

**A STUDY OF ASSOCIATIVE MEANING USED  
IN EDUCATION ADVERTISEMENT**

**Thesis**

Presented to

State Islamic Institute of Kediri

In Partial Fulfillment of the Requirements

For the Degree of *Magister* in English Language Education



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## **MOTTO**

Be patient, be strong, be though, never give up, and grateful.

~ Lilik Tri Handayani ~

If you can't stand the onerous study, you will endure the poignant stupidity.<sup>1</sup>

~ Imam Syafi'I ~

---

<sup>1</sup> Imam Syafi'i

## **DEDICATION SHEET**

This graduation paper is wholeheartedly dedicated to:

- ❖ Allah SWT the Almighty God for everything to me.
- ❖ My beloved parents who are always in my heart. Many thanks for all your support, finance, and prayers all the time to me.
- ❖ My beloved familys, my aunty and my uncle who constantly prayed to my successful
- ❖ My sincere advisors, Mrs. Dr. Toyyibah, S.S., M.Pd. and Mrs. Dr. Ary Setya Budhi Ningrum, M.Pd., thank you very much for all your time, suggestion, and guidance to lead my thesis better.
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Kediri, March 25<sup>th</sup> 2022

**The Researcher**



## ABSTRACT

Handayani, Lilik Tri. 2022. *A Study of Associative Meaning used in Education Advertisement*. Thesis. School of Graduate Program State Islamic Institute of Kediri. Advisor: (I) Dr. Toyyibah, S.S., M.Pd., (II) Dr. Ary Setya Budhi Ningrum, M.Pd.

**Keywords:** *Associative meaning, Advertisement, Education Advertisement*

This purpose of this research is to find out the types of associative meaning in education advertisements such as printed advertisement and audio-visual advertisement.

The research method used in this research is content analysis. The data source used in this research are fifty advertisements. In this research, the researcher uses coding scheme as the research instrument. The data of this research are words, and sentences in Education advertisement. This research uses the theory conducted by Leech to find out the types of associative meaning. The data were analyzed using some steps as observing, selecting, and classifying. The researcher tries to analyze types of associative meanings used in education advertisement to know the dominant types of associative meaning used in printed advertisement and audio-visual advertisement.

This research found that there are fifty expressions containing. The researcher found five types of associative meaning, it was consisted of 14 connotative meanings, 21 social meanings, 11 affective meanings, 1 reflective meaning, and 3 collocative meanings. The types of associative meaning in printed education are connotative meaning, social meaning, affective meaning, reflective meaning, and collocative meaning. For audio-visual advertisement, associative meanings consist of connotative meaning, social meaning, affective meaning, and collocative meaning.

The result of this research, associative meaning is used printed advertisement and audiovisual advertisement divided into four meanings, connotative meaning, social meaning, affective meaning, and collocative meaning. Besides it, one of the differences in audiovisual advertisement that there is no reflective meaning. However, the result of the analysis in printed advertisement found reflective meaning. Furthermore, the dominant meaning contained in printed advertisement is social meaning. In audiovisual advertisement, it is connotative meaning.

The difference between the advertising language of printed advertisements and audio-visual advertisements is printed advertisements using more detailed language, for audio-visual advertisements using displays more images.

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