

The Usage of Imagery in Advertisements Issued in The Jakarta Post

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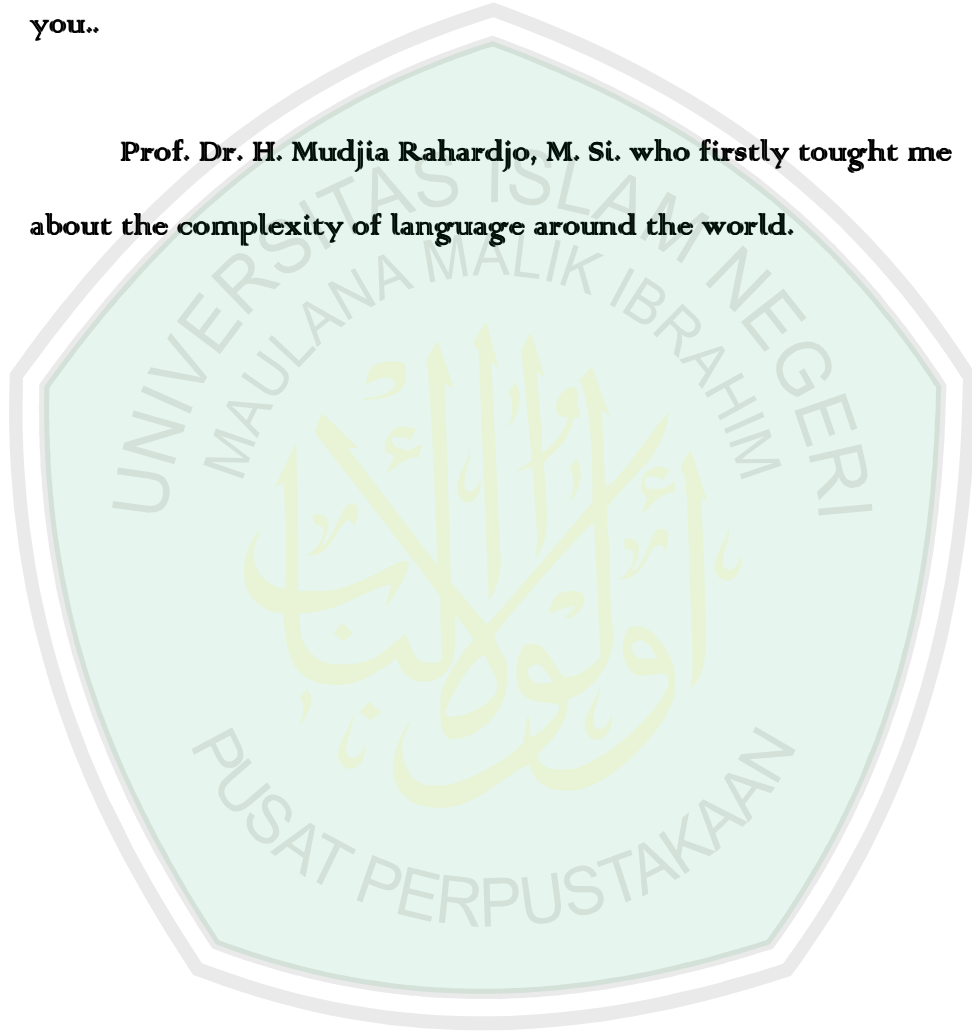
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Nasrifatul Halimah

DEDICATION

Asri Sunarto and Sujiati, thank you for giving me endless love and care, eternal pray, and guidance then I know how to *ihsan* with you..

Prof. Dr. H. Mudjia Rahardjo, M. Si. who firstly taught me about the complexity of language around the world.



MOTTO

وَتِلْكَ الْأَمْثَلُ نَضْرِبُهَا لِلنَّاسِ ۖ وَمَا يَعْقِلُهَا إِلَّا الْعَالِمُونَ ﴿٤٣﴾

“And such are the Parables We set forth for mankind, but only those understand them who have knowledge” (*Ankabut: 43*)

وَلِلَّهِ غَيْبُ السَّمَوَاتِ وَالْأَرْضِ ۖ وَمَا أَمْرُ السَّاعَةِ إِلَّا كَلَمَحِ الْبَصَرِ ۖ أَوْ هُوَ أَقْرَبُ ۚ
إِنَّ اللَّهَ عَلَىٰ كُلِّ شَيْءٍ قَدِيرٌ ﴿٧٧﴾

“To Allah belongeth the Mystery of the heavens and the earth. And the Decision of the Hour (of Judgment) is as the twinkling of an eye, of even quicker: for Allah hath power over all things” (*An-Nahl: 77*)

“Die grenzen meiner sprache bederten die grenzen meiner welt”

(*Lunwig Wittgenstein*)

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ABSTRACT

Halimah, Nasrifatul. 2008. *The Usage of Imagery in Advertisements Issued in The Jakarta Post*. Thesis. English Letters and Language Department, Faculty of Humanities and Culture, The State Islamic University of Malang.

Advisor : Prof. Dr. H. Mudjia Rahardjo, M.Si.

Key Terms: Imagery, Advertisement.

Concerning with the imagery within advertisements which bring vivid description of an object of human's senses of sight, smell, touch, taste, hearing, move, and feel; the advertisements are designed to generate consumption of products and services. There are 7 types of imagery such as internal imagery, visual imagery, auditory imagery, tactile imagery, olfactory imagery, gustatory imagery, and kinesthetic imagery. The language brings readers' senses to think economically and then decide to buy.

In line with it, this study is very important to be conducted as it is focused on the types and the use of the types of imagery in advertisements. Furthermore, this study used descriptive-qualitative method design since the data are in the form of words or utterances rather than numbers. The data were taken from the columns of the advertisement of The Jakarta Post issued on April 1st to 24th, 2008 editions for several reasons; *first*, in linguistics study, the language of the advertisements is included transactional discourse since its stress is on the message from advertisers to consumers. *Second*, advertisement is a form of written communication that develops at the same time with the advance of technology, whether in oral or written ways. *Third*, the language of advertisements, which is compact and persuasive, is different from the most of the other language used in every day life, i.e. the language is discrete. The numbers of the data were 79 columns of advertisement. After identifying those data based on the characteristics of imagery types, the researcher reduced it into 50 columns. The researcher herself became the instrument in the process of data collection and data analysis.

Thus, this study was aimed to find out the imagery types and the use of imagery types in advertisement of The Jakarta Post issued on April 1st to 24th, 2008 editions. Intensive reading was the most appropriate step in analyzing the columns of advertisement to find out the imagery types. To confirm the 7 types of imagery that is identified, the researcher explained the keyword in the texts of advertisement in The Jakarta Post by giving a symbol of imagery based on the characteristics identified. Furthermore, the researcher was interpreting messages in each advertisement. The last is drawing conclusion based on the research findings.

Based on the researcher's analysis, the researcher concluded that internal sensation; visual imagery; gustatory imagery; olfactory imagery; auditory imagery; and kinesthetic imagery were found in the advertisements of The Jakarta

Post issued on April 1st to 24th, 2008 editions. In addition, internal imagery was the most effective imagery that is used in the advertisements of The Jakarta Post issued on April 1st to 24th, 2008 editions. However, tactile imagery does not found in the advertisement of The Jakarta Post issued on April 1st to 24th, 2008 editions. In accordance with the findings that some kinds of imagery were used in advertisements as specific detail word that brings effectiveness and efficiency. Imagery strengthens the readers' concreteness in the composition of text description.



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CHAPTER I

INTRODUCTION

This chapter serves to introduce the focus of this research. It provides:

(1) background of the study which contains information and reasons that justify the importance of the study, (2) problem statement that is specified into researchable questions, (3) objective of the study that clarifies the output of the study, (4) significance of the study that itemizes the contributions of the study in term of both academic and practical, and (5) definition of the key terms that operationalizes concepts used in this research.

1.1 Background of the study

Newspapers are an especially important advertising medium to major advertisers. They present detailed coverage of news as well as to supply other information and features that appeal to societies (Belch and Belch, 1998: 397). In accordance to this point, newspapers particularly try hardly to serve the best service to present actual news that can be accepted very well by societies.

From view of the fact, societies actually purchase a newspaper because of the advertisement it contains. They use their knowledge for determining product prices and availability and to see who is having sale. In other word, daily, weekly, national, and special-audience newspapers are available. The vast majority of newspapers are daily publications serving a local community (Belch and Belch, 1998: 397). There are so many kinds of daily newspapers such as Kompas, Jawa Pos, Republika, Tempo, Time, The Jakarta Post and etcetera.

One of newspaper, The Jakarta Post, is influential newspaper oriented towards special-audience such local English-speaking expatriates, the diplomatic community and Indonesian English-writing and speaking. The Jakarta Post is a daily newspaper using English which is recognized about 75 embassies in Indonesia since April 25, 1983, the first launched. It covers all aspects of live. (www.thejakartapost.com). The Jakarta Post always gives the up to date news in the words so that it is easy for readers to get information. It appeals primarily to large national advertisers and non-national advertisers. They provide detailed coverage of news, events, and issues concerning with business, sports, and other relevant information and entertainment. Thus, they will find it in the column of advertisements of goods and services.

In accordance to that point, advertisements use written language within texts messages. Numan states that written language performs a similar range of broad functions to those performed by spoken language are to get things done, to provide information and to entertain (1993: 8). In relation with the functions, written language is used as transactional language which occurs when the participants are concerned with the exchange of goods and services (1993: 18). Factually, written language is emerged in societies as a result of cultural changes which created new communicative needs (1993: 8). From view of the fact, written language has important role in the process of advertising in which it must bring aesthetic and communicative effects to the consumers.

In short, written language has rapid influences to evoke readers' responses. (Lesikar and Flatly, 2005: 12). In accordance to that, advertisements primarily

use effective and attractive language within these messages for getting rapid responses from the readers. It needs a creative language that strongly appeals readers' attention. Belch and Belch state that the important role of words in advertisement is to stimulate the readers' direct response by the senses (taste, smell, sight, touch, feeling, moving, and hearing) and also to create a representation (1995: 112). In detail, the use of imagery in advertisements is appropriated. Boorstin in Dyer argues, imagery encourage strong expectation because it brings cognitive representations of the readers and uses as one of many strategies of advertisers in publishing the advertisements. Those convey readers to have easiest understanding and then memorizing it in their mind. Further, advertisements present readers with images and then imagery. However, imagery supports the images of advertisements. As result imagery mystify reader's perceptions to decide (1996: 82). Finally, imagery is used as a transactional language in advertisements.

Since the language of imagery in text of advertisement stands in line with transactional discourse that its stress is on the messages from advertisers to consumers, The Jakarta Post is selected as the data source of this research. Another reason is the advertisements in The Jakarta Post are not only from Indonesian advertisers but also from other countries. The language reflects the culture of the country. The last, advertisements language of The Jakarta Post is efficient and diplomatic. It is efficient because the language is understandable not only for foreigner but also Indonesian English-speaking; it is diplomatic because people are able to build a relation with other people in other country.

Through imagery in an advertisement, people will be stimulated to see, hear, touch, directly what are being described in the advertisement. By using imagery, readers can sense object directly with strong response and think it economically. Dyer states that the usage of imagery in advertisement has become sophisticated and persuasive that they now organize our experience and impression crucially significant way (1996: 82).

From view of the fact, language style is often used by advertisers to express their idea. Indeed, they use language creatively by using certain diction, grammar, and rhetoric. Those factors are used in order to enrich the meaning, describe the object imaginatively, and give such emotion effect about the messages in the advertisements. In this case, the researcher chooses rhetoric as the element of style. Burhan in Mamik (1995: 295) says that rhetoric is the way to use language to get aesthetic effect. The aesthetic effect can be resulted through creative language expression. Rhetoric itself includes the use of figurative language and imagery.

It is also clearly pictured in the Surah Al-Fath 10;

[10] “Verily those who plight their fealty to thee do no less than plight their fealty to Allah. The Hand of Allah is over their hands; then anyone who violates his oath, does so to them harm of his own soul, and any one who fulfill what he has covenanted with Allah, Allah will soon grant him a great Reward”

What are interesting are those verses that God uses imagery in ordering His Prophet. In detail, the word “hand” in this verse is understood as the hand of God. However, God does not has human characteristics, such as human being. It represents as God’s power of authority. In detail, He looks like has an

appointment with Quraisy by shaking hand. Factually, He orders Prophet Muhammad SAW to do this appointment by His agreement. It brings happiness and satisfaction to Muslims, because the appointment and agreement are from the Highest Creature of world and His messenger.

In this case, Islamic teaching has given a clear guidance in reaching out mutual understanding to avoid problems of communication that might be arouse because of the involvement of an action of sending and receiving messages among language users.

The Koran as the basic Islamic source has also perfectly put the principle of freedom in His Holy Quran;

السَّمَاءِ فِي وَفَرَعُهَا ثَابِتٌ أَصْلُهَا طَيِّبَةٌ كَشَجَرَةٍ طَيِّبَةٍ كَلِمَةً مَثَلًا اللَّهُ ضَرَبَ كَيْفَ تَرَأَيْتُمْ

“See you not how Allah sets forth a parable? A goodly word as a goodly tree, whose root is firmly fixed, and its branches (reach) to the sky (i.e. very high)”. (Ibrahim; 24)

The existence of Islamic perspective toward language in use above is not the point that is analyzed in this research, but it helps the researcher draws the theoretical base of a significance contribution of investigating language in use.

What makes this study is interested to be discussed is the role of imagery as the transactional language in advertisements.

The previous of this study is the thesis that was written by Mamik Wulandari (2007), she found about 5 types of imagery from 7 within advertisements in The Jakarta Post on August 2004 periods. In addition, she has found about the

frequency of the used of imagery in advertisements of The Jakarta Post within how often the imagery is evoked and scarcely by using quantitative approach.

Considering that problem, researcher enthusiastically intends to understand imagery appeared through language by appealing Van Dijk microstructures theory of discourse analysis, because it views the local (micro) level of word and sentence meaning of text messages in advertisements. It preferred structures model and social representation of language in social context.

Finally, the researcher intended to answer about the usage of imagery in advertisements issued in The Jakarta Post on April 1st to 24th, 2008 editions which is emphasized in the types of imagery and describe the use of imagery in advertisements of The Jakarta Post on April 1st to 24th, 2008 editions by using descriptive qualitative research.

1.2 Statements of the problem

In line with the background of the study described above, the researcher tries to analyze the usage of imagery in advertisements issued in The Jakarta Post. The main questions specifically are formulated as follows:

- 1.2.1 What are the types of imagery of advertisements issued in The Jakarta Post on April 1st to 24th, 2008 editions?
- 1.2.2 How are the types of imagery of advertisements issued in The Jakarta Post on April 1st to 24th, 2008 editions?

1.3 Objectives of the study

Related to the previous questions, the objectives of the study are:

- 1.3.1 to find out the types of imagery used in advertisements issued in The Jakarta Post on April 1st to 24th, 2008 editions
- 1.3.2 to describe the use of the types of imagery in advertisements issued in The Jakarta Post on April 1st to 24th, 2008 editions

1.4 The scope and limitation of the study

Scope

The study focuses on the types and the use of the types of imagery in advertisements issued in The Jakarta Post. The subject of this study is the advertisements on April 1st to 24th, 2008 editions. The researcher chooses the Jakarta Post published on April 1st to 24th, 2008 editions, because; *first*, in linguistics study, the language of the advertisements is included transactional discourse since its stress is on the message from advertisers to consumers. *Second*, advertisement is a form of written communication that develops at the same time with the advance of technology, whether in oral or written ways. *Third*, the language of advertisements, which is compact and persuasive, is different from the most of the other language used in every day life, i.e. the language is discrete. *Fourth*, April is the 25th anniversary of The Jakarta Post. The researcher will be one of the participants who celebrate The Jakarta Post's 25th anniversary by using it as the data source especially in column of advertisement.

Limitation

Meanwhile, a methodological weakness of this study is that transactional language normally concerns on investigating communicative event which involves both speaker and hearer direct interaction by which speaker sends messages containing intentions and the hearer directly response what has been said by giving verbal and nonverbal (action) feedback, such as conversation. The object is taken by the researcher in her study is text which does not involve direct interaction of the speaker and the hearer.

1.5 Significances of the study

The result of this study is expected to give contributions to the related study both academically and practically.

1. Academic significance

This study broadens a theoretical review on the study of types and use of the types of imagery in advertisements issued in The Jakarta Post on April 1st to 24th, 2008 editions.

2. Practical significance

This study can help linguistics researcher especially and the students who learn English are expected to be able to understand and increase the knowledge about imagery. To the teachers, this study is expected to be a contribution or additional material for Discourse Analysis course.

1.6 The definition of key terms

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

1. Imagery

Imagery is language which brings vivid description of an object concerning with human senses of sight, smell, touch, or taste. Much imagery exists for its own sake, adding descriptive flavor to essay.

2. Advertisement

An advertisement is any paid form of non-personal communication about an organization, product, service, or idea by identified sponsor.

3. Types of imagery

Imagery is classified roughly into several categories, visual (image of sight), auditory (images of sound), gustatory (images of taste), kinesthetic (image of emotion), internal imagery (images of internal sensation), tactile (images of feeling), olfactory (images of smell).

CHAPTER II

REVIEW OF THE RELATED LITERATURE

Researchers use the scholarly literature in a study to present results of similar studies, to relate the present study to the ongoing dialogue in the literature, and to provide a framework for comparing results of a study with other studies. Thus, in this chapter I continue the discussion with focusing on the theoretical review related to this study.

This study employs several theories: advertisement, discourse analysis, advertisement and language style, imagery, imagery in advertisement, previous studies.

2.1 Advertisement

2.1.1 The Concept of Advertisement

Mueller defines that advertising according to the Definitions Committee of the American Marketing Association, “is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor”.

Several aspects of this definition deserve further explication. The “paid” aspect refers to the fact that the advertiser must purchase time and space for the message. “Non-personal” indicates that the message appears in the mass media, which means there is little opportunity for feedback from the message receiver (1995: 55). In detail, Arens states that advertisement is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (good, services, and ideas) by identified sponsors through various media.

In detail, there are some components of advertisements;

1) A type of communication.

It is actually a very structured form of applied communication, employing both verbal and non verbal elements that composed to fill specific space and time formats determined by the sponsor.

2) Non-personal or mass communication

Advertising is typically directed to groups of people rather than to individuals. It is therefore nonpersonal, or mass, communication.

3) Paid for by sponsors

Most advertising is paid for by sponsors. But some sponsors do not have to pay for their advertisements. Likewise, a poster on school bulletin board promoting a dance is not paid for, but it is still an advertisement-a structured, nonpersonal, persuasive communication.

4) Persuasive

Most advertisement is intended to be persuasive to win converts to a product, service, or idea. Some advertisements, such as legal announcements, are intended merely to inform, not to persuade. But they are still advertisements because they satisfy all the other requirements of the definition.

5) Identified by its sponsor

This seems obvious. One of the basic differences between advertisement and public relations, though, is that many PR activities (for example, publicity) are not openly sponsored.

6) Medium

Advertisement reaches us through a channel of communication referred to as a medium. An advertising medium is any paid means used to present an advertisement to its target audience. Thus, we have radio advertising, television advertising, newspaper advertisements, and so on.

Advertisement determines news and information about products (goods, services, and ideas) in which text and talk elements are appropriated. By identified sponsor, advertisers invite consumers by using communicative and aesthetic language as a medium of communication to present messages to its target audiences. This study concerns on the analysis of texts, as a product of written language especially in advertisements issued in *The Jakarta Post* on April 1st to 24th, 2008 editions.

2.1.2 The Functions of advertisement

Dyer conveys the primary functions of advertisement are; 1) to introduce a wide range of consumer goods to the public and thus to support the free market economy. 2) to create desires that previously did not exist. Thus advertising arouses our interests and emotions in favour of goods and more goods, and thereby actually creates the desires it seeks to satisfy (1996: 6).

In accordance to that, messages that will be presented by communicator have to be obvious, appropriate, understandable, and acceptable for consumers. Beside that, the situation in which the messages are received by consumers and their condition play important role. The messages also have to persuade public consumer to get satisfactory response. Dyer states that the other function of

creating advertisements is to persuade and convert potential consumers. Thus advertisements are deliberate and consciously articulated messages (1996: 12-13). Advertisement is usually highly selective and stereotypical; certain ideas and styles are emphasized or reinforced, others are ignored (1996: 13). Advertisement is effective only if it is able to both gain the attention of the target audience and communicate the products benefit clearly. If the target audience is to receive the advertisement message, it must appear in the appropriate medium (Muller, 1996: 57).

By advertisements, advertisers are able to find new consumers and expand the good maintain profits and keep control of prices. Advertisements have power to influence consumers' behavior. The behavior can be visiting to retailers, trying new brand, developing the usage, and the loyalty toward the brand.

2.1.3 The Language of Advertisement

The changes that have taken place in the appearance of advertisements over the past thirty years and the contemporary emphasizes on the visual aspects and image-making of promotion and publicity. It would be wrong to suggest that advertisement language is unimportant. In fact, the language of advertisements is sometimes more important than the visual aspects.

Dyer (1996: 139) states that advertisement language is of course loaded language. Its primary aim is to attract readers' attention and dispose them favourably towards the product or service on offer. Catching readers' attention and imagination and aiding memory are perhaps the primary functions of advertising language: unusual or stylish words and short, crisp sentences are easy

to repeat and remember. In other words, the typographical and calligraphic techniques can also be used as signifiers so that language can signify the product directly by uniting language and product. There are several kinds of language to communicate the product with the consumers, they are;

1) Figurative language, rhetorical language that tries to create effects by breaking or exploiting language rules. Some figurative or rhetorical expressions have passed into use and as a result are less surprising and memorable. Languages in relation to figurative are; metaphor, where a word acceptable in one context (e.g. 'eat' in the context of food) is transferred to another context, eating words is an absurd proposition unless we interpret the phrase in a figurative, non-literal way; personification; synecdoche; metonymy; homonymy; parallelism; and alliteration.

2) The 'absence' of language – calligraphy

Language is of course a primary reference system in communication. Language functioning as a sign can be used in the same way as pictorial signs: it can be there to be deciphered or absent to be filled in by the reader. Some advertisements language is used to signify the product directly through calligraphy. This is extension of showing the product (or sign of the product) directly without any words. Advertisement which uses calligraphy suggest that the language is absent and that the product speaks for itself; that it can signify without being named.

3) Presupposition

The language is taken for granted in the utterance. Renkema (1992: 154) states a presupposition is also can be assumed as the implicit information which must be true for the sentence to be either true or false and which is not affected by a negation. Presupposition can be prompted by the words themselves or by the sentence structure. It is must be mutually known or assumed by the speaker and addressee for the utterance to be considered appropriate in context which will remain a necessary assumption whether the utterance is placed in the form of an assertion, denial, or question, and can be associated with specific lexical item or grammatical feature (presupposition triggers) in the utterance.

Grundy (2000: 119-120) says that there are two ways of how to spot the existence of presupposition. The first way is by looking the presupposition *triggers*, i. e. a construction trigger or item that signals the existence of a presupposition in an utterance (Levinson, 1983: 173). Furthermore, presupposition triggers are usually used to expose the utterances of advertisers in advertisement. Brierly states that presupposition trigger words evoke the readers' assumption about the brand which is already established or that there is a positive feeling towards the brand (1995: 464). The kinds of presupposition triggers are used as; definite description, factive verbs, implicative verbs, change of state verbs, expression of repetition, verb of judging, expressions of temporal relations, cleft sentences, stressed constituents, returned actions, comparisons, counterfactual conditions, and questions. Second way is to think of them as ways of expressing shared or non-controversial knowledge.

4) Imagery

Imagery is language that helps the advertisers to evoke the readers' sense of an object. Dyer (1996: 149) states that imagery persuades the readers to be subjected to a liberal sprinkling of adverbs and adjectives. These are the key parts of speech for advertisers. They are the trigger words because they can stimulate envy, dreams and desires by evoking looks, touch, taste, smell and sounds without actually misinterpreting a product. Belch and Belch state that the important role of words in advertisement is to stimulate the readers' direct response by the senses (taste, smell, sight, touch, feeling, moving, and hearing) and also to create a representation (1995: 112). Furthermore, the words are employed in the advertisements to describe and to emphasize the image that is built in the advertisement.

The researcher focuses on the use of imagery language because the words are not only give economical understanding in time but also bring readers' imagination about goods and services.

2.2 Discourse Analysis

2.2.1 Brief discussion on Discourse

Discourse analysis is a study that investigates language that is used naturally, written as well as spoken form (Stubbs in Rahardjo, 2000: 190). Further, Stubbs states that discourse analysis stressed on the use of language in social context, especially among the speakers. In line with Stubbs, Brown and Yule in Rahardjo state that discourse analysis is an analysis of language in use (2000: 190). From

those two opinions we can conclude that discourse analysis is analysis how texts work within socio-cultural practice.

Widdowson in Sobur states that discourse is refers to the use of a sequence sentences. This interpretation implies two meanings; sentence in combination and the use of sentence. A sequence of sentences form a bigger construction, which is text and the use of sentence; refer to the language use in communication, in social context (2006: 49)

Brown and Yule (1983: 1-8) define discourse as language in use for communication. Brown and Yule then classify discourse based on language function and the process of production. According to language function, discourse divided into transactional discourse, which stressed on the social and personal connection. According to the process of production, discourse can be classified into written text and spoken text.

On the notion of text, Numan defines that a text to refer to any written record of a communicative event. The event itself may involve oral language (for example, a sermon, a casual conversation, a shopping transaction) or written language (for example, a poem, a newspaper advertisement, a wall poster, a shopping list, a novel) (1993: 6). However, written language is used to communicate with others who removed in time and space, or for those occasions on which a permanent or semi-permanent record is required. In accordance to that point, discourse analysis does not end within textual aspects; it includes context and the process of production and consumption from the text (Rahardjo, 2000: 191). In addition, discourse is referring to the interpretation of the communicative

event in context. Numan defines that context to refer to the situation giving rise to the discourse, and within which the discourse is embedded.

2.2.2 The Types of Discourse

Advertisement that can be found in written media is kind of text; therefore, it constitutes a discourse. Referring to Numan's classification discourse types in terms of the communicative job people doing. The division would be into those basically transactional in nature, and those are basically interpersonal.

Transactional language is that which occurs when the participants are concerned with the exchange of goods and services. Interpersonal language, in other hand, occurs when the speakers are less concerned with the exchange of goods and services than with socializing (1993:18). In accordance to that, advertisement in the newspaper is included in transactional discourse, since its stress is on the expression of message intended to consumers. According to the process of production, it is written text.

2.2.3 Model Analysis of Discourse

According to Van Dijk in Rahardjo, the analysis of discourse covers three structures, they are super structure, is a sequence of a text such as how elements and structures of discourse are arranged in a full body of text; macro structure, is a general or global meaning of a particular text that is examined by focusing on topics of the text; and micro structure, is concerned with the meanings of discourse by investigating and analyzing propositions, words, phrases, or sentences.

More specifically, according to Van Dijk, his analyst want to know what structures, strategies, or other properties of texts, talk, verbal interaction or communicative events play a role in these modes of reproduction. On the other hand, since communication is often less consciously controlled here, the more subtle and unintentional manifestations of dominance may be observed at these levels, e.g. in intonation, sentence forms or syntactic style, rhetorical figures, local semantic structures, turn-taking strategies, politeness phenomena, and so on

Discourse Structure	Subject Matters	The unit of analysis
Macro Structure	Thematic (what is being said) Element: topic/theme	Texts
Superstructure	Schematic (How the opinion is being ordered and combined?) Element: scheme	Texts
Micro Structure	Semantics (What is the meaning of opinion which is being offered?) Element: setting, detail, illustration, intention, logic	Paragraph
Micro Structure	Syntactic (How the opinion is being offered?) Element: coherent, nominalization, abstract, sentence, pronoun	Sentence, Proposition
Micro Structure	Lexicon (Diction) Element: keywords, diction	Words

Micro Structure	Rhetoric (The way how opinion is being offered) Element: style, interaction, expression, metaphor, visual image	Sentence, Proposition
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Eriyanto in Rahardjo (2000: 192)

In detail Furthermore the researcher uses microstructures model to embody the representation of readers about imagery used in advertisements. In other word, researcher intentionally finds out the types of imagery and it is important to describe the using of each type of imagery issued in The Jakarta Post on April 1st to 24th, editions.

2.3 Advertisement and Language Style

Advertisement always develops in people civilization progress. Advertisers strive to keep communication with public by employing language as a means to exert public mind. Language that is used in advertisement is considered as language style. The ways speaker or writer asserting their ideas is by conducting language. Crystal (1987: 66) states that style is the way people use language gives us information about their physical type, their geographical, ethnic, and social background.

Many styles are classified into two broad types: Firstly, the evaluative, style is thought of in a critical way: the features that make someone or something stand out from an 'undistinguished' background. In this sense, it implies a degree of excellence in performance or a desired standard of production, as when someone is complimented for 'having style', or condemned for writing 'without style'.

Secondly, the description, style is lack of sense these value judgments and simply describes the set of distinctive characteristics that identify objects, persons, periods, or places.

Both these general senses are widely used in language study. Evaluative notions are an essential part of aesthetic approaches to language, and are implicit in such areas as elocution, oratory, and literary criticism. Descriptive approaches are found more one scientific study, such as the various branches of linguistics, where there is concern for objective identification without evaluation.

Stylistic distinctiveness classified into several kinds;

- a. Rhetoric, the study of persuasive speech or writing (especially in public oratory. It is the way in using language to reach aesthetic effects.
- b. The traditional classification of rhetorical figures distinguished between schemes and tropes. Schemes (such as alliteration) were considered to alter the formal structure of language to create stylistic effects, without altering the meaning. Tropes (such as metaphor) were thought to alter the meaning of the language in some way. However, the theoretical principle on which this distinction relies (the relationship between form and meaning) is not straightforward, and its application to the vast range of literary effects led to controversy, especially over the extent to which changes of form inevitably result in changes of meaning.
- c. Figure of speech, it is used instead. Also, only tiny number of the traditional labels (alliteration, simile, hendiadys, metaphor, personification, paradox, metonymy, apostrophe, and chiasmus).

d. Sounds and rhythms

The distinctive is use of vowels, consonants, cadences, and rhythms. Several different phonetic and phonological stylistic features contribute to the total effects, which is studied under the separate heading of phonostylistics.

Both style and advertisement have the same characteristics. Advertisement is as the means of communication in which social particularly between producer and consumers occurs. Advertisements provide information that is needed by people who experience developing civilization. For example, an advertisement has to explain why clear shampoo is able to make our hair are free from dandruff. Of course it is accompanied by messages as the vehicle for companies' importance. The choice of appropriate way in framing message is an important factor. The messages are built as good as possible by employing many aspects in order to make recipients interested and then make decision. That is why advertisements should be conceived by concerning some factors such as selecting words, grammar, figurative language, and something that results aesthetic effect.

Nowadays, advertisement is used whether in short or long of time. Thus, there is an effort to make advertisement effective and efficient. It is emphasized requirement language in convincing, persuading, causing desire. The language should also as short as possible to cease boredom because no one has a will to read long advertising language. Messaries conveys that stylistic aspects which are used in advertisement have same connection aspect to aspects of reality (1997: 55). It should be emphasized that the form is not only in abstract images, it also can be present highly representational pictures, and it can be used occasionally as

way of conveying messages that are not contained in the pictures' manifest content. Because advertisement is as the bridge between producers and consumers, the advertisers who objectively their vision should make decision of style that is suitable with their advertisement.

Based on the relationship between advertisement and style, advertisement is a language style, because language is used businessman to introduce, inform, and offer their products and service. The advertising in offering, convincing, and persuading people to buy and give loyalty toward the companies and the brands uses rhetorical aspect of language.

2.4 Imagery

2.4.1 The Concept of Imagery

There are two words image and imagery. Wales states that image and imagery are used with varying often overlapping senses. 1) Originally image had a visual meaning, still common in semiotics, of a physical imitation of an object, as in sculpture and painting. 2) The common sense of a mental picture of an object, etcetera, is combined with the sense of a 'picture' evoked in works. Depending on it, this picture or description may involve figurative language or imagery: such as simile and metaphor (2001: 201).

Thomas and Johnson state that imagery may be defined as the representation through language of sense experience (2006: 700). Since imagery is peculiarly effective way of evoking vivid language, and since it may be used to convey emotion and propose ideas as well as to cause a mental reproduction of sensations, it is a valuable resource.

Imagery is generally the use of language to represent objects, activities, feeling, thought, and ideas as well as experiences dealing with the senses. It can be expressed in a single word, phrase, sentence, and even several sentences (James and Jeffrey, 1997: 739). Our senses provide the link between our minds and external reality (1997: 741). In other words, imagery is descriptive language which dealing with senses and intends to make reader feel more interested in the advertisement by creating mental image of the subject. Imagery helps the reader imagine by the sensations described as they are related through the language of the advertisers.

2.4.2 The Types of Imagery

According to the advertising, Belch and Belch state that the important role of words in advertisement is to stimulus the readers' direct response by the senses (taste, smell, sight, touch, feeling, moving, and hearing) and also to create a representation (1995: 112). However, Thomas and Johnson imagery is classified into several categories, mind's eye (visual imagery); a sound (auditory imagery); a smell (olfactory imagery); a taste (gustatory imagery); touch (tactile imagery); an internal sensation (organic imagery); movement or tension(kinesthetic imagery) (2006: 700).

Considering two classification above, there are seven types of imagery

a. Visual imagery

Visual imagery is a picture dealing with the object visually caught by our eyes or something seen in the mind's eyes. For example,

“Visit Malaysia Year 2007 Grand Launch Eye on Malaysia” (The Jakarta Post, January 2, 2007)

At a glance, we will imagine that these words describe about Malaysia in year 2007. Who will not be interested seeing the beautiful Grand Launch Eye on Malaysia in year 2007 by visiting it. The word “eye” emphasizes the reader about the situation on Malaysia in year 2007. It appeals the reader that he or she was there enjoy the place. Factually, advertiser want to introduce the beautiful place of Malaysia conveys the readers mind about the beauty of Malaysia in New Year of 2007.

b. Auditory imagery

This atmosphere of imagery is resulted by hearing effect. For example, we can be sensed through advertisements below;

“Hot music cold margaritas sizzling fajitas killer BBQ Ribs” (The Jakarta Post, January 6, 2007)

This advertisement offers the restaurant with the music includes. It invites us to hear music in dinner occasion, dating in restaurant or having meeting by dinner or lunch. The word “hot music” emphasizes the reader about requesting music while eating. It is just like rustling sound bothering our eating.

c. Olfactory imagery

The images is the result of our senses of smell such as scorched, singed, fragrant, rotten, etcetera. For example,

“COME TO YOUR SENSES PLANT & FLOWER PURE FUMES”. (The Jakarta Post, January 19, 2007).

This advertisement promotes the plants and flowers provide aroma from the pure fumes of these. The word “pure fumes” exerts reader’s attention about the nature of smell of plant and flower in the garden even in the room. The sense of pure fumes of plants and flowers are fragrant.

d. Gustatory imagery

The effects of this image are resulted by what have been tasted by our tongue. The tongue is able to taste salty, sweet, sour, and other words that can invite tongue impulsive. For example;

“Your All Time Favorite Queen’s Tandoor Indian Cuisine & Chinese Special Lunch Offer 20% off” (The Jakarta Post, January 22, 2007)

It introduces Indian menu. The advertisement tries to invite us tasted its lunch and omitted our all-bad mood. The words “special lunch offer 20% off” is conceived to strengthen the pressure to tickle our tongue to taste it. Hungry truly annoys everybody. But lunch is as the way out to quench it.

e. Tactile imagery

The images are usually resulted by the sense of skin such as hardness, softness, wetness, or heat and cold. For example;

“Finally... equal treatment for hands and nails for smoother hands and stronger nails. For smoother hands and stronger nails” (Consumer Behavior, 247)

The words exert our image of skin sense of hands and nails treatment. “Smoother” is the key of attention to attract the readers. Smoother is chosen to give and to make sure readers that the massages are soft for hands and helps strengthen nails.

f. Organic imagery

The images are the same with the internal sensation such as hunger, thirst, fatigue or nausea. For example,

“THE FUNDAMENTAL FREEDOM. Without It, All Your Other Freedoms are in Jeopardy” (Scharbach, 41)

As every body knows that there are four freedoms in this world particularly in America. There same freedoms namely freedom guaranteed of our Bill of right, worship, speech, assembly, and etcetera. But the freedom that is more important than the others is the freedom in owning property particularly in buying oil. Nevertheless, all the other freedoms are in jeopardy. The review aims to cease citizen’s fear in buying and owning what they needs the sensation that creates in this advertisement can be felt internally in reader’s heart. We feel to be protected, guaranteed, and kept from jeopardy.

g. Kinesthetic imagery

It is defined as the images of the motion, or movement or tension in the muscles or joints. It describes something moves or does not move but they are painted as moves.

For example,

“The amazing race in Asia” (The Jakarta Post, January 14, 2007)

It introduces about racing in Asia. The word “race” is identical with horse. Horse is amazingly run fast in race tract or in desert of Africa. By racing, people are able to evoke their motivation in competition. They are just running like horse.

2.4.3 The Functions of Imagery

Imagery is as the result of readers' imagination development process actively and creatively in making sense of the meaning stated in the texts (Siswantoro, 2002). In reading advertisement, a reader should have good reading power supported by mastering vocabulary and grammar. Brook in Henry (1984: 30) state that imagery is calling to mind of something perceived by the senses.

There is high creativity in conceiving advertisement by employing prominent words. In this case, imagery gives easiness to readers. It means to comprehend an advertisement and also style to beauty them. It enriches our pleasure in reading, and if deliberately repeated, can become motifs, or patterns (Mc Mahan, 1996: 69). Advertisements encourage extravagant expectations because they are more dramatic and vivid than the reality (Dyer, 1996: 82). The immediacy and vividness will leave out reader's boredom. Thus, the readers will always have spirit whatever, whenever, wherever they read and read the advertisements. Imagery conveys the equality of experiences.

In short, imagery exerts our senses to alive and meaningful. It is the impression and idea created at the same time they read advertisement. In reading advertisement, the reader should comprehend cognitive and emotional senses in order that an advertisement will be truly expressed. The researcher believes that the use of imagery will bring about prominent effect in keeping brand products continually exist in reader's mind. Advertisement without imagery is like a dead body that is physically exists but no soul.

It is clearly mentioned in the Qur'an that God says;

[27] "We have put forth for men, in this Qur'an every kind of Parable, in order that they may receive admonition"(Az-Zumar)

God as the Creator of the world sends messages especially by variations ways in order to convey people to do the perfect thing in life. Indeed, God uses variation of imagery and figurative language to clearly explain about His messages.

Factually, the verse strengthen about the imagery types which is used as the one of advertisers' strategies in sending messages to give prominent information and get positive responding from the consumers.

2.5 Imagery in Advertisement

Rhetoric is one of language style that is used in advertisement. Brierly states that rhetoric is the technique of using speech and writing to maximize impact and aid memorability (1995: 182). Rhetoric is used strategically in advertisement to reach effective communication. Flynn and McGuire states that we may write to explain, to describe, to give our opinion, to argue our position, or to narrate what happened to reach the effective communication (1982: 26). Purpose, then, is a useful element of control. And it is useful not just in its own right, but because purpose is closely associated with another element of control, the forms. They are description, narrative, exposition, opinion, argument, and summary.

Description presents a subject in such a way that the reader can apprehend it; through description, the reader can see, feel, hear, or perhaps taste the subject.

Narrative presents an even or action in a way that gives it life or movement; the reader is there, experiencing the event or performing the action. The most

obvious example of the narrative form is the novel; there are, though, nonfictional narratives, or narrative essays.

Exposition is the most straightforward way of conveying information and explaining things. Exposition explains what a subject is like by presenting it as a step-by-step process, by comparing it to something else, by dividing it into different parts, by defining it, or by providing examples or illustrations of it.

Opinion and argumentation both present information in an attempt to persuade the reader. The primary difference the two forms is that argument presents reliable information on both sides of an issue before taking a stand resolving the question. The opinion form presents a point of view and includes evidence to support that view; opinions need not present both sides of an issue.

Summary, it is usually written as a more readily comprehend version of the material. Though a summary shrinks what it is treating, it retains the organization and meaning of the original.

Imagery is a kind of rhetoric which is can be formed by the six forms of rhetoric. Boorstin in Dyer states that advertisements, he argues, encourage extravagant expectations because they are more dramatic and vivid than the reality. Advertisements present us with images and then make them seem true. As a result they befuddle our experience and mystify our perception and experiences of the real world by offering spectacular illusions (1996: 82). In addition, Dyer (1996: 82) that the usage of imagery become so sophisticated and persuasive that they now organize our experiences and understanding in a crucially significance way. The significance of the characters of imagery that are persuasive,

sophisticated, interesting, dramatic, and vivid, is a prominent aspect in building advertisement. It uses certain words, dealing with human senses, thus there are no aspects of senses that are not touched. It offers spectacular impression and illusion that finally do not satisfy.

Dyer states that advertisement in particular uses hypnotic and intimidatory language and imagery (1996: 81). The point that is being discussed in this chapter is believed to have relation with what the researcher intent to study. It defines what the concept of imagery and advertisement are, and how to understand imagery through the microstructures model of Van Dijk.

There is close relationship between advertisement and style that they bridge the producers and consumers. In this case, imagery is one of important thing to make advertisement successful.

As to the researcher, imagery employs all aspects of human senses. It could be in form of description and figure of speech. The meaning of imagery actually depends on the culture where the people live.

2.5 The Previous Studies

The previous of this study is the thesis that was written by Mamiék Wulandari under the title *The Usage of Imagery in Advertisement Issued in The Jakarta Post (2007)*. She has found about 1) The 5 types imagery within 7 types in advertisements issued in The Jakarta Post on August 2004 period 2) The frequently of imagery used. The result of the frequency within its advertisements are; internal sensation is as the major imagery (42%), visual imagery (9%), gustatory imagery (6,67%), kinesthetic imagery (5%), and tactile imagery (3,33%)

3) Auditory and Olfactory are the types of imagery that are scarcely used in advertisements. In other hand, she uses quantitative approach about her analysis. Here, the researcher intended to answer about the usage of imagery in advertisements issued in The Jakarta Post on April 1st to 24th, 2008 editions which emphasized in the types of imagery and describe the use of imagery in advertisements of The Jakarta Post on April 1st to 24th, 2008 editions by using descriptive qualitative research.

Gillian Dyer (1996), *Advertising As Communication*, investigated about the effectiveness language, image, ideas, and values drawn from the culture, and assembles a message which is feedback into the culture. Both communicator and receiver are products of the culture – they share its meanings about the advertisement. Further, the use of language attracts consumers' attention and disposes them favorably towards the products or services on offer. In addition, primarily functions of advertising language are unusual or stylish words and short, crisp sentences are easy to repeat and remember. It precisely aims for catching, imagination, and aiding memory. The keywords take important place to at glance be subjected to a liberal sprinkling of adverbs and adjectives. Finally, the most important word that brings all the explanation above is imagery beside figurative language in the advertisement. However, by sense people will at glance imagine and then decide in which language can signify the product directly by uniting language and product.

The journal of Reima Sado Al-Jarf (vol.7,no.1, April 2007), *Processing of advertisement by EFL College Students*.

The study investigated EFL (English Foreign Language) students' ability to comprehend and analyze advertisements and identify their stylistic features. Results of a test with sixty six EFL college students showed lexical and structural features that are easy to identify and those that are difficult to identify. The sources of difficulties they get are 1) the psychological meanings of advertisements were found to be more difficult to explain than the physical meanings; 2) abbreviations; and 3) figurative language and imagery.

In detail, the result of imagery used in advertisement that is being analyzed is reach about 8%. In accordance to that, EFL students' ability to understand the lexical, semantic, syntactic, pragmatic, figurative language and imagery is lacking. Actually, those incorrect responses indicate inadequate situational, cultural and world knowledge. Swasy and Rethans (1986) found that prior product knowledge affects the extent of advertisement evoked senses, curiosity, and cognitive responses as well as questions concerning product class-related attributes and values.

In detail, figurative language and imagery in advertisement was investigated by Kreuz (2001). He concluded that people take longer to process figurative language even if imagery statements than literal statements or other forms of it. In other hand, he recommended that figurative language and imagery be employed affectively to increase the effectiveness of advertisement messages. While the marketing language is rich with advertising that focuses on the effect of

advertisement language on consumer attitudes towards the product advertised, figurative language and imagery are particularly used to emphasize the advertisers' demand.



CHAPTER III

RESEARCH METHOD

This chapter deals with the research method that will be described more clearly by: (1) clarifying research design, (2) mentioning the data and data sources, (3) describing the key instrument, (4) presenting the data collection, and (5) demonstrating data analysis.

3.1 Research Design

The researcher uses descriptive qualitative approach in this study, because the data of this study are texts that we are not statically analyzed. In relation to the design of this study, descriptive research is designed to obtain information concerning the current issues about the advertisements. They are directed toward determining the nature of situation, as it is existed at the time of study. This study describes the types and the use of the types of imagery in advertisements issued in The Jakarta Post on April 1st to 24th, 2008 editions.

3.2 Data and Data Source

The data of this study are texts in the column of advertisements which are observed from April 1st to 24th, 2008 editions, more specifically which is including advertisements dealing with imagery used.

The single data source is The Jakarta Post written by Indonesian and foreigner advertisers issued on April 1st to 24th, 2008 editions. It is English daily newspaper published in Indonesia.

3.3 Research Instrument

In this study, the main instrument is the researcher herself who actively and directly participates in data collection and data analysis. She spends a great deal of time for reading and understanding the text of advertisements of The Jakarta Post aimed to find out the types and the use of the types of imagery in advertisements issued in The Jakarta Post on April 1st to 24th, 2008 editions.

3.4 Data Collection

The data of this study are taken from text in the column of advertisements issued in The Jakarta Post, which is related to imagery used. Since the data are in the form of advertisements within newspaper, scanning and deep understanding are the most appropriate data collection technique in this study. To collect the data the researcher exposed The Jakarta Post published on April 1st to 24th, 2008 editions.

3.5 Data Analysis

After getting the data from The Jakarta Post, in this study each text is analyzed as its vocabulary. The first step is obtaining the data. The advertisements of The Jakarta Post on April 1st to 24th, 2008 editions are selected as the data source. The second is scanning to select the column of advertisements of The Jakarta Post. The third is reducing the 79 columns to 50 columns of advertisement. The fourth is intensive reading to analyze per column of advertisements. The fifth is explaining the keyword in each advertisement to find out the 7 types of imagery. In detail, to confirm the 7 types of imagery that is identified, the researcher explains keyword in the texts of advertisement in The

Jakarta Post by giving a symbol of imagery based on the characteristics identified.

Here, the researcher gives symbol V as visual imagery, A as auditory imagery, G as gustatory imagery, K as kinesthetic imagery, T as tactile imagery, O as olfactory imagery, I as internal sensation or organic imagery. The sixth is concluding the composition of advertisement by keyword that is explained. The seventh is interpreting messages in each advertisement. The last is drawing conclusion based on the research findings.

The data are analyzed partially bellow;



CHAPTER IV

DATA ANALYSIS AND FINDINGS

This chapter presents the data analysis where the researcher sort the data into categories, analyze them, and present the result of analysis, which are all based on the research questions, and the discussion of this research where the researcher construes towards the result of analysis.

4.1 Data Analysis

Data analysis in qualitative research is emphasized on a process and ongoing analysis. The process of data analysis in this study is listed below;

4.1.1 Data Reduction

After collecting 79 relevant texts within advertisement, the researcher takes 50 of them to be analyzed. These 50 texts are taken from The Jakarta Post, April 1st to 24th, 2008 editions.

In the process of data reduction, the researcher considers several points;

1. The texts involve only column of advertisements that are taken from The Jakarta Post, April 1st to 24th, 2008 editions.
2. The texts are mainly discussing issue on imagery language.

4.1.2 Data Display

Data display views the selected texts using the regulation of Van Dijk's microstructures model of discourse analysis theory (diagram in chapter II). For the first research question, the researcher makes verb classification or keywords based on the categorization of imagery types. In detail, the researcher analyzes each text in each column, explains the

keyword, and classifies it into the types of imagery. For the second research question, still the researcher uses the finding of the first research question to describe the use of the types of imagery in each advertisement. In detail, after finding several types of imagery in each texts and classifying it into the types of imagery, the researcher describes about the use of imagery types. The data are analyzed below;

1. Internal imagery

1. Experience Songkran Festival (The Jakarta Post, April 1, 2008: 12)

Thailand Songkran Festival is being offered in this advertisement. This advertisement invites you to have personally experience of life. Further, it will bring you to the past and convinces that you are never there before. The curiosity of new thing inside heart is tried to be stolen by the advertisement. In accordance to this point, the words “experience Songkran festival” tries to strengthen your determining to go there in which cheap transportation and nice place are available. You will not need to think twice about it. Feeling happiness and satisfaction traveling are the aim which is intentionally appeared by the expression. Internal sensation is feeling of these expressions.

2. Free shopping voucher when you book online (The Jakarta Post, April 1, 2008: 13)

Free shopping voucher for people who have a flight to Kuala Lumpur and Europe are being offered in this advertisement. In fact, shopping is the most demand of consumers. In detail, the advertisement directly shows that they will

give special prices for special services by voucher. In other word, KLM Airline tries to improve its services to satisfy consumers. The keyword of “free shopping voucher” in this advertisement extremely exerts reader’s heart. Internal imagery is enticed by belief and satisfaction.

3. YOGYAKARTA LUXURY EXECUTIVE HOME IO KM JL.

SOLOLAND 850 MZ MODERN 5 BEDROOMS, SWIMMING POOL

(The Jakarta Post, April 2, 2008: 18)

The advertisement promotes extravagant residence with fully facilities. It tries hardly to present the best thing by the facilities. The words “luxury executive home” surely invites readers to be inside; then, they will feel love, comfortable, safe, peaceful and etcetera. In addition, luxury and executive are primary the impressions that are wanted by human. Those are the first impression to create good image inside readers’ heart of feeling comfortable, prestigious and satisfaction. Finally, comfortable, prestigious and satisfaction are belong to internal sensation.

4. I Mega Wi-Fi Connection FREE in Jogja ...nengdi nggone? (The Jakarta Post, April 2, 2008: 18)

Home-phone of I Mega Wi-Fi is being advertised in this advertisement. In common, gratis connection of calling is primarily interest many consumers to try and then own it. *Nengdi nggone?* is Javanese which points to English question word “where is it?”, this is surely make us anxious. In detail, it will is proven by the words “connection FREE in Jogja” in this advertisement. The word “free” means having many occasions to do as you like by connecting I Mega Wi-Fi. It is

true that you can enter worldwide easily whenever you are at Novotel Yogyakarta. High prestige is the prominent side which is tried to be appeared in reader's heart. Internal sensation side is exerted to persuade reader.

5. Valuable Investment in Bali. Where Business Meets Pleasure (The Jakarta Post, April 3, 2008: 3)

The advertisement is created to offer the building investment in Bali involve businessman cooperation. In detail, this business cooperation will be more precisely valuable with successful ending after having maximal effort. It is a highest investment. The highest is intentionally brings big benefit. The result that is they interested is the successful cooperation that will meet a big benefit. The words "meets pleasure" bring us to the brightness future shaping. In short, the word "meets" points to successful end effort of cooperation dealing with expert bussinesman. In accordance to that, the centre of the word is the kinds of imagery which are felt by internal feeling. Feeling of proudness and satisfaction appear in reader's heart, and then exert their desire to join the investment.

6. Available at Bata stoves in your favorite shopping malls (The Jakarta Post, April 4, 2008: 3)

It is advertisement for offering an excellent product of Bata within its durable leather matter. It is directly shows there was an exclusive Bata mall. An exclusive means there was only Bata sandals and shoes product. The words "favorite shopping malls" convinces readers' heart to keep safety about the brand, service, and good in order consumers. Because of their perfect services and trust products,

Bata becomes the first choice for consumers. In detail, feeling perfect and trust are appealing readers' internal heart to always use and subscribe Bata product.

7. Your invitation to experience MH Start with great deals. (The Jakarta Post, April 4, 2008: 8)

This advertisement introduces the Malaysia flight. A cooperation of countries flight dealing with Malaysian precisely has surely credible and believable appointment. The words "great deals" is the centre of readers' attention which bring strong emphasizes of advertisement. The word "great" assures that a flight has extremely pride, wealthy and satisfaction services. Imagery expression internally infiltrates inside heart feeling. Reactions could be trust and admiration.

8. AN INTERNATIONAL EXHIBITION OF EXCELLENT

TRADIRIONAL FABRIC OF THE INDONESIAN ARCHIPELAGO (The Jakarta Post, April 4, 2008: 15)

The advertisement is created to introduce the textile product of the Southeast Asian region. Adi Wastra Nusantara is the masterpiece of the archipelago which produces arts textile and style. The words "excellent traditional fabric" is the centre of attention that is caught in this advertisement. The word "excellent" brings deeper than just like. Excellent means someone has feeling deeply proud in her or his heart. It is kind of imagery that exerts proud, desire, and satisfaction. Those are the impression of internal imagery. It means Indonesian archipelago presents most perfect cloth with nothing match to it.

9. EVER AFTER Modern Oriental (The Jakarta Post, April 4, 2008: 16)

This advertisement introduces bridal and photo which is sponsored by May May. This advertisement is aim to persuade readers to use May May bridal collection with fashionable style. “Modern oriental” is the keywords which are strengthen the aim of the advertisement. The words bring us to have fashionable and glamorous performance. It surely put you in the highest level of original princess. By known that, it will exert many people to give their best attention only to you in that great moment. Explicitly, it builds reader’s desire about feeling admiration and satisfaction that are poured on you.

10. Lifestyle of Convenience and Pampering (The Jakarta Post, April 4, 2008: 17)

The plaza residences are being advertised in this advertisement. You will have pleasure of dining and entertaining in the privacy of your home or at one of the restaurants, private lounge or from the room service. Those statements will be suggested strongly by the keywords of “convenience and pampering” which is caught in the advertisement. Convenience means give free decision in fulfilling their satisfaction and comfortable living for the having happiness. Those bring us to be satisfied with completely facilities are available in which we are able to pamper ourselves within it. It is directly appeal human sensation of feeling happiness and satisfied.

11. A member of the Royal Collection (The Jakarta Post, April 4, 2008: 19)

The advertisement offers a rental of Kayana villa in Seminyak-Bali. The aim of this advertisement is to persuade readers to stay in for a night to leave out the

tired and boring by enjoy the Villa of Kayana when you visit Bali. The glamorous place make people have a great trust that they will satisfied and fun. The keywords that are caught in this advertisement are “the royal collection” which give strongest point dealing with glamorous, admiration and romantic. Those feeling strongly exert reader’s imagination about the glorious kingdom with servants and fully facilitates. Belief is obviously seizure internal sensation of feeling admiration and satisfaction. Luxury kingdom is available and satisfied completely.

12. BEST RATES. LUXURY POOL VILLAS. JIMBARAN-BALI (The Jakarta Post, April 4, 2008: 19)

A swimming pool in villa of Jimbaran-Bali is being rent in this advertisement. In short, this advertisement tries hardly to invite readers to visit the villa with a large member of family, friends, or colleagues and enjoy the swimming pool which has good rates and satisfying services. In accordance to this point, “best rates” are the keyword which is being caught in this advertisement. The word “best” is the central attention to create good product brand image. “Best” means no other product which has the same quality. Explicitly, the words bring certainly quality of services and low finance. Internally feeling satisfaction is expressed by which makes sure that they will be well treated.

13. Cultural enrichment Natural beauty (The Jakarta Post, April 4, 2008: 19)

The advertisement above advertises ARMA MUSEUM and RESORT in Pengosekan, Ubud Bali 80571, Indonesia. Human is natural, they love opened

nature where they will find the real beauty of live. If Arma resort and museum touch the nature of human, it will precisely fulfill what human needs in live. The words “natural beauty” suggest the natural scenery of living that is beautiful and freshness. It evokes our heart to be satisfied and body freshness. Internal imagery in the expression is form of the feeling of believe and satisfy.

14. Find and feel a secret of comfort in your Jungle Resort (The Jakarta Post, April 4, 2008: 19)

The advertisement promotes Nandini Bali resort with special offers. It aims to persuade readers’ to visit the resort which is intentionally bring relaxation and enjoyable services. In short, the words “secret of comfort” internally exerts readers’ feeling satisfaction. You will have comfortable and private services and facilities.

15. Wakâ Namya. A Secret World of Comfort, Culture and Art. Children Welcome. Real Balinese hospitality with a family feeling comfort and security. (The Jakarta Post, April 5, 2008: 20)

The advertisement tries to introduce about the resort in Ubud for family comfort of living. It presents family togetherness. Family is usually has difficulties in build togetherness for everyday or even in weekend. However, the advertisement offers their resort for getting togetherness with the family especially for children. The words “a secret world comfort, culture and art”, it is following by the word “children welcome”. Those words is subjected readers’ sprinkling to try the place and the facilities in reaching togetherness with family that they are never get before. Satisfaction and happiness of heart are the sense of

internal imagery that are expressed. Readers will not have a long time to decide and then try it.

16. ONE LOCAL BRAND IS AMONGST THE MOST INNOVATIVE IN THE WORLD TODAY (The Jakarta Post, April 6, 2008: 3)

It introduces flight with Air Asia Airlines as the first airlines to be on the fast company list of the world's so must innovative companies. The advertisement brings the newest greatest brand which intentionally balances the competition amongst other. The words "the most innovative" reflects proudness of successful changing or revolution to be advanced and fashionable brand. In other word, it tries hardly to reach high position in consumers demand. Internally feeling curiosity of having the new brand is support the desire of readers.

17. Strength, balance and control (The Jakarta Post, April 8, 2008: 23)

The advertisement offers GREENFIELDS fresh milk. Drinking milks is one way of reaching power. It is primary modality before doing activities. By power, someone will have body balance to strengthen their energy. Freshness is the result of feeling balance. It is precisely support people smart thinking and then have good controlling. Those are the human characteristics dealing with the context of healthy. The words "strength, balance, and control" bring strong feeling comfortable particularly giving the most influences to exert human internal heart.

18. Long Beach Seafood Restaurant. World famous in Singapore "Now in Jakarta". (The Jakarta Post, April 9, 2008: 18)

Seafood Restaurant is being advertised in this advertisement. The advertisement brings assumption that the words "world famous" bring prominent

products. In other words, world is largest place which food varieties, however, Singapore seafood restaurant is the one of many. In accordance to that, it brings prominent and high quality of food. The word “world” is particularly support by the word “famous”. Something to be famous is because its taste admitted by most of consumers. Those strongly carry readers’ desire to taste it. In detail, readers’ internal feeling in the deepest heart is expressed as the feeling of prominent and satisfied.

19. ENJOY THE LATEST FINE DINING EXPERIENCE with LIFE BAND PERFORMANCE PRESENTS Fifty Fifty. (The Jakarta Post, April 13, 2008: 23)

This advertisement promotes the dining in Fifty Fifty with all of kindness. The aim of this advertisement is to invite people to try the menu of PLAZA SENAYAN XXI. You will not only get the menu but also can request the song from the band that is available for the guests. In addition, the keyword in this advertisement is “enjoy the latest fine dining” help this advertisement to be prominent and comfortable for you. Feel freely, interest, and satisfied are the definition of the word of enjoy. Those bring people feeling comfort precisely with the dining dealing with band performance. It is intentionally make the consumers get enjoyable. Feeling happiness and comfortable are expressed as internal imagery.

20. Because of your trust, we’re the No. 1 brand in Indonesia. (The Jakarta Post, April 14, 2008: 5)

The advertisement offers the product of LG with Gfk certified in Indonesia. The aim of this advertisement is to invite people to have a loyalty to use LG products. The statement evokes readers' believable because of its up grade position with no match and prominent in the world. Furthermore, the word "trust" strongly draws readers' attention to feel belief and satisfaction in the deepest heart. In accordance to that, the word trust helps LG product to be believable and used by most people.

21. New Ford Escape VVT-The Real SUV. A SPECIAL OFFER RESERVED FOR SPECIAL PEOPLE. (The Jakarta Post, April 14, 2008: 15)

The advertisement offers a new release of Ford Escape with fully facilities is being offered in this advertisement. "A special offer reserved for special people" is primary the keyword that is caught in this advertisement. The words surely build readers' attention to be the one and only who is being offered. It directly shows that the brand always keeps improvement within its quality. Discovering products something special that is aimed to satisfy consumers. Feeling honor and proof are expressed as readers' inside heart.

22. The most advanced Portable Generator. (The Jakarta Post, April 15, 2008: 15)

This advertisement introduces a Portable Generator by Honda. The aim of the advertisement is to persuade people to use a new release of generator by Honda. You will meet easiest in doing something and no worries about the risks. The words "the most advanced" intentionally bring readers to believe about the product which meaningful using. Something proud always brings a new release to

keep the brand. The product precisely makes easiest activities and instant services. It directly touches the feeling of admiration, curiosity and happiness about the discovery. In detail internal imagery is in form of admiration, curiosity and happiness.

23. We are all winners. (The Jakarta Post, April15, 2008: 23)

The advertisement offers fresh milk as the sponsor of Greenfields football competition. The aim of the advertisement is to invite people especially for football players to have a big loyalty to drink fresh milk to recover from weaknesses. It evokes our spirit to reach a successful day. The word winner directly pointed to readers' decision. The keyword is "winners" which bring everyone to imagine to be the win in their live. In detail, they expose their creative thinking, maximal effort and doing perfectly to reach the most successful live. It extremely exerts internal sensation of feeling proud of successfulness and congratulations for happiness.

24. The Expert for Your Global Business Solutions. (The Jakarta Post, April17, 2008: 3)

BCA Trade is being advertised for businessman who need to save or debt dealing with finance. The advertisement aim is to invite people to entrust your property in BCA Trade for easiest business. This aim is to be strengthened by the word "the expert". The word "expert" emphasizes our decision for having beneficial and safety finance. In fact, businessmen need a trust bank for their safety transaction. It is suitable with businessmen' demand dealing with brings believable and responsibility. Internal imagery is expressed as the feeling of its.

25. On The Road. Trying to build an effective “road” to your consumers?

(The Jakarta Post, April 19, 2008: 17)

This advertisement promotes platinum motor produced by Toyota. Economical is human’s needed in this recent years. They found an effective way for getting effective life and instant service. It is strongly pointed by the word “effective”. One of their ways is release the new comer of car with Toyota’s brand. A simple car style will build an effective road. It precisely reduces the traffic jam and carries people by instant way. Internally satisfaction and trust are expressed in reader’s heart.

26. HEAVENLY HIDEWAYS. (The Jakarta Post, April 21, 2008: 3)

This advertisement offers about room rent of Obersi hotel & resorts. Factually, living always need perfect facilitated and comfortable place. In this advertisement, the keyword that is being caught is “heavenly hideways”. The word “heaven” brings our imagination to the admiration place which everything available, good serving, comfortable, and reliable. Feeling satisfaction and special are exerting people internal sensation.

27. ORDINARY WOMEN, EXTRAORDINARY ACHIEVEMENTS (The

Jakarta Post, April 23, 2008: 1)

This advertisement offers NIE (Newspaper In Education) as the women newspaper of The Jakarta Post. All of the columns are for women only. It is available for free expression and information for women. A woman is a symbol of weaknesses. However, Ordinary women actually has common achievement, however, trough NIE, woman has new challenge to be extraordinary women. It is

strongly pointed by the words “ordinary woman and extraordinary achievement”. It brings proud to women because of their great participations in living, health and household they reach proudly achievement. In accordance to that, it conveys internal feeling of proud, desire and satisfaction.

28. Saudi Telecom would like to congratulate Axis on their launch. Best Luck

(The Jakarta Post, April 23, 2008: 5)

AXIS card networking phone is being advertised in this advertisement. The aim is to strengthen the AXIS's consumers to be loyalty in using it. It means you may not use the other brand. In addition, they broaden their networking to acceptable by other consumers in other country. The words “best luck” are the keywords that is intentionally invite consumers to support AXIS's new networking. Today, AXIS which it is newest launch in Indonesia is bravely broads networking to Saudi. They have closely cooperation that evidence by the word congratulation to AXIS. Feeling of honor and proud are expressed in our deepest of heart and then exert of a desire.

29. Enjoy good values with AXIS. The new GSM with nothing to hide. It's

because at AXIS, we put you first (The Jakarta Post, April 23, 2008: 11)

This advertisement introduces AXIS as the new product of phone sim card. This advertisement aims to assure reader about the use of AXIS's product. In other hand, they will continuously and always use it to get satisfaction and comfortable call. Readers' attention try to be stolen by the words “enjoy good values”. Actually, it is the first launched of AXIS networking. In other word, it is the result of networking competition of SIMPATI, IM3, XL, and etcetera. They

try hardly to get most consumers who use their brand. Through the word “enjoy”, AXIS shows their flexible connection with good values. It means you may use it as you want and get discount prices of it. AXIS is newest comer of GSM connection with nothing to hide with the consumers. It is directly shows about their partnership and honorable to the consumers by put them first. Those strongly exert internal human feeling of honorable and satisfaction services.

30. From Smart Village to Global Market (The Jakarta Post, April 23, 2008: 21)

This advertisement offers varies of works of villagers to perform in INACRAFT 2008 festival. Reader does not need to think twice about the evidence. The aim is to invite readers to visit the festival of INACRAFT 2008. However, “smart village and global market” are the keywords which is selected in this advertisement. Actually, the most villagers are uneducated which precisely bring our perception is bad. They are challenged about it. However, it is proven, by the creative and smart ideas they produce successful works. As the result, people give evidence by subscribing the products and bring it to be a global market. In other word, the evidence opens other villagers mind and brings their confidence to be skilled and creative. In accordance to that, feeling admiration and happiness are expressed in people’s deep heart and appear the spirit to do what like they did.

31. POND’S flawless white (The Jakarta Post, April 23, 2008: 22)

It is offered Pond which is famous with successful treatment for face. By using it your face will gradually improved to be white after days. White is

outpouring of heart beauty. To strengthen the product that being offered, the words “flawless white” are the diction selected. The word “flawless” brings our imagination to the perfectness living. In accordance to that, almost people dream about having white and beautiful faces. Further that they will have great confidence in every occasion even if at the greatest moment. It evokes our feeling of satisfaction about the magic of Pond’s product. It gives the advertisement vividness word of “flawless” to appeals readers’ heart.

32. The perfect location to organize meeting in Bandung (The Jakarta Post, April 24, 2008: 17)

Residental Meeting Package of Grand SELERA Bandung is being advertised in this advertisement. In common, some people need a peace of place to hold meeting. It can be for business meeting, family wedding or other togetherness occasion. In fact, people need comfortable place for comfortable meeting. “The perfect location” is the keywords which are supported the idea of this advertisement. The word “perfect” bring us to some places which are luxurious and facilitated. It assures people about the prominent place that will not disappointed. Internally feeling comfort and best services are exerts people heart.

33. CALL IT MIDNIGHT BLUE, CALL IT BEAUTIFUL (The Jakarta Post, April 24, 2008: 19)

Laptop Bravia is introduced in this advertisement. It is a new release of Bravia which a new design ‘W’ series LCD TV from Bravia captures the freedom and beauty of the night sky to expand your viewing experience beyond your walls.

“Call it beautiful” are selected as the keyword of this advertisement which support the idea of the advertisement. Something is called because someone or something is being needed. It directly shows that Bravia in whole of building up the brand by make it in high quality and fashionable shape to strengthen consumers to always use Bravia brand. “Midnight blue” strongly evokes the reader curiosity and admiration. In short, the advertisement exerts internal sensation of feeling satisfaction and admiration.

2. Visual imagery

1. Awaken to your dream vacation in Bali. 100 return tickets from anywhere – yours for free. (The Jakarta Post, April 5, 2008: 8)

American Express Card is being promoted in this advertisement. They present about the American card for people partner of living. The advertisement assures people which have the most spend their money indeed; they will have chances to get a lot of gifts. Finally, “awaken to your dream” are selected as the keywords in this advertisement. The words try hardly to exert readers’ attention especially for vacation which is the really people’s demand. They will do everything that they are able to fulfilling their great vacation wherever they are. Bali is well-known place to spend vacation. It will be realized by charging your spending money in American Express. Dream is the flower of sleeping. It is pointed to people sight when sleeping. Now, weak up from your dream and get the real beautiful and adventurous vacation in Bali. Visual imagery is the feeling of worry about future by seeing it now in our dream.

2. PICTURES OF ASIA MODERN AND CONTEMPORARY ART (The Jakarta Post, April 7, 2008: 11)

The advertisement promotes the ancient of pictures in Raffles Hotel. The keyword in this advertisement is “picturing of Asia”. It is as an expression and also the centre of attention. It means that Asia is as a beautiful painting, because something that is endured must be memorable, wonderful, or even concerning history that can be seen every time. Basically, paint describes something that is important; wonderful in sight that can decorate a favorite place.

3. Capture All The Goodness In Life (The Jakarta Post, April 7, 2008: 12)

The advertisement promotes about a new release of LG phone with 5 MP camera phone, auto and manual focuses, and other interest facilities. The aim is to invites us to use the new release of LG with fully facilities that makes you happy and satisfied of looking. Furthermore, “capture all the goodness” is being the centre of attention in this advertisement. The word “capture” brings us to catch something by eyes and save it in our phone’s screen. It appeals our eyes to see and catch it by our camera. Visual imagery is the feeling that is expressed.

4. The Realistic Experience. Acer Digital Display Product. (The Jakarta Post, April 14, 2008: 18)

The advertisement offers the product of Acer. One of them is a laptop with powerful sounds and clearness pictures. The aim of this advertisement is to invite people to use acer product with clearness pictures and powerful sounds. You will feel satisfied because you have an obvious thing and attractive to be owned. The laptop is also easy to bring to anywhere that you want. The words are “the

realistic experience” support the statement in this advertisement as the purpose of the advertisers. The word realistic brings people to imagine about the obvious pictures in front of people. Visual Imagery is expressed as the feeling of satisfied an obvious pictures.

5. SINGAPORE ARTS FESTIVAL 2008 23 MAY-22 JUNE

www.Singaporeartsfest.com (The Jakarta Post, April16, 2008: 11)

The advertisement promotes arts festival of Singapore. The aim of this advertisement is to persuade people to book the ticket immediately. Then you will have the first chair to see nearest. Your feeling satisfied of seeing the festival will touch your memory to save it in your mind. To strengthen the advertisement, the advertisers use words “arts festival” as the centre of readers’ attention. The word festival brings people’s imagination of seeing the performance of the festival. Capturing the performance is the kind of visual imagery. It is a feeling of beautiful capturing when sees it.

6. Mandala 39th Anniversary 1969-2008. Special offer on this special moment! Watch out for more surprises this month... (The Jakarta Post, April 18, 2008: 12)

This advertisement inform about Mandala 39th anniversary. The aim of this advertisement is to invite people to join the celebration of it by booking the traveling ticket. In addition, they also give surprises thing around anniversary month. It is better for you to always give attention to Mandala Airlines’ announcement. Furthermore, the words “watch out” are the centre of attention which bring our eyes to suddenly see the new information of Mandala airlines.

The seeing is kind of visual imagery as the feeling of capturing something happened by surprising.

7. FESTIVAL OF FLOWERS DISCOUNT UP TO 50% and spend

Rp.500.000 on flowers&vases get 20% discount voucher valid on all time

(The Jakarta Post, April 19, 2008: 19)

SAMUEL WARELLA Workshop of flowers is being informed in this advertisement. The diction of “festival flowers” are intentionally brings people imagination to extremely see it around. Flowers are closely related with something beautiful and fragrant. Moreover, festival of flowers, it interests our attention to see and pick up it. The feeling of interest with the flowers to see and choose it as the beautiful one exerts people’s attention to own it. Finally, the words are absolutely effective and efficient to invite people to be agreed with the advertisers. It aim is to invite reader to join flower design workshop.

3. Gustatory imagery

1. How Sweet Life is with GULAKU (The Jakarta Post, April 2, 2008: 3)

This advertisement offers sugar with GULAKU as the brand. This tries hardly to invite readers to consume the sugar with GULAKU. By the written 100% GULA TEBU ALAMI, consumers don’t need to think twice to choose the sugar for cooking, making tea, coffe, cake, and etcetera. The sugar is believable to be tasted. Moreover, it is added by the words “how sweet life”. The word sweet brings us to taste the sugar. However, the word “how” emphasizes that the sugar is not only sweet but sweetest than others. Those give additional emphasizes that

the sugar is health to be consumed without mixing with another essences.

Gustatory imagery is expressed as feeling of taste of sweet in our tongue.

2. Ganesha ek sanskriti. Authentic North Indian Cuisine Tantalize Your

Taste Buds.(The Jakarta Post, April 12, 2008:18)

The advertisement offers the authentic North Indian Cuisine. It is a cozy place to dine, a wealth of luxurious dishes authentic Indian Flavour Gracious staff to serve. The aim of this advertisement is to invite people to taste about the authentic North Indian Cuisine that does not find in Indonesia. However, it is available in Indonesia today. The word of “taste” is exactly help to persuade people to taste it. It brings our tongue to feel a mixing of sweet, sour, and salty. Gustatory imagery is expressed as the feeling of delicious.

4. Olfactory imagery

1. Naf Naf flirtf with a new perfume range (The Jakarta Post 17, April 3, 2008)

This advertisement promotes perfume with Naf Naf brand as the first product to be launched. The advertisement invites us to try to use the new product of Naf Naf with new freshness; mango and candy apple. It makes us to be nature. So, the perfume makes us show confidence in many occasions. The words “flirts with a new perfume” exerts our nose to smell it. The word flirts is olfactory imagery which is expressed as the feeling of modern casual and self confidence by using the fragrant perfume; it makes no distance with another because of the smell.

5. Auditory imagery

1. International calls, anyway you want. For only Rp 48/6 seconds. (The Jakarta Post, April 1, 2008: 5)

Indosat's product is being advertised in this advertisement; they are matrix, mentari, im3, and starone. The advertisement persuades reader to use Indosat product. Because, it will be an economize way to keep contact with friends or families who life in another countries. They are able to use credit card thrifty by its advantages, they will feel satisfied, comfortable and economize to have many calls to another countries. The main aim of this advertisement is to interest consumers to use Indosat product to have a big profit. The words "international calls" are the diction that is selected to strengthen the advertisers' aim. Human is never satisfied with his own, he continuously has big demand. Besides, advertiser tries to present a cheaper and flexible calling by using Indosat's product. It is not only for around local but also international in which is intentionally to invite a great number of consumers. The regulation of Indosat brings us to have experiences around the world. Auditory imagery that is expressed as a feeling of hearing sound from varies countries.

2. The Lord of the Rings Symphony: Six movements for Orchestra, Chorus and Soloist. (The Jakarta Post, April16, 2008: 11)

This advertisement informs about Festival orchestra in Singapore. The advertisement aim is to invite people to book the ticket immediately for joining the festival orchestra. It will bring you to the centre of calmness and interesting. The words"the rings symphony" in this advertisement is the centre of readers'

attention which is pointed to something noised by the music equipment of Singapore arts festival. There are many kinds of music's orchestra performance which various songs. Ear participation in hearing is able to select the good song and the bad one. It makes new color of night since the festival. The various sounds are disturbed people's auditory. The diction of "rings" is strongly exerted the auditory of human.

6. Kinesthetic imagery

1. Air Asia Indonesia. ADVENTUROUS HOLIDAY (The Jakarta Post, April 2, 2008: 12)

The advertisement offers Air Asia Airlines traveling. The advertisement invites reader to book the ticket immediately to fill the next holiday with family. It persuades people to solve their embittered of Kinabalu and Serawak. They will not pass up the opportunity to build togetherness with family. As an effective and efficient words which economical time and fast decision, "adventurous holiday" is being the keyword in this advertisement. The word adventurous is the centre of attention. It brings us to walk, run, or using vehicle to know surrounding and get newest experience. The human' body movement is the kind of kinesthetic imagery which is expressed.

2. FLYING LIGHT LOW FARES (The Jakarta Post, April 8, 2008: 12)

The advertisement offers the low prices of flight with Air Asia Indonesia special for holiday. The aim of this advertisement is to persuade reader to book the ticket quickly. The holiday will meaningful if they are able to spend the time

in other countries by other experiences. Enjoy the holiday by moving and visiting another country. It makes us like a bird. Furthermore, “flying light and low fares” is being the keyword in this advertisement. The word “flying” is the centre of attention which exert human’s imagination that fly is birds able to go to anywhere with their wings. Kinesthetic imagery is the expression of feeling of moving which is supported by internal part of body; hands and feet.

3. New Ford Focus 2008. The ultimate driving experience. (The Jakarta Post, April 8, 2008: 13)

The new release of Ford Focus 2008 is being advertised in this advertisement. It promotes with 3 years warranty. The advertisement aim is to persuade people to buy the new Ford for traveling with families, friends or other immediately needed. It gives glamorous performance and comfortable driving. You will satisfied with the fully facilities indeed. “Ultimate driving experience” this diction is chosen intentionally to exert people to be really driving. is the keyword that is caught in this advertisement. Driving is an experience that carries people to go anywhere they want. Moreover, with a new release of Ford Focus. This strongly convinces reader that he has not tries it before. In accordance to that, sense of movement the hands of driving is expressed. Movement is the kind of kinesthetic imagery. Feeling comfortable by moving hands and feet are carrying people’s curiosity to be answered.

4. Driving with style Prestigious. (The Jakarta Post, April 14, 2008: 3)

This advertisement promotes a Mitsubishi car with a new release of GRANDIS. The aim is to invite people to buy the product immediately to carry families,

friends, or colleagues in doing activities. The word driving shows vividness of moving and satisfying of facilities. Getting happiness of traveling and satisfied of driving are particularly appropriate. In accordance to that point, “driving with style prestigious” is the keyword that is caught in this advertisement. The word drive brings people to extremely try to move the car with hands and feet. The advertisement evokes people imagination about they are like use the car to go to anywhere they want. The movement is the kind of kinesthetic imagery that is expressed of happiness and satisfied. Getting happiness of traveling and satisfied of driving.

5. GO AROUND THE WORLD WITH FREN, THE FIRST CDMA OPERATOR ROAMS IN GSM AND CDMA NETWORK (The Jakarta Post, April 21, 2008: 5)

Fren cellular presents two formulations of GSM and CDMA networks. It is the first operator who offers one at all usages of phone. In detail, the advertisers use the words “go around” as the keyword in this advertisement to persuade readers to subscribe the all fren’s product. It is the centre of attention. Thus, the word brings people imagination to move around the world with Fren. It is expressed as visiting someone by walking to places with words. Movement of the part of body is a kind of kinesthetic imagery.

4.2 Findings

After analyzing the data, the result of the analysis shows that internal imagery, visual imagery, gustatory imagery, olfactory imagery, auditory imagery,

and kinesthetic imagery are used in advertisement of The Jakarta Post issued on April 1st to 24th, 2008 editions. Further, the type mostly used in the selected advertisement is internal sensation in viewing the fact that the advertisers found internal sensation could provide feature to describe what the advertisers really intends to persuade readers. The advertisers believe that internal sensation is much more satisfying representation of the form of the advertisements. In detail, internal sensation is much longer and more effective to make best quality of an advertisement. However, tactile imagery does not found in the selected advertisements of The Jakarta Post issued on April 1st to 24th, 2008 editions.

The following is table of keyword from each advertisement which has been analyzed.

No.	Selected Advertisements	Keyword	Type of imagery
1.	International calls, anyway you want. For only Rp 48/6 seconds. USA, HONG KONG, CANADA, CHINA, SINGAPORE	International calls	Internal imagery
2	Experience Songkran (13-15 April) Festival	Experience Songkran Festival	Internal imagery
3	Free shopping voucher when you book online	Free shopping voucher	Internal imagery
4	How Sweet. Life is with GULAKU	How Sweet	Gustatory imagery
5	YOGYAKARTA LUXURY EXECUTIVE HOME 10 KM JL. SOLO LAND 850M2 550M2 MODERN 5BEDROOM, SWIMMING POOL	Luxury executive home	Internal imagery
6	I Mega Wi-Fi Connection FREE in JOGJA...nengdi nnggone?	Connection FREE in JOGJA	Internal imagery
7	Valueable Investmen in Bali. Where Business Meets Pleasure	Where Business Meets Pleasure	Internal imagery
8	Naf Naf flirts with a new perfume	flirts with a new	Olfactory

	range	perfume range	imagery
9	Available at Bata's stores in your favorite shopping malls	Favorite shopping malls	Internal imagery
10	Air Asia Indonesia. ADVENTUROUS HOLIDAY	Adventurous holiday	Kinesthetic imagery
11	Your Invitation to experience MH starts with great deals	great deals	Internal imagery
12	AN INTERNATIONAL EXHIBITION OF EXCELLENT TRADITIONAL FABRICS OF THE INDONESIAN ARCHIPELAGO	EXCELLENT TRADITIONAL FABRICS	Internal imagery
13	EVER AFTER Modern Oriental	Modern Oriental	Internal imagery
14	Lifestyle of Convenience & Pampering	Convenience & Pampering	Internal imagery
15	Find and Feel a Secret of comfort in our Jungle Resort	a Secret of comfort	Internal imagery
16	Cultural enrichment.....natural beauty	Cultural enrichment, natural beauty	Internal imagery
17	A member of the Royal Collection	the Royal Collection	Internal imagery
18	BEST RATES LUXURY POOL VILLAS JIMBARAN-BALI	BEST RATES LUXURY POOL	Internal imagery
19	Wakâ Namya. A Secret World of Comfort, Culture and Art. Children Welcome. Real Balinese hospitality with a family feeling comfort and security.	A Secret World of Comfort, Culture and Art. Children Welcome.	Internal imagery
20	ONE LOCAL BRAND IS AMONGST THE MOST INNOVATIVE IN THE WORLD TODAY	THE MOST INNOVATIVE IN THE WORLD	Internal imagery
21	PICTURES OF ASIA modern & contemporary art	modern & contemporary art	Internal imagery
22	Capture all Goodness in Life	Capture all Goodness	Visual imagery
23	Awaken to your dream vacation in Bali. 100 return tickets from anywhere-yours for free	Awaken to your dream vacation	Visual imagery
24	FLYING LIGHT LOW FARES	FLYING LIGHT LOW FARES	Kinesthetic imagery

25	New Ford Focus 2008. the ultimate driving experience	the ultimate driving experience	Kinesthetic imagery
26	Strength, balance and control	Strength, balance and control	Internal imagery
27	Long Beach Seafood Restaurant. World Famous in Singapore “Now in Jakarta”	World Famous	Internal imagery
28	Ganesha ek Sankriti. Authentic North Indian Cuisine Tantalize Your Taste buds	Tantalize Your Taste buds	Gustatory imagery
29	XXI Lounge. ENJOY THE LATEST FINE DINING EXPERIENCE with LIVE BAND PERFORMANCE	ENJOY THE LATEST FINE DINING EXPERIENCE	Internal imagery
30	Driving with style Prestigious	Driving with style Prestigious	Kinesthetic imagery
31	Because of your trust, we’re the No. 1 brand in Indonesia	Your trust	Internal imagery
32	New Ford Escape VVT – The Real SUV. A SPECIAL OFFER RESERVED FOR SPECIAL PEOPLE	A SPECIAL OFFER RESERVED FOR SPECIAL PEOPLE	Internal imagery
33	The Realistic Experience Acer Digital Display Product	Realistic Experience	Visual imagery
34	The most advanced Portable Generator	Most advanced	Internal imagery
35	We are all winners	winners	Internal imagery
36	The Lord of the Rings Symphony: Six Movements for Orchestra, Chorus and Soloist	Rings Symphony	Auditory imagery
37	SINGAPORE ARTS FESTIVAL 2008 23 MAY – 22 JUNE www.singaporeartsfest.com	ARTS FESTIVAL	Visual imagery
38	BCA Trade. The Expert For Your Global Business solutions	The Expert For Your Global Business	Internal imagery
39	Mandala 39 th Anniversary. Special offer on this special moment! Watch out more surprises this month...	Watch out more surprises	Visual imagery
40	FESTIVAL OF FLOWERS	FESTIVAL OF	Visual imagery

	DISCOUNT UP TO 50% and spend Rp.500.000 on flowers & vases get 20% discount voucher valid on all items	FLOWERS	
41	On The Road. Trying to build an effective “road’ to your consumers?	build an effective “road’	Internal imagery
42	HEAVENLY HIDEAWAYS	HEAVENLY HIDEAWAYS	Internal imagery
43	Fren Fact. GO AROUND THE WORLD WITH FREN, THE FIRST CDME OPERATOR ROAMS IN GSM AND CDMA NETWORK	GO AROUND THE WORLD	Kinesthetic imagery
44	Youthspeak #06. Ordinary Women. Extraordinary Achievements	Ordinary Women. Extraordinary Achievements	Internal imagery
45	Saudi Telecom would like to congratulate Axis on their launch. Best Luck	Best Luck	Internal imagery
46	Enjoy good values with AXIS. The new GSM with nothing to hide. It’s because at AXIS, we put you first	Enjoy good values with AXIS	Internal imagery
47	INACRAFT 2008. From Smart Village to Global Market	From Smart Village to Global Market	Internal imagery
48	POND’S flawless white	flawless white	Internal imagery
49	The perfect location to organize meeting in Bandung	perfect location to organize meeting	Internal imagery
50	CALL IT MIDNIGHT BLUE. CALL IT BEAUTIFUL	Call it beautiful	Internal imagery

After finding several types of imagery in each texts and classifying it into the types of imagery, the researcher describes about the use of imagery types;

1. Internal imagery

The advertisements are classified into internal imagery;

1. Experience Songkran Festival (The Jakarta Post, April 1, 2008: 12)

2. Free shopping voucher when you book online (The Jakarta Post, April 1, 2008: 13)
3. YOGYAKARTA LUXURY EXECUTIVE HOME IO KM JL. SOLOLAND 850 MZ MODERN 5 BEDROOMS, SWIMMING POOL (The Jakarta Post, April 2, 2008: 18)
4. I Mega Wi-Fi Connection FREE in Jogja ...nengdi nggone? (The Jakarta Post, April 2, 2008: 18)
5. Valuable Investment in Bali. Where Business Meets Pleasure (The Jakarta Post, April 3, 2008: 3)
6. Available at *Bata* stoves in your favorite shopping malls (The Jakarta Post, April 4, 2008: 3)
7. Your invitation to experience MH Start with great deals. (The Jakarta Post, April 4, 2008: 8)
8. AN INTERNATIONAL EXHIBITION OF EXCELLENT TRADIRIONAL FABRIC OF THE INDONESIAN ARCHIPELAGO (The Jakarta Post, April 4, 2008: 15)
9. EVER AFTER Modern Oriental (The Jakarta Post, April 4, 2008: 16)
10. Lifestyle of Convenience and Pampering (The Jakarta Post, April 4, 2008: 17)
11. A member of the Royal Collection (The Jakarta Post, April 4, 2008: 19)
12. BEST RATES. LUXURY POOL VILLAS. JIMBARAN-BALI (The Jakarta Post, April 4, 2008: 19)
13. Cultural enrichment Natural beauty (The Jakarta Post, April 4, 2008: 19)
14. Find and feel a secret of comfort in your Jungle Resort (The Jakarta Post, April 4, 2008: 19)
15. Wakâ Namyâ. A Secret World of Comfort, Culture and Art. Children Welcome. Real Balinese hospitality with a family feeling comfort and security. (The Jakarta Post, April 5, 2008: 20)
16. ONE LOCAL BRAND IS AMONGST THE MOST INNOVATIVE IN THE WORLD TODAY (The Jakarta Post, April 6, 2008: 3)
17. Strenght, balance and control (The Jakarta Post, April 8, 2008: 23)

18. Long Beach Seafood Restaurant. World famous in Singapore “Now in Jakarta”. (The Jakarta Post, April 9, 2008: 18)
19. ENJOY THE LATEST FINE DINING EXPERIENCE with LIFE BAND PERFORMANCE PRESENTS Fifty Fifty. (The Jakarta Post, April 13, 2008: 23)
20. Because of your trust, we’re the No. 1 brand in Indonesia. (The Jakarta Post, April 14, 2008: 5)
21. New Ford Escape VVT-The Real SUV. A SPECIAL OFFER RESERVED FOR SPECIAL PEOPLE. (The Jakarta Post, April 14, 2008: 15)
22. The most advanced Portable Generator. (The Jakarta Post, April 15, 2008: 15)
23. We are all winners. (The Jakarta Post, April 15, 2008: 23)
24. The Expert for Your Global Business Solutions. (The Jakarta Post, April 17, 2008: 3)
25. On The Road. Trying to build an effective “road” to your consumers? (The Jakarta Post, April 19, 2008: 17)
26. HEAVENLY HIDEWAYS. (The Jakarta Post, April 21, 2008: 3)
27. ORDINARY WOMEN, EXTRAORDINARY ACHIEVEMENTS (The Jakarta Post, April 23, 2008: 1)
28. Saudi Telecom would like to congratulate Axis on their launch. Best Luck (The Jakarta Post, April 23, 2008: 5)
29. Enjoy good values with AXIS. The new GSM with nothing to hide. It’s because at AXIS, we put you first (The Jakarta Post, April 23, 2008: 11)
30. From Smart Village to Global Market (The Jakarta Post, April 23, 2008: 21)
31. POND’S flawless white (The Jakarta Post, April 23, 2008: 22)
32. The perfect location to organize meeting in Bandung (The Jakarta Post, April 24, 2008: 17)
33. CALL IT MIDNIGHT BLUE, CALL IT BEAUTIFUL (The Jakarta Post, April 24, 2008: 19)

The description of the use of internal imagery that is being classified above;

Internal imagery is used to emphasize readers' sense of happiness, satisfaction, sadness and etcetera. The way advertisers present the advertisement is by allowing internally readers' feeling that is employed in the form of text description. Flynn and McGuire state that description presents a subject in such a way that the reader can apprehend it; through description, the reader can see, feel, hear, or perhaps taste the subject.

In accordance with this point, they strongly choose diction as short as possible to attract readers' attention. In other words, they also hardly select the meaningful words in order to make economical time for them to determine. Those are intentionally strongly exerting readers' internally sense. In detail, the words in which use as internally readers' feeling of happiness, sadness, satisfaction, and admiration are effectiveness and efficiency. Those are shown by the minimal words used. It brings concreteness that readers are not precisely need a long time to decide. The most frequently imagery which is found in the advertisements of The Jakarta Post issued on April 1st to 24th, 2008 editions are experience, free, luxury, executive, pleasure, favorite, great, excellent, modern, convenience, pampering, secret, natural, beauty, royal, best, shaping, comfort, security, most, modern, contemporary, strength, balance, control, famous, enjoy, trust, special, advanced, winners, expert, effective, heavenly, ordinary, extraordinary, best luck, good, smart, flawless, perfect, and beautiful.

2. Visual imagery

1. Awaken to your dream vacation in Bali. 100 return tickets from anywhere – yours for free. (The Jakarta Post, April 5, 2008: 8)
2. PICTURES OF ASIA MODERN AND CONTEMPORARY ART (The Jakarta Post, April 7, 2008: 11)
3. Capture All The Goodness In Life (The Jakarta Post, April 7, 2008: 12)
4. The Realistic Experience. Acer Digital Display Product. (The Jakarta Post, April 14, 2008: 18)
5. SINGAPORE ARTS FESTIVAL 2008 23 MAY-22 JUNE
www.Singaporeartsfest.com (The Jakarta Post, April 16, 2008: 11)
6. Mandala 39th Anniversary 1969-2008. Special offer on this special moment! Watch out for more surprises this month... (The Jakarta Post, April 18, 2008: 12)
7. FESTIVAL OF FLOWERS DISCOUNT UP TO 50% and spend Rp.500.000 on flowers&vases get 20% discount voucher valid on all time (The Jakarta Post, April 19, 2008: 19)

The description of the use of visual imagery that is being classified above;

From view of the fact, visual imagery is frequently used within advertisements of The Jakarta Post issued on April 1st to 24th, 2008 editions. In accordance to visual imagery, advertisers use the words which have relation to readers' visually feeling. In order to get an extremely responses and directly decide. Advertisers describe their advertisement by using dictions in order to extremely focus on the view of eyes which employ in the text of description of advertisement.

Furthermore, readers are able to sense the words from the sight side.

Vividness and obvious imagination of words are appropriate to be as if seen.

Finally, readers do not need a long time to decide and then buy the products. The

visual imagery words that are used base on the analysis above are; capture, pictures, dream, realistic, festival, and watch out.

3. Gustatory imagery

1. How Sweet Life is with GULAKU (The Jakarta Post, April 2, 2008: 3)
2. Ganesha ek sanskriti. Authentic North Indian Cuisine Tantalize Your Taste Buds.(The Jakarta Post, April 12, 2008:18)

The description of the use of gustatory imagery that is being classified above; Gustatory imagery is the transactional language which is used in advertisements of The Jakarta Post issued on April 1st to 24th, 2008 editions. By using description of the object that is being advertised, gustatory is used by exactly taste food in which sweet, salty, bitter, and etcetera are appropriate. In relation to those fact, mouth and tongue are participated as if taste something. It is aimed to invite people to taste and then illustrate their delicious, sour, sweet feeling, and etcetera. In other word, the use of the words which store gustatory meaning is effective to persuade readers' attention, examine at glance and decide to buy it. Finally, the gustatory imagery used within its advertisements are; taste and sweet.

4. Olfactory imagery

1. Naf Naf flirtf with a new perfume range (The Jakarta Post 17, April 3, 2008)

The description of the use of olfactory imagery that is being classified above;

The advertisements of The Jakarta Post issued on April 1st to 24th, 2008 editions are intentionally inviting readers by using olfactory imagery to try as if to smelling the products in which singed, fragrant or rotten are appropriate. Olfactory imagery is used in this case. The words extremely exert readers' nose to as if smell something. In detail, choosing diction is particularly helping the readers' interpretation about the advertisements. By the imagery within short word in advertisements that are described, readers will have easiest understanding and immediately owning. Finally, this advertisements, find out "flirts" as the part of gustatory imagery.

5. Auditory imagery

1. International calls, anyway you want. For only Rp 48/6 seconds. (The Jakarta Post, April 1, 2008: 5)
2. The Lord of the Rings Symphony: Six movements for Orchestra, Chorus and Soloist. (The Jakarta Post, April 16, 2008: 11)

The description of the use of auditory imagery that is being classified above;

The diction of auditory imagery is strongly carries readers' imagination to intentionally keep their ear to hear something noisy. It is used in the advertisement of The Jakarta Post issued on April 1st to 24th, 2008 editions. Factually, there are some words that are used as the expression of auditory imagery, those are; rings and calls. The words bring readers' ear concreteness to select the sounds. In accordance to that point, advertisers do not need a long statement to present any goods and services in their advertisements. By appealing

the human's sense, auditory imagery looks like vivid words extremely influence readers' mind to have imagination.

6. Kinesthetic imagery

1. Air Asia Indonesia. ADVENTUROUS HOLIDAY (The Jakarta Post, April 2, 2008: 12)
2. FLYING LIGHT LOW FARES (The Jakarta Post, April 8, 2008: 12)
3. New Ford Focus 2008. The ultimate driving experience. (The Jakarta Post, April 8, 2008: 13)
4. Driving with style Prestigious. (The Jakarta Post, April 14, 2008: 3)
5. GO AROUND THE WORLD WITH FREN, THE FIRST CDMA OPERATOR ROAMS IN GSM AND CDMA NETWORK (The Jakarta Post, April 21, 2008: 5)

The description of the use of kinesthetic imagery that is being classified above;

The word of kinesthetic imagery is effective and efficient which economical time and fast decision. The words are frequently used in the advertisements of The Jakarta Post issued on April 1st to 24th, 2008 editions which give responses. It persuades readers in order to exert their sense to move in which the organs of human's body are appropriate. Kinesthetic imagery is influential words that bring prominent and comfortable imagination by moving before they decide to buy the products. In order to the using of those words, there are several words that is pointed to kinesthetic imagery; adventurous, flying, driving, and go around.

From the types and the use of the types of imagery listed above, the researcher concluded that imagery plays its role as the medium to build vivid

description of the human's senses. Imagery is used to arouse detail experiences to make the sense and scene live. It also becomes centre of attention. Imagery reaches strong position to signify and enrich readers' imagination. By using imagery, readers can sense a subject of situation strongly and economically.



CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Concerning to two points of research questions which is mentioned in the first chapter, the researcher mainly answers the first point, the researcher offered and then found out; internal sensation; visual imagery; gustatory imagery; olfactory imagery; auditory imagery; and kinesthetic imagery which are used in the advertisements. However, tactile imagery does not found in the advertisement of The Jakarta Post issued on April 1st to 24th, 2008 editions. And for the second point, the researcher described about the use of the types of imagery in advertisements of The Jakarta Post issued on April 1st to 24th, 2008 editions. In accordance to the findings of the first question that some kinds of imagery are used in advertisements as specific detail word that brings effectiveness and efficiency. Imagery strengthens the readers' concreteness in the composition of text description. It also makes reader's imagination to be alive and meaningful; those because short diction exerts reader's attention by short time to understand. Further, the short diction exerts senses, such as; hearing, smell, sight, feel, taste, and moving. Imagery conveys emotion, which suggest ideas and causes mental reproduction of sensations. The advertiser uses imagery in advertisement because the advertisement is as a means of product introduction, which has to provide information, facts, explanation, rational persuasion, and emotion to consumers.

Among six imageries which are used in the selected advertisement, internal sensation is the most effective imagery. As every body knows that free, favorite,

good, excellent, and all words dealing with heart are continually suitable with human characteristics. Different to taste, hearing, and sight, those will change according to the change of time, style of life, level of economy, mood and health. Internal sensation will follow all readers' conditions. That is why advertisements which are made, should relevant with readers' condition. The aim of using imagery is that the advertisements are readable. It is also aimed to avoid readers' boredom, on the other words; the advertisements place readers' heart in the form of text description.

B. Suggestions

Based on the findings, the researcher also draws some suggestions to give a better value for; firstly, the teacher is suggested to conduct study on imagery, which is found in wider situations or contexts. Further, the students know more about the characteristics of the types of imagery and the use of each types of imagery. In this case, the usage of imagery in advertisements can be used as material of teaching. It aims to help students understanding on imagery and also wider their knowledge about style in a real and daily occasion. Secondly, other researchers are suggested to conduct future research on the same problem with more population for example by having different kinds of magazine and other media such as; radio, television, or billboards.

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THESIS GUIDANCE SCHEDULE

No	Date	Subject Matters	Signature
1	14 April	Seminar of proposal	
2	14 May	Consultation chapter I	
3	21 June	Revision chapter I & consultation chapter II	
4	22 July	Revision chapter II & consultation chapter III	
5	15 August	Revision chapter III	
6	22 August	Consultation chapter IV	
7	13 September	Revision chapter IV	
8	15 September	Revision chapter IV	
9	19 September	Revision chapter IV	
10	21 September	Consultation chapter V	
11	24 September	Consultation chapter I-V	
12	10 October	ACC all chapters	

Malang, October 10th, 2008

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