

**AN ANALYSIS OF LANGUAGE STYLE USED IN TRAVELING
GEAR ADVERTISEMENT
OF “*OUTSIDE*” MAGAZINE**

THESIS

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FACULTY OF HUMANITIES AND CULTURE
THE STATE ISLAMIC UNIVERSITY OF MALANG
2008**

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THESIS

Presented to:
The State Islamic University of Malang
in Partial Fulfillment of the Requirement for the Degree of *Sarjana Sastra (S.S)*

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Hereby, I certify that the thesis I wrote to fulfill the requirement for Sarjana Sastra (S.S) entitled "*An Analysis of Language Style Used in Traveling Gear Advertisement Magazine of Outside Magazine*" 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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This is to certify that Winda Vikriana Rosida's thesis entitled *An Analysis of Language Style Used in Traveling Gear Advertisement Magazine of Outside Magazine* has been approved by the thesis advisor for further approval by the board of examiners.

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MOTTO

وَجَزَّاهُمْ بِمَا صَبَرُوا جَنَّةً وَحَرِيرًا

and will reward them for all their patience in adversity with a garden [of bliss] and with
[garments of] silk.
(QS 76:12)

DEDICATION

This thesis is proudly dedicated for:

Ayah Sudirman,

Ibu, Ibu, and Ibu Khusnun Abidah,

My little brother, Yogi Maulana Ferdiansyah,

My little sister, Anida Nuris Salsabila

Thanks for the love, sacrifice, and pray.

For always giving a charming spirit when I'm down,

and also inspiring me to have a wonderful life.

"Hippo", who always cheering me up when I'm in blue and sad.

Maybe, God wants us to meet a few of the wrong people before meeting the right ones.

Believe it!

17th October, 2008 05.20 pm that I'll never ever forget,

It makes me realize how complicated our life is. Thank you.

And the last is

.....

My prince to be!

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Proudly, I would like to express my best gratitude to Allah SWT who has given me a drop of knowledge with a million powers. Peace and salutation be upon to the greatest reformer in Islam, Muhammad SAW.

Because of the gift of grace from Allah, I am finally able to finish this thesis entitled *An Analysis of Language Style Used in Traveling Gear Advertisement Magazine of "Outside" Magazine* as the requirement for the degree of S1 in English Letters and Language Department, Faculty of Humanities and Culture at the State Islamic University of Malang.

In addition, along in process of finishing this thesis I would like to dedicate my best thank to:

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Last but not least, I invite the reader's suggestions and critics responding to the presence of my thesis. Hopefully, this research will give many advantages to all of people who much concern in English language.

Finally, there is no rose without thorn.

Malang, 15 September 2008

The Writer

TABLE OF CONTENT

TITLE SHEET	i
CERTIFICATE OF THESIS AUTHORSHIP	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET	iv
MOTTO	v
DEDICATION.....	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENTS	ix
ABSTRACT.....	xii

CHAPTER I INTRODUCTION

1.1 Background of the Study	1
1.2 Statement of the Problems	6
1.3 Objectives of the Study	6
1.4 Significance of the Study	6
1.5 Scope and Limitation	7
1.6 Definition of Key Terms	8

CHAPTER II REVIEW OF RELATED LITERATURE

2.1 Language Style	9
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2.2 Kinds of Language Style.....	12
2.3 Function of Language Style	14
2.3 Advertising and Advertisement	15
2.5.1 Kinds of Advertisement	17
2.5.2 Functions of Advertisement.....	19
2.5.3 Language of Advertisement.....	21
2.6 Previous Studies.....	25

CHAPTER III RESEARCH METHOD

3.1 Research Design.....	27
3.2 Data and Data Sources	27
3.3 Research Instrument.....	28
3.3 Data Collection	28
3.4 Data Analysis	28

CHAPTER IV FINDINGS AND DISCUSSIONS

4.1 Findings.....	30
4.1.1 Kinds of Language Style.....	30
4.1.2 The Dominant Language Style	48
4.2 Discussions	49

CHAPTER V CONCLUSION AND SUGGESTION

5.1 Conclusion 51

5.2 Suggestion..... 52

BIBLIOGRAPHY 54

APPENDICES

THESIS CONSULTATION SCHEDULE

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ABSTRACT

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Key word: Language style, advertisement, traveling gear

Since language is a significant part of social life, it is important for each person to understand the variation of languages and its styles to avoid getting misunderstanding among them in a society. Concerning this fact, language style is needed because it is an integral part of society which interaction cannot go ahead if one does not speak in the right style. Language style is fundamental part of social aspect to manipulate and control others, it also a tool for persuading and influencing people to do something. In this case, advertisement can be seen as one of the media that utilizes language style to persuade people consuming their products or services. As the fact goes broadly, the advertiser attempts to use language style in their advertisement as attractive as possible. Thus, the use of language style in advertisements nowadays becomes more remarkable to be analyzed.

This research is intended to answer: (1) "What kinds of language style are used in traveling gear advertisement of *Outside* magazine?", and (2) "What is the dominant language style used in traveling gear advertisement of *Outside* magazine?" The objectives of the research are; (1) to describe the kinds of language style used in traveling gear advertisements of *Outside* magazine, and (2) to investigate the dominant language style used in traveling gear advertisements of *Outside* magazine.

This research uses a descriptive qualitative research because the researcher efforts in discussing, analyzing and finding the social phenomena which are running naturally; and it does not deal with number or statistical data. In this case, the researcher attempts to arrive at a description of language style usage in the advertisements of "Outside" magazine by using McCrimmon theory and it is specialized on the traveling gear advertisements.

Based on the theory, there are three kinds of language style: formal style, informal style, and colloquial style. From those three kinds of language style, the researcher finds in this research, only two styles that are used in the traveling gear advertisement, they are: informal and colloquial style. Furthermore, among those styles, the dominant style used in the traveling gear advertisement of "Outside" magazine is colloquial style since it is a style which employs the popular or daily vocabulary that is naturally designed for the advertising language to attract the readers.

Finally, the researcher hopes that this thesis could give contribution toward the researcher herself, to the readers and to the further researchers. It is hoped for further researchers who want to study on the same topic to analyze language style deeper or more specific.

CHAPTER I

INTRODUCTION

This chapter presents background of the study, problem statements, objective of the study, originality and significance of the study, scope and limitation of the study and clarification definition of key terms.

1.1 Background of the Study

It is inevitable that each person has their own characteristic in expressing their feelings and in conveying message to others. One's feeling and thought will be expressed in accordance with his own way and manner. Dealing with this statement, several meanings of language style is arisen (Wales, 2001:371; Renkema, 1993: 97; Crystal and Davy, 1969:9-10). Wales (2001:371) for example, defines it to the perceived distinctive manner of expression in writing or speaking. It also can be seen as variation in language use, whether literary or non-literary. The variations in linguistics features is also commonly used to particular non-literary situations, for instance in advertising, legal language, and sports commentary.

Every human uses the varieties of style in every different situation with the purpose of getting the greatest attention from the listener or reader. Related to this statement, Guth (in Sari, 2004:17) affirms that good speaker or writer will get success on their aim rely on how well people use the words, how they deliver a message to others, what they say to a dissatisfied person, and how well they understand what they

are told to do. To sum up, he said that in creating a good communication, people are required to use various ways or stylistic language to make our messages are accepted by others.

Based on the explanations above, the characteristic variation of each human being is also stated in Holy Al-Quran Surah Ar-Ruum 30:22:

وَمِنْ آيَاتِهِ خَلْقُ السَّمَوَاتِ وَالْأَرْضِ وَأَخْتَلَفُ اللَّسَانَاتِ وَاللَّوْنَاتِ إِنَّ فِي ذَلِكَ
لَآيَاتٍ لِّلْعَالَمِينَ ﴿٢٢﴾

Meaning:

And of His signs is the creation of the heavens and the earth, and the difference of your language and colors. Lo! Herein indeed are portents for men of knowledge.

Therefore, although human are created by God with the difference of language, tribe, and nation, it is important for us to know other languages and its style to avoid getting misunderstanding among the society. Language is not always related with race, but it is true that language is the significant part of ethnic membership in many things. It is a social fact. We can differentiate and recognize one's ethnic group from her or his language. Sumarsono (in Habibah, 2006:3) stated that language often placed as the main identification sign related to someone and his ethnic or country.

Dealing with the languages variation, it implies to the individual's style of the language that is used. Obviously, there are no people who speak or write their idea exactly in the same way. In expressing an idea in the form of spoken or written language, people have and use their own style. Schuster (1965:9) characterizes that style in language is the manner of expressing whatever is expressed. In general, style

has been widely used in every aspect of life. There are styles in dresses, styles in automobiles, styles in football player and also styles in speech and writing. While McCrimmon (1963:135-142) divides language style into 3 kinds: 1) Formal style, 2) Informal style, and 3) Colloquial style.

It is interesting to investigate how the speaker or writer uses their own style in conveying the intentional writing or speaking to other people. In writing, the writer puts the utterance in the form of written language only. And on the other hand, in speaking, the speaker delivers the message in order to be heard and known what the speaker wants directly. Based on those explanations, the researcher is interested in investigating the language style used in the written form, especially in the advertisement language.

The definition of advertisement has been quoted by some experts, such as Gaw (1961:9), Wells (1973:11), Bolen (1984:4), Rowse and Nolan (1957:37). For instance, Gaw (1061:9) describes advertisement as a media for selling ideas, goods, or services. It employs paid space or time or uses a vehicle to carry its message that does not hide the identity of the advertiser or his relationship to the sales effort. While Rowse and Nolan (1957:37) defines advertisement as a tool of communication that has many purposes, such as; to introduce a new product, to familiarize consumers with the product uses, to attract consumers, and to introduce styles and customs.

Advertisement can be easily found in all mass media, either on television, internet, or in newspaper. In this case, the researcher selects the language used in the traveling gear advertisement of "Outside" magazine as the object in analyzing language

style. Advertisement, especially goods advertisement, is selected as data source of this research for several reasons; firstly, advertisement is a form of written communication that develops at the same time with the advance of technology. The development of technology allows people to communicate with each other in many ways, so the advertiser attempts to use language style in their advertisement as attractive as possible. Thus, the use of language style in advertisements nowadays becomes more remarkable to be analyzed. Second, in linguistics study, advertisement in news is included into transactional discourse since its stress is on the expression of message from an advertiser to consumers (Brown & Yule, 1983:1). Third, the language of advertisement is compact and has a persuasive impact, and it is different from most of other language used in everyday life.

“Outside” magazine is a magazine which is dedicated to cover the people, mainly for men, sports and activities, traveling gear, literature, and world. Also, “Outside” has always been driven by the search for innovative ways to connect people to the world outdoors. (<http://www.outside.away.com/outside/system/aboutus.html>). “Outside” magazine is chosen because it has various and attractive advertisements, especially for the traveling gear advertisements, which present different language style. Traveling gear is the equipment or tool which is used by people to travel from one place to another.

Moreover, there are some researchers who conducted investigation in this field of study. For instance, Zahra (2006), she analyzed language style used by bloggers in the blogosphere. Here, she described that there are five styles of language style,

namely: consultative style, casual style, deliberative style, oratorical style, and intimate style.

Hidayat (2004) conducted a research on language styles of advertisement in Jawa Pos. the result of his study shows that there are five categories of language style in the advertisement according to Mott (1968). They are narrative style, dramatic style, newsy style, dialogue style, and humorous style.

While Ersan (2003) investigated stylistics analysis on “A Marriage Proposal” play by Anton Chekhov. The result of this research is that there are two theories used, those are the theories of McCrimmon (1972) and Kirsner and Mandell (1997).

McCrimmon classified language style into three general styles: formal style, informal style, and colloquial style. Whereas Kirsner and Mandell divided language style into four levels of usage: slang style, colloquial style, informal style, and formal style.

From the explanation above, it can be drawn that this research is different from the previous researchers. This research provides an investigation of language style on the advertisement, especially in traveling gear advertisement on “Outside” magazine.

1.2 Statement of the Problems

In line with the background of the study illustrated above, the researcher formulates the problems of the study as follows:

1. What kinds of language style are used in traveling gear advertisements of “Outside” magazine?

2. What is the dominant language style used in traveling gear advertisements of “Outside” magazine?

1.3 Objectives of the Study

Referring to the formulation of the problem statements, the objectives to be achieved in this research are:

1. To describe the kinds of language style used in the traveling gear advertisements of “Outside” magazine.
2. To investigate the dominant language style used in traveling gear advertisements of “Outside” magazine.

1.4 Significance of the Study

In analyzing language style used in travelling gear advertisement on “Outside” magazine, the researcher provides several purposes. Theoretically, the purpose of this research is to contribute a better understanding of how the advertising language used in various ways. Practically, the result of this research is also expected to be more practical in communication, since a good communication can be built if the diction is appropriate to the intended meaning. This research is also expected to give significant contribution for students and teachers. For students, especially students of English Department, this research can enrich their style in communication and it will help them to know how sentences are chosen and arranged into an attractive language. For teachers, the result of this research is expected to give a contribution or be an additional

material for linguistic courses. Finally, the result is expected to give other people some interesting information about the language style and the dominant language style used on travelling gear advertisement of “Outside” magazine.

1.5 Scope and Limitation

To focus, the scope and limitation of the research need to be clarified, especially to specific aspects discussed as the focus of this research. This research focuses on the styles of language style in the advertisement of “Outside” magazine, especially on the traveling gear advertisement. The subject of this research is taken from the advertisements found in “Outside” magazine which were published from April up to May 2008, with several advertisements such as Nike’s outfit collection, the climbing shoes, and Colorado-Garmin (GPS). Meanwhile, in this research, the researcher limits the study on the use of language style on traveling gear advertisement of “Outside” magazine by investigating the styles and the dominant language style using the theory proposed by McCrimmon.

1.6 Definition of the Key Terms

To avoid ambiguity and uncertainty, the operational construct employed need to be put forward as follows:

1. **Language style** is the way expressing of one’s feeling and thought which conveyed in according with the way and manner. It use whether in literary or non-literary work.

2. **Advertisement** is a tool for selling ideas, goods, and services to a group of consumers.
3. **Traveling gear** is the equipments that are used by the people to travel/move from one place to another. For instance: shoes for climbing, GPS (Global Positioning System), and the portable power.
4. **Outside magazine** is monthly magazine published by Mariah Media Inc., which is distributed through out the United States.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses about the basic concepts of language style, the styles of language style, the function of language style, the advertisement, and the previous studies.

2.1 Language Style

The word 'style' is used to denote 'different ways'. This word is derived from Latin word '*stilus*', which means 'pen'. The form of letters is influenced by the way in which a pen is cut, however, it is possible to write the same letters with different pens; the letters only differ in their style. So, language style means different ways in communicating with others (Renkema, 1993:97).

Gleason (1953) states that style is the patterning of choices made within the options presented by the conversations of the language and the literary form. In line with this statement, Chaika (1982:29) argues that style refers to the selection of linguistic forms to convey social or artistic effects. Another opinion comes from Crystal and Davy (1965:9), they divide the definition of style into four definitions:

Style may be refer to some or all of the language habits of one person as when we talk about of Shakespeare's style (or styles), or the style of James Joyce, or when we discuss questions of disputed authorship.

Style may be refer to some or all of the language habits shared by a group of people at one time, or over period of time, as when we talk about the style of the Augustan poets, the style of Old English 'heroic poetry', the style in which civil service forms are written, or styles of public speaking. Style is given a more restricted meaning when it is used in a evaluative sense, referring to the effectiveness of a mode of expression.

Implicitly style is defined as saying the right thing in the most effective way or as good manner. Style refers to literary language. Style has long been associated primarily or exclusively with literature, as characteristic of good, effective, or beautiful writing, for example, and the focus of the literary critic's attention alone
 In those four definitions, we can see that every definition expresses one idea.

So, it can be concluded that according to Crystal and Davy, style is all of the language habits of one person or a group of people in the most effective way of saying which are different from others at one time.

Using different language style gives different interpretation for the reader or the listener. In communication, people cannot leave language style because it is fundamental part of social aspect. Furthermore, style is an integral part of society that interaction which cannot go ahead if one does not speak in the right style (Chaika, 1982:34). It indicates that language style we use to convey messages is very important to make our communication be more effective. In addition, language style is the selection of linguistics form of one person which is made within the option presented by the convention of the language and literature to convey social or artistic effects. This is the characteristic of language style.

Language style uses all of the resources of language, such as tone of voice, choice of words or diction, grammar, and even different ways of pronouncing sound. Tone of voice can be found when the speaker says something in certain situation and condition. While the choice of word or diction and grammar can be discovered in written text or in communication. It means that different people will use different language style. For instance, in the educational institution people may use formal language. On the contrary, the language used in the advertisement can be more

informal or even break the grammar pattern. It is applied because the advertisement does not only give information but it is also aimed to persuade the reader.

Equally important as those views above, Renkema (1993:93) states that numerous views on style can be divided into three categories as follows: first, when the symbol aspect of language (the reference to reality) is central, style can be seen as a possible form for a specific content. Second, from the perspective of the symptom aspect of expression (the viewpoint of writer or speaker), style can be seen as a choice of specific forms. Third, from the perspective of the signal aspect of persuasion (the viewpoint of reader or listener), language can be seen as a deviation from a given expectation.

While Schuster (1965:9) claims that style is everything about choice. He characterizes that style in language is the manner of expressing whatever is expressed. In general, style has been widely used in every aspect of life. There are styles in dresses, styles in automobiles, styles in football player. Take for example, a baseball player. He has great choices when he stands in field for competing. Should he crowded the plate or stand away from it? He has rights to use any styles he likes to use in that game or competition. To be brief, in language style, the writer or speaker has great choices of conveying the idea. Should he use soft or rude expression, should he uses direct or indirect expression or he uses many other choices he likes which are appropriate with the purpose of the situation. Therefore, someone will have different language style if they have different purpose.

2.2 Kinds of Language Style

The scope of this research will be detailed on the style of advertisement language. McCrimmon (1963:135-142) classifies language style into three general types:

1. Formal Style

Formal English is primarily a written style. The characteristics of formal style are: the sentence is relatively long; avoid abbreviations, colloquialisms and slang; conservative grammatical usage which tends to observe distinctions often ignored at a less formal level; a serious and dignified attitude toward the subject and the reader.

2. Informal Style

The informal style tries to follow the broad middle way between formal and colloquial styles. The characteristics of informal style are: the sentence is medium length, chiefly standard sentence, avoids the requirement of formal grammar, fragments rare but occasional, prefers idiomatic expressions and words which are easy rather than impressive, and the last characteristic is it usually addressed to the readers directly as "you". In the informal range come much narration and description, and usually many reports of events.

3. Colloquial Style

The characteristics of colloquial style are: relatively short simple sentences, often grammatically incomplete; a generous use of contractions (*I'll, we've, didn't, can't*), clipped words (*cab, exams, ads, phone*), and the omission of relative pronouns (*who, which, that*); a simplified grammatical structures; a personal or familiar tone which

tries to create the impression of speaking intimately to the reader; and usually use slang. For example: *brass* (army), *ham* (theatre), *on the beam* (radio), *southpaw* (baseball), and *behind the eight ball* (pool).

While Kirsznner and Mandell (in Ersan, 2003:17) divide language style into four levels, and they are:

1. Slang Style

The Oxford Dictionary (1995:1111) defines slang as language of a highly colloquial type and is not thought suitable for formal situations. In other word, slang is know as very informal language that includes new and sometimes not polite words and meanings, and is often used among particular groups of people and is usually not used in serious speech or writing. It is an expression like “*screw up*” or “*ripped off*” which are often used in speech.

2. Colloquial Style

It is similar to slang, when used in writing it gives the impression of speech. It is not as radical as slang, and it is more relaxed and conversational than formal style. It uses constructions and shortened forms of words (ad for advertisement, sub for submarine). It is suitable for ordinary, informal or familiar conversation.

3. Informal Style

It is often used in writing tests, informal essays; reports can also be written this way. However, research papers are usually more formal. Informal style is halfway between colloquial and formal styles. Informal style is usually not following official or established rules and methods.

4. Formal style.

It is used at special occasions that call for dignity and seriousness. It does not use constructions and it strives for absolute grammatical accuracy. The used of formal style is based on or done according to correct or accepted rules.

Based on the explanation above, the researcher is intended to analyze the traveling gear advertisement of “*Outside*” magazine using the language style’s theory of McCrimmon (1963).

2.3 Function of Language Style

Chaika (1982:29) states the language style functions are to convey social or artistic effect. While Badiah (in Hidayat, 2004:11) defines the functions of language style are as follows:

1. To increase the reader’s taste.

Using the stylish language can raise the reader’s thought toward what is being said by the writer, in this case, the advertiser. In addition, it will increase the public’s opinion about what has been written or said, what it means, purposes, needs, and wants.

2. To persuade the reader.

The functions of language style also can make the reader sure of what the writer or speaker has stated. Generally, the writer or the speaker attracts the reader using the rhetorical language.

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

The third function of language style is intended to make the reader impressed with the product, service, and ideas offered. Conveying the ideas using good diction, jargon, and artistic word can be very helpful for the writer or the speaker in attracting the reader as many as possible.

4. To make the writer's idea clearer.

For this point, some advertisers, usually, use daily word choice or word which is easy to be caught and understood by the reader in promoting their ideas, services, or products.

5. To create certain mood.

The language style that is used by the advertiser can influence the reader's feeling and thinking. Thus, how the advertiser use the language style in their advertisement will create certain mood.

2.4 Advertising and Advertisements

Advertisement as a public notice offering or asking goods and services cannot be separated from advertising (Oxford Dictionary, 1995:18). Both of them are interrelated. An advertisement is something used for advertising, while advertising is a business of encouraging people to buy goods by means of advertisement (Hidayat, 2004:13). Landa (2004:34) claims that advertising differentiates brands and causes, ultimately sells brand, and calls people to action, in short, advertising works to inform, persuade, and provoke; whereas advertisement is a specific message constructed to

inform, persuade, promote, or motivate people on behalf of a brand or social cause. Wikipedia (www.wikipedia.org) describes advertising as a form of communication that characteristically attempts to persuade the consumers to purchase or consume more of particular brand of product or service. Whereas advertisements are designed to generate increase consumption of those products or service through the creation and reinforcement of “brand image” and “brand loyalty”. In short, advertisement is the part of advertising. Different from those definitions above, Bolen (1984:4) gave similar definition about advertising and advertisement. Advertising or advertisement is any controlled form of non personal presentation and promotion of ideas, goods, or services by a market.

Despite the fact that advertising and advertisement have their own characteristics, the meanings of advertisements are came out. Advertisement is one of the communication processes with the advertiser as the communication and the consumer as the communicant (William, 1981:245). The other definitions are proposed by Wells (1973:411), Gaw (1961:9), and Termspra (in Hidayat, 2004:13). Wells (1973:411) defines advertisement as any form of personal stimulation of demand for product, service, or selling institution to prospective buyers through direct mail or a paid medium. While Gaw (1961:9) claims that advertisement as a tool for selling ideas, goods, and services to a group of consumers. It employs paid space or time 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. Advertisement can also be described as a paid communication of company message through impersonal media. The message may be

in the form of audio, as in radio, or in the form of visual, as on television or cinema advertisements.

2.4.1 Kinds of Advertisement

The basic motivation to fulfill the need of human's life is the main consideration of the producers to determine in offering their product or service through advertisement. According to Djajakusumah (in Sari, 2004:20), there are six kinds of advertisements, they are:

1. Price advertisement

This is the advertisement that offers product and service which emphasizes on attractive price. It means that the advertiser gives the lower price of his product than the other products, they usually include bonuses or discount for the consumers.

2. Brand advertisement

The second advertisement is the advertisement that tries to give the impression of a product's brand. Another name for this is national consumer advertisement. The advertiser attracts the consumers by focusing on the development of a long term brand identity and image. It tries to develop a distinctive brand image for product.

3. Quality advertisement

In this advertisement, the advertiser informs that their product has the best quality than others. It purposes to get the consumer's trust.

4. Product advertisement

Here, the advertiser informs us how to use their product or services clearly, by clear information, it is hoped that the consumer will be interested in the product they offer.

5. Institutional advertisement

Institutional advertisement is also called as corporate advertisement. The focus of these messages is on establishing a corporate identity or on winning the public over to the organization's point of view. It is an advertisement that is trying to introduce the name of their firm's name to give an impression to the new consumer.

6. Prestige advertisement

Prestige advertisement is an advertisement that attempts to magnetize people to associate with their status. Actually, the producer wants to inform the consumer that the product has a good quality and high price.

According to Landa (2004:41), the kinds of advertisement is divided into four categories, they are:

1. Commercial advertisement

Commercial advertisement sells brands by telling and informing the consumers about the brand, appealing brands to the consumers, promoting brand, and brand building.

2. Public service advertisement or social advertisement

Public service advertisement is the advertisement that serves the public interest.

According to the Ad council (www.adcouncil.org) “the objectives of this advertisement is education and awareness of significant social issues in an effort to change the public’s attitudes and behaviors and stimulate positive social change.”

3. Cause advertisement

This is a particular category of public service advertisement that is used to raise funds for non-profit organization and runs in paid media, sponsored by corporations. The major differentiation between cause advertisement and public service advertisement is that its commercial nature is preserved to a degree by its affiliation with a corporation.

4. Guerilla advertisement

Guerilla advertisement or also known as unconventional advertisement is an advertisement that “traps” the viewer. It appears or is placed in unpaid media- often in the public spaces such as in the sidewalk or on wooden construction site walls.

2.4.2 Functions of Advertisement

The principal function of advertisement is to offer a product or service to consumer; it is presented to convey the producer’s message, which contains information and message about the product or service offered.

Advertisement is actually providing two-sided mutual impact for both the producers and the consumers. The producers will automatically achieve the commercial profit if the products or services they advertised are used by public, while the consumers will get satisfactory information about any products or services they need.

Swastha (in Hidayat, 2004:19) offers the five functions of advertisement from the economical point of view, those are:

1. giving product, price or other information;
2. persuading and saying that the product is better than others;
3. innovating message;
4. satisfying consumer's needs;
5. as means of communication;

Different from Swastha, Gaw (1961:21) states that the functions of advertisement are divided into four kinds as follows:

1. As a tool of selling

An advertisement persuades the consumers to buy the products being advertised, consciously or unconsciously, the advertisement existence in the selling process is important. It is the main function of the advertisement.

2. As media of education

As an education of media, an advertisement teaches the people in general and the consumer specially to adopt the untried technology quickly and accelerates

technological advances in industry because the advertisement usually presents the newest thing.

3. As a molder opinion

Besides selling goods, an advertisement helps people to be in the election by creating such a belief on the voters. So, advertisement builds the faith in democratic way of life and becomes the source of a free competitive economy. This is the function of advertisement as a molder of opinion.

4. As a goodwill builder

As a goodwill builder, an advertisement is aimed to maintain the human or public relationship among various groups in harmony so that selling process goes smoothly with the final result in increasing the company profit.

After studying those functions of advertisement, the researcher can conclude that most of the advertisements in this research are using the first function from Gaw's, that is as a tool of selling.

2.4.3 Language of Advertisement

Language has a powerful influence over people and their behavior. This is especially correct in the fields of marketing and advertising (with advertisement as the media). In line with this statement, Crabtree and Powers (1991:237) states that advertising is a business in which language plays the most important thing to persuade people to do something, for example buying some products. The choice

of language to convey specific messages with the intention of influencing people, particularly the consumers, is vitally important.

Visual content and the advertisement design have a very great impact on the consumers' attraction on the product or service, but language holds the main impact because it helps people to identify the product or service and remember it. The language of advertisement is naturally different from the language used in daily life. Gaw (1961:24) states that these differentiation happens because advertisements have several targets such as tool of selling product and as a media of education. O'Neil (in Hidayat, 2004:26) states that there are at least four distinct general characteristics of the advertising language that make it different with other languages. First, the language of advertisement is edited and purposeful. The language that is used in the advertisements is chosen whether it is suitable for the products and services they offer or not. Thus, the language must be appropriate to the product, since, the purpose of the advertisement is to transfer the message to the consumers.

Second, the language of advertisement is rich and arresting. It is specifically intended to attract and embrace the reader or listener's attention. Language has variation and its uniqueness to present the message and information to consumers, it is also attractive. So, by using the attractive language, the consumers will be easily catching the message of the advertisement (Sells and Sierra, 2002).

Third, the language of advertisement involves readers or listeners. In effect, the readers or listeners complete the advertisement message. The language of advertisement is a form of communication, and communication needs two side relations between the addresser and the reader or listener. From that relation, it will raise response from the consumers.

Fourth, the language of advertisement does not hold secrets from the readers or the listeners. It is a simple language. The language of advertisement is offered and announced to common listeners and readers, so it uses general language without secret in order to make the consumers can catch and understand the message without difficulty.

The language used in advertisement also should be creative, interested, informative, and persuasive (Hidayat, 2004:35); and these are the features of advertisement language:

- a) Using compound words. These compound, in later become widely used in normal situation. These occur as hyphenated words, such as '*competitively-priced*', '*long-lasting*', '*top-quality*', and '*chocolate-favored*'.
- b) Using adjectives, for instance: elegant, smooth, luxury, et cetera. Adjectives are important in advertising; they are used to add prestige and desirability for the consumer. They usually also use evaluative adjective which include: *big*, *fresh*, *natural*, *great*, *improved*, and *wholesome*.
- c) Using imperative, this imperative words will tell us to do something, e.g. '*just visit our site on ...*', '*call the distributor now*'.

- d) Using repetition. Advertisements have a tendency to repeat words or ideas in order to be more easily remembered by the readers. Repetition typically employs for the brand name of the product, or for the words associated with the product.
- e) Using suggestive predicate. The powerful language pattern actually leads the reader into what the advertiser attention. For example: word '*wonder*', '*imagine*'.
- f) Having their own slogan. Most advertisements use slogan which are associated with the product, such as: '*Nike, just do it*', '*the North Face, never stop exploring*'.
- g) Presenting humor. This is aimed to show the product positively, it can be presented in verbal or visual form.
- h) Using neologism which may have a novelty impact, for example: '*Schweppervescence*', '*tangoed*', and '*wonderfuel*'.
- i) Using familiar language, it uses the second person pronouns "you" to address the reader and it suggests a friendly attitude.
- j) The language of advertisement is normally very positive and emphasizes why one product stands out in comparison with another. It may not always be "correct" language in the normal sense. For example, comparative are often used when there is no real comparison is made. An advertisement of a toothpaste may say "It gets clothes wither", but the explanation of whiter than what is not revealed in the advertisement. (www.linguarama.com)

2.5 Previous Studies

Several students have studied about language style in other fields, for instance Zahra (2006) analyzed language style used by bloggers in the blogosphere. Here, she described that there are five styles of language style, namely: consultative style, casual style, deliberative style, oratorical style, and intimate style. From her analysis, she found that mostly the bloggers like to use consultative style or key among others. They tried to use the effective method in delivering their responses in order to get the complete information of blogger's responses and also to express grateful.

Hidayat (2004) conducted a research on language styles of advertisement in Jawa Pos. the result of his study shows that there are five categories of language style in the advertisement according to Mott (1968). They are narrative style, dramatic style, newsy style, dialogue style, and humorous style.

The next is Ersan (2003), who investigated stylistics analysis on "A Marriage Proposal" play by Anton Chekhov. The result is, there are two theories used in this research, McCrimmon (1972) and Kirsner and Mandell (1997). McCrimmon classified language styles into three general styles: formal style, informal style, and colloquial style. Whereas Kirsner and Mandell divided language style into four levels of usage: slang style, colloquial style, informal style, and formal style.

Another researcher is Habibah (2006), who focused her study on the language styles in phone conversation of the broadcaster and the callers in "English Expression Program" of Mas FM Radio. In her investigation, she found that is language style is expressed trough its aspects and by choosing suitable words. The aspect of language

style is divided into three categories; those are honesty, politeness, and attractiveness. While in term of choosing suitable words, the researcher claims that those make the broadcaster are easier to find out the words that will be spoken, so the broadcaster hopes the callers will understand what kinds of topic which are suitable to be discussed.

From the previous studies, the researcher draws a conclusion that her research is different from the previous researchers. This research is interested in analyzing the same field in language style but in different object. It tries to investigate language style on the advertisement, especially in traveling gear advertisement on “Outside” magazine using the theory of McCrimmon.

CHAPTER III

RESEARCH METHOD

This chapter presents the research methodology and the procedures designed to answer the research questions. The discussion covers: research design, data sources, research instrument, data collection, and data analysis.

3.1 Research Design

This research is a descriptive qualitative research since it describes the data of this research which are in the form of texts and not statically analyzed. The research intends to describe the language styles used in the advertisement of “Outside” magazine. It describes the styles and the dominant kinds of language style, which is found in the advertisements of “Outside” magazine. The advertisements which are investigated were published from April up to May 2008.

3.2 Data and Data Source

The data of this research are texts in advertisements which are gained from April up to May, 2008, and it is specified on the traveling gear advertisement which deals with language style. Then, the data source of this research is the traveling gear advertisements of “Outside” magazines. They were published on April up to May 2008.

3.3 Research Instrument

In order to get more effective and efficient ways in collecting the data of language style used in the advertisement of “Outside” magazine, this research uses the researcher herself as the key or main instrument. She uses a great deal of time to understand the advertisement on “Outside” magazine. It is intended to find out the language styles and the dominant language style used in the advertisements. Here, the researcher analyzes the advertisements of “Outside” magazine published from April up to May 2008.

3.4 Data Collection

The data of this research are taken from the traveling gear advertisements found in “Outside” magazine from April up to May 2008. In collecting the data, there are several steps done. Firstly, the researcher collected all the advertisements of the “Outside” magazine, published from April up to May 2008. Secondly she read the text by scanning and then built a deep understanding about the content of the advertisements. Finally, she selected the data that is specialized on traveling gear advertisements which contains language style.

3.5 Data Analysis

After collecting the data from the advertisement of “Outside” magazine published from April up to May 2008, the researcher did several steps to analyze the data. Firstly, the researcher categorized the data in accordance with the kinds of

language style based on the McCrimmon theory. Secondly, she interpreted and then described the data from each category; then thirdly, she identified the dominant style used in those advertisements by counting the most dominant kind used. Finally, she made a conclusion based on the research findings.

CHAPTER VI

FINDINGS AND DISCUSSIONS

This chapter presents research findings of language style in the advertisement of “*Outside*” magazine. The researcher would like to enroll out her finding about the kinds of language style, and the dominant language style used in traveling gear advertisement of “*Outside*” magazine.

4.1 Findings

4.1.1 Kinds of Language Style

Based on data analysis on the advertisements of the “*Outside*” magazine, which were published on April up to May 2008, the researcher chooses the advertisements that are related to the use of language style. The findings are presented as the followings:

Datum 1. The Oregon super market. A brief example of how, when things go too far, things come back.
This is the story of a family who said goodbye to the world of elevators and Don't Walk signs and supermarkets and moved to the country to raise goats and make cheese and live off the land. And though the country was beautiful and the cheese was excellent, they fund that goats are not all that fun to live with because they are stubborn and eat everything and never show up on time for meetings. And so, once they had honed the craft of cheesemaking to a level even the French could envy, they looked for a way to bring it back to their old friends and neighbors in the city. They hitched their wagon to a caravan of farmers who believed that things taste better with this morning's dew still on them. These food-loving people made a habit of convening in the leafy

parks in and around Portland, Oregon, where an ancient form of supermarket is making a major comeback.

And so, if you have ever dreamed of a place where you can chat up the chef who is picking out the truffles and shake hands with the lady who grew the asparagus and inquire about the weather on the river where the steelhead was caught just yesterday and then go home with a bushel of whatever you fancy, you are in luck. The farmer's market is alive and well in Oregon and inviting you to have a taste.

So open a bottle of Pinot, get out your laptop and start planning your own caravan at traveloregon.com. Or call 1-800-547-7842.

Oregon. We love dreamers. (April, Travel Oregon, 2008)

This advertisement narrate the idea by employing the idioms like “...*make cheese and live off the land....not all that fun to live with....eat everything and never show up on time... dreamed of a place...chat up the chef ...is picking out the truffles...hands with the lady who ...inquire about....get out your laptop...”, the sentences are arranged in the complex way, for example in the sentence “*though the country was beautiful and the cheese was excellent, they fund that goats are not all that fun to live with because they are stubborn and eat everything and never show up on time for meetings*”, moreover, that advertisement is addresses the readers as “you” to establish intimacy. From those explanations, it can be concluded that it uses informal style. The travel Oregon advertisement is trying to convince the reader to visit Oregon, and it uses informal language which employs learned words to attract the educated society. The language of this advertisement is using a simple language which the message can be caught and understood easily by the readers. It uses many adjectives like *beautiful, excellent, fun, show up, leafy, ancient, major, fancy, luck, and alive*. In*

the last sentence, we can find the use of imperative like “So open a bottle ... get out your laptop and start planning your own... Or call 1-800-547-7842”.

Datum 2. *The nobody knows it's a croc croc.*

A crocs™ shoe with canvas and no holes? Yes, the Santa Cruz offers all the comfort and expression of our funky originals with a casual style designed for the laid-back individual. Wonder why people wear crocs™ shoes? Experience them yourself. Croc.com. comfortable, ergonomic, anti-microbial, odor resistant, lightweight. (April, Croc shoes, 2008)

The language style in this advertisement is colloquial style where the characteristics of colloquial style are applied. The first indicator is the use of simple sentence, for example in the first sentence “*The nobody knows it's a croc croc*”. The second indicator is the use of familiar tone for example in “*a crocs shoe with canvas and no holes? Yes, the Santa Cruz offers all the comfort and expression of our funky originals with a casual style designed for laid-back individual*”. This sentence tries to create the impression of speaking intimately to the reader, especially, the use of question form, making the relationship between the text and the reader closer that the reader is involved in trying to answer the question. This also happens in the next sentence “*Wonder why people wear crocs shoes? Experienced them yourself*” it means that the advertisement want to build the closeness to the reader. The Croc Shoes advertisement is offered to the young people, so to attract them, the advertiser uses colloquial way by exploring the popular words.

This advertisement uses many adjective to invite people to experience the *comfort, ergonomic, anti-microbial, and odor resistant, lightweight, and funky shoes* as

the product they recommend. Then in the sentence “*Wonder why people wear crocs™ shoes?*”, the word “*wonder*” is considered as suggestive predicate, this sentence implies as if every people wears the Croc’s product because of the enormous features. This is one of the advertiser’s tricks to attract the consumers.

***Datum 3. I’m so stripped down, I’m practically a nudist.
For a leatherman tool, I’m pretty bare-bones. But even at a mere 5 ounces, I’ve got all the essentials an outdoor enthusiast really needs. So don’t mind being naked to the world. That way you can admire my strapping stainless blade, strong and sturdy pliers, rugged bit drivers and carabiner that doubles as a bottle opener. Besides, it’s not like there’s a law against a multi-tool parading around in its birthday suit. TOO BAD THE SAME ISN’T TRUE FOR YOU. Then again, it’d be impossible to carry me around in your pocket if you weren’t wearing any pants. One anniversary you won’t forget. Leatherman, Now you’re ready. (April, Leatherman, 2008)***

This advertisement applies the use of many contractions such as “*I’m*”, “*I’ve*”, “*don’t*”, “*it’s*”, “*there’s*”, “*isn’t*”, “*it’d*”, “*weren’t*”, “*won’t*”, and “*you’re*”; the sentence is also arranged in the simple way, for example in the “*I’m so stripped down*”, “*I’m practically a nudist*”, and “*I’m pretty bare-bones*”; and the tone used in it is a familiar tone which tries to create the impression of speaking intimately to the reader. So, from those explanations, it can be concluded that it is categorized into colloquial style. Leatherman tool is a multi-tool with a multi-benefit. This equipment can be very advantageous for the people in outdoor since it can be a stainless blade, a sturdy pliers, a bit driver, a carabiner, and a bottle opener. It uses compound words, such in “*bare-bones*” and “*multi-tool*”. This advertisement also uses the second person

pronouns and presents humor in the end, “*Then again, it’d be impossible to carry me around in your pocket if you weren’t wearing any pants.*”

Datum 4. Where do you go to rock n’ roll?

The Colorado™ 400t, with its unique Rock n’Roll one-handed thumbwheel operation, is designed for people are serious about getting out there, finding adventure and then making their way back home safely. Scroll through preloaded detailed U.S. TOPO maps with 3D elevation viewed on a huge 3-inch color display. Rugged and waterproof to IPX7 standards, the Colorado features a high-sensitivity GPS receiver, barometric altimeter, electronic compass, and the ability to wirelessly exchange user routes, tracks, waypoints, and geocache with other select Garmin devices. Additional mapping sold separately on plug-in SD cards. So, where will you go to rock n’ roll? With four Colorado models to choose from, anywhere you want to. To pull up more, go to www.garmin.com. (May, Colorado-Garmin, 2008)

According to McCrimmon, the advertisement can be included to have colloquial style. It is pointed out by the use of simple language. One of the colloquial characteristics that can be found in this advertisement is the omission of relative pronouns, “who”, such as in sentence “*...is designed for people (who) are serious about getting out there*”. The Colorado™ 400t from Garmin is a multi-benefit device that is utilized as GPS (Global Positioning System) receiver, barometric altimeter, electronic compass, and has an ability to wirelessly exchange user routes, tracks, waypoints, and geocache. The language employed in this advertisement is interesting since it starts with the interrogative sentence as if this device will help us with their multi-benefit features wherever we want to go for adventure, this sentence is repeated

twice in the first and the last of the text. It also uses the second person pronouns ‘you’ to make a friendly sense among the reader. Moreover, to make the reader more interested, the advertiser uses the superlative words as in “*one-handed*” and “*high-sensitivity*” and also uses the imperative words in the last sentence “*to pull up more, go to www.garmin.com*” that tells the reader to search more information about the product.

Datum 5. Whatever your 100% looks like, give it.

We aren't all Tour de France champions. We don't all have body fat in single digits. But dedication is universal. If you give everything you have, 100%, then you and Lance have something very much in common. 100% of Nike's profits from the entire LIVESTRONG Collection goes to the Lance Armstrong Foundation to help fight cancer. See the collection and find out more about our fight at WearYellow.com. (April, Nike, 2008)

The advertisement above uses the colloquial style because we can find the use of contractions, for example in “*we aren't all Tour de France*” and “*we don't all have body fat ...*” Colloquial has a characteristic that makes a conversation more familiar, and it uses a relatively short simple sentences, for example in the sentences like, “*We aren't all Tour de France champions*”, and in the next sentence “*We don't all have body fat in single digits*”. In the last sentence, this advertisement uses imperative words will tell the readers to do something “*See the collection and find out more about our fight at WearYellow.com*” This product tries to address the readers in a friendly attitude by using familiar language and ‘you’ as the second person pronouns. The advertisement of “Livestrong” collection from Nike is actually a combination between the brands (commercial) advertisement and cause advertisement. It is categorized as

cause advertisement because this is a particular category of public service advertisement that is used to raise funds for non-profit organization and runs in paid media, sponsored by corporations. As stated in the advertisement that 100% of the Nike's profit from the entire "Livestrong" collection will be contributed to the Lance Amstrong Foundation to help fight cancer.

Datum 6. Green goes orange.

When we pioneered the first line of portable power for camping, we knew it was just a matter of time before the outdoor world caught on. Now six years later, we are cranking out more innovation than ever. Our newest line packs the power to run more than just your digital music player. Use the sun to charge electronics directly, or store power in the new Solo® Personal Power Plant and run laptops, digital cameras and more long after the sun has set. Log on and learn more at brunton.com. Brunton, Riverton, Wyoming, USA. (April, Brunton, 2008)

According to McCrimmon theory, this advertisement can be classified into informal style since it prefers to use idioms, such in "...*The outdoor world caught on*", "...*we are cranking out*...", and "*log on and learn more*...". The sentence used is in the complex form and it is longer than in the colloquial. Brunton Solo® Personal Power Plant is a portable power which can be used for running the gadget that is usually use by the adventurer in camping or when they go traveling. This gear is designed to utilize the use of the sun to charge electronics devices, such as laptops, notebooks, digital cameras, and iPod directly. Furthermore, it also compares the product with others, such as in following sentence "...*we're cranking out more innovation than ever*". This comparison is used with no real comparison is made,

because the explanation of ‘*more innovation than ever*’ is not clearly exposed in this advertisement. Moreover, in the last of the text, we can find the use of imperative sentence, that ask the readers to do something, such as in “*Log on and learn more at brunton.com*”

Datum 7. The soil is a living thing. And must be treated as such. It is a fundamental commitment to the land and to future generations of Jackson family farmers. We call it sustainable farming. Based on concepts of simple gardening, sustainable farming employs a variety of techniques including planting our vines following the contour of the land to reduce erosion, outright pesticide bans and fishing-friendly farming which focuses on controlling water run off into our lakes and streams. Having a family-run company affords us the luxury of taking the long term view. We believe it is critical to allow the earth the time to nurture itself. As a result, less than one half of the property we own is devoted to vines. Because it is not only our responsibility, it is our duty to ensure the soil remains healthy. It matters for the long-term quality of our wines and the future success of our children. I have been told that many of you enjoy our wines but you are not sure why. My goal is to help with A Taste of the Truth. (April, Kendall-Jackson, 2008)

By reading this advertisement, we know that the style belongs to informal style.

The way the advertiser use the words can be seen as one of the characteristic of informal style, for example the words “*fundamental*”, “*critical*”, “*nurture*”, those words naturally can be replaced by using “*basic*”, “*important*”, and “*care for*”. The advertiser also maintain the characteristic of informal style by using the complex sentence “*Based on concepts of simple gardening, sustainable farming employs a variety of techniques including planting our vines following the contour of the land to*

reduce erosion, outright pesticide bans and fishing-friendly farming which focuses on controlling water run off into our lakes and streams.”. We can also find that this advertisement is arranged in a description way to show the informality. The Kendall-Jackson advertisement is trying to convince the reader to visit them, and it uses informal language which employs learned words to attract the educated society.

Datum 8. The first thing my boss does on business trip is give a fat tip to THE CONCIERGE. So they’ll get him into all the hot places tourists don’t know about. So I gave it a shot. It slipped the local “concierge” a waterproof watch and the coat off my back, and here I am, not a tourist in sight. Bellhop, you can leave my bags in the 2nd tent to the left. Out is in. REI has all the latest and greatest gear, apparel and expertise to get you out there.
www.rei.com. For free catalog call 1-800-426-4840. Stores nationwide.
(May, REI, 2008)

Based on theory of McCrimmon, the “Rei” advertisement can be categorized on colloquial style. This advertisement uses a simple language to make the readers catch easily the message. The “Rei” advertisement is offered to the young people, so to attract them, the advertiser uses colloquial way by exploring the popular words. Furthermore, it avoids the learned words and uses the colloquial words or the normal daily words, for instance “*a fat tip*”, and “*hot places*”; and it uses contractions like “*they’ll*” and “*don’t*”. The language is presented and publicized to common listeners and readers, so it uses general language without secret in order to make the consumers catch and understand the message without difficulty. The advertiser here uses superlative to claim that they have all the “*latest*” and “*greatest*” gear. It signifies to the

reader that their product will satisfy them because of the trusted quality. Furthermore, in the last sentence, “*for free catalog call...*” it can be found the use of imperative that asks the reader to call brand’s customer service to get the further information.

Datum 9. This is my Brunton.

Brunton is not a camping company. We are an entirely new way to look at the outdoors – a brand born of passionate visionaries and products built on innovation. Here, a day at the office is dreaming, designing, and testing the stuff we want in our own packs. Whether it’s the sexy Gannet Two Burner Stove, a flexible solar panel or a compass, we build it because we want it, and we think you will too.

This is the future of camping. This is my Brunton.

***24,00 BTUS – PRECISION FLAME CONTROL – STRONG DESIGN
BRUNTON, RIVERTON, WYOMING, USA. (April, Brunton, 2008)***

The advertisement above uses the colloquial style since it comprises of a relatively short simple sentence which is exemplified as in the first sentence “*Brunton is not a camping company*”, and in the next sentence “*We are an entirely new way to look at the outdoors – a brand born of passionate visionaries and products built on innovation*”. Moreover, about the language used in this advertisement, we can find the use of adjective, like in the words “*passionate*”, “*sexy*”, “*flexible*”. Advertisement usually have tendency to repeat words and brands name to be more easily remembered by the readers. In this case, Brunton advertisement repeats their brand names and also ideas which associated with the products, such as in “*This is my Brunton*” in the first and the last of the text. Without using compound words and imperative, this product

tries to address the readers in a friendly attitude by using familiar language and ‘you’ as the second person pronouns.

Datum 10 HybridLife. Create. Play. Care. Rugged Crusaders.

Jan Štoviček, Prague, Czech Republic.

For this paramedic, saving lives is a daytime job. But in his free time he kayaks, climbs, and hikes—and has even written six books about his adventure. Like the rugged, ventilated Voyageur, he’s always ready for adventure.

Create, Play & Care. It’s a way of life. We call it HybridLife™.

Keenfootwear.com. (April, HybridLife, 2008)

This advertisement uses colloquial style since it has the characteristics of short simple sentences. Voyageur HybridLife from “Keen” is a product of shoes that is designed for the true adventurers who admire challenge, such as climbing mountain and hiking. In addition, we cannot find the use of advertisement language’s feature excepting the use of slogan in the sentence “*Create, Play & Care. It’s a way of life*” and the repetition of it slogan “*Create, Play, and Care*”, which can be found in the first and the last of the text. The HybridLife advertisement is offered to the young people, so to attract them, the advertiser uses colloquial way by exploring the popular words.

Datum 11. Hey, gravity- take a hike.

Now there’s footwear with Techlite™. Our Techlite material, shown here on the Men’s Sun Trax™ sandal, is as durable as it is light and comfortable. Whether you’re on the beach, on the trail, or just hanging out. www.columbia.com/techlite.

Techlite, lightweight cushioning technology. (April, Techlite-Men’s Sun Trax™, 2008)

The first time when we read this advertisement, the sentence shows us about the familiar tone to create the impression of speaking intimately to the reader, like in the sentence “*Hey, gravity – take a hike*” and the sentence “*now there’s footwear with Techlite™*”. This advertisement is presented by using the short simple language, and it contains contractions such as “*there’s*”, and “*you’re*” as the requirement of colloquial style. And then about the language of advertisement, for the first sentence, the message and the imperative are not pointed to the reader, as in “*Hey, gravity- take a hike*”; but in the fourth sentence the advertiser point toward the readers by using the word ‘you’ or the second person pronouns to make it in a friendly attitude such in the statement “*Whether you’re on the beach, on the trail, or just hanging out.*” Then in last sentence, the advertiser promotes the product by exploring its slogans “*Techlite, lightweight cushioning technology.*”

Datum 12. You might not swallow this yarn, but I gotta tell it, ‘cause I swear every word is true...late spring...float plane drops me near the north shore of Great Bear Lake. Not another human for a hundred miles. Just me and some bears, weasels, moose and mosquitoes big as birds...my first line in the water, I’m trollin’ with a spoon when YANK!...something pulls my \$900 rod, 200 feet of 150-pound test and my brand-new reel right out of my hands and into the drink. Takes a couple finger along with it... well, I’m not gonna give up that easy, so I throw caution to the wind and dive right in with my Victorinox Angler in my teeth... about 100 feet down it’s plenty dark, but this fish is so big I can’t miss it... it swims by and I poke it with Angler’s corkscrew just to, you know, get its attention...so it comes after me and now we’re fighting in the water like a wolverine rasslin’ a grizzly for a sack of jerky... it takes three, maybe four hours, but by the time the sun sets I’ve got this monster in the boat and I’m using the hook

disgorger and getting ready to apply the scaler when I notice something caught in its throat...an unopened Molson! So I pull out the pliers, yank the brewski-it's ice cold, like the lake water –and pry it open with the bottle opener. I'm sitting back sippin' suds when the fish suddenly comes to life and heavens itself right out of the boat! I'd have gone in after it, but I had to finish my beer.

Frank Franco, New Haven (May, Victorinox, 2008)

Victorinox advertisement can be included into colloquial style as can be seen in the language used in it, it is shown in slang words like “*gotta, trollin’, gonna, rasslin’, and sippin’*”. Another reason is the language used here is the popular daily words. It is presented in the form of narration, telling the experience of *Franco*. When the reader reads this advertisement, they are asked to get involve in a direct conversation with Frank Franco about his experience. He invites them to get in his adventure since it employs the second person pronouns ‘*you*’ to make the friendly impression to the reader. The use of exclamation mark to end several sentences or clause creates the impression of speaking intimately to the reader. For instances, in the “*just me and some bears, weasels, moose and mosquitoes big as birds...my first line in the water, I’m trollin’ with a spoon when YANK!*” and “*I’m sitting back sippin’ suds when the fish suddenly comes to life and heavens itself right out of the boat!*”, these sentences result in the emphasize of the words ended with exclamation mark which attract the attention of the reader.

Datum 13. Versatile. Powerful. Extreme performance.

The Firestorm™Ti stove is like a true force of nature. Made with titanium and magnesium-alloy components, it’s one of the lightest multi-

fuel stoves on earth. It's an efficient, long burning stove that works great in cold temperatures and high altitudes. Our patented Reflex™ Technology means no priming or preheating, for a safer, faster startup. Plus, you have the option to the use the best performing fuel wherever you go. Whatever your conditions.
www.coleman.com. *Let's go outside* (May, Coleman, 2008)

This advertisement can be categorized in informal style because it contains the characteristics of informal style. For instance, the use of several rather long and complex sentences but simpler than formal style. Although the first sentence is simple sentence, “*The Firestorm Ti stove is like a true force of nature*”, and in the rest, the sentences are longer and more complex. One of the examples of long sentence is “*made with Titanium and magnesium-alloy components, it's one of the lightest multi-fuel stoves on earth*”. Then the next following sentence is more complex “*it's an efficient, long burning stove that works great in cold temperatures and high altitudes*”. This sentence is called complex because it consists of a dependent and an independent clause. The dependent clause is “*it's an efficient, long burning stove*”, and the independent clause is “*that works great in cold temperatures and high altitudes*”. The next sentence, “*our patented Reflex Technology means no priming or preheating, for a safer, faster startup*”, it is said enough long but simple. Moreover, it also contains many compound words, adjective, and superlative, such as in “Versatile. Powerful. Extreme performance. *The Firestorm™Ti stove is like a true force of nature... it's one of the lightest multi-fuel stoves on earth. It's an efficient, long burning stove that works great in cold temperatures and high altitudes... for a safer, faster startup. Plus, you have the option to the use the best performing fuel wherever you go”. Those sentences*

above are indicated as the exaggerated statements. For the stove product, the advertisers are brave in using the overstated sentences, for instance in the sentence “*The Firestorm™Ti stove is like a true force of nature... it’s one of the lightest multi-fuel stoves on earth*”. This is used by the advertiser to inspire the reader’s desire by exploring a high-intriguing sentence.

Datum 14. Northstar™ tents. Tents. Tough. Roomy. Base camp.

Introducing the Coleman® Exponent® Northstar™ tent, a spacious cabin-style tent that offers the strength, durability, and full-coverage fly found in backpacking tents. With lots of ventilation, more usable interior space than dome-style tents and dry entry double vestibules for gear, The Northstar™ tent makes a great base camp for any kind of adventure. Available in 4, 6, or 8-person models. www.coleman.com. Let’s go outside (May, Coleman tent, 2008)

In this advertisement, the category of language style used is the informal style, because it contains the informal style’s characteristics. For instance, the use of several rather long and complex sentences but simpler than formal style are like in “*Introducing the Coleman® tent, a spacious cabin-style tent that offers the strength, durability, and full-coverage fly found in backpacking tents*” and in the sentence “*with lots of ventilation, more usable interior space than dome-style tents and dry entry double vestibules for gear, The Northstar™ tent makes a great base camp for any kind of adventure*”. Persuasive language which describes about the product is extremely employed, for instance in the sentence “... Tough. Roomy...a spacious cabin-style tent ... the strength, durability, and full-coverage fly found in backpacking tents. With lots

of ventilation, more usable interior space than dome-style tents and dry entry... the Northstar™ tent makes a great base camp for any kind of adventure.” Here, the advertiser uses many kinds of words, such as adjective, compound, and superlative to claim that their product is the greatest than other.

Datum 15. *Start a conversation, not a tab.*

Embassy suites is adding some fun to your business trip. Treat yourself to a complimentary beverage at our manager’s reception as you relax in our spacious open-air atriums. Afterwards, you can enjoy our spacious two-room suites, then kick your start your day with a complementary, cooked-to-order breakfast in the morning. These are just some of the ways Embassy Suites Hotels puts extra thought into everything we do. (May, Embassy Suites Hotel, 2008)

The Embassy Suites Hotel advertisement is belonging to informal style since it is presented in a regular language. Regular language here means, the sentence are more complex than colloquial, but simpler than the sentence in the formal style. Moreover, it comes in a form of narration and description because it contains the words like “*afterwards, you can enjoy our spacious...*” and “*then kick your start....*”. Then, this advertisement is addressed the readers directly as “you” to show the intimacy and familiar tone. In the first sentence, “*start a conversation, not a tab*”, means like it is an imperative that ask the reader to do something. The Embassy Suites Hotel advertisement is trying to convince the reader to visit their hotel, and it uses informal language which employs learned words to attract the educated society.

Datum 16. Shock doctor ultra2.

The ultra2 performance foot bed that rivals custom orthotics. From Everest to adventure racers to everyday, the Ultra2 provides advanced support and shock absorption that reduces fatigue and increases metatarsal support that helps relieve plantar faciitis pain. Satisfaction Guaranteed.

www.shockdoctor.com Shock doctor, hardcore protection. (May, Shock doctor, 2008)

This advertisement is belonging to the informal style since it uses the complex sentence such as “*From Everest to adventure racers to everyday, the Ultra2 provides advanced support and shock absorption that reduces fatigue and increases metatarsal support that helps relieve plantar faciitis pain*”. It also uses the description way to make the readers know more about the advertisement. Shock doctor’s advertisement is about a foot bed that can reduce pain and fatigue; it can be used for everyday usage or for an adventure. The sentences are arranged in a simple sentence. Convincing the consumers, the advertiser claims their product as the best; here, they apply a phrase, such as “*Satisfaction Guaranteed*”, it means that all of the consumers of Shock doctor will get satisfaction because of the benefit they offer.

Datum 17. Lost? Found!

The lightest, smallest, and easiest to use locator beacon sends out a homing signal with a “help, emergency” voice message every 15 seconds for up to 7 days on Channel 1 to all trail radios. Designed for one-time use, with the longest battery life, and we replace it FREE when you are officially rescued.

Buy now! Visit www.TracMe.com to find out more (May, TracMe, 2008)

From reading the first sentence, we know that this advertisement is using the colloquial style since it is presented in a simple way, and grammatically incomplete, for instance in *“Designed for one-time use, with the longest battery life, and we replace it FREE when you are officially rescued”*. The question *“Lost? Found!”* shows us about the familiar tone which tries to create the impression of speaking intimately to the reader. This product also offers the product’s special quality as in the next sentence *“The lightest, smallest, and easiest ... for up to 7 days on Channel 1 to all trail radios, with the longest battery life, and we replace it FREE when you are officially rescued.”* The sentences above indicate that this advertisement uses many superlative words to claim their superiority. It is also found, the use of imperative in the last words *“Buy now!”* and *“Visit www...”*

4.1.2 The Dominant Language Style

After analyzing the data of language styles used in travelling gear advertisements of “Outside” magazine, the researcher begins to answer the second research problem which is formulated as the following question, “What is the dominant language style used in traveling gear advertisements of *Outside* magazine?”

From the investigation of the finding to answer the first research question, the researcher finds that the language style used in the advertisements of “Outside” magazine is using the informal style and colloquial style. From seventeen data, the researcher finds seven data are using informal style, and ten data are presented in colloquial style. On the other hand, the researcher cannot find the use of formal style

since it is occasionally used in public speeches of a serious or ceremonial nature with some characteristics, such as: conservative grammatical usage; a serious attitude toward the subject and the reader; and a liberal use of learned words and avoid abbreviations, contractions, colloquialisms, and slang. Meanwhile, in the advertising language, it can be found the use of many abbreviations, contraction, colloquialisms, and slang.

To conclude, the dominant category used in the traveling gear advertisement of “Outside” magazine is the colloquial style, which has several characteristics like the use of relatively short simple sentence, often grammatically incomplete or uses simplified grammatical structures, a generous use of contractions (*I’ll, we’ve, didn’t, can’t*), clipped words (*cab, exams, ads, phone*), and the omission of relative pronouns (*who, which, that*); and usually uses slang. Furthermore, colloquial style is considered as the style which employs the popular vocabulary that is naturally designed for the advertising language to attract the readers. In order to make the data findings can be understood clearly, the table of data classification is presented in Appendix 1.

4.2 Discussions

Essentially, the language style is the way how people manipulate others; it brings a message which is generally expressed in the form of words or voices. In other word, language style is the way people use the language in communication. Language style in advertisement holds the main impact because it helps people to identify the product or service and remember it.

Based on the theory of McCrimmon, language style is divided into three kinds. The first language style is, *formal style* which the characteristics of the sentence are relatively long, and avoid abbreviations, colloquialisms and slang. Moreover, conservative grammatical usage which tends to observe distinctions often ignored at a less formal level. The second language style is *informal style* which tries to follow the broad middle way between formal and colloquial styles. Finally, the last style is *colloquial style* which the characteristics of the sentence are: relatively short simple sentences, often grammatically incomplete; a generous use of contractions, clipped words, and the omission of relative pronouns; and usually use slang.

Language style refers to all differences among varieties of diction and the features of advertising language. Those two criteria are shown in discussions table which is presented in Appendix 2.

CHAPTER V

CONCLUSION AND SUGGESTION

After analyzing and interpreting the data in the previous chapter, the conclusion and suggestion as the last part of this research are made. The conclusion below is the answer of the problems' statements, while suggestion is intended to give information to the next researchers who are interested in doing further research in this area.

5.1 Conclusion

This research was conducted to find language style in the traveling gear advertisement of "Outside" magazine published on April and May 2008. The conclusion of this study can be formulated based on the research problem; the kinds of language style and the dominant language style used in traveling gear advertisement of "Outside" magazine. Here, the researcher uses McCrimmon's theory. Based on the theory, there are three kinds of language style: formal style, informal style, and colloquial style.

From those three kinds of language style, the researcher finds two styles. They are: informal and colloquial style. Furthermore, among those styles, the dominant style which is used in the traveling gear advertisement of "Outside" magazine is colloquial style.

Language style that is used to convey messages is extremely important to make communication be more effective. In communication, people cannot leave language

style because it is fundamental part of social aspect to manipulate and control others. Furthermore, style is an integral part of society that interaction cannot go ahead if one does not speak in the right style. Language style is also the selection of linguistic form of one person which is made within the option presented by the convention of the language and literature to convey social or artistic effects.

From the definition of language style which has stated above, it can be said that language style is related to persuasive language which is used to persuade and attract others. In this case, advertisement is one of the media which exploits language style in promoting products. The producers of goods and services try hard to offer their products through advertisement as attractive as possible. To conclude, the choice of using language style in advertising language holds the main key because it helps people to identify the product or services and remember it.

5.2 Suggestion

The research of language style essentially has wide-ranging aspect, for example, the relation between language style and its impact to society, the diction use in it, the topic and background, and the purpose of language style. Those aspects belong to the characteristic of using language style in communication. After conducting this research, the researcher recognizes that there are still many weaknesses of this study because studying about language style needs deep attention.

This research merely investigates on the kinds of language style and the dominant style used in advertisements. Therefore, it is recommended for the next

researchers who are interested in doing further research to investigate language style deeply and intensively. Using the same theory of McCrimmon or using the combination theories, the researcher suggests to the next researchers to analyze other elements, such as the power of language style or its functions. The next researchers can also analyze on the same discussion with different issues.

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APPENDIX 1

TABLE 1
CLASSIFICATION OF DATA FINDINGS

No	STYLE		
	FORMAL	INFORMAL	COLLOQUIAL
1		✓	
2			✓
3			✓
4			✓
5			✓
6		✓	
7		✓	
8			✓
9			✓
10			✓
11			✓
12			✓
13		✓	
14		✓	
15		✓	
16		✓	
17			✓

APPENDIX 2

Table 2
DISCUSSIONS

N O	FINDINGS	KINDS OF LANGUAGE STYLE	LANGUAGE FEATURES
1.	<p><i>The Oregon super market. A brief example of how, when things go too far, things come back. This is the story of a family who said goodbye to the world of elevators and Don't Walk signs and supermarkets and moved to the country to raise goats and make cheese and live off the land. And though the country was beautiful and the cheese was excellent, they found that goats are not all that fun to live with because they are stubborn and eat everything and never show up on time for meetings. And so, once they had honed the craft of cheesemaking to a level even the French could envy, they looked for a way to bring it back to their old friends and neighbors in the city. They hitched their wagon to a caravan of farmers who believed that things taste better with this morning's dew still on them. These food-loving people made a habit of convening in the leafy parks in and around Portland, Oregon, where an ancient form of supermarket is making a major comeback.</i></p>	Informal style	<p>It employs the idioms</p> <p>It is arranged in the complex way.</p> <p>It addresses the readers as “you” to establish intimacy</p>

	<p><i>And so, if you have ever dreamed of a place where you can chat up the chef who is picking out the truffles and shake hands with the lady who grew the asparagus and inquire about the weather on the river where the steelhead was caught just yesterday and then go home with a bushel of whatever you fancy, you are in luck. The farmer's market is alive and well in Oregon and inviting you to have a taste. So open a bottle of Pinot, get out your laptop and start planning your own caravan at traveloregon.com. Or call 1-800-547-7842. Oregon. We love dreamers. (April, Travel Oregon, 2008)</i></p>		
2.	<p><i>The nobody knows it's a croc croc. A crocs™ shoe with canvas and no holes? Yes, the santa cruz offers all the comfort and expression of our funky originals with a casual style designed for the laid-back individual. <u>Wonder why people wear crocs™ shoes? Experience them yourself.</u> Croc.com. comfortable, ergonomic, anti-microbial, odor resistant, lightweight. (April, Croc shoes, 2008)</i></p>	Colloquial style.	<p>It is pointed out by the use of simple language</p> <p>It starts with the interrogative sentence.</p>
3.	<p><i>I'm so stripped down I'm practically a nudist. For a leatherman tool, I'm pretty bare-bones. But even at a mere 5 ounces, I've got all the essentials an outdoor enthusiast really needs. So don't mind being naked to the world. That</i></p>	Colloquial style	<p>It use of many contractions</p> <p>It is arranged in the simple</p>

	<p><i>way you can admire my strapping stainless blade, strong and sturdy pliers, rugged bit drivers and carabiner that doubles as a bottle opener. Besides, it's not like there's a law against a multi-tool parading around in its birthday suit. TOO BAD THE SAME ISN'T TRUE FOR YOU. Then again, it'd be impossible to carry me around in your pocket if you weren't wearing any pants. One anniversary you won't forget. Leatherman, Now you're ready. (April, Leatherman, 2008)</i></p>		<p>way</p> <p>The tone used in it is a familiar tone which tries to create the impression of speaking intimately to the reader.</p>
4.	<p><i>Where do you go to rock n' roll? The Colorado™ 400t, with its unique Rock n'Roll one-handed thumbwheel operation, is designed for people who are serious about getting out there, finding adventure and then making their way back home safely. Scroll through preloaded detailed U.S. TOPO maps with 3D elevation viewed on a huge 3-inch color display. Rugged and waterproof to IPX7 standards, the Colorado features a high-sensitivity GPS receiver, barometric altimeter, electronic compass, and the ability to wirelessly exchange user routes, tracks, waypoints, and geocache with other select Garmin devices. Additional mapping sold separately on plug-in SD cards. So, where will you go to rock n' roll? With four Colorado models to choose from, anywhere</i></p>	Colloquial style	It uses of simple language

	<i>you want to. To pull up more, go to www.garmin.com. (April, Colorado-Garmin, 2008)</i>		
5.	<i>Whatever your 100% looks like, give it. We aren't all Tour de France champions. We don't all have body fat in single digits. But dedication is universal. If you give everything you have, 100%, then you and Lance have something very much in common. 100% of Nike's profits from the entire LIVESTRONG Collection goes to the Lance Armstrong Foundation to help fight cancer. See the collection and find out more about our fight at WearYellow.com. (April, Nike, 2008)</i>	Colloquial style	It uses contractions It uses a relatively short simple sentences
6.	<i>Green goes orange. When we pioneered the first line of portable power for camping we knew it was just a matter of time before the outdoor world caught on. Now six years later, we're cranking out more innovation than ever. Our newest line packs the power to run more than just your digital music player. Use the sun to charge electronics directly, or store power in the new Solo® Personal Power Plant and run laptops, digital cameras and more long after the sun has set. Log on and learn more at brunton.com. Brunton, Riverton, Wyoming, USA. (April, Brunton, 2008)</i>	Informal style	The sentence used is in the complex form and it is longer than in the colloquial

7.	<p><i>The soil is a living thing. And must be treated as such. It is a fundamental commitment to the land and to future generations of Jackson family farmers. We call it sustainable farming. Based on concepts of simple gardening, sustainable farming employs a variety of techniques including planting our vines following the contour of the land to reduce erosion, outright pesticide bans and fishing-friendly farming which focuses on controlling water run off into our lakes and streams. Having a family-run company affords us the luxury of taking the long term view. We believe it is critical to allow the earth the time to nurture itself. As a result, less than one half of the property we own is devoted to vines. Because it is not only our responsibility, it is our duty to ensure the soil remains healthy. It matters for the long-term quality of our wines and the future success of our children. I have been told that many of you enjoy our wines but you are not sure why. My goal is to help with A Taste of the Truth.</i></p> <p>(April, Kendall-Jackson, 2008)</p>	Informal style	It uses the complex sentence
8.	<p><i>The first thing my boss does on business trip is give a fat tip to THE CONCIERGE. So they'll get him into all the hot places tourists don't know about. So I gave it a shot. It slipped the local "concierge" a waterproof</i></p>	Colloquial style	It uses a simple language to make the readers catch

	<p><i>watch and the coat off my back, and here I am, not a tourist in sight. Bellhop, you can leave my bags in the 2nd tent to the left. Out is in. REI has all the latest and greatest gear, apparel and expertise to get you out there. www.rei.com. For free catalog call 1-800-426-4840. Stores nationwide. (April, REI, 2008)</i></p>		easily the message
9.	<p><i>This is my Brunton.</i></p> <p><i>Brunton is not a camping company. We are an entirely new way to look at the outdoors – a brand born of passionate visionaries and products built on innovation. Here, a day at the office is dreaming, designing, and testing the stuff we want in our own packs. Whether it’s the sexy Gannet Two Burner Stove, a flexible solar panel or a compass, we build it because we want it, and we think you will too. This is the future of camping. This is my Brunton.</i></p> <p><i>24,00 BTUS – PRECISION FLAME CONTROL – STRONG DESIGN BRUNTON, RIVERTON, WYOMING, USA.</i></p> <p>(April, Brunton, 2008)</p>	Colloquial style	It comprises of a relatively short simple sentence
10.	<p><i>HybridLife. Create. Play. Care. Rugged Crusaders. <u>Jan Štoviček</u>, Prague, Czech Republic. For this paramedic, saving lives is a daytime job. But in his free time he kayaks,</i></p>	Colloquial style	It uses of short simple sentences

	<p><i>climbs, and hikes—and has even written six books about his adventure. Like the rugged, ventilated Voyageur, he’s always ready for adventure. Create, Play & Care. It’s a way of life. We call it HybridLife™.</i></p> <p><i>Keenfootwear.com. (April, HybridLife, 2008)</i></p>		
11.	<p><i>Hey, gravity- take a hike. Now there’s footwear with Techlite™. Our Techlite material, shown here on the Men’s Sun Trax™ sandal, is as durable as it is light and comfortable. Whether you’re on the beach, on the trail, or just hanging out.</i></p> <p><i>www.columbia.com/techlite. Techlite, lightweight cushioning technology.(April, Techlite, 2008)</i></p>	Colloquial style	It uses the familiar tone to create the impression of speaking intimately to the reader
12.	<p><i>You might not swallow this yarn, but I gotta tell it, ‘cause I swear every word is true...late spring...float plane drops me near the north shore of Great Bear Lake. Not another human for a hundred miles. Just me and some bears, weasels, moose and mosquitoes big as birds...my first line in the water, I’m trolling with a spoon when YANK!...something pulls my \$900 rod, 200 feet of 150-pound test and my brand-new reel right out of my hands and into the drink. Takes a couple finger along with it... well, I’m not gonna give up that easy, so I throw caution to the wind and dive</i></p>	Colloquial style	Language used here is the popular daily words and it contains contractions

	<p><i>right in with my Victorinox Angler in my teeth... about 100 feet down it's plenty dark, but this fish is so big I can't miss it... it swims by and I poke it with Angler's corkscrew just to, you know, get its attention...so it comes after me and now we're fighting in the water like a wolverine rasslin' a grizzly for a sack of jerky... it takes three, maybe four hours, but by the time the sun sets I've got this monster in the boat and I'm using the hook disgorger and getting ready to apply the scaler when I notice something caught in its throat...an unopened Molson! So I pull out the pliers, yank the brewski-it's ice cold, like the lake water –and pry it open with the bottle opener. I'm sitting back sippin' suds when the fish suddenly comes to life and heavens itself right out of the boat! I'd have gone in after it, but I had to finish my beer...Frank Franco, New Haven (April, Victorinox, 2008)</i></p>		
13.	<p><i>Versatile. Powerful. Extreme performance. The fyrestorm™Ti stove is like a true force of nature. Made with titanium and magnesium-alloy components, it's one of the lightest multi-fuel stoves on earth. It's an efficient, long burning stove that works great in cold temperatures and high altitudes. Our patented Reflex™ Technology means no priming or preheating, for a safer, faster startup. Plus,</i></p>	Informal Style	It uses of several rather long and complex sentences but simpler than formal style

	<i>you have the option to the use the best performing fuel wherever you go. Whatever your conditions. www.coleman.com. Let's go outside (April, Coleman, 2008)</i>		
14.	<i>Northstar™ tents. Tents. Tough. Roomy. Base camp. Introducing the Coleman® Exponent® Northstar™ tent, a spacious cabin-style tent that offers the strength, durability, and full-coverage fly found in backpacking tents. With lots of ventilation, more usable interior space than dome-style tents and dry entry double vestibules for gear, the Northstar™ tent makes a great base camp for any kind of adventure. Available in 4, 6, or 8-person models. www.coleman.com. Let's go outside (May, Coleman tent, 2008)</i>	Informal style	It use of several rather long and complex sentences but simpler than formal style
15.	<i>Start a conversation, not a tab. Embassy suites is adding some fun to your business trip. Treat yourself to a complimentary beverage at our manager's reception as you relax in our spacious open-air atriums. Afterwards, you can enjoy our spacious two-room suites, then kick your start your day with a complementary, cooked-to-order breakfast in the morning. These are just some of the ways Embassy Suites Hotels puts extra thought into everything we do. (May, Embassy Suites Hotel, 2008)</i>	Informal style	It comes in a form of narration and description.

16.	<p><i>Shock doctor ultra2.</i></p> <p><i>The ultra2 performance foot bed that rivals custom orthotics. From Everest to adventure racers to everyday, the Ultra2 provides advanced support and shock absorption that reduces fatigue and increases metatarsal support that helps relieve plantar faciitis pain. Satisfaction Guaranteed.</i></p> <p><i>www.shockdoctor.com Shock doctor, hardcore protection. (May, Shock doctor, 2008)</i></p>	Informal style	<p>It uses the complex sentence.</p> <p>It also uses the description way to make the readers know more about the advertisement</p>
17.	<p><i>Lost? Found!</i></p> <p><i>The lightest, smallest, and easiest to use locator beacon sends out a homing signal with a “help, emergency” voice message every 15 seconds for up to 7 days on Channel 1 to all trail radios. Designed for one-time use, with the longest battery life, we replace it FREE when you are officially rescued.</i></p> <p><i>Buy now! Visit www.TracMe.com to find out more (May, TracMe, 2008)</i></p>	Colloquial style	<p>It is presented in a simple way, and grammatically incomplete.</p>

CURRICULUM VITAE

I. IDENTITY

Full Name : Winda Vikriana Rosida
Place & Date of Birth : Jombang, 22 July 1986
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II. EDUCATION

NO	School / University	From Year	To Years
01	MISS Ar-Rahman Nglaban	1992	1998
02	MTs Choiriyah Hasyim	1998	2001
03	SMA Negeri 1 Jombang	2001	2004
04	Jurusan Bahasa dan Sastra Inggris Fakultas Humaniora dan Budaya UIN Malang	2004	2008