ABSTRACT

Language is a system of arbitrary verbal symbols by which member of speech community uses as a means of communication to interact and to express their ideas, feelings and thoughts. People use the language to communicate to others. English becomes the language of global communication. It is read and heard by so many people in the world from different cultures and nationalities. Every language has a style, including English. Language style is something ingrained in writing and not stuck, following a man’s way of writing and will be expression of his personality and his way looking at life.

In advertisement, language style has an important role. In this study the writer attempted to study the written language especially the one that is used in advertisement. The writer tried to find out kinds of language style and the one that is dominantly used on the advertisement.

In this study the writer took the advertisement from “The Jakarta Post” newspaper on April 2007 (published on Saturday and Sunday), and there were 5 advertisements. In conducting this research, the writer used descriptive research.

The result of this study showed that the advertisement in “The Jakarta Post” newspaper used four types of language style. They are: (1) inter-sentence relationship, (2) sentence typology and structure, (3) clause typology and structure, and (4) group typology and structure. The language style which was used dominantly was type of sentence typology and structure.