

LANGUAGE STYLE IN THE JAKARTA POST ADVERTISEMENTS

THESIS

Presented to

Maulana Malik Ibrahim State Islamic University of Malang in partial fulfillment of the
requirement for the degree of *Sarjana Sastra (S.S)*

Octaviana Arini Haqo

12320044

Advisor:

Dr. H. Langgeng Budianto, M.Pd

NIP. 1971 1014 200312 1 001



ENGLISH LANGUAGE AND LETTERS

FACULTY OF HUMANITIES

STATE ISLAMIC UNIVERSITY OF MAULANA MALIK IBRAHIM MALANG

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APPROVAL SHEET

This is to certify that the Sarjana thesis of Octaviana Arini Haqqo, entitled "*Language Style In The Jakarta Post Advertisements*" has been approved by the advisor for further approval by the Broad of Examiners as one of the requirements for the degree of Sarjana Sastra (S.S) in English Language and Letters Department.

Approved by
The Advisor



Dr. H. Langgeng Budianto, M. Pd.

NIP 1971 1014 200312 1001

Acknowledged by

The Head of English Language and Letters
Department,



Dr. Syamsudin, M.Hum.

NIP 19691122 200604 1001

Malang,

Acknowledged by the Dean of
The Faculty of Humanities



Dr. Hj. Istia'dah, M.A.

NIP 1970313 1992032002

LEGITIMATION SHEET

This is to certify that Octaviana Arini Haqqa's thesis entitled *Language Style In The Jakarta Post Advertisement* has been approved by the thesis advisor for further approval by the Board of Examiners as the requirement for the degree of Sarjana Sastra.


Malang, 27 June 2016

The Board of Examiners

Signatures

1. Deny Efita Nur Rakhmawati, M. Pd (Main Examiner)

NIP. 19850530 200912 2 006



2. Agus Eko Cahyono, M. Pd
NIP. 19820811 201101 1 008

(Chair)



3. Dr. H. Langgeng Budianto, M. Pd (Secretary)
NIP. 19711014 200312 1 001

Approved by

The Dean of the Faculty of Humanities,
Maulana Malik Ibrahim State Islamic University of Malang,



Dr. Hj. Istiadah, M.A

NIP. 19670313 199203 2 002

CERTIFICATE OF THESIS AUTHORSHIP

Herewith I,

Name : Octaviana Arini Haqo

ID Number : 12320044

Faculty : Humanities

Department : English Letters and Language

Declare that the thesis I wrote to fulfil the requirement for the degree of *sarjana Sastra (SS)* in English Letters and Language Department, Humanities Faculty, Maulana Malik Ibrahim Malang State Islamic University entitled "*Language Style In The Jakarta Post Advertisements*" is truly my original work. It does not incorporate any materials previously written or published by another person except those indicated in quotations and bibliography. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

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The Author,

Octaviana Arini Haqo

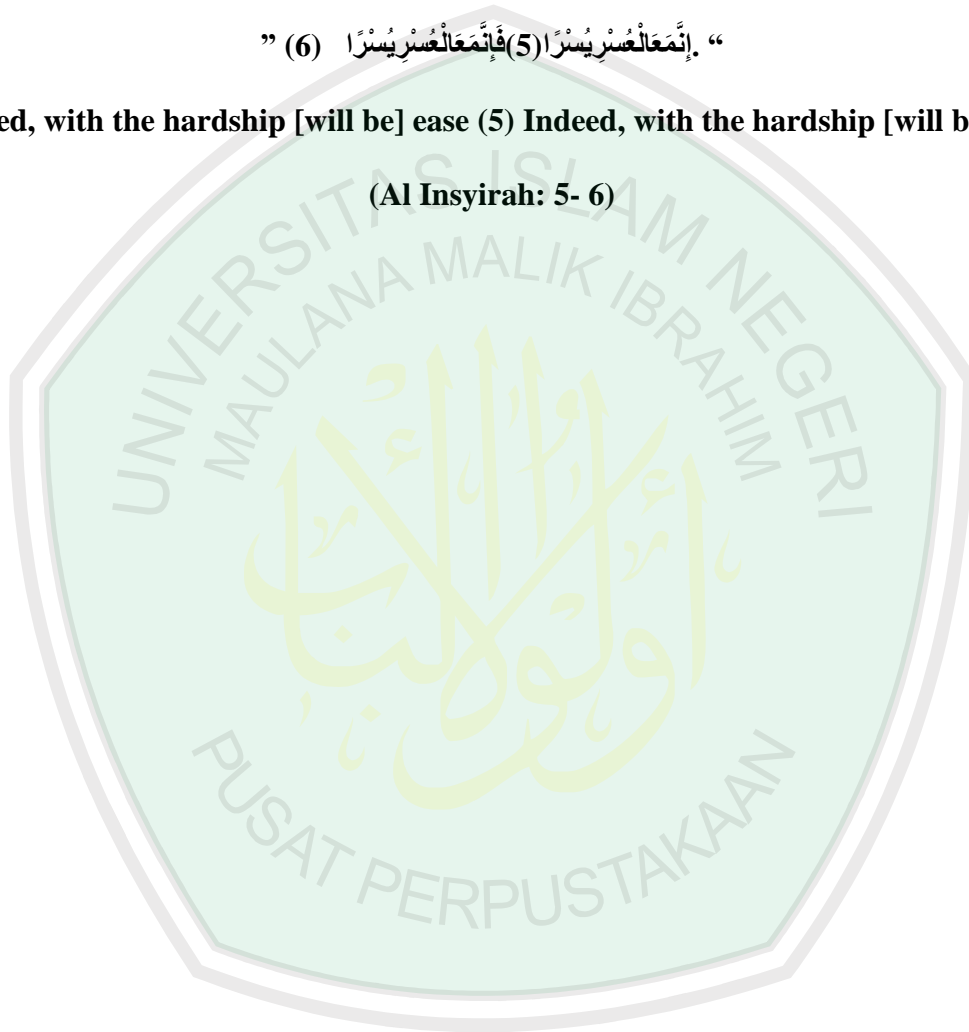
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MOTTO

” إِنَّمَا الْعُسْرُ يُسْرًا (5) فَإِنَّمَّا الْعُسْرُ يُسْرًا (6) “

For indeed, with the hardship [will be] ease (5) Indeed, with the hardship [will be] ease (6)

(Al Insyirah: 5- 6)



DEDICATION

Alhamdulillahirabbil ‘alamin, all praise and thank to Allah.

This thesis proudly dedicated to:

My dearest grandmother, Hj.Siti Masfiati,
Thank you so much for your advice; support me in all my decision and solemn prayer.

My beloved parents,
Ir. Dwi Wicaksono and Dra. Kunmaryati who never stop giving me support and pray the best for
me.

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As a human being who cannot be perfect, the author realizes the weakness in writing this thesis. Critics and suggestions are hoped by author for its improvement. I hope that everyone in any level of education responses this thesis and gives advices for the betterment of intellectual. Therefore, I expect criticism and suggestion for the betterment of the research in this area to help the future researchers to conduct much better researches in Linguistics.

Malang,.....

The Author,

Octaviana Arini Haqqo

ABSTRACT

Arini, Octaviana. 2016. *Language Style in The Jakarta Post Advertisements*. Thesis, Linguistics, English Language and Letters Department. Humanities Faculty, Maulana Malik Ibrahim State Islamic University of Malang.

Advisor : Dr. H. Langgeng Budianto, M. Pd.

Key Words : Language Style, Advertisement, Jakarta Post

Language is a fundamental aspect of human life. To communicate and establish relationship with others, people use language as tool of their communication (Wardhaugh, 1985: 29). To communicate means to transfer ideas from one person to the others. If people did not have a tool to communicate, people's activities and interactions would be stagnant. Wardhaugh (1986:1) states that language is what the members of a particular society speak. This study has provided that analysis and understanding of text is essential for an understanding of language style especially in advertisement.

This study uses descriptive qualitative design in analyzing the data because the researcher critically analyses the data deals with social condition in which language style form written of Jakarta Post. This study is analyzed by using Well's theory.

Based on the theory, there are several styles of advertisement found in the Jakarta Post advertisement. These include hard sell, soft sell, lecture, and drama, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson. From nine types of language style, the writer found 50 data which appropriated with the characteristics of language style in advertisement. They can be divided into three types of language style, namely: hard sell style, soft sell style, and straightforward style. The ways of how the utterances of advertisements used in Jakarta Post newspaper are: the first is hard sell style; it is used in order to give the reader information about product features, benefits and facilities. The second is soft sell style, it is used to describe something uses emotional information intended to create a response based on feeling and attitude. The third is straightforward style, it is used to show what the applicant has to do without giving the dramatic statement of the product. The fourth is problem solution, it style illustrate the message or idea by offering some solution.

Finally, the researcher hopes this thesis could give contribution to the researcher, to the readers, and to the further researcher. Moreover, it is recommended for further researcher to step deeper into language style of advertisement but in other form of advertisement because this study has proven the characteristic of language style based on Well's theory.

الملخص

أرني، أوكتايفانا. 2016. الأسلوب في الإعلان "صحيفة جاكرتا بوست". البحث الجامعي. اللغة الإنجليزية وأدبها. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: الدكتور لانكانج بوديانتوا، الماجستير. الكلمات الرئيسية: الأسلوب، الإعلان، جاكرتا بوست

اللغة هي إحدى الجوانب الأساسية للحياة البشرية. للتواصل وبناء العلاقات مع الآخرين، استخدم الناس اللغة كأداة للاتصال بهم (Wardhaugh، 1985:37). الاتصال وسيلة لنقل الأفكار من شخص إلى آخر. إذا كان الناس ليست لهم وسائل الاتصال. كانت الأنشطة وتفاعل المجتمع تكون مملة. قال واردهاوغ (1986:1) على أن اللغة ما يتحدث بعض أعضاء المجتمع المحلية. وقدم هذا البحث للتحليل وفهم النص، من الأهمية أن نفهم الأسلوب فضلا في الإعلانات. يستخدم هذا البحث التصميم الكيفي الوصفي في تحليل البيانات المهمة، للباحثة تحليل البيانات التي تتناول الحالة الاجتماعية على شكل الأسلوب المكتوبة في "صحيفة جاكرتا بوست". كان تحليل هذا البحث باستخدام نظرية ويل well. استناداً إلى النظرية، هناك عدة الأساليب من الإعلانات الموجودة في إعلان "جاكرتا بوست". ويشمل ذلك البيع الصعب، البيع اللين، المحاضرة، المسرحية، المباشر، المظاهرة، المقارنة، حل المشكلة، قطعة من الحياة، والمتحدث باسم. كانت من تسعة أنواع من الأساليب، تجد الباحثة أن 50 البيانات مصممة لخصائص الأسلوب في الإعلان. يمكن تقسيمها إلى ثلاثة أنواع من الأساليب: البيع الصعب الشديد، البيع اللين، والأسلوب المباشر. وكانت الطرق التي يكون الكلام من الإعلانات التي تستخدم في صحيفة "جاكرتا بوست": الأول هو البيع الصعب أسلوبه، كان استخدامها لتوفير المعلومات للقارئ عن مميزات المنتج والفوائد والتسهيلات. والثاني هو البيع اللينة أسلوبه، يستخدم لوصف شيء يستخدم المعلومات العاطفية إلى خلق رد فعل عاطفي على أساس المشاعر والمواقف. والثالث هو الأسلوب المباشر، يستخدم لإظهار ما مقدم الطلب الذي ينبغي القيام به دون إعطاء بيان المنتج هائلا.

في النهاية ، تأمل الباحثة قد تنفع هذا البحث الجامعي للباحث، للقراء والباحثين من بعد. وبالإضافة إلى ذلك، من المندوبات للباحث القادم للخطوة أعمق في أسباب الإعلان ولكن في أشكال أخرى من الإعلان، لأنه أثبت البحث خصائص الأسلوب استناداً إلى نظرية well.



ABSTRAK

Arini , Octaviana. 2016. *Gaya Bahasa pada iklan Jakarta Post* . Thesis, Kebahasaan , Jurusan Bahasa Inggris dan Sastra . Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang .

Pembimbing: Dr. H. Langgeng Budianto, M. Pd .

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Bahasa merupakan aspek fundamental dari kehidupan manusia. Untuk berkomunikasi dan membangun hubungan dengan orang lain, orang menggunakan bahasa sebagai alat komunikasi mereka (Wardhaugh, 1985: 29). Untuk berkomunikasi dalam arti untuk mentransfer ide-ide dari satu orang ke orang lain. Jika orang tidak memiliki alat untuk berkomunikasi, kegiatan dan interaksi masyarakat akan membosankan. Wardhaugh (1986: 1) menyatakan bahwa bahasa adalah apa yang dibicarakan para anggota masyarakat tertentu. Penelitian ini telah memberikan analisis dan pemahaman teks adalah penting untuk memahami gaya bahasa terutama dalam iklan.

Penelitian ini menggunakan desain deskriptif kualitatif dalam menganalisis data karena peneliti kritis menganalisa penawaran data dengan kondisi sosial di mana bentuk gaya bahasa tertulis dari Jakarta Post. Penelitian ini dianalisis dengan menggunakan teori Well.

Berdasarkan teori, ada beberapa gaya iklan yang ditemukan di Jakarta Post iklan. Ini termasuk menjual secara keras, menjual secara lembut, secara nasehat dan drama, lugas, demonstrasi, perbandingan, solusi dan masalah, bagian dari kehidupan, dan juru bicara. Dari sembilan jenis gaya bahasa, penulis menemukan 50 data yang disesuaikan dengan karakteristik gaya bahasa dalam iklan. Mereka dapat dibagi menjadi tiga jenis gaya bahasa, yaitu: keras menjual gaya, gaya menjual lembut, dan gaya lugas. Cara-cara bagaimana ucapan dari iklan yang digunakan di koran Jakarta Post adalah: yang pertama adalah gaya menjual keras, digunakan untuk memberikan informasi kepada pembaca tentang fitur produk, manfaat dan fasilitas. Yang kedua adalah gaya menjual lembut, digunakan untuk menggambarkan sesuatu yang menggunakan informasi emosional dimaksudkan untuk menciptakan respon berdasarkan perasaan dan sikap. Yang ketiga adalah gaya langsung, digunakan untuk menunjukkan apa pemohon harus dilakukan tanpa memberikan pernyataan produk secara dramatis.

Akhirnya, peneliti berharap skripsi ini dapat memberikan kontribusi terhadap peneliti, untuk pembaca, dan peneliti berikutnya. Selain itu, disarankan bagi peneliti berikutnya untuk langkah lebih dalam pada gaya bahasa iklan tapi dalam bentuk lain dari iklan karena penelitian ini telah terbukti karakteristik gaya bahasa berdasarkan teori Well.

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CHAPTER I

INTRODUCTION

In this chapter, the researcher discusses some important points related to the area of the research. Those are background of the study, research problems, objectives of the study, scope and limitation, significances of the study, and definition of the key terms.

1.1 Background of the Study

Language is a fundamental aspect of human life. To communicate and establish relationship with others, people use language as tool of their communication (Wardhaugh, 1985: 29). To communicate means to transfer ideas from one person to the others. If people did not have a tool to communicate, people's activities and interactions would be stagnant. Wardhaugh (1986:1) states that language is what the members of a particular society speak. Therefore, the relationship between language and human or society is dependent. Wardhaugh (1986:1) further states that the definition of language and society is not independent. Thus, from the statement above, the researcher concludes that if there is no language in society, there will be nothing.

Basically, the function of language is to know and understand other people's idea. Chaika (1982:1) states the language and society are so intertwined and it is impossible to understand one without another. There are two kinds of language, spoken language and written language. Spoken language is an utterance which is formed from sound, such as conversation, speech, storytelling, discussion, radio, television broadcast, and etc. While, written language is an utterance which is formed in the written form, such as novels, comics, newspapers, magazines, letters, books, journals, articles, and etc.

In expressing or delivering ideas in both forms, spoken and written language, people have and use their own style because it is related to the social aspect. Chaika (1982:29) states that style refers to the selection of the linguistic forms to convey social or artistic effects. Style also acts as a set of instructions. Other opinions come from Keraf (1984:112). He states that style is the ability and the competence to make a sentence in a good way. Considering the problem above, the researcher enthusiastically focused his study on the language style because style forms communication in the right way and determines how a social interaction will proceed (Chaika, 1982:20). In this case, style determines how a speaker speaks and how the listener takes the meaning of the communication in the right way; whether it is serious, humorous, dubious, or any other possible senses. Chaika (1982) describes six characteristics of style, those are:

1. Style forms a communication system in its own right.
2. Style tells how to interpret a message.
3. Style forms a mini communication system that works along with the language itself.
4. Style controls the interaction.
5. Style is so integral with social function that interaction cannot go ahead if one does not speak with the right style.

The language style of spoken and written language can be analyzed from different point of view: words, grammar, and pronunciation (Chaika: 1982). Furthermore, Keraf (1984) states that language style can be analyzed based on the linguistic contexts which are divided into word choice, tone, sentence structure, as well as direct and indirect meaning.

As stated above, people use written utterance in expressing their idea in written language. One example of written languages that is created by human beings is an advertisement. Rowse and Rolan (1957: 37) state advertisement is one of human life activities that can be found in

radio, television, magazine, newspaper, and other sources. Advertisement as a tool of communication from advertiser has many purposes; to introduce a new product, to familiarize consumer with product uses, to sell goods, to introduce styles and costumes, to attract the costumers, and to get customers to enter a store and prepare the way for the salesmen.

Advertisement is selected as a data of this research for several reasons. First, advertisement is a form of written communication that develops at the same time with the advance of technology, whether in oral or written ways. The development of technology allows people to communicate each other in many ways. Second, in linguistic study, advertisement in newspaper or magazine included into transactional discourse since its stress is an expression of message from an advertiser to consumers. Third, the language of advertisement, which is compact and persuasive, is different from most of the other language uses in everyday life.

The researcher selects the Jakarta Post newspaper as a data source because several reasons. First, it is printed media that can be long life and person can see anytime they want, that easy for them to know the style of language used. Second, it is published with native. And the last the researcher expects this study will give new contribution in knowing the stylistic language expressed by native especially on advertisement language. This research discussed the language styles used in Jakarta Post advertisement which is focused on the kinds of language style and also investigate how the language styles are used in Jakarta Post advertisement. This research has the same relation to the previous researcher on the same field. Zahra (2006) on her thesis under the title “The Language Styles Used By Bloggers In The Blogosphere”. She used language style theory to investigate how the language styles were used by the bloggers in blogosphere. Besides that, the researcher also found Umam (2007) on his thesis under the title “English Language Styles Used by the Members of Pondok Pesantren Darul Abidin Pare Kediri”. He used language

style theory to investigate the kinds and how the language styles used in the communication by the member of Pondok Pesantren Darul Abidin Pare Kediri.

Based on the reasons above, this research is conducted because there have been very few studies in language style focused on written language. Besides, the researcher would like to know how the advertisement influences the reader using the language style. The preceding consideration leads the researcher to conduct a study on “Language Styles in Jakarta Post Advertisements”.

1.2. Research Problems

Based on the background of the study, the problems to be solved in this research are:

1. What types of language styles are used in the advertisements of Jakarta Post?
2. How are the language styles used in the advertisements of Jakarta Post?

1.3. Objectives of the Study

Related to the previous problems above, the objectives of this study are:

1. To get the descriptive knowledge about the types of language styles used in Jakarta Post advertisement.
2. To get the descriptive knowledge about the ways of language styles used in Jakarta Post advertisement.

1.4. Significance of the Study

The principal purpose of this study is to contribute a richer and more systematic conceptual understanding of rhetorical structure in advertising language. Furthermore, this study

provide for linguistics students to develop their knowledge in language style. And the last, the study of language style in advertisement is expected to give very significant contribution for many people to enrich their style in communication that they can use a language style as in advertising. Hopefully this study is expected to help other people to catch the advertisement's message easier.

1.5. Scope and Limitation of Study

This research is focused on investigating the types of language style used in Jakarta Post advertisement published on March 10th, 11th, 12th, 14th, 15th, 16th, 17th 2016. The data taken from advertisements column of Jakarta Post published on March 10th, 11th, 12th, 14th, 15th, 16th, 17th 2016. The researcher selects this duration of Jakarta Post because several reasons. First, the language of advertising is rich and arresting. It is specifically intended to attract and hold the reader's attention. Second, the language of advertising involves readers. In effect, readers complete the advertisement message. Third, the language of advertising holds no secret from the readers. It is a simple language. Fourth, the language of advertising contains of social and critical message which delivered social phenomena by the way of rational information use.

There are several kinds of advertisement found in Jakarta Post such business advertisement which offer a job opportunity, product advertisement that promote the product, and the education advertisement which offer and the educational institution. The researcher chooses all advertisement of Jakarta Post newspaper, because the researcher intends to research language styles used in any kind of advertisements either commercial or not.

1.6. Definition of the Key Terms

In order to avoid misunderstanding and misinterpretation about the basic concepts used in this research, the researcher would like to give some definitions of the key terms as follows.

1. Language style is the way people use the language in communication, it can be written or oral language.
2. Advertisement is information that is publicly communicated through mass media communication to persuade or to influence an audience.
3. Jakarta Post newspaper is published in Jakarta City and distributed throughout the Indonesia.



CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter presents the discussion about the supporting theories and previous study that relates to the language style, classification of language style, language style in advertisement, function of language style, definition of advertising, characteristics of advertising, function of advertising, objectives of advertising, language in advertisement.

2.1 The Language Styles

Chaika (1982: 29) states that language style is the way people use the language in communication, it can be written or oral language. Language style actually refers to the selection of linguistics form to convey social or artistic effects. Style also acts as a set of instruction. We manipulate other with style; even we are manipulated ourselves whether consciously or unconsciously. In doing communication people usually use formal or informal language which depend on the situation they are communicating with others. Style also tells the listener to take what is being said; seriously, ironically, humorously or in some other ways.

From the statement above, we understand that style is the way how people convey ideas or messages. It is easier to receive ideas or messages if we have known the condition and style used by the speaker or author. It means that how the way of speaker or author delivers his or her ideas or messages in formal or informal occasion: seriously, ironically, or humorously style.

Romane (1994: 74), argues that styles not only do some of the same linguistic features in pattern of both regional and social dialect differentiation but they also display correlations with other social factors. From Romane statement above, it is clear that style displays the correlation

between social factors and the language that is used by the society. It means that the society can predict what the style that they will use in their communication according to the running situation.

In addition, Giles and Powesland, (1975); Giles and Sinclair, (1979) in Thomas and Waring (1999: 146), state that people may use different style in the way they talk depends on the situation and context they are talking in. This theory is based on the premises that people are mainly seeking to show solidarity and approval there, dealing with others.

According to the statement above, the use of language style occurs during conversation where it depends on situation and context they talk about. It is used in order to make the listener and reader understand. The style of language in a communication mainly focuses on an intended social message rather than gets the message of communication. Chaika (1982: 31) states that communication occurs transformation messages from the speaker to the listener, so they are conveyed by intonation or inflection that are given by style. Actual words are used only on the rare occasions that the offending party is too abuse to get "the message". It must be emphasized that the social message conveyed by style is not coded directly into actual words that mean what intended social message is.

By the statement above, in using the language style, one must determine the purpose of communication. One of them is abusing to get the message, because in a society, there are many people who have different characters. So, using the language style in society's communication will help us in communication with other people without disturbing others either partially or personally.

There are some ways of using language style in communication. People possess themselves in relation to other with the way they talk in different kinds of interaction. People do

not always talk exactly in the same way all the time: they do not always use the same grammatical forms (Thomas and Wareing, 1999: 146).

Therefore, Chaika (1982: 31) argues that speakers give a great deal of information about themselves just by word, grammar, and pronunciation they choose both unconsciously and consciously. Thus, the listeners have the same interpretation as speaker's style, but the information reveals to the hearer such as the speaker's social grade, educational background, or regional affiliation. The style markers of a particular social group or region may be deliberately used for other purposes, it will make the listeners have some meanings of word such as emotional definitions that can be attached from the style of speaker.

In conclusion, language style is the way people manipulate others and control their interaction in bringing messages or ideas conveyed in word and tone of voice. The characteristics of language style are: selecting and choosing the linguistic forms appeared from a person or group of people.

2.2 The Classifications of Language Style

Schneider in Wellek, Rene, and Austin (1956:179) states that the variation of style depends on the environment at which the message is presented. The language style used in upper-class environment is different to the style used in the lower-class environment. The environment also refers to the other stratification, such as age, gender, and other social status. Thus, from the statement above, we can clarify that the use of language style depends on the environment and also the social status.

The same opinion is delivered by Romaine (1994: 75). She states that style can change from formal to informal depending on social context, relationship of the participants, social class,

sex, age, physical environment, and topic. Although each class has a different average scores in each style, all groups style shift in the same direction in their more formal speech style, that is, in the direction of the standard language.

Yule (1986: 190) argues that in taking communication, people should be care with the social background of the speakers according to class, education, occupation, age, sex, and a number of other social patterns. From those statements above, it is clear that language style is inseparable with the social background of the speaker's class, education, occupation, age, sex, and number of other social patterns that will influence the language style used by the speaker.

Furthermore, the use of language style depends on context of the civilization as stated by Wormuth (1981: 10) that the style refers to the way in which language is used in a given context, by the given person for a given purpose and so on.

Boas in Landar (1966: 135) states that when languages are in contact, borrowing of linguistic elements often takes place. Controversies have arisen and persisted about whether and to what extent phonemes, morphemes, or grammatical rules can be borrowed or diffused from one language to other language.

Joos in Chaer and Agustina (1995: 92) divides variety of language into five styles, they are: frozen style, formal style, consultative style, casual style, and intimate style.

1. Frozen Style

Frozen style is the most formal language style. It is used in the special occasions or formal ceremonies. In the written text, it can be a document of history, laws etc.

2. Formal Style

Formal style is the formal language style that commonly used in formal speech, official meeting, formal meeting of directors in some organization, etc.

3. Consultative Style

Consultative style is the operational language style that is usually used in school, factory, and corporation meeting.

4. Casual Style

Casual style is the casual language variety in conversation, recreation, sport, etc.

5. Intimate Style

Intimate style is the language variety which is used among family or friends. The language is commonly used in incomplete sentences and does not emphasize on the articulation. This happens because there is an understanding among the speaker and listener here. It means that we can find the special term used in communication.

2.3 The Language Styles in Advertisement

Wells (1995:435) argues that language in advertisement has a creative concept to present a message to the reader or the audience. In addition, an advertisement as a tool of selling a product. It should offer an object to the society using many styles of language to get successful in business aspect. The style refers to the way in which language is used in a given context, by given person for a given purpose and so on.

According to Wormuth ((1981:10) using variation of style depends on the environment in which the message is presented; the language style used in upper-class environment is different from the style used for the lower-class environment. The environment also refers to the stratification, such as age, gender, and other social status.

To sell a product, advertisement has varieties concept or style in presenting its message, which contributes to the successful of advertisement purpose. The creative concept of

advertisement language brings the idea to life. Since effective advertisement is build on strategy, it is important to understand how different strategy effect creative perception of the reader.

Wells (1995:435-441) states that there are several styles of advertisement formulas the message. These include hard sell, soft sell, lecture, and drama, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson.

1. Hard sell

Hard sell is rational informational message that is designed to touch the mind and to create a response based on logic. The approach of this style is direct and emphasizes tangible product features, facilities and benefits. Hard-sell message try to convince the consumer to buy because the product is very good, better, or best.

2. Soft sell

Soft sell use an emotional message and it is designed around an image intended to touch the heart and to create a response based on feeling and attitude. The message present with subtle, intriguing, and ambiguous illustrates how advertisement sell moods and dreams more than product feature. Hard sell style is clearly more persuasive than soft sell. Sometime hard and soft sell style come together.

3. Lecture and drama

Most advertising use a combination of two basic literary techniques such as lecture and drama. Lecture is a serious structured instruction given verbally by a teacher. A drama is a story or play builds around characters in some situation. Lectures are a form of direct address. Stylistically, the speaker addresses the audience from the television or written page. The audience receives the message “at the distance” the speaker presents evidence (broadly speaking) and employs such technique as an argument to persuade the audience.

4. Straightforward

In a straightforward factual message, the advertiser usually conveys information without using any gimmicks or embellishments. In other words, in this style of advertisement, the messages are more rational rather than emotional. Cigarette advertisements that make claims about low tar, for example, are usually presented in a straightforward manner.

5. The Demonstration

The demonstration style is the way of delivering an idea or message which is focused on how to use the product and what it can do for you. The product's strengths take center stage. In a demonstration, people are persuaded to believe what has been said by the advertiser. Moreover, in presenting the messages, the speaker speaks loudly and with enthusiasm as if what has been said is fact and true. Demonstrations can be a very persuasive technique.

6. The Problem-Solution

The problem-solution, also known as the product-as-hero technique, begins with a problem and the product is presented as the solution to that problem. This style is a common technique which is used by advertisers to make their product advertised run smoother.

7. The Slice of Life

The slice of life is an elaborate version of a problem-solution message presented in the form of a little drama. It uses some commonplace situation with "typical people" talking about the problems. It puts the audience in the position of overhearing where the problem is stated and resolved.

8. The Spokesperson

Using the person to speak on behalf of product is another popular message technique. Spokesperson and endorsers are believed to build credibility. They are celebrities we admire, expert we respect, or someone “just like us” who advice might seek out.

9. Comparison

Comparison is the way of advertisement conveys the ideas or message by comparing certain product to other product. It contrast two or more products and usually finds the advertisers brand to be superior. The comparison can be direct, in which the competitor mentioned, or indirect way, which just a reference to other leading brands.

2.4 The Functions of Language Style

Chaika (1982: 31) states that the speaker gives a great deal of information about themselves just by the word, grammar, and pronunciation they choose both unconsciously and consciously. This information reveals to the hearer such things as the speaker’s social background such as educational background and regional affiliation. The style markers of a particular social group or region may be deliberately used for other purposes.

It means that using the language style must determine the purpose of communication. One of them is used to get the message, because in a society, there are so many people who have different characteristics. So, the use of style is expected without distributing others either partially or personally.

Other opinions come from Ramos in Fishman (1970: 108) states that language operation on the basis of more precise information as to the age, number, location, and interaction of the speakers of various local languages.

From the statement above, the education and environment are very important for people. Their language is used toward and selectively different in the same social networks or communities on two different occasions.

Trudgill (1974: 14) states that the two aspects of language behaviors are very important from a social point of view: first, the function of language in establishing social relationship; and second, the role-played by language in conveying information about the speaker.

From the statement above, it describes clearly that both those aspects of linguistic behaviors are the reflection of the fact that there is a close inter-relationship between language and society.

Hymes in Wardhaugh (1986: 117) states that the way in which people view the language they speak is also important, that is, how they evaluate accents; how they establish the fact that they speak one language rather than another; and how they maintain language boundaries. Moreover, rules for using a language may be just as important as feeling about the language itself.

Mathiot and Gavin in Wardhaugh (1986: 31) state that the language's function is unit's individuals and groups within a larger community while at the same time separating the community that result from other communities. Therefore, it can be employed to reflect and symbolize some kind of identity: religion, social, ethnic, or religious.

However, Trudgill (1974: 24) states that the speakers are aware of the social significance of pronunciation and their attitudes towards it are favorable because of their social attitudes. In the same case, Chaika (1982: 29) states the function of language style is to convey social or artistic effect.

It means that the language styles can be very important factor in group identification, group solidarity and the signaling of differences, and when a group is under attack from outside, signals of difference may become more important and are exaggerated.

Furthermore, Chaika (1982: 36) states that using style carried a long with greeting and conversation message is more efficient than having to encode that information at the outside or continually during conversation. Badiah (1994) defines the functions of language styles as;

1. To increase the reader's taste

Languages style increases what the readers willing to follow and what is being said by the writer. It will raise the reader's opinion about what the writer's messages that expressed in his or her text and also what purposes going to be communicated by the writer. For example in poem, how the writer is used the suitable words to mix a romantic combination of poem that pictured about love. Thus, the listener or reader will taste the language that is used by the writer touches their sense.

2. To persuade the reader

Languages style makes the reader feel sure and trustful toward what is being said by the writer. The writer or speaker asks the reader or listener attractively by using rhetoric language. For example, the politicians who attract many masses use the language that makes them sure and trustful.

3. To add the artistic effect of the idea being offered by the writer

Here, one of the functions of language style contributes to the artistic effect. It will make the reader or listener enjoys and attracts, For example: the language in literary works, such as poem, drama, novel etc. Here, the writer uses certain style to express ideas or messages. The writer can use romantic or heroic style in novel, drama, or poem to support the writer's ideas or

messages. Thus, it is purposed to make the reader or listener enjoy and interested in delivering the ideas or messages either from the written or oral text.

4. To make the writer's idea clearer

Every writer wants the reader to understand and catch the messages and ideas that are carried by the text. Thus, the writer should use the correct and certain word and language style to make his or her messages and ideas clearly transferred to the reader. For example: the role of government for civilization uses common or usual language style in order to be understood easily by the civilization, so they will not be wrong in interpreting the role.

5. To create certain mood

The language style that is used by the writer influences the reader in the case of creating the mood. It can also influence about the listener or reader's feeling or thought. So, how the speaker or writer uses the language style in their communication, it consequently will create certain mood. Example: Joker uses the humor or joke style in their presence. Furthermore, it will bring the listener's mood into happy mood.

So, the function of language styles referring to the statements above are to tell the hearer or reader how they act to the messages given by the speaker or author seriously, humorously, as sarcasm, happy or sadly, or in some other ways. The other function is to control for one style that must be chosen, in order to control the speaker or author in delivering the messages thus, the reader or hearer should understand the messages.

2.5 Advertising

Weilbacher (1984:5) states that advertising in general provides a valuable service to society and its members. It has value, in the broad sense, because it defines for consumers the

meaning and the role of products, services, and institutions. It is valuable for members of society to receive information that indicates the differences that exist between brands of products and alternative services, as well as the distinguishing characteristics of companies and institutions.

Advertising also tells the consumer what specific product, brand or service should do when it is used and thus helps him or her to understand and evaluate experience with the products and services that he or she uses.

In addition, advertising helps people judge the performance of the companies and institutions with they come in contact. Thus, advertising tends to help us understand the product, service, and institutions that we encounter in our culture and provides us with some understanding of our relation to them.

2.6 The Definitions of Advertising

There are many definitions of advertising given by experts. Weilbacher (1984: 16) says that advertising consist of media messages paid for and signed by a business firm or institution that wishes to increase the probability that those reached by these messages will behave or believes as the advertiser wishes them to behave or believe.

According to Best (in Hepner, 1949:22) advertising is dissemination of information concerning an idea, service, or product to compel action in accordance with the intent of the advertiser.

A report by the committee of Definitions of National Association of Teacher of Marketing and advertising (in Hepner, 1949:33) defines that advertising is any paid form of non personal presentation of goods, services, or idea to a group such presentation being openly sponsored by the advertiser.

It involves the use of such media as the following: magazines and newspaper space, radio, motion pictures, outdoors media, car cards, catalogues, direct mail, directories, store signs, program, novelties, circulars, and other.

Gaw (1961:9) says that advertising is a tool for selling ideas, goods, or services to a group; it employs paid space or uses vehicle to carry its message that does not disguise or hide the identity of the advertiser or his relationship to the sales effort.

While, Kotler (1997:637) says that advertising is any paid form of non-personal presentation and promotion of ideas, good, services by an identified sponsor.

2.7 The Characteristics of Advertising

Bollen (in Hadiwijaya, 1994:30) states that the characteristics of advertising are as follows:

1. Inform

One of the main functions of advertisement is to aid in the searching process of customers. Advertisement informs the customers about goods, service, and ideas. It also tells how to get them by means of the identified sponsor. One thing that should be carefully concerned in dealing with the information is that whether the information is sufficient for the customers.

The advertisement is considered to have sufficient information when it has enough information to satisfy curiosity and create conviction, provided some of them pertain exclusively to the product being advertised.

2. Persuade

Advertisement is also promotional tool of marketing. In this role, advertising should sell the product, service or idea. Advertisement should not only inform about a new product, but also should try to persuade the potential customers that they need to buy a new product.

Advertisement should not only inform people about the needs or certain organization, but also should try to persuade people to support the organization by giving money or something else. Persuasion is the hearth of advertisement and also its main problem.

3. Controlled form

In the traditional business situation, the advertiser pays for the advertisement. As a consequence, the advertiser has to control over the advertisement, including what the advertiser control over the advertisement has will be placed. This part of definition is useful for distinguishing advertisement from publicity or public relations.

4. Non-personal presentation

Advertisement is not personal selling. Instead, it is mass communication that uses various media (radio, magazine, television, etc), to deliver the messages to the consumer. Although the advertising messages may attempt to give the impression of a personal appeal, it cannot be truly personal.

5. Ideas, goods or services

An advertisement for a physical product or a tangible object as what people usually perceive is not relevant for modern advertising strategy when they think of advertisement. This perception is not incorrect, but it is restricted, because today many advertisements sell services.

A commercial bank is in the service business as insurance and restaurants. Institution may also sell goods, but service is an important reason for their existence and this should be

reflected for their advertisements. Advertisement also sells ideas. The firms may use advertisement to sell the idea.

6. Identified sponsor

Where does propaganda stop advertisement begin? Both terms imply that the originator of the message is attempting to influence the recipient of the message in some manners. The difference between the two terms rests in the identified sponsor. The originator of the propaganda may assume a low profile so that the recipients of the message will not be sure of its source. Advertisement, on the other hand, wants the sponsor of the message to be known and without an identified sponsor; it is wasteful use of advertising fund.

7. Selected market

Although advertisement is non-personal from the standpoint of selling on a one to one basis, it is the same time not designed to sell to everyone. Advertisers should attempt to develop their advertisement and select their media on the basis of their selected market. Otherwise it will usually result in undesirable advertisement effort.

2.8 The Functions of Advertising

According to Bovee and Arens (1986:8) advertising has many functions. Generally these functions could be grouped and categorized as marketing, communication, education, economic, and social functions.

1. Marketing function

To get the money, companies should manufacture and sell their products that compete in the marketplace. To increase their sale or profits, companies have to develop marketing strategies. The marketing strategy is determined by the particular way companies combine and

use various marketing elements. This marketing mix includes a variety of option i.e. product, price, place, and promotion.

2. Communication function

The forms of advertising communicate some message to a group of people. The communication of information is still one of basic functions and objectives of advertising today.

The examples of advertising used primarily for communication are advertisements in telephone directories, newspaper classified advertisement, and legal notices published by various organization and government bodies.

3. Education function

Sometimes, advertising is useful for people because they can learn from it. They can learn about the products that are available to them, and they learn how they can better their lives. Advertising not only must be educational to be successful but also must be persuasive to move people to action.

4. Economic function

Advertising promotes sales and commerce to make people aware of products, services, and ideas. As a buyer's guide, it provides consumers with news of new product or prices, and it gives industrial buyer important information about new equipment and technology. By informing many people at once about available products and services, advertising greatly reduces the cost of distribution and ease the task of personal selling. This leads to lower costs and higher profits, which can be invested in more capital equipment and job.

5. Social function

Advertising is one of the major forces that have helped to improve the standard of living in this country and around the world. By publicizing the material, social, and cultural

opportunities of a free enterprise consumer society, advertising has encouraged productivity by both management and labor.

Advertising motivates the consumers to buy the products by giving them an attractive picture of the products available to them. Besides, advertising serves social needs other than the stimulation of sale.

Newspapers, magazines, radio, and television all receive their primary income from advertising. This facilitates freedom of the press. Advertisement as stated by Gaw (1961: 21) Has several functions as follow:

1. As a tool of selling

Advertising is a tool of selling. Its primary function is that salesmen. But informing that function fully, advertising is also an instrument of education. Molder of public opinion and a builder of public relation.

2. As a media of education

As media of educator, advertisement teaches the people to adopt the newest and untried technology quickly. In reality, advertisement always carries out current information either economic or technological improvement. Furthermore, advertisement accelerates the application of advance technology in industry, help reduce accident and contribute to building a better understanding and appreciation of ideology.

3. As a molder of opinion

Advertising as molder of opinion sells goods, but in addition its help win election, build faith in democratic way of life, and become the keystone of free competitive economy. As an instrument of public relation, advertising sells goods, but it also assists in maintaining goodwill among the various group interests that must function in harmony in a democracy.

4. As a goodwill builder

Goodwill has been recognized as very valuable asset and tremendous aid to sale. A good product at fair price is important to maintain the human or public relationship which build up to make the corner store or the billion dollar corporation well-though or dislike. Customer relations, labor relations, community relations, stockholder relations, and trade relation are important in many different phases of operation of a business, but every one of them helps or hinders in the marketing of sales.

2.9 The Objectives of Advertising

Rowse (1957: 37) states that the ultimate objective of advertising is to sell goods or services. However, Kotler (1997: 638) says that advertising objectives is a specific communication task and achievement level to be accomplished with the specific audience in a specific period of time. He classifies the advertising objectives into three kinds, there are:

1. Informative advertising

Informative advertising tells the market about the new product, suggests new uses for a product, and explains how the product works. It figures in the pioneering stage of a product category, where the objectives is to build primary demand such as the yogurt industry initially had to inform the consumers of yogurt's nutritional benefits and many uses.

2. Persuasive advertising

Persuasive advertising builds brand preference, encourages switching to the brand, and changes buyers perception of product attributes. It becomes important in the competitive stage where the objective of company is to build selective demand for a particular brand. Most advertising falls into this category. Some persuasive advertising has moved into the category of

comparative advertising, which seeks to establish the superiority of one brand through the specific comparison of one or more attributes with one or more others brands in the product class.

3. Reminder advertising

The reminder advertising reminds buyers that the product may be needed in the near future, and reminds buyers where to buy it. It is highly important with mature products.

The choice of the advertising objectives should be based on the thorough analysis of the current marketing situation. For example, if the product class is mature, the company is the market leader, and brand usage is low, the proper objective should be to stimulate more brand usage. If the product class is new, the company is not the market leader, but the brand is superior to the leader, then the proper objectives is used to convince the market of the brands superiority (Umam, 2002: 18)

2.10 The Language in Advertisement

The language in advertisement is different from the language used in daily life. The difference exists because when the advertiser makes advertising, he is attempting to change the viewer's behavior. The language used in advertisements is usually clear, communicative, interesting and convicting (Umam, 2002: 23)

O'neil (1981: 12) states there are at least four distinct general characteristics of the language advertising that makes it different from other language. First, the language of advertising is edited and purposeful.

It is finely engineered language which has specific purpose that is to sell consumers something. Second, the language of advertising is rich and arresting. It is specifically intended to

attract and hold the reader's or listener's attention. Third, the language of advertising involves readers or listener. In effect, readers or listeners complete the advertising message. Fourth, the language of advertising holds no secret from the readers or listeners. It is a simple language.

Therefore, Whittier (1958: 52) argues the language used in advertisement should be creative, interested, informative, and persuasive.

Creative means that the words used have to illustrate and arrange with different ways, such as contain of a jargon, hyperbole, personification, metaphor or good diction. Moreover to be creative advertisement have own style in producing their message.

From the vocabulary advertisement has several features as follow:

- a) The advertisement commonly use Compound words: these occur as hyphenated words, such as 'competitively-priced'.
- b) Use of adjectives: adjectives are used to an unusually high degree, e.g. Shining, luxury, elegant, smooth. Adjectives are important in advertising for they are used to add prestige and desirability for the consumer.
- c) Use of the imperative: often in advertisements the imperative form of the verb is used, where we are told to do something, e.g. 'try the...', 'see your dealer', 'call your State Distributor'.
- d) Use of repetition: advertisements tend to repeat words or ideas.

Something repeated frequently is more likely to be remembered. Most often it is the brand name of the product, or some word associated with it.

e) Slogans: Most advertisements use a catchphrase or slogan which becomes associated with the product such: 'Nike. Just do it',

'Always Coca-Cola' Neologisms: these are newly made words such as 'schweppervescence', 'mostest', 'roll-together'.

From the sentence structure the advertisement used simple, compound, complex, minor, or incomplete sentence.

a) Simple sentences: sentence with a subject and a verb or a subject, verb and an object. For example: The cat slept on the mat.

b) Or in some cases advertisement used compound sentences: two or more simple sentences joined together by a conjunction (a joining word).

For example: The cat slept and the mouse ate.

c) Next, in Complex sentences advertisement have a subordinate clause.

Example: The cat, which was very old, slept.

d) Minor sentences: These are used in advertising because information is put across to the consumer in a very brief manner. The minor sentence does not have a verb.

Example, A cool mint gel.

e) Incomplete sentences are a group of words without a noun.

Example: Help!

To be interested advertisement language uses a provocative phrase in sentence. It also contains newest information about technology or economy development that the reader want to know more and want to try the good advertised. (Whittier, 1958: 52).

2.11 Previous Studies

There are many researchers who conduct the similar field; one of them is Ai Mulyani Az Zahro (2006). She studied about the language style used by bloggers which focused on analyzing how the language styles used by the bloggers in the blogosphere. In analyzing the bloggers, she used Gleason's language style theory and she found six classifications of language style that is

used by the bloggers, they are: consultative key, casual key, deliberative key, oratorical key, intimate key and direction key.

The other researcher is Agus Khosyul Umam (2007). He conducted a study on analysis of English language styles used by the members of Pondok Pesantren Darul Abidin Pare Kediri. He used Gleason's language style theory and found out three kinds of language styles used based on the level of the communication, they are: formal, informal, and colloquial. This study focuses on the characteristic of the language styles uses in Jakarta Post Advertisements. The researcher would like to find the kinds of language styles Jakarta Post advertisements and also how the language styles used in Jakarta Post advertisements.

The researcher uses William Well's theory which focused on analyzing the language styles from the sentence of advertisements point of view which uses nine classifications of sentence they are: hard sell, soft sell, lecture and drama, straightforward, demonstration, problem-solution, slice of life, spokesperson, and comparison.

CHAPTER III

RESEARCH METHOD

In this chapter, there are many points related to the research method. They are research design, data and data source, research instrument, data collection, and data analysis.

3.1 Research Design

In conducting this research, the researcher uses a descriptive qualitative research. The researcher uses this method because the research basically aims at describing the data in the form of word or written text. In addition, the data are described descriptively based on the research problems, what kinds of the language style are used and how are the language styles used in the Jakarta Post advertisements.

3.2. Data and Data Source

The data of this research are from the sentences and utterances of advertisements. While, the source of data from Jakarta Post published on March 10th, 11th, 12th, 14th, 15th, 16th, 17th 2016 which contain of the language style. Since the researcher was taking a data, the researcher found several kinds of advertisement in Jakarta Post newspaper. There are business advertisements that offer job opportunity, commercial advertisement that offers the product and education advertisement which inform the educational institution.

Therefore, the researcher selects all the kinds of advertisement in Jakarta Post newspaper, for she wants to get descriptive of language style in any kind of advertisement whether it is commercial or not.

3.3 Research Instrument

In this research, the researcher is the main instrument in obtaining and analyzing the data. To get the data, the researcher collected the Jakarta Post published on March 10th, 11th, 12th, 14th, 15th, 16th, 17th 2016. After that, the researcher searches the sentences and utterances which are categorized as language style in that newspaper.

3.4 Data Collection

In collecting data, the researcher did some steps, such as, reading the whole text of Jakarta Post advertisements. Selecting the sentences and utterances in the Jakarta Post advertisements based on the research problems of study. Analyzing the utterances in every sentences.

3.5 Data Analysis

To answer the two research problems, the researcher reads the text of the Jakarta Post advertisements. Then, the researcher displays the data, sentences, that performed language style based on Well's theory of language style. Next, the researcher analyzes per sentence in order to make the research finding reports are clear and specific. For research question number one, the researcher categorized per sentence based on nine characteristics of language style. After that, straight forward to the research question number two, which also use the finding of research question number one. After that, the researcher explains how the language styles used in the Jakarta Post advertisements.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the researcher analyzes the finding of the study, the language styles used in Jakarta Post advertisements. The researcher analyzes the data based on William Well's theory of language style that focuses on sentence structure of advertisement which covers hard sell style, soft sell style, drama and lecture style, straightforward style, demonstration style, problem solution style, spokesperson style, and comparison style. This chapter is divided into two parts; research findings and discussion.

4.1 Findings

In these findings, the researcher presents the data taken from the Jakarta Post advertisements. The data are presented in sentences and utterances, and it is categorized and analyzed based on the William Well's theory of language style that is focused on advertisement. It is used in order to answer the research problems of this study, they are, what types of language styles are used in advertisements found in Jakarta Post and how language styles used in advertisements found in Jakarta Post.

The researcher finds 50 data which are appropriated with the characteristics of language style in advertisement. The researcher reduces from 50 data to 14; they can be divided into four types of language style, namely: hard sell style, soft sell style, and straightforward style. The data are presented as follows.

4.1.1 Hard sell style

Wells (1995: 435) states that hard sell style is rational, informational message that is designed to touch the mind and to create a response based on logic. The approach of this style is direct and emphasizes tangible product features, facilities and benefits. Hard sell message try to convince the consumer to buy because the product is very good, better, or best.

Hard sell style used in Jakarta Post advertisements can be found in The Jakarta Post's English Writing Workshop advertisement, School Of Language advertisement, Service advertisement, Sunda Street, Island Spot, Easter Break Escape. The hard sell style used in Jakarta Post advertisements are presented bellow:

Datum I

Jakarta Post Learning Center

The Jakarta Post's English Writing Workshop for Effective Communication. Improve your English writing with ease by learning from the experts. You will participate in 16 sessions lasting two hours each, for two classes a week for a total of eight weeks. Sessions consist of lecture and peer discussions/editing of participants' written works. All session will be conducted in English. The Jakarta Post has put together a team of experienced writers and editors to guide and coach you in the workshop.

The advertisement of Jakarta Post Learning Center is classified into hard sell style. It narrates the service with rational information. Moreover, it does not exaggerate the service more than the feature. The researcher does not find the ambiguous message. It tries to persuade the reader by giving complete explanation about the facilities, features and benefits of service without camouflaging the message. For instance, the utterance "The Jakarta Post has put together a team of experienced writers and editors to guide and coach you in the workshop" indicates that the service does not sell dreams. It informs the quality of service clearly. Next, the utterance "Sessions consist of lecture and peer discussions/editing of participants' written works" indicates

the facilities. Moreover, “Improve your English writing with ease by learning from the experts” indicates the benefit.

Datum 2

SIB

Build your confidence.

Intermediate class starts in APRIL. Private also available for Bahasa/ Eng/ Mandarin.

Qualified teacher & excellent material 0851-00888246 www.sibschoo.com

The advertisement above consists of two language styles and it is justified as hard sell and straightforward of language style. The first language style is hard sell. Hard sell is a language style which shows the risen information by presenting the feature or benefit of the product. The advertisement above conveys the message or idea using hard sell style, because the advertisement just gives brief information without using any persuasive and exaggerated word. Similarly, the message or idea is delivered with a simple language. It is shown from the utterance “Build your confidence, Private also available for Bahasa/ Eng/ Mandarin. Qualified teacher & excellent material”. The message of advertisement above just mention the service and facilities. It does not persuade the reader by giving any promise of dreams. The second language style is straightforward. It shows from the utterance “Intermediate class starts in APRIL”. The message is delivered with brief information without any dramatic and gimmicks of embellishments language.

Datum 3

Yayasan DWI ASIH

Best quality and quantity sitter. Don't hesitate to contact us, “Yayasan DWI ASIH”. Ph (021) – 9824 7515 or Jasman Tedjo Pamungkas 08129566433

The Dwi Asih service advertisement above uses hard sell of language style. The advertiser conveys some information that the service is the best than other service. The hard sell style is used to create a response of the reader based on logic. It is known from the information given to the reader. For instance, the utterance “Best quality and quantity sitter”, indicates the feature and the benefit of service naturally. In brief, hard sell style prefers using a rational message to make the reader or customer trust to the service offered. Hard sell style is more emphasize on the rational information that the reader will get the real information. In other word, language used in hard sell style does not contain any promise and dreams.

Datum 4

PT. SMS-SIM

Professional driver

Familiar territory Jakarta and outside.

Call: 021 87786477. Email: sarana_sms@yahoo.com or visit us at pt-sms.com

The PT. SMS-SIM service advertisement above uses hard sell of language style. The advertiser conveys some information that the service is professional. The hard sell style is used to create a response of the reader based on logic. It is known from the information given to the reader. For instance, the utterance, “Professional driver, familiar territory Jakarta and outside indicates the feature naturally. In brief, hard sell style prefers using a rational message to make the reader or customer trust to the service offered. Hard sell style is more emphasize on the rational information that the reader will get the real information. In other word, language used in hard sell style does not contain any promise and dreams.

Datum 5

The LUXTON
 The LUXTON Meeting Expert
 Feel the excitement of our warmth and extensive menus
 Starts from 250 net/person
www.theluxton.com
 T. +62 22 422 0700 / E. info@theluxton.com
 Jl. Ir. H. Juanda No. 18, Bandung 40115, Indonesia

The advertisement above uses hard sell of language style. Hard sell is a language style which shows the risen information by presenting the feature or benefit of the service. The advertisement above conveys the message or idea using hard sell style, because the advertisement just give brief information without using any persuasive and exaggerated word. Similarly, the message or idea is delivered with a simple language. It is shown from the utterance “feel the excitement of our warmth service and extensive menus” indicates the feature and benefit. The message of advertisement above just mention the service. It does not persuade the reader by giving any promise of dreams.

Datum 6

Shangri La Hotel
 24 to 27 March 2016
 Spending Easter in Surabaya has never been this fun as Shangri-La Hotel, Surabaya brings you treats and sweets. An easter Room Package is priced at Rp 888.000⁺⁺ room only.
 Benefits:

- Easter bunny chocolate
- Kids’ activities (egg hunt, rabbit pinata and egg decorating)
- 20% discount at all restaurant during the stay except for lunch at Shang Palace
- 25% discount on CHI, The Spa service
- High-speed Internet and Wi-Fi access
- Complimentary shuttle service to Ciputra World, Surabaya Town Square mall and many more

To book and for further information, please call (62 3 1) 6003 8885
sur@shangri-la.com www.shangri-la.com

The Shangri La hotel advertisement above uses hard sell of language style. The advertiser conveys some information that the service is the best than other service. The hard sell style is used to create a response of the reader based on logic. It is known from the information given to the reader. For instance, the benefits above, easter bunny chocolate, kids' activities (egg hunt, rabbit pinata and egg decorating) 20% discount at all restaurant during the stay except for lunch at Shang Palace, 25% discount on CHI, the Spa service, high-speed Internet and Wi-Fi access, complimentary shuttle service to Ciputra World, Surabaya Town Square mall and many more" indicates the feature and the benefit of service naturally. In brief, hard sell style prefers using a rational message to make the reader or customer trust to the service offered. Hard sell style is more emphasize on the rational information that the reader will get the real information. In other word, language used in hard sell style does not contain any promise and dreams.

Datum 7

KaMAYA Resort and Villas

If you would like to spend your dream vacation on Bali in an average hotel like all the others you have stayed before, then you should not stay with us. But if you want to enjoy the "Island of the Gods" in the traditional way, then let us welcome you "kaMAYA Resort and Villas" a sanctuary from the modern world, a place of serenity and beauty. Stay 3 night/more get one time Balinese massage. Stay 5 night/more get one bottle of local wine.

The advertisement of kaMAYA Ressornt and Villas is classified into hard sell style. It narrates the service with rational information. Moreover, it does not exaggerate the service more than the feature. The researcher does not find the ambiguous message. It tries to persuade the reader by giving complete explanation about the facilities, features and benefits of service without camouflaging the message. For instance, the utterance, "Stay 3 night/more get one time

Balinese massage. Stay 5 night/more get one bottle of local wine” indicates the facilities and benefits.

Datum 8

G Suites Hotel
IDR 430.000/Nett

- 1st Walk in Guest everyday and who’s birth on March showing identity card will get Special Merchandise from G Suites Hotel
- Free Buffet Breakfast 2 person
- Free Laundry 4pcs/day
- Free Minibar
- Free Wifi All Area
- Free Access Gym, whirlpool and sauna

The G Suite Hotel hotel advertisement above uses hard sell of language style. The advertiser conveys some information that the service is the best than other service. The hard sell style is used to create a response of the reader based on logic. It is known from the information given to the reader. For instance, the benefits above “1st Walk in Guest everyday and who’s birth on March showing identity card will get Special Merchandise from G Suites Hotel, Free Buffet Breakfast 2 person, Free Laundry 4pcs/day, Free Minibar, Free Wifi All Area, Free Access Gym, whirlpool and sauna” indicates the facilities and benefit. In brief, hard sell style prefers using a rational message to make the reader or customer trust to the service offered. Hard sell style is more emphasize on the rational information that the reader will get the real information. In other word, language used in hard sell style does not contain any promise and dreams.

4.1.2 Soft sell style

Wells (1995: 438) states that soft sell use an emotional message and it is designed around an image intended to touch the heard and to create a response based on feeling and attitude. The message present with subtle, intriguing, and ambiguous illustrates how advertisement sell moods and dreams more than product feature. Hard sell style is clearly more persuasive than soft sell. Sometime hard and soft sell style come together.

Soft sell style used in Jakarta Post advertisements can be found in Aura Cantik advertisement, Poppies Cottages Hotel advertisement, Poppies Restaurant advertisement. The soft sell style used in Time magazine advertisements are presented bellow:

Datum 9

WANT DSquared2

Fashion brand Aura Cantik recently released a new fragrance exhibits a floral and sensual scent in the dry down, voluptuous warmness and intense character. The fragrance is intended for a multiform and multifaceted contemporary woman to suit the different moods she experiences in everyday life. It also suits a woman's different needs and activities on any given day. The fragrance comes in two different sizes, namely 50 milliliters priced at Rp 830,000 and 100 milliliters priced at Rp 1,150,000.

The datum above classified as soft sell of language style. The characteristic of soft sell style is using the emotional message in presenting the product service. It is shown from the utterance "the fragrance is intended for a multiform and multifaceted contemporary woman to suit the different moods she experiences in everyday life" indicates emotional message. The utterance above persuades the reader using the statement that this perfume has a variety of different scents according to the mood and woman needs.

Datum 10**POPPIES COTTAGES**

Phone: (0361) 751 059

Fax: (0361) 752 364

Email: info@poppiesbali.comWeb: www.poppiesbali.com

Hidden away in a secret garden

Poppies is after three decades still being discovered by those wishing to escape the glitz and glamour of grandiose hotels while expecting comfortable clean surroundings, friendly service, and Balinese charm.

The advertisement of “Poppies Cottages” above is categorized into soft sell of language style. Soft sell of language style uses an emotional message and it is designed around an image intended to touch the heart and to create a response based on feeling and attitude. The message present with subtle, intriguing, ambiguous, and illustrates how advertisement sell moods and dreams more than product feature. It shows from the utterance “Hidden away in a secret garden” and “expecting comfortable clean surroundings, friendly service, and Balinese charm”. Obviously, the sentence “Hidden away in a secret garden” and “expecting comfortable clean surroundings, friendly service, and Balinese charm” is still ambiguous and it can be just promise that intently to attract people’s desire. Moreover, those statements also ambiguous because it does not mention the feature or facilities that will make the costumers feel comfortable.

Datum 11**POPPIES**

Heaven in the heart of Kuta, since 1973. Dine out beneath a canopy of flowers, amidst pools and waterfalls 8 a.m – 11 p.m. For evening reservations call (0361) 751 059 or book a table online at poppiesbali.com

The advertisement of “Poppies Restaurant” above is categorized into soft sell of language style. Soft sell of language style uses an emotional message and it is designed around an image

intended to touch the heart and to create a response based on feeling and attitude. The message present with subtle, intriguing, ambiguous, and illustrates how advertisement sell moods and dreams more than product feature. It shows from the utterance “Heaven in the heart”. Obviously, the sentence “Hidden away in a secret garden” is still ambiguous and it can be just promise that intently to attract people’s desire. Moreover, those statements also ambiguous because it does not mention the feature or facilities that will make the costumers are interested.

4.1.3 Straightforward Style

Wells (1995: 439) states that in a straightforward factual message, the advertiser usually conveys information without using any gimmicks of embellishments. In other word in this style advertisement conveys the messages more rational rather than emotional. Cigarette advertisements that make claims about low tar, For example, are usually presented in a straightforward manner.

Straightforward used in Jakarta Post advertisements can be found in I LIGHT MARINA BAY advertisement, British Embassy advertisement. The straightforward style used in Time magazine advertisements are presented bellow:

Datum 12

I LIGHT MARINA BAY
4 March – 27 March 2016
I Light Marina Bay Returns with 25 Innovative Instalations

The language used in this advertisement is simple and understandable for the reader. It informs the reader about the product based on the real feature of product and does not exaggerate that the product is better than other products. In addition, the message does not use any gimmick

of embellishment. There by, the advertisement of I Light Bay Marina is classified into a straightforward style. Straightforward style is the way of the advertisement conveying the message or idea without using any gimmicks of embellishments. In other word, the advertisement gives brief information and does not use any superlative and euphemism words.

Datum 13

British Embassy
Jakarta

HEAD OF CORPORATE SERVICES (Deadline: 28 March 2016)

The British Embassy in Jakarta has an exciting for a Head of Corporate Services. This is a leadership role in the embassy with strategic responsibility for ensuring and HR policy and practice is in line with best practice as well as complaint with local legal requirements.

Requirements of the role:

- Minimum 5 years management experience working for a multinational organisation, Embassy of Foreign Service preferably with direct experience of Finance and HR policy and implementation;
- Ability to make sound, pragmatic judgements based on interpretation of complex guidance;
- Excellent written and spoken English, and strong communication skill

The British Embassy offers a competitive local remuneration package with excellent opportunities for learning & development. No accomodation or relocation expenses are payable in connection with this position.

For details about the role and how to apply, please refer to <http://www.gov.uk/governemnet/world/organisation/british-embassy-jakarta/about/recruitment>.

The British Embassy is an Equal Opportunities employer

The advertisement above begins to convey the message in imperative sentence. It is shown from the utterance “Deadline: 28 March 2016”. The message is delivered with brief information without any dramatic and gimmicks of embellishments language. The advertisement above uses straightforward style. The advertisement informs what the applicant has to do without giving the dramatic statement of the product. This way is very effective to make the reader believe to what being said. People think that the advertisement, which does not exaggerate the message, is more reliable and serious.

Datum 14

ALDERA Rental Driver

ALDERA DRIVER providing solutions is very easy and full responsibility. Satisfaction and comfort is our goal.

Daily – Monthly. Call: 021 – 42222 258

The language used in this advertisement is simple and understandable for the reader. It informs the reader about the product based on the real feature of product and does not exaggerate that the product is better than other products. In addition, the message does not use any gimmick of embellishment. There by, the advertisement of “providing solutions is very easy and full responsibility” is classified into a straightforward style. Straightforward style is the way of the advertisement conveying the message or idea without using any gimmicks of embellishments. This way is very effective to make the reader believe to what being said. People think that the advertisement, which does not exaggerate the message, is more reliable and serious.

4.2 Discussion

The researcher finds three kinds of language styles that are used in Jakarta Post advertisements. There are hard sell style, soft sell style, straightforward style. And the way they used it. Those are as follows.

4.2.1 Hard sell style

Based on hard sell style data above, hard sell style conveys the message with rational information and emphasizes tangible product features, benefits and facilities. In addition, hard sell style describes or mentions the product clearly. For example:

“The Jakarta Post has put together a team of experienced writers and editors to guide and coach you in the workshop”.

The utterance above is classified into hard sell style. It narrates the service with rational information. Moreover, it does not exaggerate the service more than the feature. The researcher does not find the ambiguous message. It tries to persuade the reader by giving complete explanation about the facilities, features and benefits of service without camouflaging the message. For instance, the utterance “The Jakarta Post has put together a team of experienced writers and editors to guide and coach you in the workshop” indicates that the service does not sell dreams. It informs the quality of service clearly.

4.2.2 Soft sell style

Based on soft sell style data above, the utterances used the soft sell style in mentioning or describing something uses emotional information intended to create a response based on feeling and attitude. Moreover, the utterance shows the decrease information from the beginning of the utterances. For example:

“Hidden away in a secret garden”

Poppies is after three decades still being discovered by those wishing to escape the glitz and glamour of grandiose hotels while “expecting comfortable clean surroundings, friendly service, and Balinese charm”.

The utterance above is categorized into soft sell of language style. Soft sell of language style uses an emotional message and it is designed around an image intended to touch the heart and to create a response based on feeling and attitude. The message present with subtle, intriguing, ambiguous, and illustrates how advertisement sell moods and dreams more than product feature. It shows from the utterance “Hidden away in a secret garden” and “expecting

comfortable clean surroundings, friendly service, and Balinese charm”. Obviously, the sentence “Hidden away in a secret garden” and “expecting comfortable clean surroundings, friendly service, and Balinese charm” is still ambiguous and it can be just promise that intently to attract people’s desire. Moreover, those statements also ambiguous because it does not mention the feature or facilities that will make the costumers feel comfortable.

4.2.3 Straightforward style

Based on straightforward style data above, the utterances used the straightforward style in mentioning or describing the feature of product. For example:

“Deadline: 28 March 2016”

The message above begins to convey the message in imperative sentence. It is shown from the utterance “Deadline: 28 March 2016”. The message is delivered with brief information without any dramatic and gimmicks of embellishments language. The advertisement above uses straightforward style. The advertisement informs what the applicant has to do without giving the dramatic statement of the product. This way is very effective to make the reader believe to what being said. People think that the advertisement, which does not exaggerate the message, is more reliable and serious.

The follow is the result of the language style used in the Jakarta Post which has unique advertisement:

SIB

Build your confidence.

Intermediate class starts in APRIL. Private also available for Bahasa/ Eng/ Mandarin.

Qualified teacher & excellent material 0851-00888246 www.sibschoo.com

The advertisement above consists of two language styles and it is justified as hard sell and straightforward of language style. The first language style is hard sell. Hard sell is a language style which shows the risen information by presenting the feature or benefit of the product. The advertisement above conveys the message or idea using hard sell style, because the advertisement just gives brief information without using any persuasive and exaggerated word. Similarly, the message or idea is delivered with a simple language. It shows from the utterance “Build your confidence, Private also available for Bahasa/ Eng/ Mandarin. Qualified teacher & excellent material”. The message of advertisement above just mention the service. It does not persuade the reader by giving any promise of dreams. The second language style is straightforward. It is shown from the utterance “Intermediate class starts in APRIL”. The message is delivered with brief information without any dramatic and gimmicks of embellishments language. In addition, the advertisement can be consist of more than one language style.

CHAPTER V

CONCLUSION AND SUGGESTIONS

After analyzing the research findings and the discussion in the preceding chapter, conclusion and some suggestions are taken. The conclusion is drawn based on the formulated research question, while suggestion is intended to give information to the next researchers who are interested in doing further researches in this area.

5.1 Conclusion

This study is conducted to find the language styles used in Jakarta Post advertisements. The conclusion of this study can be formulated based on the research questions. The researcher William well's theory in analyzing the data. The researcher finds fifty data which are appropriated with the characteristics of language style in advertisement. They can be divided into four types of language style, namely: hard sell style, soft sell style, and straightforward style. The first is hard sell style; it usually presents the message with rational information and emphasizes tangible product features, benefits and facilities. The second is soft sell style, it usually uses emotional information intended to create a response based on feeling and attitude. The third is straightforward style, it style performed information or message without using any gimmicks of embellishment. The ways of how the utterances of advertisements in Jakarta Post newspaper are used the style are: the first is hard sell style; it is used in order to give the reader information about product features, benefits and facilities. The second is soft sell style, it is used to describe something uses emotional information intended to create a response based on feeling and

attitude. The third is straightforward style, it is used to show what the applicant has to do without giving the dramatic statement of the product.

5.2 Suggestions

The result of this research does not cover all of the kinds of language style. However, this is still far from the complete one, but by this research, at least it can be known the language styles used in Jakarta Post advertisements. Hopefully, criticisms and suggestions will rise from the reader to gain the better researcher. Here, the researcher would like to suggest some points related with the subject of the research. To the readers, hopefully they can improve their comprehend skill in reading a written text in order to they understand about the messages or ideas of advertisement. To the students, to understand the types of language styles, especially in advertisement language style. Thus, they may have a good comprehension on the written text by reading the whole texts. It will be able to help them to avoid having wrong interpretation. Furthermore, it can improve the skill in English language, especially in writing and speaking skill. To the teachers, in order that their students can easily comprehend the language style theory. It is also suggested that they should take examples of language style in advertisement. To the other researchers who conduct the same research could complete this research not only about the kinds of language style used and on how they use the language style, but also about the context of the sentences and the function of the language style. Furthermore, the next researchers are suggested to use different data sources and the other theory of language style.

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