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**THE ANALYSIS OF VERBAL EXPRESSION IN
ADVERTISEMENT AT JAKARTA POST ON MAY'S
EDITION**

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in Partial Fulfillment of the Requirements
For the Degree of Sarjana in English Language Education



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**THE ANALYSIS OF VERBAL EXPRESSION IN
ADVERTISEMENT AT JAKARTA POST
ON MAY'S EDITION**

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Demikian agar maklum dan atas kesediaan Bapak, kami ucapkan banyak terima kasih.

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Setelah diperbaiki materi dan susunannya, sesuai dengan beberapa petunjuk dan tuntunan yang diberikan dalam sidang munaqosah yang dilaksanakan pada tanggal Juli 2015 kami dapat menerima dan menyetujui hasil perbaikannya.

Demikian mohon maklum adanya.

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MOTTO

Life is adventure
(sabar, nrímo lan tlaten)

DEDICATION

This thesis dedicated to:

My Family,

My wonderful Mother, Ibu Siti Asiyah that give me spirit as always, My respectable Father, Bpk Kariyan for praying, my beloved husband Dian Irianto thanks for motivate, support and everything and My two little Sisters, Siti Riya Dhotul Badi'ah and Queen Malika Salsabila who always coloring my life love you all.

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Kediri, July 2015

The Writer

ABSTRACT

Azizah, Siti Maskurin. 2015. *The Analysis of Verbal Expression at Jakarta Post on May's Edition*. Thesis. English Department Faculty of Education. State College for Islamic Studies. Advisor (1) Dr. Mukhamad Abdullah, M.Ag., (2). Dra. Nurul 'Ain, M.Pd

Key Word: Verbal expression, advertisement, Jakarta Post Edition May's 2015

People have many ways to study about language. The people will easy to get the information about language. Not only used book are teacher give education, but the people can study with other ways is advertisement. Advertisement is a tool that is used by a company or organization to extend their quality of their products or services and persuade people to use them. Jakarta post is one of mass media can used. The writer gets some information from analyze the verbal expression based on Cooperative principle, kinds of advertisement and the structure of advertisement. On the Jakarta post on May's 2015 many kinds of advertisements to analyzes.

The research design of this research is using descriptive qualitative. The descriptive qualitative is used because it is relevant to the research that the writer wants to do. The object of the research in this study is *The Jakarta Post May's edition 2015*. The data that is used by the researcher in this study consist of two kinds of data; those are primary data source and secondary data. The primary data consists of primary a source which is the *verbal expression in Jakarta post* itself. The secondary data used to completing the primary data. The writer gets from some references that relevant with the problem of the research.

The object in this research is Jakarta post, and advertisement is used to analyze to find the verbal expression based on Cooperative principle. The function of this research is to give information about verbal expression in advertisement, and Jakarta post has so many functions to student. And news paper is one of mass media can used to study. After finishing this analyzes the writer have more information and education about the function of verbal expression for advertisement, and Grice's cooperative principle such as four maxims: maxim of quality, quantity, relevance and manner. About the verbal expression in advertisement agree with cooperative principle.

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