AN ANALYSIS ON CODES FOUND IN ENGLISH TELEVISION ADVERTISEMENT

Oleh: NURAKHFINI SEPTIANY ( 02360155 )

English

Dibuat: 2007-12-19, dengan 3 file(s).

Keywords: codes, advertisement.

ABSTRACT

Code is a system used for communication between parties. Code may also refer to a variety of language. A particular code used in a particular situation such as in public speech, summons, advertisement, etc. In this research, the writer analyse about codes in television advertisement. Therefore, the writer wants to know about codes found in television advertisement and the linguistic form of it especially about its diction and syntactic type.

This study used descriptive qualitative design. The research object of this study was the code used in English television advertisements found in www.archieve.org. In this research, the writer used observation to collect the data from document - that is, the advertisement. The result of this study found that the advertiser used many attractive codes to attract the viewer’s attention to the goods that is advertised, for examples, Freshen-Up makes your breath a fresh sensation, Bonkers makes a big hit, etc. The advertiser also often used the connotative meaning diction in order to catch the consumer’s attention to watch the advertisement, for examples, fever, pamper, etc. From the advisement’s tagline, the advertiser used three kinds of syntactic types, such as declarative, imperative, and exclamative sentence.

In conclusion, the advertiser prefers to use codes with connotative meaning diction because it can be more attractive to catch the consumer’s curiosity to know about the message that is intended to deliver by the advertiser. Moreover, the advertiser uses a simple and interesting sentence for the advertisement’s tagline so that the consumer will always remember about the product whenever they heard that advertisement’s tagline.