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THESIS

Presented to Universitas Brawijaya In partial fulfillment of the requirements for the degree of Sarjana Sastra

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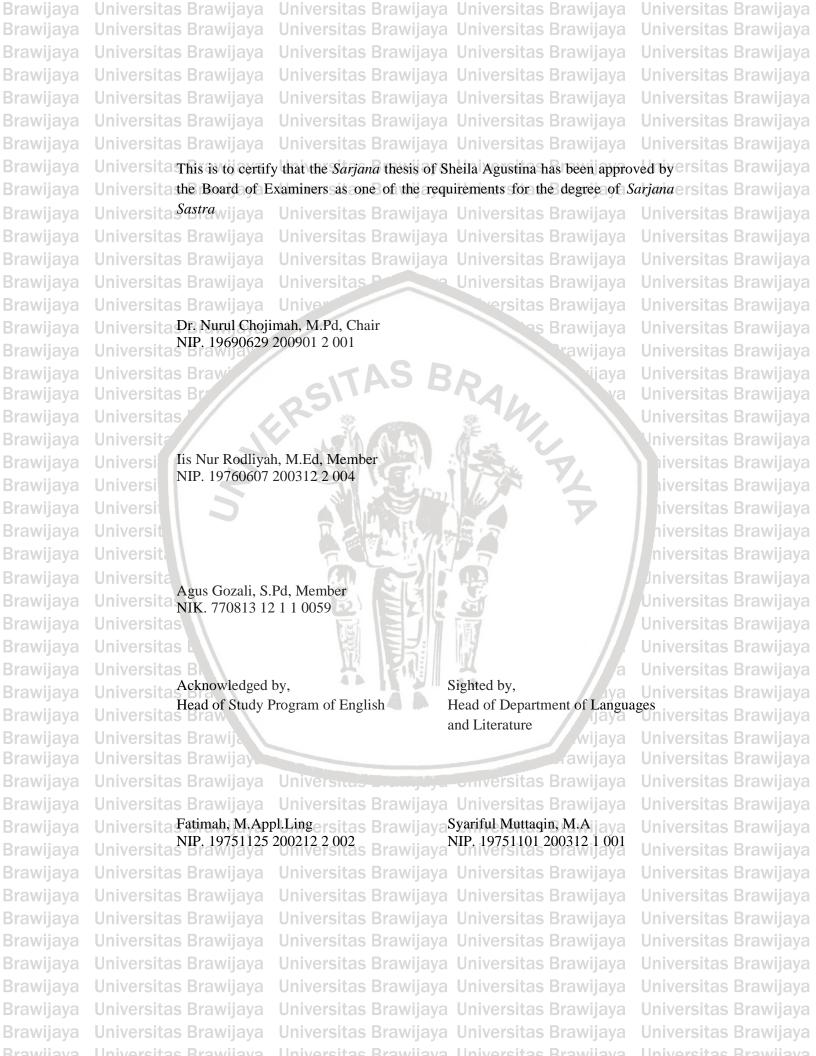
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijava **Universitas Brawijaya** Agustina, Sheila. 2013. A Stylistic Analysis on Printed Car Advertisements. Universita Study Program of English. Department of Languages and Literature. Faculty of Universita Culture Studies. Universitas Brawijaya. Supervisor: Iis Nur Rodliyah; Co-ersitas Brawijaya Universita supervisor: Agus Gozalirsitas Brawijaya Universitas Brawijaya Universita Keywords: stylistics, stylistic analysis, stylistic devices, advertisement, printed Universita advertisement, slogan.

As it is developed, the use of an advertisement is no longer on the need of informing people but also persuading them. At this rate, the persuasive power Universita behind an advertisement is its language style. The writer conducted a study about ersitas Brawijaya Universita stylistic analysis on printed car advertisements which shows certain language ersitas Brawijaya Universita patterns in the slogans of the advertisements. There are two problems to be solved ersitas Brawijaya in this study, namely: (1) what stylistic devices are found in printed car advertisements and (2) how the stylistic devices are used in printed carersitas Brawijaya advertisements.

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This study uses qualitative approach since all the data are in the form of ersitas Brawijaya words. Textual or document analysis is applied in this study for the purpose of iversitas Brawijaya analyzing the stylistics in slogans of printed car advertisements.

This study reveals that some elements in linguistic means which functionersitas Brawijava as the stylistic devices are applied in the slogans of printed car advertisements. Inersitas Brawijaya this study, the writer finds out four devices related to phonological aspect. They are alliteration, assonance, consonance, and repetition. For lexical aspect, there are ersitas Brawijaya Universita five devices, and they are adjectives, number, person, tenses, and voice. For ersitas Brawijava Universita syntactical aspect, the writer also finds three devices. They are noun and nounersitas Brawijaya phrase, verb phrase, and sentence. In semantic aspect, there are three devices, niversitas Brawijaya namely hyperbole, simile, and personification.

The writer suggests that future researchers conduct similar studies by ersitas Brawijava Universita including a larger amount of data so that generalization can be more reliable. Sheersitas Brawijava also suggests that next researchers investigate the visualization of printed advertisements and perhaps to compare different advertisements to figure out how ersitas Brawijaya Universita actually certain types of advertisement are different from another type in terms of ersitas Brawijaya Universita language style.

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Agustina, Sheila. 2013. Analisis Gaya Bahasa pada Iklan Mobil di Media versita Cetak. Program Studi Sastra Inggris. Jurusan Bahasa dan Sastra. Fakultas Ilmuersitas Brawijaya Universita Budaya. Universitas Brawijaya. Pembimbing: (I) Iis Nur Rodliyah (II) Agusersitas Brawijaya Universitas Ozaliwijaya Universitas Brawijaya Universitas Brawijaya Universita Kata Kunci: gaya bahasa, analisa gaya bahasa, alat gaya bahasa, iklan, iklan cetak, Universitaslogan.vijaya

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Selama perkembangannya, pembuatan iklan tidak lagi hanya didasarkan pada kebutuhan memberi informasi semata, tapi juga meyakinkan masyarakat. Universita Jika demikian, maka daya tarik sebuah iklan akan terletak pada gaya bahasanya. ersitas Brawijaya Universita Penulis mengadakan sebuah studi tentang analisis gaya bahasa pada iklan mobil diersitas Brawijaya media cetak yang menunjukkan pola bahasa tertentu pada slogan dalam iklan. Adaersitas Brawijaya dua rumusan masalah yang akan dipecahkan dalam studi ini, yaitu: (1) alat bahasa apa saja yang ditemukan pada iklan mobil di media cetak dan (2) bagaimana alatersitas Brawijaya bahasa tersebut digunakan pada iklan mobil di media cetak.

Studi ini menggunakan pendekatan kualitatif karena semua data yangersitas Brawijaya digunakan didalamnya berbentuk deskriptif. Textual atau document analysis digunakan dalam studi ini untuk menganalisa gaya bahasa pada slogan dalam ersitas Brawijaya iklan mobil di media cetak.

Studi ini mengungkapkan bahwa terdapat beberapa elemen linguistik yangersitas Brawijaya berfungsi sebagai alat bahasa digunakan pada slogan dalam iklan mobil pada media cetak. Dalam studi ini, penulis menemukan empat alat yang berhubungan ersitas Brawijaya Universita dengan aspek phonology. Alat tersebut adalah aliterasi, asonansi, konsonansi, dan ersitas Brawijaya repetisi. Untuk aspek leksis, terdapat lima alat yang ditemukan yaitu kata sifat, ersitas Brawijaya angka, sudut pandang, masa, dan voice. Untuk aspek sintaksis, penulis menemukan tiga alat, dan alat tersebut adalah kata benda dan frase kata benda, ersitas Brawijaya Universita frase kata kerja, dan kalimat. Sedangkan untuk aspek semantik, terdapat tiga alatersitas Brawijaya yang ditemukan yaitu hiperbola, simile, dan personifikasi.

Penulis menyarankan kepada peneliti selanjutnya yang ingin mengadakan Universitas penelitian serupa agar menambah jumlah data untuk dapat menyamaratakan hasilersitas Brawijaya Universita analisis. Penulis juga menyarankan untuk menginvestigasi lebih lanjut peranersitas Brawijaya versita visualisasi gambar pada iklan cetak atau mungkin menganalisa perbandingan ersitas Brawijava iklan-iklan berbeda jenis untuk mengungkap bagaimana gaya bahasa pada satu jenis iklan berbeda dengan iklan lainnya.

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian Bray The writer owes the deepest gratitude, first and foremost, to the only ersitian Brawijaya Universitas Brawijaya Universitas Brawijaya University Almighty Allah SWT for giving the biggest strength to complete this thesis. The Universitate writer also wishes to thank the supervisor, Iis Nur Rodliyah, M.Ed., for her Universita assistance and support. This thesis would have remained a dream had it not been ersitas Brawii Universita for her guidance. The writer is also indebted to the co-supervisor, Agus Gozali, Universita S.Pd., for his outstanding help and encouragement. Furthermore, the writer would ersit as Brawii like to give immense gratitude to the examiner, Dr. Nurul Chojimah, M.Pd, for reviewing the writer's thesis and giving valuable inputs for the writer to finish theersitas Braw thesis. The writer also thanks the academic advisor, M. Andhy Nurmansyah, M.Hum, who has given great guidance toward the writer during the study. This thesis is dedicated to the writer's parents (Drs. Muadz, M.Ag. and Universita Dra. Sulatun) and her growing-up sister (Nadia Mumtazah) who have given their ersitas Brawi endless prayers, love, understanding, and support throughout the writer's life. Universita Moreover, it gives the writer a great pleasure to thank the very best friendersitas Brawijaya (Krishna K. Ramadhan) for being very supportive and understanding. Universitas BravThe writer also shares the credit of this thesis with "The Rainbowersitas Brawijaya Orphanage" crews (Nurri Ayudha, Okta Enggiana, Novi Kristina, Rizqi Aliyah, Universital Okky Izza, and Beni Prasetyo) who would have encountered a new world. For the Universitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya companion in arms (Diah, Ary, Annisa, Illin, Jesty, and Arya), the writer would SITA like to thank them for sharing unforgettable pain and happiness in finishing the ersitas Brawijaya rsitas Brawijaya – Universitas Brawijaya–Universitas Brawijaya thesis. Not forget to mention, the writer also extend thanks to Himayono Gank Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitate who always encourage the writer to finish the study as soon as possible. Finally, ersitates Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita the writer cannot find words to express her gratitude to all of the colleagues and ersitas Brawijava Universital lecturers in the Faculty of Culture Studies Universitas Brawijaya who have not **Universitas Brawijaya** Universita been mentioned in this acknowledgement. ya Universitas Brawijaya ersitas Brawijaya Malang, 29 January 2013 ersitas Brawijaya Universitas Brawijaya The Writer 2, Iniversitas Brawijaya hiversitas Brawijaya hiversitas Brawijaya hiversitas Brawijaya hiversitas Brawijaya 4.5 **Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaja Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas INTRODUCTION/ersitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray This chapter presents a brief background related to this study, problems of ersitas Brawijava Universita the study, objectives of the study, and definition of key terms. 1.1 Background of the Study Universitas Bravit has not been long since people in the world live in globalization era/ersitas Brawijaya Global economy rapidly grows as seen in recent years. For some reasons, this situation turns people to be consumptive. People are influenced to use many kinds ersitas Brawijaya of productive activities. People of every social class are able to enjoy buying things. Of course, this trend gives a good chance for many companies to produce various kinds of goods and services. It is also possible for them to sell their products well. However, it does not mean there will be no rivalry between producers to sell their products. As for these boundless companies, creativity becomes important in promoting products and services to public. Looking at such University fact in the real world, it is not impossible that the presence of advertisement Universita becomes the most creative and efficient way to promote products and services. Universitas Bray Advertisement has an important role in a marketing sector. It becomes one ersitas Brawijava of few determining factors in a success of product selling. Fletcher (2010, p.2) Universita defines an advertisement as "a paid-for communication intended to inform and/or ersitas Brawi persuade one or more people". It implies that an advertisement is intentionally Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universita created by the concerned people or group of people, who are not given away for ersitas Brawijaya free, to extend any information or to convince public in certain things. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Uniyersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braveland (2008, p.6) explains the role of advertisement as "advertising Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita works by persuading us, yet we don't feel personally that we are at all persuaded ersitas Brawijava Universita by it". With such invisible power, advertisement is able to persuade people to buyersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita products, and it happens beyond our consciousness. Advertisement is attacking people's mind by making people think the same way as the advertisement intends Universita to convey. It is irreversible and cannot be avoided because advertisement is ersitas Brawijava everywhere. It is on television, radio, magazine, newspaper, and even along the Universita street. From this view, we can conclude that advertisement is now a part of our ersitas Brawijava large society. In a competitive rivalry between companies, the use of an advertisement is ersitas Brawijava no longer on the need of informing people. Sutherland (2008, p.6) clearly states as iversitas Brawijaya follows: Big and immediate effects of advertising do occur when the advertiser has something new to say... Small effects of advertising Universitas Brawijaya can influence which brand we choose, especially when all other factors are equal and when alternative brands are much the same. Advertising can marginally change our image of a brand by leading us to ersitas Brawijaya Universita associate it with a particular attribute and to associate in our mind that attribute ersitas Brawijaya Universita with the brand more than we associate it with any other competitive brand. It ersitas Brawijaya Universita means that each advertisement has something as a purpose. It functions to ersitas Brawijava represent the products. Certain advertisement marks out certain product. Universitas Brawijaya Universitas BrayRecently, advertisement is created in various forms. They are madeersitas Brawijava interestingly and attractively. There are some elements we can find in an Universitas Brawijaya Universitas Brawijaya Universita advertisement such as text, image, and sound. Actually, text in advertisement mayersitas Brawijava be the most readable text because of its short length and simplicity. This is why Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya such printed advertisement may be the only kind of advertisement which is most Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita commonly used by producers to promote products. Furthermore, Goddard (2002, ersitas Brawijava Universita p.9) explains "written advertisements have to compete with each other and with Universitas Brawijaya Universitas Brawijaya Universita all sorts of other texts in our richly literature culture. So copywriters have to find Universitation ways to shout at us from the page". Universitas Brawijaya Universitas Brawhen an advertisement is made in a printed form, the main persuasive ersitas Brawijava power behind it is the use of characteristic language and style. Wales (1989, cited ersitas Brawijaya Universita in Jeffries & McIntyre, 2010, p.1) sees style as the formal features of a text and ersitas Brawijava their functional significance for the interpretation of the text in question. It is seen as a distinctive feature which differs certain text with other kinds of text. Asersitas Brawi certain advertisement represents certain product, the language use must also be distinctive. From this point of view, an interest and attention to this study begin to ersitas Brawijaya appear. The language style in an advertisement becomes a subject of analysis, and Universita this kind of analysis is called a stylistic analysis. Simpson (2004, p.4) states that stylistic analysis is "underpinned by Universita structured models of language and discourse that explain how we process and ersitas Brawijaya understand various patterns in language". In linguistics, the purpose of this Universita analysis is to identify and classify the elements of language being used ersitas Brawijaya Meanwhile, the language of an advertisement can be discovered through slogan of Universita the advertisement. According to Oxford Advanced Learner's Dictionary (1995), ersitas Brawijaya Universitas Brawijaya – Universitas Brawijaya–Universitas Brawijaya Universital slogan is "a word or phrase that is easy to remember, used for example by a Universital political party or in advertising to attract people's attention or to suggest an idea ersital Brawijaya Universitas Brawijaya Universita^{quickly}"iava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawas mentioned in the previous explanation, the use of characteristic Universitas Brawijaya Universitas Brawijaya Universita language in advertisement results in meaningful features that portray the image of ersitas Brawijava Universita the advertisement itself. Regarding this matter, the car printed advertisements are ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita also expected to have such distinctive features to differ it from other kinds of erstas Brawlava Universita product advertisements. In this time, cars still belong to high-priced items and the Universita buying of cars requires a wise decision-making. However, car producers are not at ersitas Brawijava Universitation wit end to persuade people to buy their product, and advertisements as a Universita means of communication is the best way to get in touch with costumers. In some ersitas Brawijava way, many car printed advertisements are very successful in attracting people's attention with the image constructed from the advertisement. iversitas Brawijaya In this study, the researcher tries to analyze the language style used in printed car advertisements by observing the slogan as the verbal text of ersitas Brawijaya advertisement since it is considered important to create such self-image of the Universita product. Moreover, this study will concern in the use of stylistic devices in theersitas Brawijava printed car advertisements to point out some special features of the Universita advertisements. This study puts emphasis on the fact that the verbal text mayersitas Brawijaya construct some patterns of the printed car advertisements. Universitas Brawijaya Universita 1.2 Problems of the Study Universitas Bray Based on the background of the study stated above, this study is conducted Brawijaya Universitas Brawijaya Universita to answer the following questions: awijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray, 1. What stylistic devices are found in printed car advertisements? Universitas Brav2. How are the stylistic devices used in printed car advertisements? Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas BrayConcerning the problems of the study stated above, the objectives	
Brawijaya	Universitas Brawijava Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brav1. To identify the stylistic devices found in printed car advertiseme	^{nts} niversitas Brawijaya
Brawijaya	Universitas Brave. To analyze the use of the stylistic devices in printe	JUniversitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaadvertisements.	Universitas Brawijaya
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Brawijaya	Universita 1.4 Definition of Key Terms AS BD	Universitas Brawijaya
Brawijaya	Universitas Brz	Universitas Brawijava
Brawijaya	Universitas Some of key terms in this study are defined to avoid misunderstandi	
Brawijaya	Universita a. Stylistics: a sub-discipline of linguistics that is concerned with	ith the ersitas Brawijaya
Brawijaya		N Diversitas Brawijava
Brawijaya	Universi systematic analysis of style in language and how this can vary accor	
Brawijaya	Universi such factors as, for example, genre, context, historical period and	authorersitas Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	Universit (Leech, cited in Jeffries & McIntyre, 2010, p.1).	niversitas Brawijaya
Brawijaya	Universita b. Stylistic Analysis: underpinned by structured models of language	_{ge} landersitas Brawijaya
Brawijaya		Universitas Brawijava
Brawijaya	Universitas discourse that explain how we process and understand various patt	^{ems in} ersitas Brawijaya
Brawijaya	Universitas Language (Simpson, 2004, p.4).	Universitas Brawijaya
Brawijaya	Universitas B	Universitas Brawijaya
Brawijaya	Universitas Bc. Stylistic Devices: the use of various techniques related to linguisti	
Brawijaya	Universitas Bravpurpose to give certain meaning to the literal or written discourse.	Universitas Brawijaya
Brawijaya	Universitas Brawija wijaya	Universitas Brawijaya
Brawijaya	Universitas Bd. Advertisement: a paid-for communication intended to inform	and/orersitas Brawijaya
Brawijaya	Universitas Brawijaya persuade one or more people (Fletcher, 2010, p.2). Universitas Brawijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Be. Printed Advertisement: an advertisement which is in printed for	
Brawijaya	Universitas Brawijaya as in magazine, newspaper, brochure, billboard, etc. Universitas Brawijaya	Universitas Brawijaya
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Prowiiovo	Universitas Provijeva, Universitas Provijeva, Universitas Provijeva,	Universites Provileve

Universitas Brawijaya Universitas Bf. Slogan: a word or phrase that is easy to remember, used for example by a ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braypolitical party or in advertising to attract people's attention or to suggest ersitas Brawijava Universitas Bravan idea quickly (Oxford Advanced Learner's Dictionary, 1995). Va **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Iniversitas Brawijaya hiversitas Brawijaya hiversitas Brawijaya hiversitas Brawijaya Universitas Brawijaya 4.5 **Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya REVIEW OF RELATED LITERATURE rawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Bray This chapter presents a brief description of general theoretical concepts of ersitas Brawijava Universita discourse analysis, style and stylistics, linguistic means, advertising, and previous Universitastudiesvijava Universitas Brawijaya Universita 2.1 Discourse Analysis Renkema (2004, p.12) defines discourse as an instrument which can be ersitas Brawijaya used by two parties, the speaker and the listener or the writer and the reader. ersitas Brawijaya iversitas Brawijaya Renkema (2004, p.1) adds that discourse studies is the study which aims to investigate the relationship between form and function in verbal communication. ersitas Brawijaya niversitas Brawijaya In the study of language, some of the most interesting questions arise inersitas Brawijaya Universita connection with the way language is 'used'. In other words, it is about howersitas Brawijaya Universita language-users interpret what other language-users intend to convey. Yule (1996, ersitas Brawijaya Universitas p.139) states the following: When we... ask how it is that we, as language-users, make sense of **Universitas Brawijaya** what we read in texts, understand what speakers mean despite Universitas Bravwhat they say, recognize connected as opposed to jumbled or **Universitas Brawijaya** Brawijaya Universitas Bravincoherent discourse, and successfully take part in that complex Universitas Bravactivity called conversation, we are undertaking what is know as discourse analysis. Universitas BrayFurthermore, Renkema (2004, p.2) finds that discourse studies "... is to ersitas Brawijaya Universitas Brawijaya Universita provide an explanatory description of the intricate relations between forms of Universita discourse elements and their functions in communication". Brown and Yuleersitas Brawijaya University (1983, p.27) explaines "in order to interpret these elements in a piece of discourse, ersitias Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijāya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	it is necessary to know (at least) who the speaker and the hearer are, and th	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita and place of the production of the discourse". So, instead of describin	
Brawijaya	University potential relationship of one sentence to another, the discourse analysts are	liniversitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita concerned with the relationship between the speaker and the utterance of	on the ersitas Brawijaya
Brawijaya	particular occasion of use.	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas BravIn interpreting the discourse, people would rather be concerned with	
Brawijaya	Universite accurate representation of the forms and structures used in that language	. Yule Brawijaya
Brawijaya	Universitas Braw	Universitas Brawijaya
Brawijaya	Universita (1996, p.140) then says that "as language-users, we are capable of more	
Brawijaya	Universities, simply recognizing correct versus incorrect form and structure". Peop	Universitas Brawijaya
Brawijaya	Universit	Universitas Brawijaya
Brawijaya	Universi expected to be able to encounter any texts which appear to break a lot of the	
Brawijaya	Universion of that particular language. It can serve to illustrate an interesting point about	ut the
Brawijaya	Universi	hiversitas Brawijaya
Brawijaya	Universit way people react to language which contains ungrammatical forms. Rathe	
Brawijaya	Universitarejecting the text as ungrammatical, people try to make sense of it. That is	s what Driversitas Brawijaya
Brawijaya Brawijaya	Universitative call as an attempt to arrive at a reasonable interpretation of what the	
Brawijaya		
Brawijaya	Universitas intended to convey. The effort to interpret and the way we accomplish it be Universitas	ecome Universitas Brawijaya
Brawijaya	University the key elements investigated in the study of discourse.	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Universita 2.2 Style and Stylistics	Universitas Brawijaya
Brawijaya	Universitas Brawija wijaya	Universitas Brawijaya
Brawijaya	Universitas BravThere is an ambiguity between the term style and stylistics. The f	formerersitas Brawijaya
Brawijaya	Universities Brawieve idea is so broad that it is rather difficult to regard it as a term. The concept of	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita covers many fields of human activity. There is style in architecture, lite	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya linguistics, behavior, fashion, etc. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya		
Brawijaya	Universitas BravEven in linguistics, the term style needs a wide interpretation. St	
Brawijaya	University linguistics is said to be the aesthetic function of language, expressive me	Universitas Brawijaya ans of
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Rrawijava	Universitas Brawijava Universitas Brawijava Universitas Brawijava	Universitas Brawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universital language, or emotional coloring of language. It may also refer to the interrelation Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita between language and thought and the individual manner of an author in makingersitas Brawijava Universitative of language. In short, linguistics style is a system of interrelated language University means which serves a definite aim in communication, and the study of this kind of ersities Brawijava style is called stylistics. Universitas BravAccording to Leech, stylistics is "a sub-discipline of linguistics that is ersitas Brawijava concerned with the systematic analysis of style in language and how this can vary Universita according to such factors as, for example, genre, context, historical period and ersitas Brawing author" (cited in Jeffries & McIntyre, 2010, p.1). For instance, there is the individual style that distinguishes one writer from another, the styles associated ersitas Braw with particular genres (e.g. 'newspaper language' or the gothic novel), or the characteristics of what might constitute 'literary style'. In the scope of stylistics, the need of stylistics is to find out from the data Universita what patterns or features of language make it distinctive or work in particular ersitas Brawl ways for the reader. Wales sees "analysing style means looking systematically at niversitas Brawi Universita the formal features of a text and determining their functional significance for the ersitas Brawijaya interpretation of the text in question" (cited in Jeffries & McIntyre, 2010, p.1). Universita Meanwhile, Simpson (2004, p.4) clarifies that stylistic analysis is "underpinned ersitas Brawijaya by structured models of language and discourse that explain how we process and Universita understand various patterns in language". In a simpler saying, stylistic analysis ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya refers to the identification of patterns used in speech or writing. Universitian Bray The purpose of stylistic analysis is to identify, classify, and interpret the ersitian Brawijaya elements of language being used. As the principal objective of every author is to Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya communicate a message effectively to the audience, the author must rely on Universitas Brawijaya Universitas Brawijaya Universita purposeful diction, structure, figurative language, and other rhetorical strategies. versitas Brawijava Universitas Bravin practice, much stylistic analysis tends to concentrate on the written ersitas Bravilaya Universitas Brawijaya Universital language, or a transcribed version of the spoken language, so that the same kinds ersitas Brawijava Universitation of issues (lexis, grammar etc.) are normally considered more than the spoken Universita phenomena. In summary, stylistics is very much based on textual data. In a sense, ersitas Brawijava Universitation there can be no such thing as stylistics unless texts are being analyzed. RAN **2.3 Linguistic Means** Linguistic description, or linguistic means, is defined as "the exploration ersitas Brawijaya and classification of linguistic features of a given text ... reflected by style markers which are linguistic items that only appear, or most or least frequent in a text, representing a particular variety or literary genre" (Dong, cited in Li, 2009, ersitas Brawijava p.64). The analysis of stylistics in this study is grounded on some linguistic means ersitas Brawijaya which include phonological, lexical, syntactical, and semantic aspects. The following explanation provides brief description and examples about the common ersitas Brawijaya Universita linguistic devices and figures of speech in printed advertisement. Universita 2.3.1 Phonological Aspect Universitas Brawle (1996, p.54) says that phonology refers to "the description of the Universital systems and patterns of speech sounds in a language". In regard to this matter, ersital Brawijaya advertising language often makes the best use of abstract sound set in a language Universita to make the advertisements more interesting and aim to catch people attention by ersitas Brawijaya Universitas Brawijaya Universitas Brawijava University producing attractive sound patterns. The following explanation shows some ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita figures of speech related to phonological aspects which are commonly used in Universitas Brawijaya Universitas Brawijaya Universita written texts.a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita 2.3.1.1 Alliteration iversitas Brawijaya Universitas Brawijaya Universitas Brawijava Lüders (2010, p.1) states that alliteration is "the repetition of the same Universita consonant sound at the beginning of neighboring words". It is usually used by the ersitas Brawijaya Universitas Brawijaya author to create emphasis, to add beauty to the writing style, and occasionally to Universitas Brawijaya **Universitas Brawijaya** Universita aid in shaping the mood. Example: <u>Peter Piper picked a peck of pickled peppers.</u> Iniversitas Brawijaya 2.3.1.2 Assonance Assonance is similar to alliteration, in which vowel sounds are repeated (Arp & Johnson, 2009, p.820). This repetition of vowel sounds most commonly ersitas Brawijaya occurs within a short passage of verse. Example: Batter that mattered Universita 2.3.1.3 Consonance It is similar to alliteration, but the repeated consonants are at the ends of ersitas Brawijaya Universita words (Arp & Johnson, 2009, p.820). It also commonly occurs within a shortersitas Brawijaya Universita passage of verse. It can give effect of such a pleasing harmony in a literary text.ersitas Brawijava Universitas Bravijaya Examples: Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bravodds and ends ersitas Brawijaya Universitas Brawijaya Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
Brawijaya	Universitas BrayOnomatopoeia is "the use of words which imitate the sound they re		
Brawijaya	Universita (Lüders, 2010, p.1). Onomatopoeia includes words that sound like their me		
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
Brawijaya	University The words may resemble or suggest a certain sound. It gives the imaginat		
Brawijaya	Universitate sound which the word refers to. Example: Universitas Brawijaya	Universitas	
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas	
Brawijaya	Universitas BravThe bees were buzzing. As Brawijaya	Universitas	
Brawijaya	Universitas Brawijaya	Universitas	
Brawijaya	Universita 2.3.1.5 Repetition Jaya	Universitas	
Brawijaya	Universitas Br Universitas Oxford Advanced Learner's Dictionary (1995, p.992) defines repetit	Universitas tion as orgitas	Brawijaya
Brawijaya Brawijaya			
Brawijaya	Universite "the repeating of something or a thing repeated". However, in linguistic	s use, ersitas	Brawijaya
Brawijaya	Universi repetition refers to the deliberate use of a word or phrase more than once	ce in aersitas	Brawijaya
Brawijaya			
Brawijaya	Universit sentence or a text to create a sense of pattern or form or to emphasize of Universit	niversitas	Brawijaya
Brawijaya	Universite elements in the mind of the reader. Example:	niversitas	
Brawijaya	Universita In <u>every</u> town, in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> man, in <u>every</u> woman and in <u>every</u> house, in <u>every</u> woman and woma	everyversitas	Brawijaya
Brawijaya		Universitas	Brawijaya
Brawijaya	Universitas child	Universitas	Brawijaya
Brawijaya	Universitas L	Universitas	
Brawijaya	Universita 2.3.1.6 Rhyme	Universitas	Brawijaya
Brawijaya	Universitas Bra Thornborrow and Wareing (1998, p.18) explaines rhyme is "where t	Universitas	Brawijaya
Brawijaya	Universitas Braw	Universitas	
Brawijaya	Universita word of a line has the same final sounds as the last word of anothe		
Brawijaya	Universitas Brawijay sometimes immediately above or below, sometimes one or more lines a	Universitas away".	Brawijaya
Brawijaya			
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya between the state of the second second second second second second second second second	Universitas	
Brawijaya		Universitas Universitas	
Brawijaya	Universitas Brav <i>Do lean down low in Linden <u>Lea</u> (</i> Linden Lea by William Barnes) Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
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Brawijava	Universitas Brawijava Universitas Brawijava Universitas Brawijava	Universitas	

Universitas Brawijaya Universitas 2.3.1.7 Rhythm Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra Reaske (1966, p. 12) finds that rhythm is created by the patterns of ersitas Brawijava Universita repeated sounds, in terms of duration, quality, and ideas. It is most important in ersitas Brawijaya Universita poetry, but also used in prose for emphasis and aesthetic gain. In a literary work, ersitas Brawijava Universital especially in poetry, meter and poetic feet are used to find out its sound pattern. Universita Meter is a collection of lines which have a certain number of syllables, some of ersitas Brawijava Universitas which are accented (receive stress) and some of which are not. When the line is Universita divided into a number of repeated units combining the same number of accented ersitas Brawijava and accented syllables, it is called a poetic foot, and each line has a certain number of poetic feet. The most common poetic feet are iambic (1 unaccented ersitas Brawijava followed by 1 accented), trochaic (1 accented followed by 1 accented), dactylic (1 accented followed by 2 unaccented), anapestic (2 unaccented followed by 1ersitas Brawijaya accented), and spondaic (2 accented). 2.3.2 Lexical Aspect Oxford Advanced Learner's Dictionary (1995, p.678) identifies lexis as ersitas Brawijaya Universita words or vocabularies and lexical as linguistics term related to the words of aersitas Brawijaya Universital language. Essentially, some aspects in linguistics related to lexis are also ersitas Brawijaya Universita applicable in printed advertisements since the main attractiveness of them is the ersitas Brawijava diction and vocabularies used. The message of an advertisement must be 'well-well-Universita spoken' to the consumer yet it should still look both effective and impressive. The ersitas Brawijava following description explains how the choice of words is shaping the style of the Brawijaya Universita advertising language versitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray People must have noticed the use of adjectives in some advertisements. Liersitas Brawijava Universita (2009, p.65) clarifies that "frequent use of adjectives is also one of the lexical ersitas Brawijaya Universita features of the advertisements". At this rate, the adjectives provide any erstas Brawiava Universitation information about the products refer to the words used. It aims to give a general ersitation Brawijaya Universita image to the consumer how the product is distinct and superior from the others. ersitas Brawijava Some adjectives which are commonly used are *friendly*, *healthy*, *pleasant*, *honest*, Universita lovely, fast, gentle, etc. Other than those kinds of stem, the use of comparable ersitas Brawijava paradigm is also frequent. It is a class of words set that are 'comparable'. Comparative and superlative forms are meant. Some examples are closer, sweeter, ersitas Brawijava more credible, highest, and most affectionate. 2.3.2.2 Traditional Categories niversitas Brawijaya According to Yule (1996, p.89), there are 5 traditional grammatical ersitas Brawijaya Universita categories in addition to the terms used for the parts of speech, including number, person, tense, voice, and gender. The category of number concerns with the singular or plural forms of noun. The category of person covers the distinctions of Universita first person (involving the speaker), second person (involving the hearer), and ersitas Brawijaya Universita third person (involving any others). The different forms of English pronouns are ersitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita singular (I), second person singular (you), third person singular (he, she, it), firstersitas Brawi person plural (we), etc. In addition, the form of the verb must also be described in Universita terms of tense category and active or passive categories. The last category is ersitas Brawijaya Universitas Brawiava gender. In English, this term is described as natural gender, derived from a Universitas Brawijava Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita biological distinction between male and female. The references of this category Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University are male he/him for male entities and she/her for female entities. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita 2.3.3 Syntactic Aspect rsitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The word 'syntax' comes from Greek and is meant as 'a setting out Universitas Brawijaya Universita together' (Yule, 1996, p.100). As like its original term, the syntactic aspect of the ersitas Brawijaya s Brawijaya advertising language will also concentrate on the structure and ordering of Universita components within a sentence of the headlines or slogan and printed ersitas Brawijaya Universitas Brawijaya advertisements. The syntactical aspects of printed advertisement are described ersitas Brawijaya Universit below. 2.3.3.1 Noun and Noun Phrase Some headlines or slogans in many advertisements do not have verbs in itsersitas Brawijava text arrangement. Lapšanská (2006, p.31) emphasizes that "in many cases, whole Universita advertising text does not contain any verb; it consists only of noun phrases".ersitas Brawijava Instead of organizing a standard and complete sentence, they tend to put a simple niversitas Brawijava Universita noun phrase. It is considered more elegant, neater, and not stiff. The use of theersitas Brawijaya noun phrase here may also explicitly give a clear highlight of the product features. Universita One example is from a Fiat Stilo print ad. It says 'Fiat Stilo with Skywindow. The ersitas Brawijaya largest sunroof you have ever seen', instead of 'We present Fiat Stilo with Universita Skywindow. It features the largest sunroof you have ever seen' or some other ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita complete sentence forms. Similarly, a New BMW 530i print ad reaffirms that a rsita noun phrase can present the whole intended idea of the product: 'The ultimateersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas driving machine' Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bravijava, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray The use of the verb phrase in advertising language refers to the various ersitas Brawijava Universita kinds of actions and states involving the products in an event. Leech says that ersitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas verbal groups are mostly of maximum simplicity, consisting of only one word"ersitas Brawiava Universita (cited in Lapšanská, 2006, p.30). It might describe the actions the product offers Universita or the actions the consumer should behave to the product. Here is an example: ersitas Brawijava Universita Ford tags a slogan on one of its print ads. It says 'Feel the difference'. It is meant Universita for the consumer to try and/or buy the product and know how it is special from the ersitas Brawijaya other similar products. A verb phrase may be constructed from the various combinations of theersitas Brawijava main verb and optional modifiers such as auxiliary verbs. The use of certain auxiliaries gives delineation on what people have expected or will presume about ersitas Brawijava the products. Moreover, the two main types of verb phrase (finite and non-finite) Universita also determine the patterns of an advertising language. Universita 2.3.3.3 Sentence Types According to the length of the sentence, sentences are divided into 3 ersitas Brawijaya Universita classifications. The basic and the short one is called simple sentence. It contains a Brawijaya Universita subject and a verb, and it expresses a complete thought. Next is compounder sitas Brawijava Universita sentence. A compound sentence contains two independent clauses joined by a Brawijaya Universita coordinator such as for, and, nor, but, or, yet, so. Except for very short sentences, ersitas Brawijava coordinators are always preceded by a comma. The last one is complex sentence. Universita It has an independent clause joined by one or more dependent clauses. A complexersitas Brawijava sentence always has a subordinator like *because*, *since*, *after*, *although*, and *when*, Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitation or a relative pronoun like that, who, and which. On the other hand, Francis (1958, ersitations Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita p.426) classifies six types of sentences according to the context and the responses ersitas Brawijava Universitate evoked. The first one, a greeting, is a stereotyped formula used at meeting or Universitas Brawijaya Universitas Brawijaya Universita parting which elicits a stereotyped response often in the form of a repetition of the ersitas Brawiava Universita greeting. The second one is a call. It is a brief sentence directed at claiming Universita attention, and eliciting responses of various sorts, commonly brief questions. The ersitas Brawijava Universita third one is an exclamation, a brief sentence with characteristic intonation, Universita resulting from some unexpected circumstance in the linguistic or non-linguisticersitas Brawijaya context. It may evoke no response at all, or a response that is an exclamation or a reaffirmation. The forth is called a question, a sentence that elicits a linguisticersitas Brawijava response other than the stereotyped responses to greetings, calls, and exclamations. Questions are marked by certain prosodic and word-order patterns, ersitas Brawijava and by function words called interrogators. The next one, a request, is a sentence Universita that evokes an action response other than the formalized gestures that followersitas Brawijaya greetings and calls. The last one is a statement. It is a sentence that evokes a Universitalinguistic or nonlinguistic response called an attention-signal (yes, yeah; uh-huh, ersitas Brawijaya etc.). Universitas Bra Universitas Brawijaya Universita 2.3.3.4 Sentence Structure Universitas Bravia and Antiparties and Antipar Universita ways. Lüders (2010) distinguishes them into 6 devices as follows. wijava Universitas Bravia, Anaphora: "the repetition of a word or several words at the beginning Universitas Bravijaya Universitas Brawij of successive lines, clauses or sentences" (p.1). Example: java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya To raise a happy, healthy, and hopeful child, it takes a family; it ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava takes teachers; it takes clergy; it takes business people; it takes ersitas Brawijava Universitas Brawijaya community leaders; it takes those who protect our health and ersitas Brawijaya Universitas Brawijava safety versitas Brawijava Universitas Brawijava Universitas Brave 2. Enumeration: "the listing of words or phrases. It can stress a certain Universitas Brawijaspect by giving a number of similar or synonymous adjectives toersitas Brawijaya Universitas Brawija describe something" (p.2). Example: Universitas Brawijaya Many workers find their labor mechanical, boring, imprisoning, ersitas Brawijaya stultifying and repetitive. Iniversitas Brawijaya 3. Climax: "a figure of speech in which a series of words or expressions ersitas Brawijava rises step by step, beginning with the least important and ending with the most important. The term may also be used to refer only to the lastersitas Brawijava item in the series" (p.2). Example: Some books are to be tasted, others to be swallowed, and some fewersitas Brawijava to be chewed and digested. 4. Anticlimax: "the sudden fall from an idea of importance or dignity toersitas Brawijaya Universitas Brawijaya something unimportant or ridiculous in comparison, especially at the Universitas Brawij end of a series" (p.2). Example: **Universitas Brawijava** Universitas Brawijaya The bomb completely destroyed the cathedral, several dozen Oniversitas Brawijaya Universitas Brawijaya houses and my dustbin.vijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brav5. Parallelism: "the similarity of syntactical structure in neighboring Brawijaya Universitas Brawija phrases, clauses, sentences or paragraphs" (p.1). Example: ava Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Let every nation know that we shall pay any price, bear any Universitas Brawijaya Universitas Brawijaya Universitas Brawijava burden, meet any hardship, support any friend, oppose any foe toersitas Brawijava Universitas Brawijaya assure the survival and the success of liberty. Brawijaya Universitas Brawijaya Universitas Brav6. Triple: "a kind of parallelism where words, phrases or sentences are ersitas Bravijava Universitas Brawijaaranged in groups of three" (p.1). Example: Universitas Brawijaya Government of the people, by the people and for the people Universitas Brawijaya Universita 2.3.4 Semantic Aspect Yule (1996, p.114) states that semantics deals with the meaning of words, Universit phrases, and sentences. Similar to the other kinds of linguistic expression, the ersitas Brawijaya verbal texts of the printed advertisements are likely to have literal meaning. Therefore, the semantic aspect of a printed advertisement focuses on the meaning conveyed by the use of words, phrases, and sentences of the language applied on Universite the headlines or slogan of the advertisement. as 2.3.4.1 Euphemism Universitas BIN Euphemism is an expression that is gentler or less direct than the one ersitas Brawijava Universitas Brawijaya normally used to refer to something unpleasant or embarrassing. It is usually Universita applied to "hide the real nature of something unpleasant by using a mild or ersitas Brawijaya indirect term for it" (Lüders, 2010, p.2). It may be necessary to spare a person's Brawijaya Universita feelings. Example: 'pass away' is a euphemism for 'die'. Las Brawijaya **Universitas Brawijaya** Universitas Bray Hyperbole 2.3.4.2 Hyperbole niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray Hyperbole is language that is deliberately and obviously exaggerated forersitas Brawijava effect. Lüders (2010, p.2) identifies the purpose of its use is "to emphasize Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita something or to produce a humorous effect". It is not used to persuade or to Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita deceive so it is not to be taken literally. Example: I'm so hungry that I could eat a rates Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 2.3.4.3 Irony Universitas Universitas Bravirony is "the expression of one's meaning by saying the direct opposite of ersitas Bravijaya Universitas Brawijaya what one is thinking but using tone of voice to indicate one's real meaning" Universitas Brawijaya Universita (Oxford Advanced Learner's Dictionary, 1995, p.632). It is better not to useersitas Brawijaya Universitas"ironic" in the vague sense of "funny/humorous". Irony is often used to blame or draw attention to its actual meaning. Example: You are the most diligent student Iersitas Brawijaya have ever had (in fact: the laziest student). 2.3.4.4 Metaphor Metaphor is the imaginative use of a word or phrase to describe somebody Universita or something as another object in order to show that they have the same qualities ersitas Brawijaya Universita comparison between two things which are basically quite different without using ersitas Brawijaya Universitas Brawijaya like or as. While a simile only says that one thing is like another, a metaphor says Brawijaya Universita that one thing is another". Example: She has a heart of stone. Universitas Brawijaya Universitas Braviava 2.3.4.5 Simile Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BravSimile is "an explicit comparison between two things which are basically ersitas Brawijava quite different using words" (Lüders, 2010, p.1). This is the easiest stylistic device Universitas Brawijava Universita to find because it features the words "as" or "like". A simile is used to attract the ersitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita reader's attention and describe something in descriptive terms. Example: As brave Universitas Brawijaya Universitas Brawijaya Universita*as a lion*.java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita 2.3.4.6 Synecdoche iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Arp & Johnson (2009, p.712) explaine that synecdoche occurs when a part Universitas Brawijaya Universita of something is used to refer to the whole. This figure of speech can also be used ersitas Brawijaya tas Brawijaya where the whole stands for a part. Example: *Workers* can be referred to as *pairs* pairs brawijaya BRAW, **Universitas Brawijaya** Universita of hands'. Universitas 2.3.4.7 Metonymy Universitas Brawijaya Arp and Johnson (2009, p.712) state that metonymy is similar toersitas Brawijava synecdoche, but instead of a part representing the whole, a related object or part of a related object is used to represent the whole. Example: "The king's rifles stood atersitas Brawijaya attention" (it uses 'rifles' to represent infantry). Universitas Brawijaya 2.3.4.8 Paradox Paradox is "a statement containing opposite ideas that make it seem absurdersitas Brawijaya Universita or unlikely although it is or may be true" (Oxford Advanced Learner's Dictionary, ersitas Brawijaya Universita 1995, p.839). It is seemingly self-contradictory statement which in fact establishes ersitas Brawijaya Universita a more complex level of meaning by way of association. Lüders (2010, p.2) addsersitas Brawijava Universitas that paradox "may be found to contain some truth on closer examination". Universitas Brawijaya Universita Example: ava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawne child is father of the man. (Wordsworth) Universitas Brawne Brawn Brawne Universitas BravIt is awfully hard work doing nothing. (Oscar Wilde) Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bravijava, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BrayLüders (2010, p.2) calls oxymoron to refer to "a condensed form of ersitas Brawijava Universita paradox in which two contradictory words (mostly adjective and noun) are used ersitas Brawijaya Universita together". It is used to express complex things or to unite contrasting things. erstas Brawlava Universita Example: sweet sorrow; wise fool; bittersweet. Universitas Brawijaya Universitas Brawijaya 2.3.4.10 Personification Universitas BravPersonification is the action of treating something as a human being or ofersitas Brawijaya Universitas representing it in human form. It is "a kind of metaphor in which animals, plants, ersitas Brawijaya inanimate objects or abstract ideas are represented as if they were human beings ersitas Brawijaya and possessed human qualities" (Lüders, 2010, p.1). It gives things life or some similarity with human beings. Example: Love is blind. 2.3.4.11 Symbol A symbol may be an object, a person, a situation, an action, a word, or an ersitas Brawijava Universitas Brawijaya idea that has literal meaning in the story as well as an alternative identity that Universita represents something else (Arp & Johnson, 2009, p.284). It is used as anersitas Brawijaya expressive way to depict an idea. Example: "All their fears melted in the face of Universita the newly risen sun" ('sun' may symbolize a hope). Universita 2.3.4.12 Understatement Universitas Brawijaya Universitas Brawijaya Universitas BrayUnderstatement is a statement that expresses an idea in a very weak way.ersitas Brawijaya Lüders (2010, p.2) says that "in the opposite of hyperbole, it is the deliberate Brawijaya Universita presentation of something as being much less important, valuable etc., than itersitas Brawijava Universitas Brawiava really is". It is a statement below the truth. It is usually used to give special Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya**

Universitas Brawijaya Universitate emphasis to a situation or idea and give sense of humour. Example: 'He was Universitas Brawijaya – Universitas Brawijaya–Universitas Brawijaya Universita displeased' (instead of 'He was very angry'). Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita 2.4 Advertising Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Advertising is so familiar to modern readers. Although advertising exists Universitas Brawijaya Universita around us, people may not have idea about its characteristic as a form of discourse ersitas Brawijaya Universitas Brawijaya or even a system of language. Goddard (2002, p.8) says "advertising is not just Universitas Brawijaya Universita about the commercial promotion of branded products, but can also encompass theersitas Brawijaya idea of texts whose intention is to enhance the image of the individual, group, or ersitas Brawijaya organization". On the other hand, Fletcher (2010, p.1) defines advertising as one type of ersitas Brawijaya marketing communication. He clearly differentiates between advertising and advertisements: advertising is a process, and advertisements are the end results of ersitas Brawijaya Universita that process. Fletcher adds that "an advertisement is a paid-for communication ersitas Brawijaya intended to inform and/or persuade one or more people". Later, Fletcher (2010, p.2) examines the key words in his definition. 'paid-for'. An advertisement that is not paid-for is not an advertisement at ersitas Brawijaya **Universitas Bra** Universitas Bravall. If no cost is involved, the communication may be good publicity and ersitas Brawijaya Universitas Braypersuasive. However, it is not technically advertising. Universitian B2. *'communication'*. Advertisements attempt to correlate the sender and the Brawijaya Universitas Bravreceiver. This kind of bridge is called communication. It means ersitas Brawijava advertisements must communicate something to people who see or hear Brawijaya **Universitas Braythema** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unjgersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian B3. *"intended"*. Not all advertisements 'work' to achieve their intended aims. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra However, this fact does not decrease the sense from it being an ersitas Brawijava Universitas Bravadvertisement. It is the intention that counts. Universitas Brawijaya Universitas B4. 'inform and/or persuade'. There is a distinction between informative erstas Brawlava Universitas Bravadvertising and persuasive advertising. The informative advertising is Universitas Bray considered to be acceptable and desirable, and the persuasive one to be ersitas Brawijaya Universitas Bravilas acceptable or totally unacceptable. Universitas Brawijaya In the process, the idea of advertisements as simple texts has become ersitas Brawijaya "potentially problematic. More than that, advertisements now are seen as involving complex notions of audience", where people have to make more effortersitas Brawijava in decoding the messages conveyed from the advertisements (Goddard, 2002, p.8). For this reason, many people start to take a deeper look into the features of ersitas Brawijaya the advertisements and consider it as a new material for a stylistic analysis. Universitas Brawijaya **2.5 Previous Studies** aboutersitas Brawijaya Some researchers had actually conducted the similar studies Universita advertising language and stylistic analysis. The researcher found at least twoersitas Brawijava Universita researchers who had already conducted the similar research regarding the topic. Universita They are Brilianti (2003) and Li (2009). Universitas Bray Brilianti (2003) described a linguistic phenomenon on female and male Universitas Bray Universita perfume advertisements. She examined the figure of speech, sound pattern, and ersitas Brawijava imagery in her thesis entitled Some Stylistic Devices in Female and Male Perfume Universitas Brawijava Universitas Brawijava Universitas Brawijava Universita Advertisements. As the tool to analyze the data, Brilianti used theories proposed ersitas Brawijava by Perrine (1956), Short (1996), and Welleck and Warren (1965). In her study, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita Brilianti found that each stylistic device applied in each advertisement res	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita the different interpretation of the readers' minds. The result of this study sl	
Brawijaya	Universite that the lexical choice of female perfume advertisements is likely to expo	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	University general perception as well as general identity of women. It tends to depi	
Brawijaya	general idea of characteristics of women such as being tender, supple, as w	Vellas Brawijaya
Brawijaya	Universitas Drawijaya Universitas Drawijaya	Universitas Drawijaya
Brawijaya	Universita possessing the maternal senses like caring and loving. On the contrary, the	
Brawijaya	Universitas choice in male perfume advertisements that does not strongly focus of	on the line billion the
Brawijaya	Universitas Brawi jaya	Universitas Brawijaya
Brawijaya	Universita traditional concept about men as what society usually reflects to.	Universitas Brawijaya
Brawijaya	Universitas Universita Universita Meanwhile, Li (2009) in her study entitled <i>The Stylistic Analysis</i>	Universitas Brawijaya
Brawijaya		
Brawijaya	Universi Magazine Advertisement – Atkins Chocolate Chip Granola Bar examine	
Brawijaya	Universi aspects of linguistic description, textual analysis and contextual analysis, a	aiming
Brawijaya Brawijaya	Universit at finding out the stylistic characters of the intended advertisement.	
Brawijaya	Universit at finding out the stynstic characters of the intended advertisement.	niversitas Brawijaya
Brawijaya	conducting her study, Li found that the advertisement adopts many devi	ces in Dniversitas Brawijaya
Brawijaya	Universita linguistic, textual and contextual aspects. It uses well-organized language,	exactersitas Brawijaya
Brawijaya	Universities figures, eye-catching and bright pictures and affirmative adjectives to descri	Universitas Brawijaya
Brawijaya	Universitas t	Universitas Brawijaya
Brawijaya	Universita good quality of the product. By the use of these devices, the producer can	
Brawijaya	Universitas Bra communicate with the consumers and make the product more popular amo Universitas Braw	Universitas Brawijaya
Brawijaya		
Brawijaya	Universita consumers in order to achieve the goal of ever-lasting purchase and pop	
Brawijaya	Universitas Brawijay Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya Brawijaya		
Brawijaya	Universitas BravAlthough this study belongs to the same field as the previous studie Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	study had some significant differences in terms of the applied devices as v	vellasoreitas Brawijaya
Brawijaya	the theories proposed and the object of the study. This study would mainly	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	on the theories proposed by Arp and Johnson (2009), Lüders (2010), and	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
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Universitas Brawijaya Universita (1996). As for the object, the compilation of various printed car advertisement Universitas Brawijaya Universitas Brawijaya Universita would be the main interest of this study. However, the previous studies would ersitas Brawijava Universitate help the researcher how to analyze the data using different tools and theories. **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Iniversitas Brawijaya hiversitas Brawijaya hiversitas Brawijaya hiversitas Brawijaya Universitas Brawijaya 4.5 **Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi RESEARCH METHODS sitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray This chapter presents the methodology that will be used in this study. It ersitas Brawijava Universita comprises the type of research, data source, data collection, and data analysis. Universitas Brawijaya 3.1 Type of Research Universitas BravIn this study, the researcher wanted to analyze the stylistic devices and the ersitas Brawijaya Universitas use of those devices found in the slogans of the car printed advertisements. Since ersitas Brawijava all the data were in the form of words, then qualitative approach was the ersitas Brawijaya appropriate one to use in this study. Fraenkell and Wallen (1993, p.380) state that as the data collected in the form of words rather than numerical scores, and natural setting is the direct data, the qualitative approach is the most appropriate approach Universita to use in the study. In doing this research, the researcher used document analysis as the type of ersitas Brawijaya research. Ary, Jacob, and Razavieh (2002, p.442) call textual analysis as contentersitas Brawijaya Universita or document analysis. Textual analysis is a research method applied to written or ersitas Brawijava Universitation visual material for the purpose of identifying specified characteristics of the ersitas Brawijaya Universita material. The materials which can be used for textual analysis are textbook, ersitas Brawijava newspaper, advertisement, etc. Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brāwijava Universitas Brawijaya Universitas Brav They data source of this study was taken from a design bloger sitas Brawijaya (http://www.truekolor.net/25-awesome-car-print-ads-you-shouldnt-miss/) whichersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawi²⁷va Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita showed 25 car printed advertisements around the world chosen by the editor. The Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita editor, TrueKolor, is a graphic design studio that runs the design blog where it as Brawijava Universital keeps the readers up to date with the latest design trends and inspirations. As for Universita the data, they are in the form of texts which become the slogans of each carers as Brawiava Universita printed advertisements displayed in the blog. Universitas Brawijaya Universitas Bray The researcher chose this design blog as the source of the data regarding ersitas Brawijava Universitas several reasons. First of all, this blog is one of few independent blog which Universita collects and puts some interesting car printed advertisements around the world inersitas Brawijava 2011. It is considered the newest collection of the printed car advertisements. Besides, this blog has also a lot of posts concerning some interesting articles ersitas Brawijava related to design. In addition, the information availability about the blog makes it more reliable to be the source of the data. Universit Universita 3.3 Data Collection This research used documentary note taking as the method in collecting Universitation the data. The researcher would rewrite the slogan of the advertisements which ersitas Brawijaya Universita were in the form of verbal texts. The researcher did the following steps in ersitas Brawijaya Universita collecting the data, and they were presented as follows: Universitas Brawijaya Universitad. Downloading (twenty-five) 25 displayed advertisements Ifromersitas Brawijaya http://www.truekolor.net/25-awesome-car-print-ads-you-shouldnt-miss/. Universitas Brawijaya Universita 2. Sorting the advertisements based on the availability of the slogans by ersitas Brawijava observing the verbal text of each advertisement. Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universita 3. Taking note of the slogans of each advertisement. The note is used to facilitate ersitas Brawijava Universitas Brawiava inversitas Brawiava Universitas Brawijaya the researcher in analyzing the verbal text easily. Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BravAfter collecting the data related to the study, the next step was dataers tas Brawijava Universita analysis. The researcher analyzed the data by using the following steps: **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita 1. Identifying the stylistic devices of the data based on the phonological aspect, ersitas Brawijava Universitas lexical and morphological aspect, syntactic aspect, and semantic aspect. The Universitas researcher analyzed the slogan of each advertisement and listed the stylisticersitas Brawijava Universitas Bravices applied in the advertisement by order. Universitas Brawijaya Universita 2. Analyzing and finding out the use of the stylistic devices applied in the printed ersitas Brawijava car advertisements. The researcher interpreted the function of the stylistic devices applied in the verbal text and explained it into a brief description. 3. Drawing Conclusion. In concluding the findings, the researcher represented the niversitas Brawijaya language style generally used in the data, which are the printed carersitas Brawijaya advertisements. Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijay	a Universitas Braw	ijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijay		rijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijay		ND DISCUSSION as Brawijava	Universitas Brawijaya
Brawijaya	Universitas Brawijay		ijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijay		ijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya			idings from the data obtained. Th	
Brawijaya				
Brawijaya	Universitas Brawijay	problem solving of the st	udy by giving the interpretation of re-	Universitas Brawijaya
			of related literature in the previous ch	
Brawijaya				
Brawijaya	Universitas Brawijav		rawijaya	Universitas Brawijaya
Brawijaya	Universita 4.1 Finding Universitas Br	GITAS	BRA	Universitas Brawijaya
Brawijaya	Universitas Br	collecting the data of th	e slogans or slogans from 25 (twen	Universitas Brawijaya
Brawijaya				
Brawijaya	Universite printed car a	advertisements, the resea	rcher found fifteen different slogar	is. The ersitas Brawijaya
Brawijaya	Universi findings of d	ata collected would be pre	evented below	niversitas Brawijaya
Brawijaya	Universit	ata conceted would be pro	sented below.	niversitas Brawijaya
Brawijaya	Universit			niversitas Brawijaya
Brawijaya	Universit 4.1.1 Data D	escription		hiversitas Brawijaya
Brawijaya	Universit The f	ollowing description is m	eant to give a clear view about the da	niversitas Brawijaya
Brawijaya	Universita			Dniversitas Brawijaya
Brawijaya	Universita efficiency, th	e analyzed slogans are pr	esented in the table as follows:	Universitas Brawijaya
Brawijaya	Universitas			Universitas Brawijaya
Brawijaya	Universitas Table 4.1 Li	st of Slogan of Printed (Car Advertisements	Universitas Brawijaya
Brawijaya	Universitas Datum	Brand	Slogan	<u>Univ</u> ersitas Brawijaya
Brawijaya		rcedes-Benz BAS PLUS kswagen	The first brake that reads the street. Navigation and entertainment in one.	Universitas Brawijaya
Brawijaya	Universitas B3aw Vol	kswagen Jetta	Getting there is just as fun.	Universitas Brawijaya
Brawijaya		geot 107 GT line v Audi A7 Sportback quattro	Adopt a little racing look. Jealousy	Universitas Brawijaya
Brawijaya	Universitas B6awijBan	d Rover	GO BEYOND awijaya	Universitas Brawijaya
Brawijaya	Universitas Braw For		GREAT GRIP COME RAIN COME SHIN ENGINEERED FOR A LOWER IMPACT	E, Iniversitas Brawijaya
Brawijaya	Universitas Brawijay	a Universitas Braw	THE ENVIRONMENTS Braw ava	<u>Univ</u> ersitas Brawijaya
Brawijaya	Universitas B10 Vol	d kswagen Golf Sitas Brav	Conquer the ice. Amazing space.	Universitas Brawijaya
Brawijaya	Universitas Brawiaw	ti R8Universitas Brav	A sporty car full of history. Brawiava	Universitas Brawijaya
Brawijaya	12 Yol	cohama v Mitsubishi ASX as Brav	Tyres that grips to the road HALF PROTECTION IS NOT PROTECT	
Brawijaya	15 100	vota Yaris RF Edition Braw	LEAD THE WAYsitas Brawijava	Universitas Brawijaya
Brawijaya		subishi I 200 Triton 2010	YOU'LL FEEL BIGGER INSIDE.	Universitas Brawijaya
Brawijaya	Universitas Brawijay		ijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijay		ijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijay		i 30/a Universitas Brawijaya	Universitas Brawijaya
	Universitas Brawijay		ijaya Universitas Brawijaya	Universitas Brawijaya
	Universitas Didwijdy	a Universitas DidW	njaya Universitas Drawijaya	Universitas Didwijaya
Brawijaya Brawijaya	Universitas Brawijay	a Universites Brev	ijaya Universitas Brawijaya	Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ungresitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bray The purposes of the analysis below are (1) to show a concise identificationersitas Brawijaya
Brawijaya	Universitation of some stylistic devices found in the car printed advertisements and (2) to give a
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita brief analysis on the use of those stylistic devices applied in each advertisement atersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas P Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas BravThe analysis of stylistic devices applied in the slogans or slogans of eachersitas Brawijaya
Brawijaya	Universita advertisement in the following description is arranged based on the phonological Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universita aspect, lexical aspect, syntactical aspect, and semantic aspect. va Universitas Brawijaya
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universita 4.1.2.1 Phonological Aspect
Brawijaya	Universitas Brawijava
Brawijaya	Universi This study reveals that six advertisements use abstract sound set to makeersitas Brawijaya
Brawijaya	Universit the slogans or slogans more interesting, and it purposes to catch people attention. ersitas Brawijaya
Brawijaya	Universitation and a statistical and a statistic
Brawijaya	Universit The stylistic devices related to phonological aspect found in the advertisements ersitas Brawijaya
Brawijaya	Universita are alliteration, assonance, consonance, and repetition. Each of those devices is ersitas Brawijaya
Brawijaya	Universitated below, and the element related to this aspect is underlined.
Brawijaya	
Brawijaya	Universitas L Universitas Brawijaya
Brawijaya	Universita 1.B. Alliteration
Brawijaya	Universitas Bra This study suggests that there are three data using alliteration as a Universitas Brawijaya
Brawijaya	Universitas Braw
Brawijaya	Universita phonological stylistic device. The following shows three slogans of theersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas advertisements which contain series of words begin with the same consonants or Universitas Brawijaya
Brawijaya	
Brawijaya	Universita sound alike (alliteration) sitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Rrawijava	Universitas Rrawijava Universitas Rrawijava Universitas Rrawijava Universitas Rrawijava

Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brav Datum 1: The first brake that reads the street sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya This slogan of Mercedes-Benz BAS PLUS advertisement uses alliteration Universitas Brawijaya Universita to make it more interesting. The use of words "the", "that", and "the", which ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya begin with a same consonant /ð/ and sound alike, is beneficial in creating an Universitas Brawijaya Universita attractive intonation. This sound set makes the slogan phrase nicer to pronounce. versitas Brawijaya Universitas Brawijaya Universitas Brav Datum 7: Great grip come rain come shine Universitas Brawijaya The alliteration of this Ford advertisement slogan occurs when /gr/ soundersitas Brawijaya is repeated in "great grip". This device is useful in giving effect of such a pleasing ersitas Brawijaya harmony when reading the slogan. hiversitas Brawijaya Datum 12: *Tyres that grips to the road* The alliteration of this Yokohama advertisement occurs when /t/ soundersitas Brawijaya Universita alike is repeated in the beginning of the word "tyres", "that", "to", and "the". This Universita sound effect is used to create an emphasis on the use of the sound itself. Universitas Brawijaya Universitas Brassonance 4.5 Universitas Brawijaya Universitas BravThis study suggests that there are two data using assonance as aersitas Brawijava phonological stylistic device. Three slogans found using repetition of vowel Universitas Brawijaya Universita sounds within the phrase or sentence are presented as follows: Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray Datum 1: The first brake that reads the street sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The slogan of this Mercedes-Benz BAS PLUS advertisement uses Universitas Brawijaya Universita assonance to make it ear-catching. The repeated /i:/ sounds in "read" and "street" ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya increase the beauty of speech. This sound set also makes the slogan phrase even Universitas Brawijaya Universitas Brawijaya Universita easier to remember. ive Universitas Brawijaya Universitas Bravilatum 3: Getting there is just as fun **Universitas Brawijaya** The use of word "just" and "fun" in this Volkswagen Jetta advertisement ersitas Brawijaya slogan produces a repeated / / sound. As expected, this assonance creates suchersitas Brawijaya vowel harmony when pronouncing the sentence. This kind of sound harmony can also intrigue the reader or hearer to pay more attention to the advertisement. 3. Consonance This study suggests that there are four data using consonance as aersitas Brawijava phonological stylistic device. Series of words with the repeated consonants at the Jniversitas Brawijava Universita ends of words occur in the slogans below. **Universitas Brawijaya Universitas Bra** Universitas Brav_{Datum} 2: Navigation and entertainment in one Universitas Brawijaya **Universitas Brawij** Universitas Brawing and this phrase from Volkswagen advertisement is Universita/n/ sound. Coincidentally, the repeated /n/ exists in every end of all words. When ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya this slogan is read, the consonance is expected to give effect of a pleasing Universita harmony and, of course, to make the slogan is memorable. Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray Datum 3: Getting there is just as fun Universitas Brawijaya Universitas Brawijaya Universitas Brawijava In this Volkswagen Jetta advertisement, the use of consonance in which Universitas Brawijava Brawijava Universita the /s/ sound is repeated in the end of the word "is"; "just", and "as", helps to ersitas Brawijaya Universitas Brawijaya construct an interesting abstract sound in the slogan. This kind of sound harmony Universitas Brawijaya Universitas Brawijaya Universita can intrigue the reader or hearer to pay more attention to the advertisement. Universitas Brawijaya Universitas Brav Datum 7: Great grip come rain come shine **Universitas Brawijaya** The consonance of this Ford advertisement slogan occurs when /n/ soundersitas Brawijaya is repeated in "rain" and "shine". This device is useful in leaving certainersitas Brawijaya iversitas Brawijaya impression in readers' mind. hiversitas Brawijaya Datum 12: Tyres that grips to the road The consonance of this Yokohama advertisement slogan occurs in the ersitas Brawijaya Universitas Brawijaya Universita word "tyres" and "grips" with the repeated /s/ sound in the end of the words. This Universita sound effect is used to give a pleasing harmony to the readers hearing. Universitas Brawijaya Universitas Bra Repetition Universitas Brawijaya Universitas BravThis study suggests that there are two data using repetition as aersitas Brawijaya phonological stylistic device. Deliberate use of word more than once in a phrase is Universitalisted in the following slogans. Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bravijava 7: Great grip <u>come</u> rain <u>come</u> shine Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The repetition word of this Ford advertisement slogan is "come" which Universitas Brawijaya Universita occurs twice in the text. This kind of abstract sound sets aims to create emphasizeersitas Brawijaya and sense of pattern of intended word. It means that this advertisement Universitas Brawijaya Universital emphasizes the word "come" and is likely to challenge something to come. Universitas Brawijaya Universitas Braviatum 13: Half protection is not protection Universitas Brawijaya The word "protection" is repeated twice throughout the sentence of this ersitas Brawijaya New Mitsubishi ASX advertisement. This kind of repetition is used to emphasizeersitas Brawijaya the sense of the word repeated in the readers mind. By repeating the word "protection", it means that New Mitsubishi ASX considers the safety of the driver ersitas Brawijaya as most important. Universita 4.1.2.2 Lexical Aspect This study reveals that thirteen advertisements use at least one out of five Universita devices from lexical aspect. The stylistic devices related to lexical aspect found inersitas Brawijaya the advertisements are adjectives, number, person, tenses, and voice. The Universita following description points out the choice of distinctive diction and vocabularies ersitas Brawijaya of the slogans in the advertisements, and the element related to lexical aspect is Brawijaya Universita underlined. ya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava 1.__Adjectives Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BravThis study suggests that there are eight data using adjectives as a lexical ersitas Brawijava Universitas Brawijaya stylistic device. The use of adjectives is very common in advertising language. Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita The usage is considered important to give a positive image about the distinctive Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita feature of certain product and how it is superior from the others. The following listersitas Brawijava Universita gives explicit evidence about the frequent use of adjectives in advertisements. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Datum 3: *Getting there is just as <u>fun</u>* Universitas Brawijaya Universitas Brawijaya Unive Universitas Bray This Volkswagen Jetta advertisement slogan tries to depict their productersitas Brawijava Universitas by using imaginative quality and represent it with the word "fun". The purpose of Universita this adjective is to give a positive image of the product in consumers' mind and ersitas Brawijava persuade them to buy the product. By representing the word "fun", at the same time the producer depicts that the product is referred to everything fun. hiversitas Brawijaya Datum 4: Adopt a little racing look Generally speaking, the use of adjectives in this Peugeot 107 GT line Universita advertisement slogan tends to have sense of negative, which is rarely possible ersitas Brawijava The slogan of this advertisement, "Adopt a *little* racing look", seems to contain Universita such negative sense. However, the word "little" here is not referred to the imageersitas Brawijaya or quality of the product. It explains how the product resembles a racing-car in Universita some features. This is one way to show the superiority of Peugeot 107 GT line to ersitas Brawijaya the customers by presenting this slogan. Universitas BrayDatum 7: <u>Great</u> grip come rain come shine versitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray The choice of adjectives in this Ford advertisement slogan has influence in ersitas Brawijaya Universital creating positive image of the product to the readers. The choice of adjective **Universitas Brawijava** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universita "great" which follows a noun "grip" here is able to give imaginative feature which Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita can be offered by Ford as the producer. It refers to something big, exceptional, ersitas Brawijava Universital excellent, high, important, and so on. The choice of adjectives may result in the ersital Brawijaya Universitas Brawijaya Universitas Brawijaya Universita readers' perception about the product refers to the word used, in this case "great". ersitas Brawijaya Universitas Bray Datum 8: Engineered for a lower impact on the environment jaya Universitas Bravitas University use. The slogan presents the application of comparable paradigm in comparative ersitians Brawijava form. It is signified by the word "lower" which modifies a noun "impact". The use Universitas iversitas Brawijaya of comparative adjective in this advertisement functions as a comparator that ersitas Brawijava differs the product from the other similar product. At this rate, FIAT tries to show that its product is harmless compared to other products. Datum 10: Amazing space The use of adjectives is very obvious in this Volkswagen Golf Universita advertisement slogan. It chooses an adjective "amazing" to describe the feature of ersitas Brawijaya the product. By looking at the choice of this word, readers will know what the Universita slogan tries to say. It attempts to arouse a positive image using word that refers to ersitas Brawijaya a great surprise or wonder. The purpose of choosing such imaginative word is of Universita course to leave a deep impression to the readers. Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bravijava 11: A sporty car full of history Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The adjective "sporty" in this Audi R8 advertisement slogan provides the Universitas Brawijaya Universital needed information about the descriptive feature of the product. It aims to give an ersital Brawijaya as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya image of being fast and elegant. Adjectives also may function as the as Brawijaya Universitas Brawijava Universita distinguishing tools of the similar product, about how sporty this Audi R8ersitas Brawijaya Universitas Brawijaya compared to the other cars. **Universitas Brawijaya** Datum 13: <u>Half</u> protection is not protection The adjective "half" in this New Mitsubishi ASX advertisement slogan is ersitas Brawijaya used to draw a distinction between two similar terms. From one view, readers can refer the word "half protection" to any protection. On the other view, Newersitas Brawijaya Mitsubishi ASX producer tries to stress that "half protection" is different from a ersitas Brawijaya Universita real complete protection. It is what the advertisement intends to convey, the ersitas Brawijaya Universita producer gives an abstract for the readers to imagine that the product can provide a comprehensive protection compared to the other similar product. This brand sita includes an addition of knee airbags in their car instead of common airbags which ersitas Brawijaya Universitas Brawijaya Universita protect only the upper part of the driver's body. Universitas Brawijaya Universitas Bray Datum 15: You'll feel <u>bigger</u> inside Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BrayThis/Mitsubishi L200 advertisement is the second advertisement which ersitas Brawijaya presents a comparative degree of adjective in the slogan. The employing "bigger" Universitas Brawijaya Universitas Brawijava Universitas Brawijaya Universita in this slogan is to describe the imaginative large space of the Mitsubishi L200ersitas Brawijava Universitate products compared to the other similar products. The purpose of this use is, of Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita course, to throw a superiority comparison between this product feature and the Universitas Brawijaya Universitas Brawijaya Universita others. It also creates an image of which the product promoted refers to the ersitas Brawijava Universita adjective used. The word "bigger" may cause indirect relevance to all of Universita Mitsubishi L200 cars versitas Brawijaya Universitas Brawijaya **Universita 2.B** Traditional Categories According to five traditional categories proposed by Yule (1996), four Universita elements are identified in several slogans, and they are shown in the details below.ersitas Brawijaya Number (Singular form) Universita^a. This study suggests that there are two data using singular number form as ersitas Brawijaya a lexical stylistic device, each of which is described below. Datum 1: The first brake that reads the street whichersitas Brawijaya This slogan contains a singular form of noun. The word "brake" Universita stands for a noun in this slogan refers to a car device functions to slow or stop the Universita car. The use of singular noun in the phrase indicates the main feature of the ersitas Brawijaya Universita product. By publishing this advertisement, Mercedes-Benz as the producer tries to ersitas Brawijaya Universita inform the special quality of the product, that is the brake system of the car. Universitas Brawijaya Universitas Brawijaya Universitas Bray Datum 11: <u>A sporty car full of history</u> Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BrayThe singular noun of this text is "a sporty car" which characterizes Audiersitas Brawijava R8. The use of the singular noun in an advertisement is usually to point out the Brawijaya University main feature of the product promoted. Thereby, this slogan gives an explicit ersity Brawijava Universitas Brawijaya explanatory to the readers that this advertisement refers to a car advertisement. Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya (Plural form) Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray This study suggests that there is only one data using plural number form as ersitas Brawijava Universita a lexical stylistic device, which is described below. Universitas Brawijaya Datum 7: <u>Great grip</u> come rain come shine Universitas Brawijaya Universitas Brawijaya Universitas Bray The use of plural noun in the text is marked by the choice of wordersitas Brawijava Universita "come..." to modify "grip". In this context, the word "grip" means the power to Universita take and keep a firm hold of something. In short, this Ford advertisement sloganersitas Brawijava gives effort to describe how great the power of the tires. Iniversitas Brawijaya hiversitas Brawijaya Person (Second person singular or plural) с. This study suggests that there is only one data using second personersitas Brawijaya singular or plural as a lexical stylistic device, which is described below. Datum 15: You'll feel bigger inside This Mitsubishi L200 Triton advertisement is the only advertisement ersitas Brawijaya Universita which uses person grammatical categories on the slogan. The pronoun "you" in ersitas Brawijaya Universita "You'll feel bigger inside" remarks the use of second person singular and/or ersitas Brawijaya Universita plural. It indicates the effort of the advertisement in involving the hearer as theersitas Brawijava Universitation of personal pronoun use, the producer tries to create Brawijaya Universitation of personal pronoun use, the producer tries to create Brawijaya Universita face-to-face talk atmosphere and be friendly to the readers. S Brawijava Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas d. Brenses (Simple Present Tense) awijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray This study suggests that there are eight data using simple present tense as a ersitas Brawijava Universital lexical stylistic device, each of which is described below. as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Datum 1: *The first brake that <u>reads</u> the street* Universitas Brawijaya Universitas Brawijaya Unive Universitas Bray The phrase of this Mercedes-Benz advertisement slogan is written in the ersitas Brawijava Universitas Brawijaya Universita form of simple present tense. It is well-marked by the word "reads" Universita signifies a present time. The application of simple present tense in this ersitas Brawijava advertisement refers to timelessness of the product feature. By using a present tense, the slogan tries to show that the quality of the product is everlasting. In the ersitas Brawijava advertisement, the producer gives a delineation that the brake system, which becomes the product's main feature, is in a good state and will always be in aersitas Brawijaya good state. Furthermore, the present tense also gives a sense of everyday Universita conversation, which is good to make a close relationship between producers and ersitas Brawijaya consumers. Universitas Datum 3: Getting there is just as fun Universitas BravThe use of simple present tense in this Volkswagen Jetta advertisement ersitas Brawijaya slogan is very obvious. It is marked by the choice of word "is" which indicates a Universita present time. The use of this common tense is expected to give an everlasting ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universital effect as this advertisement appears everyday. This slogan is not written as Universita "Getting there was just as fun" or "Getting there will be just as fun" because the ersitas Brawijaya Universita producer do not wish for giving sense of temporary or expectation to the potential Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita customers. By publishing this slogan, the producer tries to convince at once that Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita the superiority of the product is timeless aya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray Datum 4: Adopt a little racing look a Universitas Brawijaya Universitas Brav The use of simple present tense in this Peugeot 107 GT line advertisement Universita slogan is hardly to tell because this slogan is arranged in a phrase instead of a sites Brawijava Universitas sentence. The only evidence is that it uses "Adopt..." rather than "will adopt" or Universita another time signal. This purpose is again to show the timelessness landersitas Brawijaya Universitas everlasting effect of the product. It means that the racing look of Peugeot 107 GT versitas Brawijaya line will remain the same. hiversitas Brawijaya Datum 6: Go beyond This Land Rover advertisement tries to promote their product using the Universita sense of timelessness through its slogan. With "GO BEYOND" slogan, it is ersitas Brawijaya Universitas implicitly stated that the producer expects to always go beyond, not only in the Jniversitas Brawijava Universita past or for the future. Universitas Brav Datum 9: Conquer the ice Universitas Brawijaya Simple present tense occurred in this Ford advertisement slogan is marked Universitaby the present form of the verb "conquer" in the beginning of the phrase. The ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya present form in this advertisement is used to show the long-lasting quality of the Universita product. It is as if presented in the sub-slogan "Get new tires for better grip" ersitas Brawijaya which expects that the good grip of the Ford tires is long-lasting. Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brav Datum 12: Tyres that grips to the road Universitas Brawijaya The simple present tense of this Yokohama advertisement slogan is shown Universitas Brawijaya Universita in the employing word stagrips" modifies a noun styres" which signifies aersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya present time. The use of present tense in an advertisement purposes to create sense Universitas Brawijaya Universita of timelessness. Unive Universitas Brawijaya Universitas Brawijaya Universitas Brav Datum 13: Half protection is not protection Universitas Brawijaya The slogan of this New Mitsubishi ASX advertisement applies a simple ersitas Brawijaya present form. The phrase "Half protection is not protection" indicates the use of a ersitas Brawijaya present time. As mentioned in the previous explanation, the use of present tense in ersitas Brawijaya the advertisement is to give the sense of timeless effect of a product. In this advertisement, New Mitsubishi ASX guarantees that the protection they offer and provide in their product is everlasting. Moreover, the use of simple present tense ersitas Brawijaya is considered easier to understand without causing a fuse for the readers to transfer Universita the slogan from other kinds of tenses. 4.5 Datum 14: Lead the way Brawijaya Universitas Brawijaya Universitas BrayThe simple present tense of this Toyota Yaris RF Edition advertisementersitas Brawijava Universitas Brawijaya slogan is marked by the verb "lead...". By analyzing the choice of words, this Universitas Brawijaya Universita advertisement intends to show the timelessness of the product features. It will give ersitas Brawijava an idea that *Toyota* will always lead the way. Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Unįversitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya (Simple Future Tense) Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas BrayThis study suggests that there is only one data using simple future t	ense așersitas Brawijaya
Brawijaya	Universita a lexical stylistic device, which is described below.	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas BravMitsubishi L200 is also the only advertisement which uses future	timeninersitas Brawijaya
Brawijaya	Universitas Braning the slogan. Different from many advertisements which use	Universitas Brawijaya
Brawijaya	Universitas Brawi	Universitas Brawijaya
Brawijaya	Universita times to create sense of timelessness, this advertisement chooses to raise th	
Brawijaya	Universitas of promise by using the word "will" in "You <u>'ll</u> feel bigger inside". The Universita	Universitas Brawijaya
Brawijaya	Universita of promise of using the word will mar rod in teel orgger mistae . The	Universitas Brawijaya
Brawijaya	Universi tense in the advertisement does not function as a guarantee of long-lasting	g effectersitas Brawijaya
Brawijaya	Universibut more as an expectation of the product ability to do something.	hiversitas Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	Universit f. Voice (Active voice)	niversitas Brawijaya
Brawijaya	Universita This study suggests that there are seven data using active voice as a	lexicalersitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universita stylistic device, each of which is described below.	Universitas Brawijaya
Brawijaya	Universitas L	Universitas Brawijaya
Brawijaya	Universitas B Datum 1: The first brake that <u>reads</u> the street	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Universitas Brav The use of active voice in this Mercedes-Benz advertisement	
Brawijaya	Universitas Brawija	Universitas Brawijaya
Brawijaya	Universita illustrates that the product actively does something, in this case is "re	
Brawijaya	street". It is used to point out the product features and to describe how it wo	orks.
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Krawijava	Linivareitae Rrawilava Linivareitae Rrawilava Linivareitae Rrawilava	LINIVARITAE Krawilava

Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brav Datum 4: Adopt a little racing look Universitas Brawijaya The phrase on this Peugeot 107 GT line advertisement is constructed in Universitas Brawijaya Universita active voice. Active voice in this text is used to show that Peugeot 107 GT lineersitas Brawijaya Universitas BrayDatum 6: Go beyond Universitas Brawijaya **Rover**ersitas Brawijava Universitas BravThe identification of active voice arrangement in this Land advertisement is marked by the word "go" in the beginning of the phrase. By this device, Land Rover intends to show to the reader that the products actively goersitas Brawijaya beyond and impress the consumers. hiversitas Brawijaya Datum 9: <u>Conquer</u> the ice The other element of lexical and aspect in this Ford advertisement sloganersitas Brawijaya Universita is the use of active voice. It purposes to imaginatively describe that this productersitas Brawijaya Universita has the capability to act conquering the ice, it says. Universitas Brawijaya Datum 12: Tyres that grips to the road Universitas Brawijaya Universitas BravThe identified active voice in this Yokohama advertisement increases theersitas Brawijava Universitate of doing something actively to impress the customers. This element is Universita beneficial in giving a description that Yokohama tyres will always grip to the road.ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bravijava 14: Lead the way Brawijaya Universitas Brawijaya The active voice in this Toyota Yaris RF Edition advertisement slogan is Universitas Brawijaya Universitas Brawijaya Universita indicated by the word "lead". The use of this voice clarifies the thought that the ersitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijava product of Toyota Yaris RF Edition leads actively in front of the other similar Universitas Brawijava Brawijava Universitas Brawijaya Universita products aya Universitas Brawijaya Universitas Bravilatum 15: You<u>'ll feel</u> bigger inside **Universitas Brawijaya** The active voice of this slogan is marked by the phrase "will feel" ersitas Brawijaya Supported by the use of an active voice form, Mitsubishi L200 shows directly to ersitas Brawijaya the costumers that it features a large interior and they are expected to feel the ersitas Brawijaya same way as they purchase the product. Voice (Passive Voice) This study suggests that there is only one data using passive voice as aersitas Brawijava lexical stylistic device, which is described below. **Universitas Brawijaya** Datum 8: <u>Engineered</u> for a lower impact on the environment **Universitas Brawijaya** Universitas BravThis advertisement from Fiat has the only slogan which is arranged in aersitas Brawijaya Universita passive voice. The passive form of this slogan is pointed out by the word Universita "Engineered..." in the beginning of the phrase. The purpose of passive voice in ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya this advertisement is to explore the product of being treated specially rather than Universita to actively offer its special quality. awijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
Brawijaya	Universitas Bra This study reveals that fifteen advertisements use three devices related to ersitas	
Brawijaya	Universital syntactical aspect. The stylistic devices related to syntactical aspect found in the	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
Brawijaya	Universita advertisements are noun and noun phrase, verb phrase, and sentence. The rsitas	Brawijaya
Brawijaya	characteristics of structure and ordering of different slogans or slogans in those	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas	
Brawijaya	Universita fifteen advertisements are presented in the following. S Brawijaya Universitas	Brawijaya
Brawijaya	Universitas Brawijay Universitas	Brawijaya
Brawijaya	Universita 1.B Noun and Noun Phrase AS Bb ijaya Universitas	
Brawijaya	Universitas Branda de Contra de Cont	Brawijaya
Brawijaya	Universitas This study suggests that there are six data using noun or noun phrase as a ersitas	
Brawijaya	Universit ² syntactical stylistic device. Here are some data which have the slogans arranged in ersitas	Brawijaya
Brawijaya		Brawijava
Brawijaya	Universi the form of noun or noun phrases. The head noun of the phrase is underlined as ersitas	
Brawijaya	what is presented below.	Brawijaya
Brawijaya		Brawijaya
Brawijaya	Datum 1: The first brake that reads the street	Brawijaya
Brawijaya	Universita	
	Universitas The slogen of this Mercedes Benz advertisement is arranged in a noun	Brawijaya
Brawijaya	Universitas The slogan of this Mercedes-Benz advertisement is arranged in a nounersitas	
Brawijaya	Universital phrase. The use of this noun phrase functions to give a clear and concise highlightersitals	
Brawijaya	Universitas B. A Universitas Of a Mercedes-Benz product. It says "The first brake that reads the street" instead	
Brawijaya	Universita of a Mercedes-Benz product. It says "The first brake that reads the street" insteadersitas	
Brawijaya	Universitation of "This car presents the first brake that can read the street". This noun phrase is ersitation	
Brawijaya	Universitas Brawija Universita considered memorable than a long complete sentence. wijaya Universitas Universita	
Brawijaya	5-5	
Brawijaya	Universitas Brawijaya Universitas Computing Computing States Brawijaya Universitas Universitas Universitas Universitas Brawijaya Universitas	
Brawijaya Brawijaya	Universitas Bravijava 2: <u>Navigation and entertainment</u> in one sitas Brawijava Universitas Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas	
Brawijaya		
Brawijaya	Universities Bray Briefly and explicitly, this slogan of Volkswagen advertisement shows the Universities Bray Briefly and explicitly, this slogan of Volkswagen advertisement shows the	Brawijaya
Brawijaya	University main feature of the product. By publishing this slogan, Volkswagen seems to ersitian	
Brawijaya		
Brawijaya	Universities assert of their navigating system and entertaining device in this product, which is	Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita clearly stated in "Navigation and entertainment in one". It means that by using a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita simple noun phrase, the producer considers the combination of good navigationersitas Brawijava Universita and entertainment as the most important features in automobile, and they want to ersitas Brawijaya Universita Promoteilangere Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas BravDatum 5: Jealousy Universitas Braviany advertisements are not made into long and complete sentences. Universita Simple forms are more common and possible to use in the arranging slogans. The ersitas Brawijava advertisement from New Audi A7 Sportback quattro is likely to support this argument. Not even a phrase, the advertisement relies only on a single nounersitas Brawijava "Jealousy" to promote the product. It might seem ambiguous, but the role of visual image is very crucial in this advertisement. By taking one look at the visual ersitas Brawijava image of the advertisement, the word "Jealousy" illustrates a beautiful figure of a Universita woman that is not even comparable with the appearance of New Audi A7ersitas Brawijaya Sportback quattro. Moreover, different from many advertisements, this Audi Jniversitas Brawijaya Universita advertisement puts a body copy which can give details of the product and provide ersitas Brawijaya more information. Universitas BrayDatum 10: Amazing space Universitian Bravin this Volkswagen Golf advertisement slogan, the combination of ersitian Bravilaya Universitas Brawijaya Universitas Brawijaya different part of speech is apparent. Since it occurs when an adjective word Universita "amazing" modifies a noun "space", then it is categorized as a noun phrase. The ersitas Brawijaya Universita use of a simple noun phrase in this advertisement is a little effort to produce a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita memorable and understandable slogan. A noun phrase is also a useful tool to Universitas Brawijaya Universitas Brawijaya Universita highlight the main feature of the product in an easy and brief way. By publishing ersitas Brawijava Universita this slogan, the producer wants to emphasize the large interior of Volkswagenersitas Brawijaya Universitas Brawijaya Universita Golf as its special quality sitas Brawijaya Universitas Brawijaya Universitas BravDatum 11: A sporty car full of history Universitas Bravina The slogan of this Audi R8 advertisement is composed in a noun phrase. Universita The main noun "car" has been modified by an adjective "sporty" and a verbersitas Brawijava phrase "full of history". The use of noun phrase in this advertisement shows how the producer wants to inform to the readers of what the product is like. Datum 12: Tyres that grips to the road This Yokohama slogan arrangement is in form of a noun phrase. The head Universita noun "Tyres" explains the main feature of the product. Meanwhile, the followingersitas Brawijaya phrase "that grips to the road" which modifies the head noun purposes to describe Universitas Brawijava Universita the excellence of the main feature. In short, the use of noun phrase in this sloganersitas Brawijaya Universitas Bra is to give the highlight of the product feature in simple way. Universitas Brawijaya Universita 2.BrVerb Phrase Universitas Bravijaya This study suggests that there are five data using verb phrase as a Universitas Bravijaya Universita syntactical stylistic device. The following list shows the slogans in the verb phraseersitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya with the head verb is underlined. Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unigersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brav Datum 4: Adopt a little racing look Universitas Brawijaya The slogan of this Peugeot 107 GT line advertisement is structured nicely Universitas Brawijaya Universita as a verb phrase. The use of the verb phrase refers to the various kinds of actions ersitas Brawijaya Universitas Brawijava and states involving the products in an event. The slogan saying "Adopt a little Universitas Brawijava Universita racing look" describes the strength of the product, in which the product exploits ersitas Brawijaya Universitas Brawijaya some features of a racing-car. Universitas Brawijaya SBRAW **Universitas Brawijaya** Datum 6: Go beyond The slogan of this Land Rover advertisement identifies the use of verbersitas Brawijaya phrase. The slogan consists of two words only, and it is categorized as a verb phrase. With a main verb "go", this slogan actually shows an action of which the ersitas Brawijaya product wants to achieve. In other word, this verb phrase presents the expectation Universita of the product promoted. Datum 8: Engineered for a lower impact on the environment The identified syntactical aspect of this Fiat advertisement slogan is its ersitas Brawijaya Universita formation in verb phrase. The main verb "engineered" which is in passive form is ersitas Brawijaya Universita modified by adverb phrase "for a lower impact on the environment". As like theersitas Brawijava Universitas Bravijaya general function of a phrase, the function of the verb phrase use in this Universitas Bravijaya Universita advertisement is to give a concise description of the product features. In this ersitas Brawijava advertisement, the producer tries to tell the readers that *Fiat* car is produced Brawijaya Universita environmentally friendly compared to the other carsersitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bravijava 9: Conquer the ice Bravijava Universitas Bravijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya This slogan from Ford advertisement belongs to verb phrase. The main Universitas Brawijaya Brawijaya Universita verb of this text is "conquer" which is then modified by a noun phrase "the ice" ersitas Brawijaya Universitas Brawijaya The verb phrase of this slogan describes an action the product offers. The action Universitas Brawijaya Universita that Ford offers here is to "conquer the ice". Universitas Brawijaya Universitas Brawijaya Universitas Bravia Datum 14: Lead the way Universitas Brawijaya This Toyota Yaris RF Edition advertisement slogan is composed orderly inersitas Brawijaya the form of a verb phrase. The head verb "lead" is modified by a noun phrase "the ersitas Brawijaya way". The purpose of verb phrase in this advertisement is to highlight the product superiority in a simple and concise way, in this case is the desirability of leading ersitas Brawijaya the way. Universita 3. Sentence This study suggests that there are four data using sentence as a syntactical Universitas Brawijava Universita stylistic device. The separable underlined phrase below divides the subject and the ersitas Brawijaya predicate, and they are presented as follows: **Universitas Brawijaya** Universitas BrayDatum 3: Getting there is just as fun Universitas Brawijaya enversitas Brawijaya Universitas Brawijaya Universitas Universitas Brawijaya Universitas BravThis Volkswagen Jetta advertisement is identified as one of fewersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita advertisements of which its slogan is arranged in a complete sentence. Different Universita from many slogans composed in phrases, this sentence contains a gerund, which ersitas Brawijaya funiversitas Brawijaya stands for subject, "Getting there..." and a predicate "...is just as Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita Nevertheless, the conciseness of the slogan is well maintained by keeping the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita sentence short. This basic rule of sentence is called simple sentence. The use of ersitas Brawijava Universita simple sentence in the slogan is to limit the details and to provide the needed ersitas Brawijaya Universita information as least as possible. Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray Datum 7: Great grip come rain come shine versitas Brawijaya Universitas Bravijaya This slogan of Ford advertisement uses a sentence to make the text Universita arrangement. It contains a subject "great grip", which comes from a noun "grip" ersitas Brawijava modified by an adjective "great", and a predicate which is featured with two same niversitas Brawijaya verbs "come". The occurrence of two verbs, called a compound verb, in this ersitas Brawijava slogan indicates that simple sentence does not only contain a subject and a verb but also contain a compound verb to express a complete thought. The purpose of ersitas Brawijaya simple sentence use in this slogan is to explicitly provide the excellence of the Universita product clearly. The producer tries to say that *Ford* features the tires which are ersitas Brawijava firmly in every condition of all weather. Datum 13: Half protection is not protection Universitas BravThis slogan of New Mitsubishi ASX advertisement is arranged in the formersitas Brawijaya of a simple sentence. It consists of only a subject "Half protection" and a predicate Universita "is not protection". The simple sentence in this advertisement is used to express a ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita complete thought of the producer. New Mitsubishi ASX wants to give the clear Universita highlight of the product promoted, in which the driver safety is given the most ersitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universita^{priority}ijava Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 15: You'll feel bigger inside a Universitas Brawijaya Universitas Bravijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya In the purpose of keeping the text short and memorable, the slogan of this Universitas Brawijaya Diversitas Brawijaya Universita Mitsubishi L200 Triton advertisement is constructed in a simple sentence. Itersitas Brawijaya Universitas Brawijaya contains a subject "You" and is followed by a predicate "will feel bigger inside". Universita It concisely depicts an imaginative situation where the outside look of the productersitas Brawijaya Universitas Brawijaya may not be as large as the inside space. s Brawijaya Universitas Brawijaya BRA **Universitas Brawijaya** Universita 4.1.2.4 Semantic Aspect This study reveals that seven advertisements use three devices related to semantic aspect. The use of various expressions is able to create sense of ersitas Brawijava iversitas Brawijaya exaggeration and imagination, and it may affect differently for each person. Here iversitas Brawijaya are seven slogans or slogans which show several kinds of figure of speech. Universita **Hyperbole** Universitas Brawijaya This study suggests that there is only one data using hyperbole as a ersitas Brawijaya semantic stylistic device. The following shows one slogan of the selected ersitas Brawijaya Universita advertisement to have a hyperbole expression in the slogan. It may indicate that ersitas Brawijava Universita the use of exaggeration in the advertisement is not frequent. Universitas Brawijaya **Universitas Brawija** Universitas Brawijaya Universitas Bray Datum 6: Go beyond Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BravThe expression of hyperbole is found in this Land Rover advertisementersitas Brawijava slogan. Hyperbole is an exaggeration expression. The feeling of exaggeration of Universitas Brawijava Universita this slogan is apparent in "GO BEYOND" slogan. The meaning of word "beyond" ersitas Brawijava itself is already close to exaggeration. This slogan characterizes the ability to go Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unigersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita further, to have more, and to pass over other competitors of the product. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita Moreover, the word "beyond" contains an idiomatic expression of beingersitas Brawijaya Universita impossible to imagine, understand, or do. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BravThis study suggests that there is only one data using simile as a semanticersitas Brawijaya Universitas Brawijaya stylistic device. The expression of explicit comparison using "as" or "like" among Universitas Brawijaya Universita the advertisements slogans may not be popular, and it is shown by the only sloganersitas Brawijaya NUN Universita found below. Iniversitas Brawijaya Datum 3: Getting there is just as fun hiversitas Brawijaya Semantically, this Volkswagen Jetta advertisement slogan is focused on ersitas Brawijaya the use of simile expression. Simile is an explicit comparison which features the ersitas Brawijaya Universita word "as" or "like". It is used to attract readers' attention by describing somethingersitas Brawijaya Universita in descriptive terms. In this advertisement, the choice of phrase "Getting there is Universitajust as fun" illustrates that going everywhere by Volkswagen Jetta is defined as ersitas Brawijaya Universitas⁴⁰Br Universitas Brawijaya Universita 3. Breesonification Universitas Brawnia study suggests that there are six data using personification as a Universital semantic stylistic device. The action of treating certain product as human beings ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita seems obvious in the advertisement. It is as the product possesses the ability of ersitas Brawijaya Brawijaya Universita human beings to do something as an imaginative feature of the product. Sixersitas Brawijaya slogans to use personification expressions are presented as follows: Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brav Datum 1: The first brake that reads the street Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya This Mercedes-Benz BAS PLUS advertisement slogan consists of a Universitas Brawijaya Brawijaya Universita personification expression. Originally, the phrase "The first brake that reads the ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya street" is syntactically correct but semantically odd. This phrase has two words Universitas Brawijaya Universita which are combined improperly. They are "brake" and "reads". The compositionersitas Brawijaya Universitas Brawijaya of these words becomes odd because conceptually, brake does not read. The word s Brawijaya Universitas Brawijaya versitas Brawijaya Universita "brake" here refers to a car device, and it can not look at and understand the street/ersitas Brawijaya Universitas It is treated as a human being to give an abstract image that the brake system of ersitas Brawijaya Universit niversitas Brawijaya the car is well-produced and in good shape to use. niversitas Brawijaya Datum 4: Adopt a little racing look Peugeot 107 GT line advertisement slogan consists This ^{of}ni^aersitas Brawijaya Universita personification expression which treats a car as a living thing that can adoptersitas Brawijaya Universitas Brawijaya Universita something. In fact, a car does not really do adopting. It is as if this product gives ersitas Brawijaya Universital sense of a racing-car by featuring a racing-car appearance. **Universitas Bra** Universitas Brawijaya Datum 6: Go beyond Universitas Brawijaya Universitas BravThe expression identified in the slogan from Land Rover advertisement is ersitas Brawijava personification. The abstract representation of this slogan happens when the Universita product, a Land Rover car, is described to go beyond. It is syntactically correct butersitas Brawijava semantically odd since a car cannot go anywhere, it is driven by human to reach Brawijaya Universitas Brawijava Universita destination.va Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brav Datum 9: Conquer the ice Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The slogan of this Ford advertisement says "conquer the ice". This phrase Universitas Brawijaya Universita contains a semantic expression which is called personification. The product is ersitas Brawijaya Universitas Brawijaya treated as a human being and making it as it really conquer the ice, but in fact, car Universitas Brawijaya Universita does not conquer anything. In this case, Ford car is assumed to have outstandingersitas Brawijaya Universitas Brawijaya tires and be able to run on the road which is as slippery as the ice. **Universitas Brawijaya** Datum 12: Tyres that grips to the road niversitas Brawijaya Yokohama expression This advertisement slogan uses an personification. The action of treating something as a human being in this slogan is applicable for the word "tyres". In this advertisement, the tyres is described to ersitas Brawijaya grip to the road. However, no matter how excellent the tyres is, it can never grip.ersitas Brawijaya Universita It is just represented in that way to explain implicitly that Yokohama tyres standsersitas Brawijaya Universita firmly on the road. Datum 14: Lead the way Universitas Brawijaya Universitas BravPersonification expression is found in this Toyota Yaris RF Editionersitas Brawijaya Universita advertisement slogan. In "Lead the way" slogan, the product represents the abilityersitas Brawijava Universita human being who leads the way, but actually in real meaning, none of Toyotaersitas Brawijava Universitas Brawijaya product is able to walk or run in front of the others. Universitas Brawijaya Universitas Brawijaya

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,,,	Universitas Braw	vijaya Universi	tas Brawijaya	a Universit	tas Brawija	aya Univ	ersitas	Brawijaya
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Brawijaya	Universitas Braw	After analyzing the	e data, the resea	archer found	at least one	device of	ersitas	Brawijaya
Brawijaya	Universitas Braic	s used in each adve	ertisement. Amor	ng all of the	linguistic me	ans used as	ersitas	Brawijaya
Brawijaya	Universitas Braw	ijaya Universi	tas Brawijaya	a Universit	tas Brawija	aya Univ	ersitas	Brawijaya
Brawijaya	Universitastylistic							
Brawijaya	Universitas Bran	ted advertisements	since all of the fit	fteen data has	s this aspect.	It is the fact	ersitas	Brawijaya
Brawijaya	Universitas Braw	<i>i</i> jaya Univer		Yersi	tas Brawija	aya Univ	ersitas	Brawijaya
Brawijaya	Universita that eve	ery text of the slogar	ns in the advertise	ements is syn	tactically arra	inged in the	ersitas	Brawijaya
Brawijaya	Universitas Bray form of	either phrase or sen	itence.		rawija	aya Univ	ersitas	Brawijaya
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Brawijaya	Universitas Br							
Brawijaya	Universitas	ements. They are a	lliteration, asson	ance, consona	ance, and rep	etition. The	ersitas	Brawijaya
Brawijaya								
Brawijaya		are described in the	following table.	- Topological	7,			Brawijaya
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Brawijaya		.2 The Identification	on of Phonologic	cal Stylistic I	Devices			Brawijaya
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Brawijaya	Universitas –	Navigation and		N Date	/n/			Brawijaya
	2			1 de la companya de				Duanu
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Brawijaya Brawijaya Brawijaya Brawijaya	Universitas E ² Universitas E ³ Universitas B ⁷ a Universitas B12av	Getting there is just a Great grip come rain come shine Tyres that grips to the road	/gr/			co ^{me} Univ co ^{me} Univ	ersitas ersitas ersitas	Brawijaya Brawijaya Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas E ² Universitas E ³ Universitas B7a Universitas B12av Universitas B12av	Getting there is just a Great grip come rain come shine Tyres that grips to the road Half protection is not	/gr/		/n/	come Univ come Univ nya Univ protection	ersitas ersitas ersitas ersitas	Brawijaya Brawijaya Brawijaya Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas P ² Universitas B ³ Universitas B ⁷ a Universitas B ₁₃ Universitas B ₁₃ Universitas B ₁₃	Getting there is just a Great grip come rain come shine Tyres that grips to the road Half protection is not protection	/gr/	1	/n/ /s/ ja wija	come ya Univ protection	ersitas ersitas ersitas ersitas ersitas	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
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Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas E ² Universitas B ³ Universitas B ⁷ Universitas B ₁₂ Universitas B ₁₃ Universitas B ₁₃ Universitas Bray Universitas Bray	Getting there is just a Great grip come rain come shine Tyres that grips to the road Half protection is not protection The significance of	e /gr/ e /t/	that these for	/n/ /s/ /ja wija wija tas Brawija tas Brawija tur phonologi	come by Univ protection by Univ cal stylistic	ersitas ersitas ersitas ersitas ersitas ersitas	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
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Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas B ² Universitas B ³ Universitas B ⁷ Universitas B ₁₂ Universitas B ₁₃ Universitas B ₁₃ Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray	Getting there is just a Great grip come rain come shine Tyres that grips to the road Half protection is not protection The significance of are all related to se	f this finding is	that these for batterning. Mo	/n/ /s/ as Brawija pur phonologi ost of the adv	<i>come</i> <i>protection</i> cal stylistic	ersitas ersitas ersitas ersitas ersitas ersitas ersitas ersitas	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas B ² Universitas B ⁷ Universitas B ⁷ Universitas B ¹ Universitas B ¹ Univer	Getting there is just a Great grip come rain come shine Tyres that grips to the road Half protection is not protection The significance of are all related to so present sound re	f this finding is ound repetition, whether	that these for patterning. Mo	/n/ /s/ /s/ as Brawija bur phonologi ost of the adv onants repeat	come protection cal stylistic rertisements ed, like in	ersitas ersitas ersitas ersitas ersitas ersitas ersitas ersitas	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
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Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas B ² Universitas B ⁷ Universitas B ⁷	Getting there is just a Great grip come rain come shine Tyres that grips to the road Half protection is not protection The significance of are all related to so present sound re ation and entertainm university university university	f this finding is ound repetition p petition, whether he <u>nt</u> in one", or ve	that these for atterning. Mo owel repeated owel repeated owel repeated	/n/ /s/ ja as Brawija as Brawija bur phonologi as Brawija d, like in "Thas as Brawija tas Brawija	come protection cal stylistic ectisements ed, like in e first brake	ersitas ersitas ersitas ersitas ersitas ersitas ersitas ersitas ersitas ersitas ersitas ersitas	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
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Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas	Brawija	aya Universitas	Brawijav	a Unive	rsitas E	Brawiiava	a Universitas	Brawijava
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Brawijaya			on certain element						
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Brawijaya			the lexical aspect, L						
Brawijaya	Universitas	Brawija	is also one of the	laviant for	a. Unive	rsitas I	Brawijay	a Universitas	Brawijava
Brawijaya	Universitas	Brawija	is also one of the	lexical lea	tures of t	rsitas E	Brawijaya	a Universitas	Brawijaya
Brawijaya	Universita ^{gi}	nalysis, tł	ne use of adjectives	is also noti	ceable. Th	ne compl	ete identifi	cation of ersitas	Brawijaya
Brawijaya	Universitas	Brawija	aspect is presented	in the table	balow		rawijaya	a Universitas	Brawijaya
Brawijaya	Universitas	Braw	aspect is presented.	in the table	below.		vijava		
Brawijaya	Universitas		S				Va	a Universitas	
Brawijaya	Universita	Table 4.3	The Identification of	f Lexical St	ylistic De	vices		Univ ersitas	Brawijaya
Brawijaya	Universita			AA	Lexic	al and As	pect	Universitas	Brawijaya
Brawijaya	Universi	Datum	Slogan	Adianting	Number	Dangan	Tangag	, niversitas	Brawijaya
Brawijaya	Universi			Adjectives	Number	Person	Tenses	Voice <u>iv</u> ersitas	Brawijaya
Brawijaya	Universi		he first brake that reads		singular		present	activeniversitas	Brawijaya
Brawijaya	Universit	$3 \qquad G \\ fu$	etting there is just as	fun			present	hiversitas	Brawijaya
Brawijaya	Universit	5	dopt a little racing look	little	5		present	activeniversitas	Brawijaya
Brawijaya	Universita		o beyond	STAT			present	activeniversitas	Brawijaya
Brawijaya	Universita		reat grip come rain ome shine	great	plural			Univ <mark>ersitas</mark>	Brawijaya
Brawijaya	Universitas	E	ngineered for a lower	IE 7	I			Univ ersitas	Brawijaya
Brawijaya	Universitas		npact on the wironment	lower				^{passive} iversitas	Brawijaya
Brawijaya	Universitas		onquer the ice		A.		present	activeniversitas	Brawijaya
Brawijaya	Universitas		mazing space sporty car full of	amazing			iy	a Univ <mark>ersitas</mark>	Brawijaya
Brawijaya	Universitas	Braw hi	istory	sporty	singular		ljay	a Univ <mark>ersita</mark> s	Brawijaya
Brawijaya	Universitas		yres that grips to the bad				present	a _{active} niversitas	
Brawijaya	Universitas	Brawlin	alf protection is not	half			present	a Univ ersitas	
Brawijaya	Universitas	Braw p	rotection		e	rsitas I	present	a Universitas	
Brawijaya	Universitas	15 Y	ou'll feel bigger inside	bigger	a Unive	second	future	active ersitas	Brawijaya
Brawijaya	Universitas			Brawijay			Brawijaya		
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Brawijaya			m fifteen advertisem						
Brawijaya		•	The presentable ad	•			-		
Brawijaya	Universitas	Brawija	aya Universitas	Brawijay	a Unive	rsitas E	Srawijaya	a Universitas	Brawijaya
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	Universites		wa Universitas						R rawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya to figure of car. It indicates that representing adjectives refers to abstract quality Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita of the products. It is considered important to give positive image about the feature ersitas Brawijava Universital of the products and how they are superior from the other similar products. Universitas Brawijaya Universitas Bra. On the other hand, seven data were found without any adjectives. Noersitas Brawijava adjectives found in those slogans indicate that the distinctive points of the Universita products are not shown imaginatively. The use of a concise phrase, which points ersitas Brawijava Universitas out the features of the product, is felt enough to differ the promoted product from Universita another similar product. Meanwhile, in regard to the traditional categories proposed by Yule (1996, p.89), the researcher found some visible patterns of the data, especially in the ersitas Brawijava category of tenses and voice. In category of tenses, the use of simple present tense is very dominant as eight advertisements are described using this tense. On the ersitas Brawiava other hand, only one advertisement was described in simple future tense. The use Universita of present time in the advertisements functions as a tool to show sense of ersitas Brawijaya timelessness and everlasting quality of the products. Meanwhile, the use of future Universita time in the advertisements may create sense of promise from producers to theersitas Brawijava consumers. Universitas BravIn category of voice, active voice is commonly used in the data. It ersitas Brawijaya constructs the slogans of seven advertisements. The purpose of using active voice Universita in many advertisements is to illustrate how the products are able to do something ersitas Brawijaya Universitas Brawijaya – Universitas Brawijaya–Universitas Brawijaya actively. On the contrary, passive voice was found in one advertisement only. The Universital use of this passive voice purposes to show how the products are treated specially ersitas Brawijaya Universita compared to the other similar products java Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas	Brawi	iiava Un	iversitas	Brawijaya	Universita	s Brawii	ava	Universitas	Brawijava
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Brawijaya	Universitas				Brawijaya			-	Universitas	
Brawijaya	Universitas				Brawijaya				Universitas	
Brawijaya	Universitas				Brawijaya				Universitas	
Brawijaya	Universitas				Brawijaya		<u> </u>	-	Universitas	
Brawijaya							-			
Brawijaya	Universitas	Brawi	Ieanwhile,	the researc	ther found the	e only adverti	sement of	the c	lata to Universitas Universitas	Brawijaya
									and/orersitas	
Brawijaya							-			
Brawijaya	Universitas	lural. T	his category	y is well-m	arked by the e	employing wor	rd y <i>ou</i> in t	he slo	gan toersitas	Brawijaya
Brawijaya										
Brawijaya									ementsersitas	
Brawijaya					he readers as t	the interlocuto	ors and cre	ates fa	liniversitas	Brawijaya
Brawijaya	Universitas				ha friandly to					
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Brawijaya	Universitas	se of p	personal pr	onoun is r	not considered	l important s			slogan	Brawijaya
Brawijaya	Universitas	Braw		-IT	ad B		11	aya	Universitas	
Brawijaya	Universitac					'YL		va	Universitas	
Brawijaya	Universitas	A	s for the sy	ntactical as	spect, the use of	of noun phrase	e is very pr	omine	Universitas ent out niversitas	Brawijaya
Brawijaya	Universita									
Brawijaya		f the oth	her forms. T	The details a	are shown in th	ne following ta	able.			Brawijaya
Brawijaya	Universi				(Strain					Brawijaya
Brawijaya		able 4.4	4 The Iden	tification o	f Syntactical	Stylistic Devi	ces			Brawijaya
Brawijaya	Universit				WN 205	Svi	ntactical Asj	pect	hiversitas	Brawijaya
						0,1	inactical As			
Brawijaya		Datum		Slogan			-		<u>Iniv</u> ersitas	
Brawijaya	Universita Universita	Datum		Slogan		Noun and Noun	Verb		tenceiversitas	Brawijaya
5 5			The first brak		the street	Noun and	-		_{tenče} iversitas Universitas	Brawijaya Brawijaya
Brawijaya Brawijaya Brawijaya	Universita Universita Universitas	Datum	The first brak Navigation a	ke that reads t		Noun and Noun Phrase	Verb	Sen	_{ten} ceiversitas Universitas Universitas	Brawijaya Brawijaya Brawijaya
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Brawijaya Brawijaya Brawijaya	Universita Universita Universitas	1 2 3 84	Navigation a Getting there Adopt a little	ke that reads t nd entertainm is just as fun	ient in one	Noun and Noun Phrase ✓	Verb	Sen	_{ten} ceiversitas Universitas Universitas	Brawijaya Brawijaya Brawijaya Brawijaya
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Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universita Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas	1 2 3 4 5 6 7 8 8 8 9 10 811	Navigation a Getting there Adopt a little Jealousy Go beyond Great grip co Engineered f environment Conquer the Amazing space	ke that reads t nd entertainm is just as fun racing look ome rain come or a lower im ice ce full of history	e shine pact on the Brawijaya	Noun and Noun Phrase ✓ ✓ ✓ ✓	Verb Phrase	Sen Ja Aya Aya Aya	tence iversitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas Universitas	Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray From fifteen data presented, six advertisements were structured in the form Universitas Brawijaya Universitas Brawijaya Universita of noun or noun phrases, and four of them did not contain any verbs. Lapšanská ersitas Brawijava Universita (2006, p.31) has emphasized that "in many cases, whole advertising text does not ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita contain any verb; it consists only of noun phrases". The head nouns found in the ersitas Brawiava Universita advertisements are navigation and entertainment, jealousy, grip, space, car, and Universita tyres. From the choice of the head nouns, all of them represent car devices or carersitas Brawijava Inversita features. It shows that the noun phrase in the advertisements is used to give the Universita highlight of products features in brief. Other than noun phrase, the use of verb phrase is frequent enough. As many as five advertisements were arranged in this form. Five different head verbsersitas Brawii iyersitas Brawijaya were also found on these advertisements. They were adopt, go, engineered, conquer, and lead. These words referred to various kinds of actions and states ersitas Brawiava involving the car in an event. The purpose of using verb phrase in advertisements Universita is usually to describe the excellence of the products. In addition to noun phrase and verb phrase, complete sentence turns out to Universitable also used to arrange the slogans of few advertisements. Out of fifteen data, ersitas Brawijaya eleven of them were structured in phrases, and four of them were in complete Universita sentences. Nonetheless, those four advertisements were arranged in simple ersitas Brawijaya sentence form which consists only a verb and a predicate, just to keep the slogan Universita short and memorable. Besides, simple sentence was used to provide the needed ersitas Brawijaya Universita information of the products as least as possible. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawij		wijaya Universit		Universitas	
Brawijaya	Universitas Brawij		wijaya Universit		Universitas	
Brawijaya		ased on the semantic aspec	t, personification is th	he most commonly	used	Brawijaya
Brawijaya	Universitas Brawij		wijaya Universit		Universitas	
Brawijaya	-	dvertisements than the ot				
Brawijaya		aspect is described in the ta			Universitas	
Brawijaya		jaya Universitas Bra			Universitas	
Brawijaya	Universitas Brawı Table 4.5	ava Universitas Bra 5 The Identification of Sen	wijaya Universit nantic Stylistic Devic	as Brawijaya	Universitas	
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Brawijaya	Universita s Brawij	The first brake that reads the stre	eet	rawijaya,	<u>Univ</u> ersitas	Brawijaya
Brawijaya	Universita s B₃awi	Getting there is just as fun	BB	🗸 🕅 vijaya	Universitas	
Brawijaya		Adopt a little racing look		va∕	Universitas	
Brawijaya		Go beyond	-	×	Universitas	
Brawijaya		Conquer the ice Tyres that grips to the road			Universitas	
Brawijaya	Universit	Lead the way		· · ·		Brawijaya
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Brawijaya	Universit	s shown in the table, six d	ata were identified to	o contain personiti	cationersitas	Brawijaya
Brawijaya	Universit expressio	on. It implied that the action	on of treating cars a	s human beings is	verversitas	Brawijaya
Brawijaya	Universita	Red S			J niversitas	Brawijaya
Brawijaya	Universita ^{popular.}	These cars were assumed t	o posses certain abili	ities of human bein	ngs toersitas	Brawijaya
Brawijaya	Universitas do somet	hing. They were illustrated	to be able to read, au	dont. 20. conquer,	<u>Univ</u> ersitas	Brawijaya
Brawijaya	Universitas L				Universitas	Brawijaya
Brawijaya	Universita and lead.	These words found in the	data functioned as in	naginative actions	of the ersitas	Brawijaya
Brawijaya	Universitas Brauts	Moreover, hyperbole and s	simile expression wer	re found in two dif	Iniversitas	Brawijaya
Brawijaya	Universitas Braw	Moreover, inspereore and	silline expression , er		Universitas	
Brawijaya	Universita advertiser	ments. A hyperbole expr	ession in the adver	tisements was us	edntoersitas	Brawijaya
Brawijaya	Universitas Brawi	te the product, and a simile	e was to compare two	different things r	Universitas	Brawijaya
Brawijaya	Universitas Brawij	jaya Universitas	was to compare two	as Brawijaya	Universitas	Brawijaya
Brawijaya	Universita to produc	ets. This finding concluded	that another semanti	c expression aside	fromersitas	Brawijaya
Brawijaya	Universitas Brawi	ava Universitas Bra	wijaya Universit	as Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawij	cation was not really popula	wijaya Universit	as Brawijaya	Universitas	Brawijaya
Brawijaya		side from the identification				
Brawijaya	Universitas Brawij	iava Universitas Bra	wijaya Universit	as Brawijaya	Universitas	Brawijaya
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Brawijaya	Universitas Brawij		wijaya Universit		Universitas	
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Universitas Brawijaya expressive words in the slogans emphasizes the fact that the producers want to Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita promote the products by employing understandable slogan without any platitude. versitas Brawijava Universitian Bravin addition, the researcher found few advertisements which lack of some University important devices or have only devices related to one aspect out of four linguisticersitas Brawiava aspects, one of which comes from New Audi A7 Sportback quattro advertisement Universita slogan. This advertisement shows a single noun "Jealousy". The identifiable ersitas Brawijava aspect of this advertisement is only the syntactical aspect. It does not contain any Universita other devices from another aspect which actually can increase the attractiveness ersitas Brawijava The good thing of such advertisement is its memorable slogan. However, this kind of slogan may arouse ambiguity in readers' perspectives. This slogan will not beersitas Brawi understandable without a help of the visual image. Nonetheless, it shapes a special uniqueness of an advertisement, and it can be taken as a note that advertisingersitas Brawijaya niversitas Brawijaya language is really diverse. In summary, the researcher found six advertisements containing fourersitas Brawi Universitas Brawijaya phonological stylistic devices namely alliteration, assonance, consonance, and Universita repetition. In regard to lexical aspect, the researcher suggests that there were ersitas Brawijaya thirteen advertisements containing five identified stylistic devices. Five lexical Universita stylistic devices are adjectives, number, person, tenses, and voice. Next, the ersitas Brawijaya researcher figured out all fifteen data containing at least one of three syntactical Universitä stylistic devices. The devices related to syntactical aspect are noun and nounersitas Universitas Brawijaya Universitas Brawijaya Universitas phrase, verb phrase, and sentence. As for the semantic stylistic devices, the SITA researcher proposed that there were seven advertisements containing hyperbole, ersitas Brawijaya simile, and/or personification. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unigersitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawn The additional note that can be inferred from the whole analysis is that Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita there is only one data which puts the word "car" in the slogan. Although all the ersitas Brawijava Universita data are clearly visualized as car advertisements, the advertisers are hardly to ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University mention "car" in their advertisements' slogans. It concludes that though they are erstas Brawlava Universitation car advertisements, it does not mean that there will always be the word "car" in rersitas Brawijaya – Universitas Brawijaya Universita the slogans, since the figures of cars themselves are frequently visualized through ersitas Brawijava Universitation the drawing in the advertisements. Therefore, the readers still get the Universitas Brawijaya Universita understanding by interpreting the visualization and correlating it with the slogan ersitas Brawijava At this rate, the slogan and picture of advertisement may have different functions. Based on the analysis, the slogans of advertisement provide the car's feature and ersitas Brawijava excellence in verbal. Meanwhile, some other promotional tools such as the brand name of the products, the symbol of the brand, and the car figure can be seenersitas Brawijaya through the whole visualization of the advertisement. **Universitas Bra** Universitas Brawijaya Universitas Brawijaya

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Iniversitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas CONCLUSION iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bray This chapter presents a brief outline of the findings in the previous chapter ersitas Brawijava University and recommendation for future researches to develop the analysis. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 5.1 Conclusion Universitas Bravin this study, the researcher analyzed the language style used in selected ersitas Bravijaya Universita²⁵ (twenty-five) printed car advertisements displayed in a design web. The rsitas Brawijaya analysis focused on the use of linguistic means as the stylistic devices. To conduct ersitas Brawijaya the research, the identification and analysis of stylistics were based on the ersitas Brawijaya phonological aspect, lexical aspect, syntactical aspect, and semantic aspect using theories proposed by Arp and Johnson (2009), Lüders (2010), and Yule (1996), ersitas Brawijaya Universita In analyzing the language style, the researcher concerned with the availability of ersitas Brawijaya Universita slogan of each advertisement. It was as the slogans as the verbal text are assumed ersitas Brawijava to create self-image of products and may construct certain patterns of the ersitas Brawijaya 4.5 Universita advertising language. Universitas BravAfter collecting and analyzing fifteen data, the researcher found several ersitas Brawijaya Universita stylistic devices in printed car advertisements. First, the researcher found fourersitas Brawijava Universitas Bravijaya devices related to phonological aspect. They are alliteration, assonance, Universitas Bravijaya Universita consonance, and repetition. Then, in lexical aspect, the researcher found fiveersitas Brawijava devices which are called adjectives, number, person, tenses, and voice. Next, the Brawijaya Brawijaya Universita researcher found three devices related to syntactical aspect, and they are noun and ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijosya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya noun phrase, verb phrase, and sentence. The researcher also found three devices in Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University semantic aspect, namely hyperbole, simile, and personification. which ersitas Brawijaya Universitas Brav The researcher also identified some features of the linguistics University indicate the occurrence of style in language of the intended advertisements. The ersitas Brawiava styles found in the slogans of those advertisements were the frequent use of sound Universita repetition patterning, adjectives, simple present form, active voice form, nounersitas Brawijava phrase arrangement, and personification expression. Furthermore, the researcher also found out the use of those stylisticersitas Brawijava devices and how they constructed the pattern of the slogans. First of all, those versitas Brawijaya slogans were commonly made to create emphasis on a certain element and to give ersitas Brawi a beautiful harmony for the reading. Second, the slogans of the printed car advertisements would definitely give a positive image about the feature of the ersitas Brawiava products and how they are superior from the other similar products. Third, the Universita advertisements' slogans tent to show a sense of timelessness and everlastingersitas Brawi quality of the products promoted. Next, they must illustrate how the products are Universitaable to do something actively to attract the consumers. Then, the text in theersitas Brawijaya slogans had to be able to give the highlight of products features as brief as Universita possible to keep them memorable for the readers. Last, in the slogans, the slogans the slogans are slowly available to keep them memorable for the readers. products were oftentimes described to posses certain abilities of human beings to Universita do something. Universitas Brawijaya Universitas Brawijaya **Universitas Brawı** Universitas Brawijaya Universitas Brawijaya Universitias Bra. On the other hand, some elements of linguistics which were not obviously Universita seen in the printed car advertisements were the use of plural or singular form, ersitas Brawijaya simple future form, passive voice form, verb phrase arrangement, complete Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universita sentence arrangement, and hyperbole and simile expressions. However, these
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universita features were still there on few advertisements. It did not mean that these elements ersitas Brawijaya
Brawijaya	Universitative were not applicable in printed car advertisements; they were just not as popular as
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitathe other features Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya U
Brawijaya	This study had revealed some stylistic devices and their uses in the printed Universitas Brawijaya
Brawijaya	Universita car advertisements. Due to the limitations of the study, the results were not quite ersitas Brawijaya
Brawijaya	Universitas Bravijaya
Brawijaya	Universitas able to represent the generalized style for all printed car advertisements. This ersitas Brawijaya
Brawijaya	Universita study focused on 25 (twenty-five) printed car advertisements displayed in a designersitas Brawijaya
Brawijaya	Liniversit i Stati Stat
Brawijaya	Universi web. Therefore, for students of English Study Program who are willing to conductersitas Brawijaya
Brawijaya	Universit the similar research, they need to include a larger amount of data so that ersitas Brawijaya
Brawijaya	Universit Iniversitas Brawijaya
Brawijaya	Universita generalization can be made more reliable.
Brawijaya	Universita Besides, since the main interest of this study was the slogans of printed ersitas Brawijaya
Brawijaya	Universitat (Universitas Brawijaya
Brawijaya	Universita advertisements, it is suggested for further studies to investigate the visualization ersitas Brawijaya
Brawijaya	Universita as well as the pictorial discourse of the printed advertisements. Furthermore, this ersitas Brawijaya
Brawijaya	Universitas Bi
Brawijaya	Universita study only concerned with one type of advertisement, so it is also expected for ersitas Brawijaya
Brawijaya	Universita further studies to compare two different advertisements to figure out how actually ersitas Brawijaya
Brawijaya	Universitas Brawija, wijaya Universitas Brawijaya
Brawijaya	Universita certain types of advertisement are different from another type in terms of its ersitas Brawijaya
Brawijaya	Inversity language style. Thereby, the findings can provide the readers a lot of useful Brawijaya
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Brawijaya	Universita knowledge in understanding stylistic analysis. Universitas Brawijaya Universitas Brawijaya
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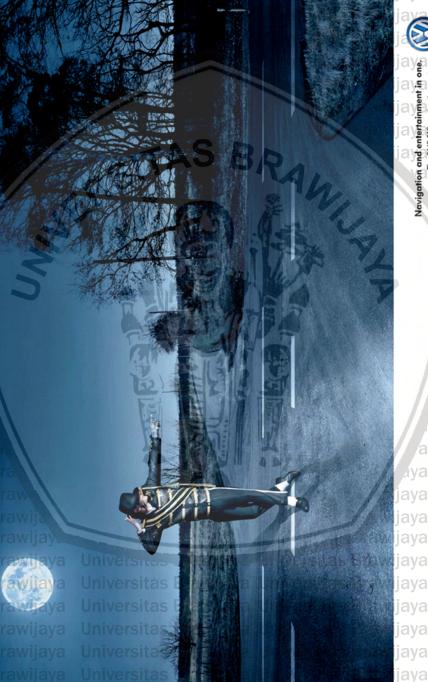
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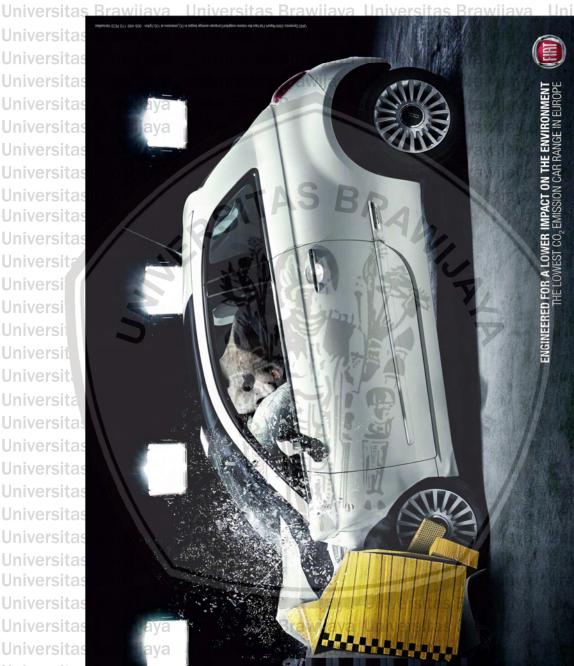
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Revisi Akhir

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Agus Gozali, S.Pdaya

Malang, 29 Januari 2013

Dosen Pembimbing II

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