ANALYSIS OF LANGUAGE STYLE IN THE NEW YORK TIMES ADVERTISEMENTS

THESIS



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ABSTRACT

Rahmawati, N, I. (2019). Analysis Of Language Style in The New York Times Advertisements. English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya. Advisor : Dr. H. Mohammad Kurjum, M.Ag

Keywords: Language Style, Advertisement, The New York Times

Everyone has language to communicate. When they to communicate other, they used language to communicate, share and give opinion. Without language, communication is not understood and people who hear do not understand what we say or want. Language is used to express what we think or want. We can understand what people want with language. Advertisement is one kind of the language to promote his product. Advertisers try to show readers one kind of the things that they think well. Advertisers try to communicate with customers through advertisement. There are two research problems related to the language style of The New York Times advertisement. They were (1) what kinds of language styles are used on the advertisements of The New York Times? (2) how are the language styles used in the advertisements of The New York Times?

The researcher uses descriptive qualitative method because the research basically aims at describing the data in the form word or written text. The data were described descriptively based on the research problem. The data were collected all the Advertisement from The New York Times published on March 6th, 7th, 8th, 9th, 10th, 11th, 12th 2019. Then analyzed categorized the data in accordance with the kind of language style based on the William Well's theory. The analysis was continued by interpreting and then describing the data from each category; then researcher identified the dominant style used in those advertisement by counting the most dominant kind used.

The study reveals that the first and second research problems were solved by William Wells' Theory. According to that theory, these are several styles of advertisement to demonstrate the message; these include hard sell, soft sell, lecture, and drama, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson. But, kinds of language style are used on the advertisements of The New York Times just ware Hard Sell Style, Soft Sell Style, Straightforward Style and also Comparison Style. For the second, there are some strategies used on language styles in the advertisements of The New York Times. For the first is hard sell style; it usually presents the message with rational information and emphasizes tangible product features, benefits and facilities. The second is soft sell style, it usually uses emotional information intended to create a response based on feeling and attitude. The third is straightforward style, it style performed information or message without using any gimmicks of embellishment. The fourth is Comparison style it contrast two or more products and usually finds the advertisers brand to be superior.

ABSTRAK

 Rahmawati, N, I. (2019). Analisis Gaya Bahasa Pada Iklan The New York Times. Sastra Inggris, Fakultas Adab dan Humaniora. Universitas Islam Negeri Surabaya . Pembimbing : Dr. H. Mohammad Kurjum, M,Ag
 Kata Kunci : Gaya Bahasa, Iklan dan The New York Times

Setiap orang memiliki bahasa untuk berkomunikasi dengan yang lain. Ketika mereka berkomunikasi dengan orang lain, mereka menggunakan berbagai bahasa untuk berkomunikasi, dan memberikan pendapat. Tanpa bahasa, komunikasi tidak akan dipahami dan orang yang mendengarnya tidak mengerti apa yang kita katakan atau inginkan. Penggunaan bahasa biasanya untuk mengekspresikan apa yang kita pikirkan atau inginkan. Kita bisa mengerti apa yang orang inginkan dengan bahasa. Iklan adalah salah satu jenis bahasa untuk mempromosikan produknya. Pengiklan mencoba menunjukkan kepada pembaca satu hal yang menurut mereka baik. Pengiklan mencoba berkomunikasi dengan pelanggan melalui iklan. Ada dua masalah penelitian terkait gaya bahasa iklan The New York Times. Mereka adalah (1) jenis gaya bahasa apa yang digunakan pada iklan The New York Times?

Peneliti menggunakan metode deskriptif kualitatifi karena penelitian ini pada dasarnya bertujuan untuk mendeskripsikan data dalam bentuk kata atau teks tertulis. Data tersebut dideskripsikan secara deskriptif berdasarkan masalah penelitian. Data dikumpulkan semua Iklan dari The New York Times yang diterbitkan pada tanggal 6, 7, 8, 9, 10, 11, 12, Maret 2019. Kemudian dianalisis dengan mengkategorikan data sesuai dengan jenis gaya bahasa berdasarkan teori William Well. Analisis dilanjutkan dengan ditafsirkan dan kemudian menggambarkan data dari masing-masing kategori; kemudian peneliti mengidentifikasi gaya dominan yang digunakan dalam iklan tersebut dengan menghitung jenis penggunaan yang paling dominan.

Studi ini mengungkapkan bahwa masalah penelitian pertama dan kedua diselesaikan oleh Teori William Wells. Menurut teori itu, ini ada beberapa gaya iklan untuk menunjukkan pesan antara lain termasuk penjualan keras, penjualan lunak, ceramah, dan drama, langsung, demonstrasi, perbandingan, solusi masalah, irisan kehidupan, dan juru bicara. Tapi, jenis gaya bahasa yang digunakan pada iklan The New York Times hanya memuat penjualan keras, penjualan lunak, penjualan langsung dan juga perbandingan. Untuk yang kedua, ada beberapa ahli menggunakan strategi pada gaya bahasa dalam iklan The New York Times. Untuk yang pertama adalah gaya menjual keras; biasanya menyajikan pesan dengan informasi rasional dan menekankan fitur produk yang nyata, manfaat dan fasilitas. Yang kedua adalah gaya menjual lunak, biasanya menggunakan informasi emosional yang dimaksudkan untuk menciptakan respon berdasarkan perasaan dan sikap. Yang ketiga adalah gaya langsung, itu gaya melakukan informasi atau pesan tanpa menggunakan tipuan dan hiasan. Yang keempat adalah gaya pembandingan yang membedakan dua atau lebih produk dan biasanya menemukan merek pengiklan lebih unggul.

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CHAPTER 1

INTRODUCTION

This chapter attempts to explain some important parts of information. It consists of six sub chapters; they are background of the study, research problems, objectives of the study, scope and limitation, significances of the study, and definition of key terms.

1.1 Background of the Study

Students are expected to be able to communicate both orally and in written form. When people communicate with other people both in spoken or written, it means that they involve in a discourse. The discourse is the individual ability to communicate both spoken and written on communication experience (Depdiknas, 2006). In accordance Depdiknas, Savignon (1976) says that: "Discourse competence is concerned not with the interpretation of isolated sentences but with the connection of series of sentences or utterances to form meaning whole".

Language is an importance aspect of human in their life. Because, language uses to communicate with others, people use language as one way or become tool of their communication (Wardhaugh, 2009, p. 29). To communicate means to transfer ideas from one person to others. If people not have a way or tool to communicate with other person, they would be stagnant. Wardhaugh (2009, p. 1) states that language is what the members of a particular society speak. Therefore, the relationship between language and human or society is dependent. Wardhaugh (2009, p. 1) further states that the definition of language and society is not independent. Thus, from the statement about language above, we can take conclusion that without language we can found difficult to express what we want and what we want to show to other people.

There are two kinds of language, that is spoken language and written language. Spoken language is an expression which is formed from sound, such as speech, conversation, discussion, storytelling, television broadcast, radio, and another. Written language is an expression which is formed in the written form, such as, newspapers, novels, comics, letters, magazines, books, articles, journals, and another. In expressing or delivering ideas in both forms, spoken and written language, people have and use their own style because it is related to the social aspect. Chaika (1982, p. 29) states that style refers to the selection of the linguistic forms to convey social or artistic effects. Style also acts as a set of instructions. Other opinions come from Keraf (2002, p. 112). He states that style is the ability and the competence to make a sentence in a good way. Considering the problem above, the researcher enthusiastically will focus her study on the language style because style forms communication in the right way and determines how a social interaction will proceed Chaika (1982, p. 20). In this case, style determines how a speaker speaks and how the listener takes the meaning of the communication in the right way; whether it is serious, humorous, dubious, or any other possible senses.

Jakob Sumarjo (1988) found the following:

......Style is the way of language expression that power expression or both at the same....power expression the idea of language is simile, metaphor, personification, paradox, irony, understatement and overstatement.

According Simpson (1996) language style is a method of applied language study which uses textual analysis to make discoveries about the structure and function of language. It means that style is a one way which has structure uses on writing text, such advertisements, poems, songs, novels,. Actually, on form those have style which have structure language is style. Style refers to the way in which language is used in a given person, a given purpose, a given context, message and etc. Style can be describe expression which spoken written such as Advertisement, poem, songs and novel. Style also is characteristics of language and form structure language which both form each relation.

Literal and figurative language is a distinction within some fields of language analysis. Literal language refers to words that do not deviate from their defined meaning. Non-literal or figurative language refers to words, and groups of words, that exaggerate or alter the usual meanings of the component words. Figurative language is a comparison between two thing which being compared or figurative language is categorized as the implied meaning because the words in figurative language is not the real meaning but it is the connotative meaning.

Chaika (1982) define the language style of spoken and written language can be analyzed from different point of view: words, grammar, and pronunciation. Furthermore, Keraf (1984) states that language style can be analyzed based on the linguistic contexts which are divided into word choice, tone, sentence structure, as well as direct and indirect meaning.

Language style is a way writer's expression than figurative language is a comparison between two thing and figurative language refers to words, and groups of words, that exaggerate or alter the usual meanings of the component words. Language style is a way which something is said, done expressed or performed and figure of language fall within the domain of style. Style in

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language is the manner of expressing ever is expressed. Language style is the particular way of language spoken to express feeling and thought trough language.

Although everyone has language to communicate with other people. But, everyone has own style to express what he or she say or want with language. Basically, someone has language style and their language style is different with other. Language style that use person has mean to say what they meant and person who hear able to understand. Language style that use person, make person different with other and everyone has language style when communication.

In the globalization era, mass media have an important role to deliver news and other kinds of information to the public. Mass media as communication media has many functions; one of them is to give 'a way' to those who want to sell products through advertising. Advertising has been used for a long time in trade. Nowadays, advertising plays a great role in business; it can be one of the best tools to get the consumers' attention. No wonder if many advertising of any products are easily to be found everywhere.

Advertising is one of the important things of mass communication intended to persuade an audience to purchase or take a desired action upon ideas, services, products and another. According to Lewis (2000), advertising is paid non personal communication from an identified sponsor using mass media to persuade or influence a reader or audience. Advertising produce the advertisement, which is needed to assure people of commercials being advertised. Consumers usually be wary to buy products if they never or do not see the products ads yet. By seeing or hearing the ads, the consumers create an opinion in their mind about the products and make a decision whether the products are compatible with their needs or not. In order to make a good opinion and also to persuade people to use or buy the products, the producers create advertisement.

As the product of advertising, the main function of advertisements is to create desires, emotions, feelings, values, attitudes, etc towards the products in its viewers. It is a medium of communication and expression and it effectively accomplishes the set goals. A successful advertisement is expected to achieve five goals, i.e. attracting attention, commanding interest, creating desire, inspiring conviction and provoking action. All these five functions are inter-related and in concert serve to promote the selling power of the product advertised.

There are several reasons, why researcher taken advertisement for research. For the first reason, advertisement is a form of written communication that develops at the same time with the advance of technology, whether in written ways or oral. Technology developed allows people to communicate with other people in many ways. For the second reason, on linguistic study, advertisement in newspaper or magazine included into transactional discourse since its stress is an expression of message from an advertiser to reader or consumers. For the third reason, advertisement on language, which is persuasive and compact, is different from most of the other language uses in daily life.

Advertisements went through with the most well-known mass media because many companies use advertisements for particular aims. According to Taylor (1986), the functions of advertisements are to create consumers good-will, to create consumers awareness and product differentiation, to make sales and to reinforce existing behavior. Therefore, some companies use advertisements as the media to achieve those functions for their profits. Broadcasted advertisements are now the familiar one because people can know many kinds of advertisements in some channels of television, internet, and radio.

According to Asher (1994), advertising language is used to persuade or to tempt people to buy companies products. It means that advertisements use convince someone language to collect consumers. Advertisers should know what kind of convince someone language which is suitable for certain products and make consumers believe in the company products. Although the use of convince someone language is important, advertisers cannot ignore another function of advertisements, such as to create a good image of a product. Persuasive language should emphasize the functions of advertisements themselves.

Grey (2008, p. 5) argue that to convey the persuasive message of advertisements, advertisers often use some linguistic features, such as repetition, glamorization, hyperbole, and some syntactic features, such as long noun phrases, short sentences, and ambiguity. Hyperbole is the common one which can make advertisements more alive. As the consumers experiences increase, advertisers have to be responsible for the advertised products because advertisements can influence the development of the companies. Unfortunately, companies have bigger responsibility to their advertisements because consumers never judge advertisers. Consumers will comment on the products of companies which can affect the image of the companies. Therefore, diction will be a very crucial thing in advertisements.

The researcher selects The New York Times newspaper as a data source because several reasons. For the first reason, it is printed media that can be long life and person can see anytime they want, that easy for them to know the style of

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language used. For the second reason, it is published with native. And the last the researcher expects this study will give new contribution in knowing the stylistic language expressed by native especially on advertisement language.

This research discussed the language styles used in The New York Times advertisement which is focused on the kinds of language style and also investigate how the language styles are used in The New York Times advertisement. Several students have studied about language style in other fields. Zahra (2006) on her thesis under the title "The Language Styles Used By Bloggers In The Blogosphere". She used language style theory to investigate how the language styles were used by the bloggers in blogosphere. Besides that, the researcher also found Hidayat (2011) conducted a research on language styles of advertisement in Jawa Pos. Result of his study shows that there are five categories of language style in the advertisement according to Mott Hidayat (2011). They are used narrative style, dramatic style, newsy style, dialogue style, and humorous style.

For the third is from Sonia Niken Permatasari (2014) with under the title "An Analysis on The Language Style of The Utterances In Magnum Advertisements". She tries to analysis utterance in Magnum Advertisement using language style and she uses document analysis to find her research problems and also to analyze utterances in Magnum Advertisement. For the last is from Baeza Hapsah (2008) on the title "The Analysis Of Language Style In Headline Of English Magazine's Advertisement". She was using language styles to analyses headline of English magazine's advertisement. For analyses, she was using the theory of stylistics and figure of speech approach about language style. Based on the reasons above, this research is conducted because there have been very few studies in language style focused on written language. Besides, the researcher would like to know how the advertisement influences the reader using the language style. The preceding consideration leads the researcher to conduct a study on "Analysis On The Language Styles Of The New York Times Advertisements".

1.2 Research Problems

The identification of the problem is required to give the clarification about the study which is will be investigated. Then, the researcher arranges identification of the problem referred to the background of the problem above those are :

- 1. What kinds of language styles are used in the advertisements of The New York Times?
- 2. How are the language styles used in the advertisements of The New York Times?

1.3 Objectives of the Study

According to the research question mentioned above, it can be stated that the objectives as follows:

- To get the descriptive knowledge about the kinds of language style used in The New York Times Advertisement.
- To get the descriptive knowledge about the ways of language style used in The New York Times Advertisement.

1.4 Significance of the Study

The principal purpose of this study is to contribute a richer and more systematic conceptual understanding of rhetorical structure in advertising language. Furthermore, this study provide for linguistics students to develop their knowledge in language style. And the last, the study of language style in advertisement is expected to give very significant contribution for many people to enrich their style in communication that they can use a language style as in advertising. Hopefully this study is expected to help other people to catch the advertisement's message easier.

1.5 Scope and Limitation of Study

Researcher on this research is focused on analysis the kinds of language style used in The New York Times advertisement with had published on March 6^{th} , 7^{th} , 8^{th} , 9^{th} , 10^{th} , 11^{th} , 12^{th} 2019. The data taken from advertisements column of The New York Times published on March 6^{th} , 7^{th} , 8^{th} , 9^{th} , 10^{th} , 11^{th} , 12^{th} 2019. The researcher selects this duration of The New York Times because several reasons. For the first reason, the language of advertising is rich and arresting. It is specifically intended to attract and hold the reader's attention. For the second reason, the language of advertising involves readers. In effect, readers complete the advertisement message. For the third reason, the language of advertising holds no secret from the readers. It is a simple language. For the last reason, the language of advertising contains of social and critical message which delivered social phenomena by the way of rational information use. There are several kinds of advertisement found in The New York Times such as product advertisement that promote the product, and business advertisement which offer a job opportunity, the education advertisement which offer and the educational institution. The researcher chooses all advertisement of The New York Times newspaper, because the researcher intends to research language styles used in any kind of advertisements either commercial or not.

1.6 Definition of the Key Terms

In order to avoid misunderstanding and misinterpretation about the basic concepts used in this research, the researcher would like to give some definitions of the key terms as follows.

Language style is the choice of words used by a specific group of people when they speak. Language style can be analyzed based on the linguistic contexts which are divided into word choice, tone, sentence structure, as well as direct and indirect meaning.

Advertisement is information that is publicly communicated through mass media communication to persuade or to influence an audience.

The New York Times is an American newspaper based in New York City with worldwide influence and readership. Founded in 1851, the paper has won 127 Pulitzer Prizes, more than any other newspaper.

CHAPTER 2

REVIEW OF RELATED LITERATURE

In this chapter presents the discussion about the supporting theories and previous study that relates to the language style, classification of language style, language style in advertisement, function of language style, definition of advertising, characteristics of advertising, function of advertising, objectives of advertising, language in advertisement.

2.1 The Language Styles

Chaika (1982, p. 29) states that language style is the way people use the language in communication, it can be written or oral language. Language style actually refers to the selection of linguistics form to convey social or artistic effects. Style also acts as a set of instruction. We manipulate other with style; even we are manipulated ourselves whether consciously or unconsciously. In doing communication people usually use formal or informal language which depend on the situation they are communicating with others. Style also tells the listener to take what is being said; seriously, ironically, humorously or in some other ways.

From the statement above, we understand that style is the way how people convey ideas or messages. It is easier to receive ideas or messages if we have known the condition and style used by the speaker or author. It means that how the way of speaker or author delivers his or her ideas or messages in formal or informal occasion: seriously, ironically, or humorously style. Romane (1994, p. 74), argues that styles not only do some of the same linguistic features in pattern of both regional and social dialect differentiation but they also display correlations with other social factors. From Romane statement above, it is clear that style displays the correlation between social factors and the language that is used by the society. It means that the society can predict what the style that they will use in their communication according to the running situation.

In addition, Giles and Powesland (1975) Giles and Sincalair (1979) in Thomas and Wareing (1999, p. 146), state that people may use different style in the way they talk depends on the situation and context they are talking in. This theory is based on the premises that people are mainly seeking to show solidarity and approval there, dealing with others.

According to the statement above, the use of language style occurs during conversation where it depends on situation and context they talk about. It is used in order to make the listener and reader understand. The style of language in a communication mainly focuses on an intended social message rather than gets the message of communication. Chaika (1982, p. 31) states that communication occurs transformation messages from the speaker to the listener, so they are conveyed by intonation or infection that are given by style. Actual words are used only on the rare occasions that the offending party is too abuse to get "the message". It must be emphasized that the social message conveyed by style is not coded directly into actual words that mean what intended social message is. By the statement above, in using the language style, one must determine the purpose of communication. One of them is abusing to get the message, because in a society, there are many people who have different characters. So, using the language style in society's communication will help us in communication with other people without disturbing others either partially or personally.

There are some ways of using language style in communication. People possess themselves in relation to other with the way they talk in different kinds of interaction. People do not always talk exactly in the same way all the time: they do not always use the same grammatical forms Thomas and Wareing (1999, p. 146).

Therefore, Chaika (1982, p. 31) argues that speakers give a great deal of information about themselves just by word, grammar, and pronunciation they choose both unconsciously and consciously. Thus, the listeners have the same interpretation as speaker's style, but the information reveals to the hearer such as the speaker's social grate, educational background, or regional affiliation. The style markers of a particular social group or region may be deliberately used for other purposes it will make the listeners have some meanings of word such as emotional definitions that can be attached from the style of speaker.

In conclusion, language style is the way people manipulate others and control their interaction in bringing messages or ideas conveyed in word and tone

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of voice. The characteristics of language style are: selecting and choosing the linguistic forms appeared from a person or group of people.

2.2 The Classifications of Language Style

Schneider in Wellek, Rene, and Austin (1956, p. 179) states that the variation of style depends on the environment at which the message is presented. The language style used in upper-class environment is different to the style used in the lower-class environment. The environment also refers to the other stratification, such as age, gender, and other social status. Thus, from the statement above, we can clarify that the use of language style depends on the environment and also the social status.

The same opinion is delivered by Romaine (1994, p. 75). She states that style can change from formal to informal depending on social context, relationship of the participants, social class, sex, age, physical environment, and topic. Although each class has a different average scores in each style, all groups style shift in the same direction in their more formal speech style, that is, in the direction of the standard language.

Yule (1986, p. 190) argues that in taking communication, people should be care with the social background of the speakers according to class, education, occupation, age, sex, and a number of other social patterns. From those statements above, it is clear that language style is inseparable with the social background of the speaker's class, education, occupation, age, sex, and number of other social patterns that will influence the language style used by the speaker. Furthermore, the use of language style depends on context of the civilization as stated by Wormuth (1981, p. 10) that the style refers to the way in which language is used in a given context, by the given person for a given purpose and so on.

Boas in Landar (1966, p. 135) states that when languages are in contact, borrowing of linguistic elements often takes place. Controversies have arisen and persisted about whether and to what extent phonemes, morphemes, or grammatical rules can be borrowed or diffused from one language to other language.

Joos in Chaer and Agustina (1995, p. 92) divides variety of language into five styles, they are: frozen style, formal style, consultative style, casual style, and intimate style.

1. Frozen Style

Frozen style is the most formal language style. It is used in the special occasions or formal ceremonies. In the written text, it can be a document of history, laws etc.

2. Formal Style

Formal style is the formal language style that commonly used in formal speech, official meeting, formal meeting of directors in some organization, etc.

3. Consultative Style

Consultative style is the operational language style that is usually used in school, factory, and corporation meeting.

4. Casual Style

Casual style is the casual language variety in conversation, recreation, sport, etc.

5. Intimate Style

Intimate style is the language variety which is used among family or friends. The language is commonly used in incomplete sentences and does not emphasize on the articulation. This happens because there is an understanding among the speaker and listener here. It means that we can find the special term used in communication.

2.3 The Language Styles in Advertisement

Wells (1995, p. 435) argues that language in advertisement has a creative concept to present a message to the reader or the audience. In addition, an advertisement as a tool of selling a product. It should offer an object to the society using many styles of language to get successful in business aspect. The style refers to the way in which language is used in a given context, by given person for a given purpose and soon.

According to Wormuth (1981, p. 10) using variation of style depends on the environment in which the message is presented; the language style used in upper-class environment is different from the style used for the lower-class environment. The environment also refers to the stratification, such as age, gender, and other social status.

To sell a product, advertisement has varieties concept or style in presenting its message, which contributes to the successful of advertisement purpose. The creative concept of advertisement language brings the idea to life. Since effective advertisement is building on strategy, it is important to understand how different strategy effect creative perception of the reader.

Wells (1995, p. 435-441) states that there are several styles of

advertisement formulas the message. These include hard sell, soft sell, lecture, and drama, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson.

1. Hard sell

Hard sell is rational informational message that is designed to touch the mind and to create a response based on logic. The approach of this style is direct and emphasizes tangible product features, facilities and benefits. Hard-sell message try to convince the consumer to buy because the product is very good, better, or best.

2. Soft sell

Soft sell use an emotional message and it is designed around an image intended to touch the heart and to create a response based on feeling and attitude. The message present with subtle, intriguing, and ambiguous illustrates how advertisement sell moods and dreams more than product feature. Hard sell style is clearly more persuasive than soft sell. Sometime hard and soft sell style come together.

3. Lecture and drama

Most advertising use a combination of two basic literary techniques such as lecture and drama. Lecture is a serious structured instruction given verbally by a teacher. A drama is a story or play builds around characters in some situation. Lectures are a form of direct address. Stylistically, the speaker addresses the audience from the television or written page. The audience receives the message "at the distance" the speaker presents evidence (broadly speaking) and employs such technique as an argument to persuade the audience.

4. Straight forward

In a straightforward factual message, the advertiser usually conveys information without using any gimmicks of embellishments. In other word in this style advertisement conveys the messages more rational rather than emotional. Cigarette advertisements that make claims about low tar, For example, are usually presented in a straightforward manner.

5. The Demonstration

The demonstration style is the way of delivered an ideas or message which is focused on how to use the product of what it can do for you. The product strengths take center stage. In demonstration people persuade to believe what has been said by advertiser. Moreover in presenting the messages the speaker speak loudly, and enthusiasm as if what has been speak is fact and true. Demonstrations can be a very persuasive technique.

6. The Problem - Solution

The problem-solution also known as the product-as-hero technique, the message begins with some problem and the product is presented as solution to that problem. This style is common technique which is used by advertiser to make their product advertised run smoother. 7. The Slice of Life

The slice of life is an elaborate version of a problems-solution message presented in the form of a little drama. It uses some commonplace situation with "typical people" talking about the problems. It puts the audience in the position of overhearing where the problems is stated and resolved.

8. The Spokes person

Using the person to speak on behalf of product is another popular message technique. Spokesperson and endorsers are believed to build credibility. They are celebrities we admire, expert we respect, or someone "just like us" who advice might seek out.

9. Comparison

Comparison is the way of advertisement conveys the ideas or message by comparing certain product to other product. It contrast two or more products and usually finds the advertisers brand to be superior. The comparison can be direct, in which the competitor mentioned, or indirect way, which just a reference to other leading brands.

2.4 Advertising

Weilbacher (1984, p. 5) states that advertising in general provides a valuable service to society and its members. It has value, in the broad sense, because it defines for consumers the meaning and the role of products, services, and institutions. It is valuable for members of society to receive information that indicates the differences that exist between brands of products and alternative

services, as well as the distinguishing characteristics of companies and institutions. Advertising also tells the consumer what specific product, brand or service should do when it is used and thus helps him or her to understand and evaluate experience with the products and services that he or she uses.

In addition, advertising helps people judge the performance of the companies and institutions with they come in contact. Thus, advertising tends to help us understand the product, service, and institutions that we encounter in our culture and provides us with some understanding of our relation to them.

2.5 The Definitions of Advertising

There are many definitions of advertising given by experts. Weilbacher (1984, p. 16) says that advertising consist of media messages paid for and signed by a business firm or institution that wishes to increase the probability that those reached by these messages will behave or believes as the advertiser wishes them to behave or believe. According to Hepner (1949, p. 22) advertising is dissemination of information concerning an idea, service, or product to compel action in accordance with the intent of the advertiser.

A report by the committee of Definitions of National Association of Teacher of Marketing and advertising Hepner (1949, p. 33) defines that advertising is any paid form of non personal presentation of goods, services, or idea to a group such presentation being openly sponsored by the advertiser. It involves the use of such media as the following: magazines and newspaper space, radio, motion pictures, outdoors media, car cards, catalogues, direct mail, directories, store signs, program, novelties, circulars, and other.

Gaw (1961, p. 9) says that advertising is a tool for selling ideas, goods, or services to a group; it employs paid space or uses vehicle to carry its message that does not disguise or hide the identity of the advertiser or his relationship to the sales effort.

While, Kotler (1997, p. 637) says that advertising is any paid form of nonpersonal presentation and promotion of ideas, good, services by an identified sponsor.

2.6 The Functions of Advertising

According to Bovee and Arens (1986, p. 8) advertising has many functions. Generally these functions could be grouped and categorized as marketing, communication, education, economic, and social functions.

1. Marketing function

To get the money, companies should manufactures and sell their products that compete in the marketplace. To increase their sale or profits, companies have to develop marketing strategies. The marketing strategy is determined by the particular way companies combine and use various marketing elements. This marketing mix includes a variety of option i.e. product, price, place, and promotion.

2. Communication function

The forms of advertising communicate some message to a group of people. The communication of information is still one of

basic functions and objectives of advertising today.

The examples of advertising used primarily for communication are advertisements in telephone directories, newspaper classified advertisement, and legal notices published by various organization and government bodies.

3. Education function

Sometimes, advertising is useful for people because they can learn from it. They can learn about the products that are available to them, and they learn how they can better their lives. Advertising not only must be educational to be successful but also must be persuasive to move people to action.

4. Economic function

Advertising promotes sales and commerce to make people aware of products, services, and ideas. As a buyer's guide, it provides consumers with news of new product or prices, and it gives industrial buyer important information about new equipment and technology. By informing many people at once about available products and services, advertising greatly reduces the cost of distribution and ease the task of personal selling. This leads to lower costs and higher profits, which can be invested in more capital equipment and job.

5. Social function

Advertising is one of the major forces that have helped to improve the standard of living in this country and around the world. By publicizing the material, social, and cultural opportunities of a free enterprise consumer society, advertising has encouraged productivity by both management and labor.

Advertising motivates the consumers to buy the products by giving them an attractive picture of the products available to them. Besides, advertising serves social needs other than the stimulation of sale.

Newspapers, magazines, radio, and television all receive their primary income from advertising. This facilitates freedom of the press. Advertisement according to Gaw (1961, p. 21) Has several functions as follow:

1. As a tool of selling

Advertising is a tool of selling. Its primary function is that salesmen. But informing that function fully, advertising is also an instrument of education. Molder of public opinion and a builder of public relation.

2. As a media of education

As media of educator, advertisement teaches the people to adopt the newest and untried technology quickly. In reality, advertisement always carries out current information either economic or technological improvement. Furthermore, advertisement accelerates the application of advance technology in industry, help reduce accident and contribute to building a better understanding and appreciation of ideology.

3. As a molder of opinion

Advertising as molder of opinion sells goods, but in addition its help win election, build faith in democratic way of life, and become the keystone of free competitive economy. As an instrument of public relation, advertising sells goods, but it also assists in maintaining goodwill among the various group interests that must function in harmony in a democracy.

4. As a good will builder

Goodwill has been recognized as very valuable asset and tremendous aid to sale. A good product at fair price is important to maintain the human or public relationship which build up to make the corner store or the billion dollar corporation well-though or dislike. Customer relations, labor relations, community relations, stockholder relations, and trade relation are important in many different phases of operation of a business, but every one of them helps or hinders in the marketing of sales.

2.7 The Objectives of Advertising

Rowse (1957, p. 37) states that the ultimate objective of advertising is to sell goods or services. However, Kotler (1997, p. 638) says that advertising objectives is a specific communication task and achievement level to be accomplished with the specific audience in a specific period of time. He classifies the advertising objectives into three kinds, there are:

1. Informative advertising

Informative advertising tells the market about the new product, suggests new uses for a product, and explains how the product works. It figures in the pioneering stage of a product category, where the objectives is to build primary demand such as the yogurt industry initially had to inform the consumers of yogurt's nutritional benefits and many uses.

2. Persuasive advertising

Persuasive advertising builds brand preference, encourages switching to the brand, and changes buyers perception of product attributes. It becomes important in the competitive stage where the objective of company is to build selective demand for a particular brand. Most advertising falls into this category. Some persuasive advertising has moved into the category of comparative advertising, which seeks to establish the superiority of one brand through the specific comparison of one or more attributes with one or more others brands in the product class.

3. Reminder advertising

The reminder advertising reminds buyers that the product may be needed in the near future, and reminds buyers where to buy it. It is highly important with mature products. The choice of the advertising objectives should be based on the thorough analysis of the current marketing situation. For example, if the product class is mature, the company is the market leader, and brand usage is low, the proper objective should be to stimulate more brand usage. If the product class is new, the company is not the market leader, but the brand is superior to the leader, then the proper objectives is used to convince the market of the brands superiority (Umam, 2002, p. 18).

2.8 The Language in Advertisement

The language in advertisement is different from the language used in daily life. The difference exists because when the advertiser makes advertising, he is attempting to change the viewer's behavior. The language used in advertisements is usually clear, communicative, interesting and convicting (Umam, 2002, p. 23)

O'neil (1981, p. 12) states there are at least four distinct general characteristics of the language advertising that makes it different from other language. First, the language of advertising is edited and purposeful.

It is finely engineered language which has specific purpose that is to sell consumers something. Second, the language of advertising is rich and arresting. It is specifically intended to attract and hold the reader's or listener's attention. Third, the language of advertising involves readers or listener. In effect, readers or listeners complete the advertising message. Fourth, the language of advertising holds no secret from the readers or listeners. It is a simple language. Therefore, Whittier (1958, p. 52) argues the language used in advertisement should be creative, interested, informative, and persuasive.

Creative means that the words used have to illustrate and arrange with

different ways, such as contain of a jargon, hyperbole, personification, metaphor or good diction. Moreover to be creative advertisement have own style in producing their message.

From the vocabulary advertisement has several features as follow:

- a) The advertisement commonly used Compound words: these occur as hyphenated words, such as' competitively-priced'.
- b) Use of adjectives: adjectives are used to an unusually high degree, e.g.Shining, luxury, elegant, smooth. Adjectives are important in advertising for they are used to add prestige and desirability for the consumer.
- c) Use of the imperative: often in advertisements the imperative form of the verb is used, where we are told to do something, e.g. 'try the...', 'see your dealer', 'call your State Distributor'.
- d) Use of repetition: advertisements tend to repeat words or ideas.
 Something repeated frequently is more likely to be remembered. Most often it is the brand name of the product, or some word associated with it.
- e) Slogans: Most advertisements use a catchphrase or slogan which becomes associated with the product such: 'Nike. Just do it', 'Always Coca-Cola' Neologisms: these are newly made words such as 'roll-together'. From the sentence structure the advertisement used simple, compound, complex, minor, or incomplete sentence.
- a) Simple sentences: sentence with a subject and a verb or a subject, verb and an object. For example: The cat slept on the mat.

- b) Or in some cases advertisement used compound sentences: two or more simple sentences joined together by a conjunction (a joining word). For example: The cat slept and the mouse ate.
 - a) Next, in Complex sentences advertisement have a subordinate clause.

For Example: The cat, which was very old, slept.

b) Minor sentences: These are used in advertising because information is put across to the consumer in a very brief manner. The minor sentence does not have a verb.

For Example, A cool mint gel.

c) Incomplete sentences are a group of words without a noun.

For Example: Help!

To be interested advertisement language uses a provocative phrase in sentence. It also contains newest information about technology or economy development that the reader want to know more and want to try the good advertised. (Whittier, 1958, p. 52).

CHAPTER 3

RESEARCH METHOD

In this chapter, there are many points related to the research method. They are research design, data and data source, research instrument, data collection, and data analysis.

3.1 Research Design

In conducting this study, a descriptive qualitative research design was used. Descriptive qualitative studies describe phenomena and interpret what exists. It describes the situation that happening in the analysis of language style in The New York Times Advertisements.

According to Ary et al (2010) qualitative research is designed to obtain information concerning about human behavior. How a researcher makes sense of interpreting human experiences at the time of the study becomes the focus. It aims to describe a natural situation without giving manipulation or special treatment to the subject of the study. In qualitative research, the researcher concerns with understanding and meaning through verbal narratives and observations rather than through numbers (McMillan, 1992).

The researcher uses this method because the research basically aims at describing the data in the form of word or written text. In addition, the data are described descriptively based on the research problems, what kinds of the language style are used and how are the language styles used in The New York Times.

3.2 Data and Data Source

In accordance with the approach of the research that was done, then the data that used were qualitative data.

Miles and Huberman (1994) explain that:

Qualitative data are sources of extensive descriptions and based on a firm footing, and contain an explanation of the processes that occurs in the local scope. With 39 the qualitative data, we can follow and understand the events chronologically and also judge the local people's thoughts, and gain a lot of useful explanations. Qualitative data can guide us to obtain findings that could not previously be thought and to form the new theoretical framework. The data help researchers to step further from preconceived notions and early frameworks.

The data of this research are from the sentences and utterances of advertisements. While, the source of data from The New York Times published on March 6^{th} , 7^{th} , 8^{th} , 9^{th} , 10^{th} , 11^{th} , 12^{th} 2019 which contain of the language style. Since the researcher was taking a data, the researcher found several kinds of advertisement in The New York Times newspaper. There are business advertisements that offer job opportunity, commercial advertisement that offers the product and education advertisement which inform the educational institution.

Therefore, the researcher selects all the kinds of advertisement in The New York Times newspaper, for she wants to get descriptive of language style in any kind of advertisement whether it is commercial or not.

3.3 Research Instrument

In this research, the researcher is the main instrument in obtaining and analyzing the data. To get the data, the researcher collected The New York Times published on March 6^{th} , 7^{th} , 8^{th} , 9^{th} , 10^{th} , 11^{th} , 12^{th} 2019. After that, the researcher searches the sentences and utterances which are categorized as language style in that newspaper.

3.4 Data Collection

The data of this research are taken by advertisement The New York Times. In collecting the data, there are several steps.

1. The researcher collected all the Advertisement from The New York

Times published on March 6^{th} , 7^{th} , 8^{th} , 9^{th} , 10^{th} , 11^{th} , 12^{th} 2019.



Figure 3.1: Example The New York Times Publish on 6th March 2019



Figure 3.2: Example The New York Times Publish on 7th March 2019



Figure 3.3: Example The New York Times Publish on 8th March 2019

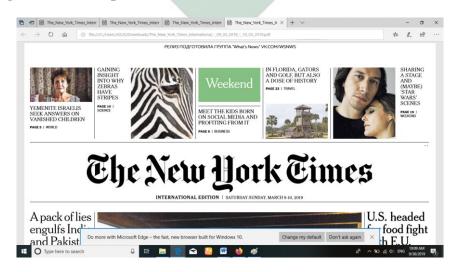


Figure 3.4: Example The New York Times Publish on 9-10th March 2019



Figure 3.5: Example The New York Times Publish on 11th March 2019



Figure 3.6: Example The New York Times Publish on 12th March 2019

- Then, researcher reading the whole text of The New York Times Advertisement.
- 3. Finally, selecting the data that is specialized on advertisement The New York Times which contains language style.

3.5 Data Analysis

After collecting the data from the advertisement on The New York Times, The researcher did several steps to analyze the data. Firstly, the researcher categorized the data in accordance with the kind of language style based on the William Well's theory. Secondly, the researcher interpreted and then describe the data from each category; then thirdly, researcher identified the dominant style used in those advertisement by counting the most dominant kind use. Fourth, the researcher explains how the language styles used in The New York Times advertisements. Finally, the researcher made a conclusion based on the research findings.

CHAPTER 4

RESULT AND DISCUSSION

This chapter mainly consists of two parts; result and discussion. The data were obtained from The New York Times published on March 6th, 7th, 8th, 9th, 10th, 11th, 12th 2019 advertisement. Researcher using William Well's Theory (1995, p. 435) argues that language in advertisement has a creative concept to present a message to the reader or the audience. In this theory, William Wells (1995, p. 435-441) states that there are several styles of advertisement formulas the message. These include hard sell, soft sell, lecture, and drama, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson. Researcher used William Well's theory to analyses in this section.

4.1 ANALYSIS OF LANGUAGE STYLE IN THE NEW YORK TIMES ADVERTISEMENTS

In these sections, the researcher presents the data taken from The New York Times advertisements. The data are presented in sentences and utterances, and it is categorized and analyzed based on the William Well's theory of language style that is focused on advertisement. It is used in order to answer the research problems of this study, they are, what types of language styles are used in advertisements found in The New York Times and how language styles used in advertisements found in The New York Times. The researcher finds some data which are appropriated with the characteristics of language style in advertisement. They can be divided into three types of language style, namely: hard sell style, soft sell style, and straightforward style. The data are presented as follows.

4.1.1 Straight Forward Style

Wells (1995, p. 439) states that in a straightforward factual message, the advertiser usually conveys information without using any gimmicks of embellishments. It means that the advertiser conveys information is delivered as without any deception and not also in beauty. In other word in this style advertisement conveys the messages more rational rather than emotional. Cigarette advertisements that make claims about low tar, For example, are usually presented in a straightforward manner.

Straightforward used in The New York Times advertisements can be found in JAEGER – LECOULTRE POLARIS advertisement, INVISIBLE NO MORE advertisement, A modish twist by the sea advertisement and GOLF & COUNTRY CLUB. The straightforward style used in The New York Time magazine advertisements are presented bellow:



Figure 4.1: The advertisement of Jaeger – Lecoultre Polaris

The language used in this advertisement is simple and understandable for the reader. It informs the reader about the product based on the real feature of product and does not exaggerate that the product is better than other products. In addition, the message does not use any gimmick of embellishment. So, the advertiser conveys information is delivered as without any deception and not also in beauty. There by, the advertisement of Jaeger – Lecoultre Polaris (kinds of watch) is classified into a straightforward style. Straightforward style is the way of the advertisement conveying the message or idea without using any gimmicks of embellishments. In other word, the advertisement gives brief information and does not use any superlative and euphemism words.

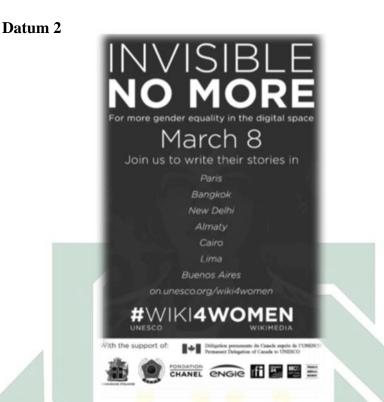


Figure 4.2: The advertisement of INVISIBLE NO MORE

The advertisement above begins to convey the message in imperative sentence. It is shown to the point and clear. It is also shown to the reader about function of this advertisement. The message is delivered with brief information without any dramatic and gimmicks of embellishments language. So, the advertiser conveys information is delivered as without any deception and not also in beauty. The advertisement above uses straightforward style. The advertisement informs what the applicant has to do without giving the dramatic statement of the product. This way is very effective to make the reader believe to what being said. People think that the advertisement, which does not exaggerate the message, is more reliable and serious.

Datum 3



Figure 4.3: The advertisement of Hotel Joaquin, Laguna Beach

The Language used in this advertisement is simple and understandable for the reader. It informs the reader about Hotel Joaquin, Laguna Beach. Advertisement shown reader about some facilities in Hotel Joaquin, such as Basic, Location, Rooms, Bathroom, Dining and also Bottom Line. Based on the real feature of Hotel and does not exaggerate that the product is better than other Hotels. In addition, the message does not use any gimmick of embellishment. There by, the advertisement of "facilities of Hotel Joaquin" is classified into a straightforward style. Straightforward style is the way of the advertisement conveying the message or idea without using any gimmicks of embellishments. So, the advertiser conveys information is delivered as without any deception and not also in beauty. This way is very effective to make the reader believe to what being said. People think that the advertisement, which does not exaggerate the message, is more reliable and serious.



Datum 4

Figure 4.4: The advertisement of Golf & Country Club

This advertisement shown for readers that in Portugal had been exclusive golf so if there are readers want to join with this club can call phone number on advertisement. In this advertisement also shown the reader about price starting so kinds of this advertisement is very clear and straight forward. The message is delivered with brief information without any dramatic and gimmicks of embellishments language. So, the advertiser conveys information is delivered as without any deception and not also in beauty. The advertisement above uses straightforward style. The advertisement informs what the applicant has to do without giving the dramatic statement of the product. This way is very effective to make the reader believe to what being said. People think that the advertisement, which does not exaggerate the message, is more reliable and serious.

4.1.2 Hard Sell Style

Wells (1995, p. 438) states that hard sell style is rational, informational message that is designed to touch the mind and to create a response based on logic. The approach of this style is direct and emphasizes tangible product features, facilities and benefits. Hard sell message try to convince the consumer to buy because the product is very good, better, or best.

Hard sell style used in The New York Times advertisements can be found in The New York Times LA Manga Club Sport & Leisure advertisement, COSTA NAVARINO (Let your home work for you) and for the last GOLF RESORT advertisement. The hard sell style used in The New York Times advertisements are presented bellow:

Datum 5



Figure 4.5: The advertisement of LA Manga Club Sport & Leisure

The advertisement of The New York Times LA Manga Club Sport & Leisure is classified into hard sell style. It narrates the service with rational information. Moreover, it does not exaggerate the service more than the feature. The researcher does not find the ambiguous message. It tries to persuade the reader by giving complete explanation about the facilities, features and benefits of service without camouflaging the message. For instance, the utterance "Up to 6 % rental income for the first 4 years of ownership" indicates that the income does not sell dreams. It informs the rental income clearly. Next, the utterance "Finance options available up to 60% of purchase price discounts across the Resort" indicates the discount and also make it the benefit.



Figure 4.6: The advertisement of COSTA NAVARINO

The COSTA NAVARINO advertisement above uses hard sell of language style. The advertiser conveys some good information and shown to the reader about superiority of this resort apartments. The hard sell style is used to create a response of the reader based on logic. It is known from the information given to the reader. For instance, Choose from a range of freehold, fully furnished resort apartments, all located just meters from the beach and The Dunes Course – the multi-award winning 18-hole signature golf course. 2-bedroom resort apartments start from €450,000 and Fixed annual rental income equal to 4% of the purchase price, net of expenses for the first five years. 8 weeks usage per year / EU Permanent Residency eligibility. Hard sell style is more emphasize on the rational information that the reader will get the real information. In other word, language used in hard sell style does not contain any promise and dreams.



Figure 4.6: The advertisement of GOLF RESORT

The advertisement of GOLF RESORT is classified into hard sell style. It narrates the service with rational information. Moreover, it does not exaggerate the service more than the feature. The researcher does not find the ambiguous message. It tries to persuade the reader by giving complete explanation about exclusive and spacious 1-4 bedroom apartments and penthouses ranging from 80 to 360 sqm, as primary or secondary residences. The resort master plan comprises an 18-hole golf course (71 par) a 5-star hotel with85 rooms and 30 residences, a unique 3'000 sqm Wellness-SPA, 2 restaurants, and a lake-side private beach club. Golf Resort La Gruyese is located only 1,5 hours away from Geneva and Zurich airports, which have excellent international links and also Golf Resort La Gruyese – a new and unique resort in Switzerland. This Resort also shown to the reader about the price from CHF 1'400'000,-. This advertisement has explained clearly about some facilities.

4.1.3 Soft Sell Style

Wells (1995, p. 438) states that soft sell use an emotional message and it is designed around an image intended to touch the heard and to create a response based on feeling and attitude. The message present with subtle, intriguing, and ambiguous illustrates how advertisement sell moods and dreams more than product feature. Hard sell style is clearly more persuasive than soft sell. Sometime hard and soft sell style come together.

Soft sell style used in The New York Times advertisements can be found in Experience the World like Never Before advertisement, the 40th Oil and Money conference in London Advertisement and also Experience comfort like never before from qatarairways.com. The soft sell style used in Time magazine advertisements are presented bellow:



Datum 8

Figure 4.8: The advertisement of Qatarairways.com

The advertisement of "Qatarairways.com" above is categorized into soft sell of language style. Soft sell of language style uses an emotional message and it is designed around an image intended to touch the heard and to create a response based on feeling and attitude. The message present with subtle, intriguing, ambiguous, and illustrates how advertisement sell moods and dreams more than product feature. It shows from the utterance Experience the World like Never Before Find yourself in a world you have only ever imagined, amidst the charm and elegance of the city of romance. Fly like never before to one more than 160 destination worldwide. Moreover, those statements also ambiguous because it does not mention the feature or facilities that will make the costumers feel comfortable.



Figure 4.9: The advertisement of the 40th Oil and Money conference

The advertisement of "the 40th Oil and Money conference" above is categorized into soft sell of language style. Soft sell of language style uses an emotional message and it is designed around an image intended to touch the heard and to create a response based on feeling and attitude. The message present with subtle, intriguing, ambiguous, and illustrates how advertisement sell moods and dreams more than product feature. It shows from the utterance "make this conference the best place to meet and do business in the global energy industry" is still ambiguous and it can be just promise that intently to attract people's desire. Moreover, those statements also ambiguous because it does not mention the feature or facilities that will make the costumers are interested.



Figure 4.10: The advertisement of Qatarairways.com

The advertisement of "Experience comfort" above is categorized into soft sell of language style. Soft sell of language style uses an emotional message and it is designed around an image intended to touch the heard and to create a response based on feeling and attitude. The message present with subtle, intriguing, ambiguous, and illustrates how advertisement sell moods and dreams more than product feature. It shows from the utterance "Settle beneath warm burgundy hues and stretch out beneath your luxurious" and also "Experience comfort like never before" is still ambiguous and it can be just promise that intently to attract people's desire.

Datum 11



Figure 4.11: The advertisement of Service & Surroundings Like No Other

The advertisement of "Service & Surroundings Like No Other" above is categorized into soft sell of language style. Soft sell of language style uses an emotional message and it is designed around an image intended to touch the heard and to create a response based on feeling and attitude. The message present with subtle, intriguing, ambiguous, and illustrates how advertisement sell moods and dreams more than product feature.

4.1.4 Comparison Style

According Well (1995, p. 440) Comparison is the way of advertisement conveys the ideas or message by comparing certain product to other product. It contrast two or more products and usually finds the advertisers brand to be superior. The comparison can be direct, in which the competitor mentioned, or indirect way, which just a reference to other leading brands.



Figure 4.12: The advertisement of PGA Catalunya Resort

The advertisement of "PGA Catalunya Resort" above is categorized into Comparison of language style. Comparison is the way of advertisement conveys the ideas or message by comparing certain product to other product. It contrast two or more products and usually finds the advertisers brand to be superior. We could find on sentence "there is a luxury resort like no other", it showed us that this advertisement try to compare between one resort with PGA Catalunya Resort.

4.2 DISCUSSION OF THE ANALYSIS RESULT

Although, according to Well's theory (1995, p. 435-441) that there are several styles of advertisement formulas the message. These include hard sell, soft sell, lecture, and drama, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson. But the researcher finds three kinds of language styles that are used in The New York Times advertisements. There are hard sell style, soft sell style, straightforward style and comparison style. And the way they used it. Those are as follows.

In this section the researcher describes key findings of language style that used in English advertisement. This analysis based on William Well's theory. The researcher finds three kinds of language styles that are used in The New York Times advertisements. There are straightforward style, hard sell style, soft sell style, comparison style and the way they used it. Those are as follows.

For the first is Straight forward style. According to Wells (1995, p. 439) states that in a straightforward factual message, the advertiser usually conveys information without using any gimmicks of embellishments. In other word in this style advertisement conveys the messages more rational rather than emotional.

Cigarette advertisements that make claims about low tar, For example, are usually presented in a straightforward manner.

For the result, researcher found Straightforward used in The New York Times advertisements Such us JAEGER – LECOULTRE POLARIS advertisement, INVISIBLE NO MORE advertisement, A modish twist by the sea advertisement and GOLF & COUNTRY CLUB. The straightforward style used in The New York Time magazine advertisements

For the Second is Hard Sell Style. Wells (1995, p. 438) states that hard sell style is rational, informational message that is designed to touch the mind and to create a response based on logic. The approach of this style is direct and emphasizes tangible product features, facilities and benefits. Hard sell message try to convince the consumer to buy because the product is very good, better, or best.

Researcher has found on Hard sell style used in The New York Times advertisements are LA Manga Club Sport & Leisure advertisement, COSTA NAVARINO (Let your home work for you) and for the last GOLF RESORT advertisement. The hard sell style used in The New York Times advertisements.

For the third is Soft Sell Style. Base on Wells (1995, p. 438) states that soft sell use an emotional message and it is designed around an image intended to touch the heard and to create a response based on feeling and attitude. The message present with subtle, intriguing, and ambiguous illustrates how advertisement sell moods and dreams more than product feature. Hard sell style is clearly more persuasive than soft sell. Sometime hard and soft sell style come together.

Soft sell style used in The New York Times advertisements can be found in Experience the World like Never Before advertisement, the 40th Oil and Money conference in London Advertisement and also Experience comfort like never before from qatarairways.com.

For last is Comparison Style. Base on Wells (1995, p. 440) Comparison is the way of advertisement conveys the ideas or message by comparing certain product to other product. It contrast two or more products and usually finds the advertisers brand to be superior. The comparison can be direct, in which the competitor mentioned, or indirect way, which just a reference to other leading brands.

Comparison style used in The New York Times advertisements can be found in PGA Catalunya Resort.



CHAPTER 5

CONCLUTION AND SUGGESTION

This is the last chapter in this study that contains the conclusions and suggestions. It is about the summary of the findings and also the suggestions related to the research that can give contribution to improve language style on advertisement.

4.1 Conclusion

This study is conducted to find the language styles used in English advertisements on The New York Times. The conclusion of this study can be formulated based on the research questions. The researcher used William wells theory in analyzing the data. The researcher found kinds of language styles are used in the advertisements of The New York Times they can be divided into hard sell style, soft sell style, straightforward style and Comparison Style. The researcher finds twelve data which are appropriated with the kinds of language styles are used in the advertisements of The New York Times. The first is hard sell style; it usually presents the message with rational information and emphasizes tangible product features, benefits and facilities. The second is soft sell style, it usually uses emotional information intended to create a response based on feeling and attitude. The third is straightforward style, it style performed information or message without using any gimmicks of embellishment. The fourth is Comparison style it contrast two or more products and usually finds the advertisers brand to be superior. For the last conclusion, how are the language styles used in the advertisements of The New York Times are: the first is hard sell

style; it is used in order to give the reader information about product features, benefits and facilities. The second is soft sell style, it is used to describe something uses emotional information intended to create a response based on feeling and attitude. The third is straightforward style, it is used to show what the applicant has to do without giving the dramatic statement of the product. The fourth is Comparison style; its way of advertisement conveys the ideas or message by comparing certain product to other product.

5.2 Suggestion

The result of this research does not cover all of the kinds of language style. However, this is still far from the complete one, but by this research, at least it can be known the language styles used in English advertisement on The New York Times. Hopefully, criticisms and suggestions will rise from the reader to gain the better researcher. Here, the researcher would like to suggest some points related with the subject of the research. To the students, to understand the types of language styles especially in advertisement language style. Thus, they may have a good comprehension on the spoken text by see the whole texts. Furthermore, it can improve their skill in English language in spoken text. To the teachers, in order that their students can easily comprehend the language style theory. It is also suggested that they should take examples of language style in advertisement. To the other researchers who conduct the same research could complete this research not only about the kinds of language style used and on how they use the language style, but also about the context of the sentences and the function of the language style. Furthermore, the next researchers are suggested to use different data sources and the other theory of language style.

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