

Some of the researchers (Aliyah, 2015; Supriyono, 2015) attempted to explore the issue of language function in advertisement headline. A headline is the most important element in a print advertisement. The headline brings particular messages that lead the target audiences to read the entire advertisement. It described linguistic features and language functions of advertisement headlines. Many researchers have investigated language function in various focuses such as Machmudah (2015) in a movie, Puspitasari (2013) in Akbar Zainuddin's book, Adhalina (2011) in peoples between students and teachers, and Austin (2005) in a functional shading language. Because those researchers conducted in conversation of some books or movie of course, therefore, this present study will choose the different subject, that is from surah Yusuf of the Holy Qur'an as a subject to be analyzed.

A research gender on language has been done by Kloch (2000) who is interest in language usage differences between two sexes. In journal articles of Xia (2013), Foliviera (2007), Broadbridge (2003), Haas (1979) that paper has seen the differences between the use of language of men and women from some aspects, and they notice that there are many differences in using language between the two genders, and also there are some changes through time. Hence, it is important to investigate the differences between male's and female's language in uttering their words.

Al-Qur'an consists of 30 sections, 114 surah and 6666 verses. It was written in Arabic language. In order to be understood by all Moslems, it was

translated into many languages, include is English. Two of the translators are Dr. Muhammad Taqi-ud-Din Al-Hilali (formerly professor of Islamic Faith and teachings Islamic University Al-Madinah Al-Munawwaroh) and Dr. Muhammad Muhsin Khan (formerly director, University Hospital Islamic University, Al-Madinah Al-Munawwaroh). Surah Yusuf is a Makkah surah, except four verses were described in Madinah. The numbers of its verses are one hundred and eleven. It is revealed in the 10th year, the year of sadness, after Prophet Muhammad lost his beloved wife Khadijah and his uncle Abu Thalib. He was also driven out of town of Ta'if, and was feeling very sad of to the loss of his family and difficulties in the Dawah. Allah sent down this beautiful surah to be a source of peace for prophet Muhammad, as a reminder that look how many difficulties Yusuf faced and how he persevered through them. The verse is rare in how it is exclusively discussing one story.

Surah Yusuf actually has been analyzed by some researchers before. One of the researchers is Kinaaya (2015). She focuses on the types of direct and indirect speech acts, and context of situation used by Prophet Yusuf in surah Yusuf. This study is designed in a descriptive qualitative study. The primary data were taken from the verses of surah Yusuf in Muhammad Habib Shakir's English translation of the Holy Qur'an. The secondary data were taken from Tafsir Ibnu Katsir's book. In analyzing the data, the writer uses Speech Act Theory, especially Illocutionary Acts purposed by Hymes, Searle (1976) and Yule (1996).

