 An alternative to the harsh techniques of traditional liposuction, Liposuction by Vaser is a non-invasive procedure that efficiently removes unwanted fat. Liposuction uses state-of-the-art ultrasound technology to reshape your body. It is pain free. Since it's non-invasive, there is no diet and exercise, this can very well be a solution.
 Duration : 1 to 3 hours (depend on the body area)

Endolift Face Lifting
 To obtain a natural, youthful and refreshed appearance, ENDOLIFT facial rejuvenation may be for you. This treatment refers to a set of surgical procedures which helps to restore facial geometry and skin appearance by using different products to counter the different signs of aging through cheek, brow, neck, and jaw lift procedures.
 Duration : 1 to 2 hours

Madonna Face Lift (Intra-cutaneous)
 The "Madonna" Face Lift uses Intra-cutaneous Opulence Infusion. It is a unique experience providing instant results without an invasive procedure. Skin neck, forehead and mandibular with uneven skin pigmentation improved. An opulence Infusion is soothing, relaxing and suitable for all skin types. In just one soothing treatment your skin will look younger, brighter and more luminous. Even skin tone is balanced, skin looks and feels hydrated, refreshed and radiant from within.
 Duration: 30 minutes.

The Accent Alma Laser
 The Alma laser is a comfortable way to tone and tighten your skin. It provides controlled heat therapy to fight wrinkles and sagging skin on the face and body. The treatment process is virtually pain free. Since it's non-invasive, there is no diet and exercise, this can very well be a solution.
 Duration: 30 minutes.

ADVERTORIAL

or even after a wound and the recovery time required. The treatment is frequently used to improve the rhytidic skin that develops after aging and under the operation.

Duration : 30 minutes to 1 hour

Pain Free Hair Removal
 This is a revolution in permanent body hair reduction that is virtually painless. This laser hair removal treatment, offered by spas and physicians around the world, gives you a silky smooth and beautiful bare skin.
 Duration : 10 to 30 minutes

Laser 360
 Achieve complete skin rejuvenation using 3 technologies in just 60 days with Laser 360. If you're not ready for a full facelift, but you're no longer satisfied with the results of topical creams and lotions, Laser 360 is for you. It treats fine lines and discolorations from deep in the skin to give you a lasting, new, revitalized look. Laser 360 stimulates new collagen to grow, which improves your skin's texture and tone to fight fine lines and wrinkles.
 Duration : 15 - 30 minutes

Peeling by SkinMedica
 SkinMedica Peeling brings the benefits of alpha-hydroxy acid and other peeling agents in a unique blend to provide an effective, but gentle treatment that is appropriate for all skin types. Reducing the visible signs of aging, Vitale Peel helps fight the effect of time, sun damage, and environmental assaults.
 Duration: 30 minutes

Dermolissage
 Dermolissage circulates in smooth and precise exfoliation with the infusion of skin-specific topical solutions, leaving patients with fresher feeling and better-looking skin. Dermolissage provides a safe and controlled abrasion of dead skin cells. The first treatment will show significant and visible results. The skin will look younger and healthier and feel smooth and fresh. A 10% treatment is the recommended best result.
 Duration: 30 minutes

Dental Treatment & Women's Health
 Ultimo Aesthetic provides dental treatments which include scaling and polishing, P-splachain, light curing, orthodontic, front whitening (teaching dental implants), Veneer, Porcelain Crown, Porcelain, fixed orthodontic appliances and fashion dentistry. It also provides dental care for children, from preventive action to children, ortho and early orthodontic treatment. For more info visit us.

Ultimo Aesthetic & Dental Center
 Plaza Axis and Floor II, Jend. Sudirman Kav. 52-53, Jakarta Selatan, DKI Jakarta 12152

Appendix 9: Berita Acara Bimbingan Skripsi

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama : Marisa Dika Kristiani
2. NIM : 0811112011
3. Program studi : Sastra Inggris
4. Topik Skripsi : Sociolinguistics
5. Judul Skripsi : Word Choices of Headline in High End Teen and High End Magazines
6. Tanggal Mengajukan : 23 Februari 2010
7. Tanggal Selesai : 13 Agustus 2010
8. Nama Pembimbing : I. Drs. Lalu Merdi, M.A.
II. Yana Shanti Manipuspika, M.Appl.Ling.
9. Keterangan Konsultasi

No	Tanggal	Materi	Pembimbing	Paraf
1.	23 Februari 2010	Konsultasi judul dan draft	Pembimbing I	
2.	1 Maret 2010	Konsultasi judul dan draft	Pembimbing II	
3.	1 Maret 2010	Konsultasi Bab I	Pembimbing I	
4.	17 Maret 2010	Konsultasi Bab I	Pembimbing II	
5.	18 Maret 2010	Konsultasi Revisi Bab I	Pembimbing II	
6.	25 Maret 2010	Konsultasi Revisi Bab I	Pembimbing I	
7.	1 April 2010	Konsultasi Bab II	Pembimbing II	
8.	9 April 2010	Konsultasi Revisi Bab II	Pembimbing II	
9.	9 April 2010	Konsultasi Bab II	Pembimbing I	
10.	14 April 2010	Konsultasi Bab III	Pembimbing II	
11.	20 April 2010	Konsultasi Revisi Bab III	Pembimbing II	
12.	22 April 2010	Konsultasi Revisi Bab III	Pembimbing II	
13.	23 April 2010	Konsultasi Bab III	Pembimbing I	
14.	30 April 2010	Konsultasi Revisi Bab III	Pembimbing I	
15.	28 Juni 2010	Konsultasi Revisi Psoposal dan Bab IV	Pembimbing II	
16.	10 Juli 2010	Konsultasi Revisi Bab IV	Pembimbing II	
17.	16 Juli 2010	Konsultasi Bab IV dan Bab V	Pembimbing II	
18.	16 Juli 2010	Konsultasi Bab IV	Pembimbing I	
19.	21 Juli 2010	Konsultasi Abstrak dan Acknowledgement	Pembimbing II	
20.	23 Juli 2010	Konsultasi Bab V	Pembimbing I	
21.	26 Juli 2010	Konsultasi Abstrak	Pembimbing I	
22.	5 Agustus 2010	Konsultasi revisi seminar hasil	Pembimbing I	
23.	5 Agustus 2010	Konsultasi revisi seminar hasil	Pembimbing II	
24.	5 Agustus 2010	Konsultasi revisi seminar hasil	Penguji I	
25.	5 Agustus 2010	Konsultasi revisi seminar hasil	Penguji II	

Lanjutan Tabel Keterangan Konsultasi

No	Tanggal	Materi	Pembimbing	Paraf
26.	8 Agustus 2010	Konsultasi setelah ujian	Penguji I	
27.	8 Agustus 2010	Konsultasi setelah ujian	Penguji II	
28.	9 Agustus 2010	Konsultasi setelah ujian	Pembimbing I	
29.	9 Agustus 2010	Konsultasi setelah ujian	Pembimbing II	
30.	13 Agustus 2010	Acc	Penguji I	
31.	13 Agustus 2010	Acc	Penguji II	
32.	13 Agustus 2010	Acc	Pembimbing I	

10. Telah dievaluasi dan diuji dengan nilai :

Dosen Pembimbing I

Drs. Lalu Merdi, M.A.
NIP. 19441231 197903 1 003

Malang, 13 Agustus 2010
Dosen Pembimbing II

Yana Shanti M., M.Appl., Ling.

Mengetahui,
Ketua Jurusan Bahasa dan Sastra

Syariful Muttaqin, M.A.
NIP. 19751101 200312 1 001