

AN ANALYSIS OF LANGUAGE FUNCTION USED IN COSMETIC

ADVERTISEMENTS

“THESIS”

Presented to:

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For the Degree of *Sarjana* in English Language Education



Written by :

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I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person except those indicated in quotations and references. No portion of this work has been submitted in support of an application for another degree or qualification of this or any other university or institution of higher education. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

This thesis is to fulfill requirement for the degree of *Sarjana* (S1) in English Study Program, State Institute for Islamic Studies (IAIN) Kediri.

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APPROVAL PAGE

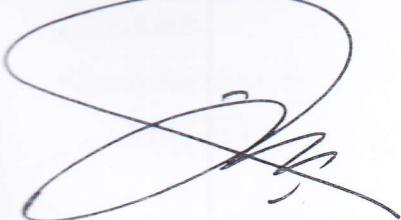
This is to certify that the *Sarjana's* Thesis of Eva Nur Azizah has been approved by the thesis advisors for further approval by the board of examiners.

AN ANALYSIS OF LANGUAGE FUNCTION USED IN COSMETIC ADVERTISEMENTS

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Assalamu'alaikum Wr. Wb

Memenuhi permintaan Bapak Rektor untuk membimbing Penyusunan skripsi mahasiswa tersebut di bawah ini:

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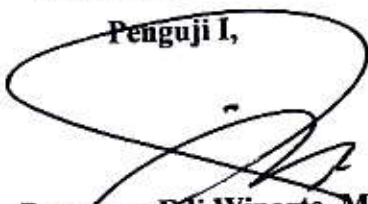
Setelah diperbaiki materi dan susunannya, kami berpendapat bahwa skripsinya telah memenuhi syarat sebagai kelengkapan ujian akhir Sarjana Strata Satu (S1).

Bersama ini terlampir satu berkas naskah skripsinya, dengan harapan dalam wtu yang telah ditentukan dapat diajukan dalam Sidang Munaqosah.


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

Wassalamu'alaikum Wr. Wb.

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ABSTRACT

Azizah, Eva Nur. 2020. *An Analysis of Language Function Used in Cosmetic Advertisements*. Advisors: (I) Drs. Agus Edi Winarto, M.Pd. (II) Dr. Toyyibah, S.S, M.Pd.

Keywords : Language Function, Cosmetic, Advertisement

This research concerns with the language function used in cosmetic advertisements. The researcher analyzes Make Over and Maybelline as the cosmetic product. It was aimed to investigate the type of language function used in cosmetic advertisements.

A descriptive qualitative method was employed. (Roman Jacobson theories were applied in this research. The data were collected from 20 advertisements. The procedure of data collection are collecting the data related on cosmetic advertisements, reading and listening the script, identifying the data, the analyzing the data. Among the data the researcher found five language functions of Make Over. While for Maybelline the researcher also found five.

The researcher found the differences between the language function used in Make Over and Maybelline advertisements. The result show that Make Over there were only 5 types, referential (40%), Emotive (20%), conative (10%), Phatic (20%), metalingual (10%). Then Maybelline 5 types, referential (20%), conative (10%), Poetic (40%), Phatic (20%), metalingual (0%). Based on finding, the language function in Make Over and Maybelline often used referential and poetic.

40
20
10
20
10

100

MOTTO

"There is no limit struggling"

(Fiersa Besari)

"stop dreaming and start doing"

(Boy William)