

# AN ANALYSIS ON TYPES OF SENTENCE FOUND IN THE HEADLINES OF TIME MAGAZINE'S ADVERTISEMENT (EDITION JULY 12TH AND OCTOBER 18TH 2004)

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This study analyzed the types of sentence found in the headlines of Time magazine's advertisement (edition July 12th and October 18th 2004). The purposes of the study were to know the types of sentence found and the most dominantly used type in the headlines of Time magazine's advertisement.

This study belonged to quantitative research. It analyzed the type of sentences found on the headline of Time magazine advertisement. This study took the Time advertisement published in 2004 (January to December 2004). Due to the limited time, the writer took two editions of Time randomly (July 12 and October 18 2004). The total numbers of advertisements were 45 ads. Since an advertisement might have one or more sentences as its headline, there were 53 headline sentences found.

Based on the findings and discussion of the study, there were three types of sentences used in the advertisements in the Time magazine. Declarative sentences were 62.26 %; the imperative was 24.52 %; the interrogative was 13.20 %; while exclamatory was 0 % from 53 headline sentences. It meant that the dominant type of sentences used by the advertisements in the Time magazine was declarative.

After all, this study was expected to give contributions to teachers, students, advertisers, and other advertisement researchers in analyzing or creating an effective and creative advertisement, especially the headline of an advertisement.