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TIDAK DI PINJAMKAN

**AN ANALYSIS ON THE WORD FORMATION OF THE
ADVERTISEMENT LEXICON IN PRINTED AND
AUDIO VISUAL MEDIA**

THESIS

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State College for Islamic Studies
in Partial Fulfillment of the Requirements
for the Degree of Sarjana in English Language Education



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Demikian agar maklum adanya dan atas kesediaan bapak kami ucapkan 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 30 Juni 2015 kami dapat menerima dan menyetujui hasil perbaikannya.

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Motto

"There can be miracles, When you believe"

(Whitney Houston)

DEDICATION

This Thesis is dedicated to:

- ❖ My wonderful family;Emak, Bapak and Mas
- ❖ My advisors (Dr. Mukhammad Abdullah, M.Ag and Mohammad Muhyiddin, M.Pd) and all lecturers in STAIN Kediri.
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Writer

ABSTRACT

Heny Indrayanti, 2015. "An Analysis On The Word Formation Of The Advertisement Lexicon In Printed And Audio Visual Media." Thesis, English Department, Faculty of Education, The State Collage for Islamic Studies (STAIN) Kediri. Advisors: (1) Dr. Mukhammad Abdullah, M.Ag. (2) Mohammad Muhyiddin, M.Pd.

Key Words: Advertisement, word formation, printed and audio visual media

Many advertisement designed to generate increased consumption of those products and services through the creation of the brand image. The language used in advertisement are very important for promoting its products. Consumers will know and remember the product if advertisers use interesting language in the advertisement. In verbal advertisement meaning sometimes there is confusion between the creator of the advertisement (sender) and the advertisement reader (receiver), this is the problem which triggered the authoris interested to analyze the advertisement, especially the use of word formation.

This study is focused on the analysis on the word formation in printed and audio visual media. The study uses descriptive qualitative as a research design. The instrument is the writer herself. The source of data is Magazine (Femina, Gadis, Kartini), Newspaper (JawaPos) Banner, leaflet, Television (Global TV and Metro TV) and Internet (Google). The step of analyzing the data are: use word formation theory that focuses on the form of the word that is founded in the advertisement and see the kind of word formation used in the advertisement.

In this study, the writer found that many advertisements designed as creative as possible. Through 15 of advertisements, 12 terms that exist the process of blending, 2 terms that exist the process of compounding and 1 term that exist the process of abbreviation. Based on the research, the process of blending is the most common process that is found in printed and audio visual media.

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