AN ANALYSIS OF THE CONTEXT OF SITUATION ON HOTEL SERVICE ADVERTISEMENTS FOUND IN BUSINESS TRAVELLER ASIA-PACIFIC MAGAZINE

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ENGLISH

Dibuat: 2010-02-01, dengan 2 file(s).

Keywords: Key words: Text, Context, Context of Situation, Advertising, Business Traveller Asia-Pacific Magazine.

ABSTRACT

One of the language functions in human’s life is for communication. In communicating with others, people find the different situations, which need an understanding in a way of conveying. Halliday calls it as context of situation. He states that context of situation is the environment of the text, including the verbal environment and the situation in which the text was uttered. And he classifies it into three general aspects namely field, tenor, and mode. Knowing the three headings of field, tenor, and mode enable us to give the characterization of the nature of writing forms.

This research aims to describe how the context of situation is applied in hotel service advertisements in Business Traveller Asia-Pacific magazine and to know the characteristics of writing form used in those advertisements.

The researcher uses descriptive research design. Besides, the object data used in this research is hotel service advertisements found in Business Traveller Asia-Pacific magazine published on April and May 2009. From two editions, the researcher takes seven advertisements of each edition.

After collecting the data, the researcher reads and understands the whole text of hotel service advertisements, and then analyzes the data using Halliday’s conception of context of situation to see the field, tenor, and mode. Afterwards, he finds the characteristic of writing form in the advertisements and draws conclusion based on the result of analysis.

This research finds that all of the advertisements talk about hotels’ facilities and services offered. The tenor is provider and consumers. From the mode feature, all of the advertisements are written text. Moreover, the types of body text used are dialogue, monologue, and picture caption text.

The characteristics of writing form used in all hotel service advertisements in Business Traveller Asia-Pacific magazine are persuasive with particular characteristic. Those are persuasive descriptive, persuasive narrative, persuasive expositive and persuasive argumentative.

Finally, the researcher suggests that advertisers should notice the context of situation and also the writing form in making their advertisements. He also suggests to the linguistic teachers and students to discuss about the context of situation so that it can be understood deeply and can be applied in life.