

STYLISTIC IN ENGLISH ADVERTISEMENT

SKRIPSI

*Submitted in Partial Fulfillment of The Requirements
For the Degree of Sarjana Pendidikan (S.Pd)
English Education Program*

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MEDAN
2017**

ABSTRACT

Hendriyanti, Yunita. 1302050355. "Stylistic in English Advertisements. Skripsi: English Education Program. Faculty of Teachers Training and Education. University of Muhammadiyah Sumatera Utara, Medan. 2017

This study concerned with the analysis of stylistic in English advertisement. The objectives of this study were to describe the kinds of stylistic used in English advertisement and to determine the dominant kinds of stylistic in English advertisement. Descriptive qualitative method was applied to analyze the data. The data in this study was taken from advertisements of Prestige magazine issued in August 2017. The data consisted of fifteen advertisements. The result showed that there were seven types of Stylistic found in advertisement, they are personification, symbolism, hyperbole, alliteration, rhyme, assonance, and onomatopoeia. Stylistic that are the most frequently used in Prestige magazine is Alliteration and Hyperbole. All these stylistic marks are effective methods to build a stylistic link in advertisements. However, the application of the techniques can result in vividness, humor, and uniqueness and thus, advertisements attract readers' attention easily.

ACKNOWLEDGEMENTS



Alhamdulillahirobbil'alamin the researcher would like to express her happiness. First and foremost, all the praise and thank to Allah who has blessed the researcher to write this study. He has given such healthy, strength and believe in completing this study. Secondly peace be upon our prophet Muhammad SAW, who has brought human beings from uncivilized era to the fully civilized era as we have today.

This study would not have been possible being completed without the assistance of numerous relatives. Her deepest appreciation goes to her mother Samsiarand her father Sulhendri, S.H who has continuously giving supports, advices, and financial needed to complete her study. Thanks alot for their pray and motivation. They are the greatest parents ever in the world. She owe her deepest gratitude to her siblings Fachri Rozy, Muhammad Arif, and M. Reza Abdillah who has given generous supports and insightful comments. Moreover, she would like to thank to:

1. Dr. Agussani, M.AP. the Rector of University of Muhammadiyah Sumatera Utara for his valuable guidance.
2. Dr. Elfrianto Nasution, S.Pd. M.Pd as the Dean of FKIP-UMSU who had given her recommendation and permission to carry out the research at UMSU library on Jl. Muchtar Basri No. 3 Medan
3. Mandra Saragih S.Pd., M.Hum and Pirman Ginting S.Pd., M.Hum as the Head and Secretary of English Education Department of FKIP-UMSU, who allowed and guided her to carry out the research
4. Yusriati, SS, M.Humas her supervisor who helped her in giving suggestions and her valuable time to complete the research. Without her this study would not have materialized.
5. Erlindawati, S.Pd, M.Pd, the researcher's reviewer who has given suggestion advice and comment for the researcher.

6. Lectures of FKIP UMSU who had given their valuable knowledges during her academic years at UMSU.
7. Azharryandi Arman, S. Sos as Head of the UMSU library who given her a premission to conduct the research at library.
8. A great thanks to her Cousins Fathi Maharani, Mirza Yasa, and JM thanks a lot of for support and pray.
9. A great thanks to her special friends Arif Akbar Wibowo, who cares, support and gives spirit.
10. Her beloved friends Monica Syarah, Nikita, Ezi Pertiwi, Susiana, Dea Safirah, Sisi Masita, Rini Ritonga and all the members of “Kos Cabe” thanks for giving supported, time, motivation and spend a lot of time together.
11. All of friends from VIII C afternoon class of FKIP UMSU 2013/2014 who have supported and given much knowledge.

She also realizes that this study is still far from being perfect. So she hopes suggestions and comments from all of the readers or another writers who want study about this thesis.

And for all the people whose names could not be mentioned in this thesis thanks for everything. May Allah bless them all. Amin

Medan, October 2017
The researcher

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CHAPTER 1

INTRODUCTION

A. The Background of the Study

Advertising can be categorized into print ads, TV commercials, and radio commercials. All of them have a power in attracting a customer's attention and persuading them to be interested and to buy the products. Advertising is defined as a form of persuasion that functions to help companies sell their products to an identified group of customers (Dominick, 2005).

According to Piller (2003: 175) Advertising language is a style of immediate impact and rapid persuasion. The use of English in advertising is a global phenomenon. As Ingrid Piller points out, "English is the most frequently used language in advertising messages in non-Englishspeaking countries (besides the local language)". The wide use of advertising has created a special style of English – advertising English whose unique characteristics, simple language and important attraction makes it different from other kinds of languages. In order to send information, advertising English must be vivid, usual, emotional, and attractive. In what follows, we will analyze some features of advertising and the way in which morphology, syntax and rhetorical devices are used in English advertisements in order to convey the message to the buyer.

Advertisement is the major way to promoting sales. To achieve this aim, the AD language gets used to reinforce the effect with the help of rhetoric device such as

simile, metaphor, personification, rhyme, etc. advertisement language is named as commercial language, belonging to the area of advertisement in written form.

Advertising produce the advertisement, which is need to assure people of commercials being advertised. Consumers usually hesitate 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.

Usually the language of commercial advertising is design in such a way in order to be persuasive enough to stimulate the desire of the consumers to buy certain products, which means that the advertisements should not only explain what are sold, but also develop an impression to the readers that they need the product being offered and it can bring more advantages to them. Language used in advertisement must be persuasive because it aims to persuade the consumers to buy the products.

Meanwhile, the technique used here stylistic. Stylistic is the study varieties of language which properties position of language in context, for example: the language of advertising, politics, religion, individual author, etc. Stylistic analysis is a normal part of both linguistic and literary studies. Stylistic analysis is generally concerned with the uniqueness of a text., that is what it is that is peculiar to the uses of language in a literary text for delivering the message. This naturally involves comparisons of the language of the text with that used in conventional types of discourse. (Qian, 2006 & Wang, 2001).

Based on explanation before, stylistic was very important to explore creativity in language use. Because, stylistic influences to express feelings, emotions, thought, happiness, sadness, grief, etc. and in stylistic in English advertisement, sentences using stylistic in order to make it more interesting, polite, and acceptable by all human being.

It is interesting to talk about stylistic in advertisement on prestige magazine based on some reasons. Firstly, prestige magazine used simple words in promoting the products. And secondly, the researcher wants to analyze creativity language used in the advertisement. This can motivate the researcher to study about stylistic in English advertisement.

B. The Identification of the Problem

Based on the background of the study, the problem of the study were formulated as the following:

1. Magazine as one of media in advertising product needs to be creative in arranging their advertisement but its difficult to create a unique attribute to selling the idea in advertisement.
2. Wrong techniques made an advertisement not creative.
3. Lack of the understanding in meaning that advertisement give the true meaning in the message.

C. The Scope and Limitation

The study was in semantic and the limitation was in stylistic on Prestige Magazine issued in August 2017.

D. The Formulation of the problem

In this research, the problems were formulated as follows:

1. What kinds of the stylistic used in English advertisement?
2. What was the dominant kind of stylistic used in English advertisement?

E. The Objectives of the Study

The objective of the study were:

1. To describe the kinds of stylistic used in English advertisement.
2. To determine the dominant kind of stylistic in English advertisement.

F. The Significances of the Study

The result of this study was expected to be useful theoretically and practically:

1. Theoretically

Theoretically this research would be useful to inform and make references material acquiring knowledge and understanding about literature, especially stylistic.

2. Practically

The findings of this research would be useful for:

1. For Teachers is expected to help teachers to make new strategies in teaching stylistic.
2. For students to help them to enlarge their knowledge about stylistic by analyze an advertisement so they can understand language meaning in advertisement.
3. For another researcher to help them find a reference in same object.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Stylistic

Stylistics is the study varieties of language which properties position of language in context, for example: the language of advertising, politics, religion, individual author, etc. In the advertising, language style is determined by the relationship between the producer and the consumer in a certain context or situation.

Stylistics itself is the part of linguistic which concentrates on variation in the use of language, often but not exclusively, which is the special attention to the most conscious and complex use of language in literature. Stylistic is a method about the style of language. According to Simpson(2004) the definition of stylistic is a method of textual interpretation in which primacy of place is assigned to language.

The connection between stylistics and literature bring two important caveats, such as: “the first is that creativity and innovation in language use should not be seen as the exclusive preserve of literary writing. Many forms of discourse (advertising, journalist, popular music-even casual conversation) often display of high degree of stylistic dexterity, such that it would be wrong view dexterity in language us as exclusive to canonical literature. The second caveat is that the techniques of stylistic analysis as much about deriving insights about linguistics structure and function as they are about understanding literary texts.

Verdonk (2002: 4) defines style in language as “distinctive linguistic expression”. Consequently stylistics, the study of style, can be defined as the analysis of distinctive expressions in language and the description of their purpose and effect. While making a stylistic analysis the attention should be drawn on striking features which catch reader’s attention and which differ from the standard forms.

1.1 Stylistic Features

Some particular features can be considered in investigating style. According to Leech (2007:60), the term feature means the occurrence in a text of a linguistic or stylistic category. It can be understood that every literary text is constituted by linguistic and stylistic categories. Some examples of linguistic categories are nasal consonant, noun, transitive verb, question, and color term. Examples of stylistic categories are balanced sentence, alliteration, personification, and metaphor. Stylistic categories are more complex than the linguistic ones and are considered to be difficult to define. However, both categories are important to be considered in analyzing style. Leech (2007: 61) states that there are four general headings to define feature os style. They are lexical categories, grammatical categories, figures of speech, and context and cohesion.

1.1.1 Lexical categories

Lexical Categories are the group types of words used in a text. They cover the lexical items of a text in a general sense. They are also used to find out how choice of

words involves various types of meaning. They may contain a general description of vocabulary choice, and examinations of nouns, adjectives, verbs, adverbs, etc.

There are four main types of vocabulary of a text based on Long and Doughty's theory (2011: 545): High frequency words, academic words, technical words, and low frequency words.

The first type is High frequency words. The words belonging to this group are divided into two main parts which are function words, e. g. at, a, you, and content words which include some parts of speech like nouns, verbs, and adjectives.

The second type is Academic words. Academic words include words for special purposes but are frequent within a certain area. There are four major types: Arts, Sciences, Commerce, and Laws according to Coxhead's classification. The next type is Technical Words. This group is made to categorize the more specialized academic words into a more specified area. For example, the words *dwang*, *truss*, *nog*, *eaves* are associated with the building, or the words *phoneme*, *nasal* are associated with linguistics.

The last type is Low frequency words. The words belonging to this group have relatively low frequency of occurrences. Each word of this group does not occur very often. They mostly have a very narrow range and are not really needed in every use of language. The words also make up a very small proportion of the running words in a text.

1.1.2 Grammatical Categories

Grammatical categories are linguistic categories which have the effect of modifying the forms of some class of words in a language (Radford, 2004: 3). These categories are divided into several classifications.

1) Sentence Types

Based on their functions, there are three sentence types: Declarative, Interrogative, and Imperative.

a) Declarative Sentences

A declarative sentence states an idea. It does not give a command or request, nor does it ask a question. A declarative sentence usually ends in a period, even though it may end in an exclamation point.

Example: I now pronounce you husband and wife.

b) Interrogative Sentences

An interrogative sentence is a sentence that asks a direct question. It is punctuated with a question mark at the end. In English, an interrogative sentence normally changes the word order so that the verb or part of the verb comes before the subject. Example: Do you have a minute?

c) Imperative Sentence

An imperative sentence asks, requests, or commands someone to do something. An imperative sentence drops the subject. Example: Open the door, please!

2) Sentence Complexity

This area categorizes sentences based on their complexity. In general, there are two main structures of sentences: simple sentences and complex sentences. A sentence is considered a simple one whenever it contains only a single clause, while any sentence that has more than one clause is included into a complex sentence.

Example:

a) He is a teacher

b) He teaches his students and helps them to reach their dreams.

Sentence (a) only has an independent clause, and it is the example of a simple sentence structure. Sentence (b) has two clauses that are both independent: He teaches his students and (he) helps them to reach their dreams. It represents the type of complex sentence.

3) Noun Phrases

This element includes investigation of the complexity of noun phrases in a text. A stylistic analysis of noun phrase seeks whether the noun phrases used are simple or complex and where the complexity lies (in pre-modification by adjectives, nouns, etc. or in post-modification by prepositional phrases, relative clauses). Based on Quirk and Greenbaum's *A Student's Grammar of the English Language* (1973: 363), there are three components in describing a complex noun phrase:

a) The Head. Head is defined as something around which the other components

cluster and which dictates concord and other kinds of congruence with the rest

of the sentence outside the noun phrase.

b) The Pre-modification. It comprises all the items placed before the head – notably adjectives and nouns.

c) The Post-modification. It comprises all the items placed after the head –

notably prepositional phrases, non-finite clauses, and relative clauses.

For example, in the noun phrase *The lovely child in the bedroom* in the sentence *The lovely child in the bedroom is sleeping*, the Head of the phrase is *child*, the Pre-modification is *lovely*, and The Post modification is *in the bedroom and sleeping* is verb.

1.2 Rhetorical Device

Rhetorical devices are used to make the thought more striking and effective. A fresh rhetorical device appeals to the imagination, creates mental pictures and makes the speech or writing impressive and interesting. Due to this, advertisers often use various rhetorical devices to increase the readability and appeal of an advertisement and to get consumers' interest of buying the product.

1.2.1 Personification

Personification is a figure of speech in which a thing or abstraction is represented as a person. The use of personification in advertising will endow the product with human emotion, and will make them amicable to consumers.

Example:

- I hear the sound of the sea
- I see the sun smile to me
- Tree is dancing with the wind

1.2.2 Simile

Simile is a figure of speech comparing two unlike things, often introduced with the words "like", "as", or "than".

Example:

- Your lip is like a red rose
- Her hope is like a candle in the dark

1.2.3 Metaphor

Metaphor is a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a similarity or analogy between them. Metaphors can be used visually in the picture or verbally in the headline and/or copy. Since the nature of metaphors involves expressing and experiencing one thing in terms of another unexpected object, consumers exposed to a metaphoric headline or picture in an ad will search and tap into their existing knowledge and perceptions of the conventions and context of the metaphor so as to comprehend the message.

Example:

- The road is a sea of fire, it's so hot
- I feel in heaven if I live here

1.2.4 Symbolism

When something concrete is used by the author to represent something that is less concrete, such as an idea or emotion.

Example:

- such as using a rose to represent true love
- A soaring bird to represent freedom.
- A dove is a symbol of peace

1.2.5 Apostrophe

Directly addressing someone who is not present or who is not real. Example:

- Juliet, what is the secret of true love?
- Hello darkness, my old friend i've come to talk with you again.
- Work on, my medicine, work!

1.2.6 Hyperbole

Hyperbole is a Greek word, which literally means "throwing beyond." As a figure of speech, hyperbole is a deliberate overstatement or extravagant exaggeration of fact used for producing a serious or comic effect. In advertising, the use of exaggerated statements or rather overstatements puts emphasis on the particular features of the products or services.

Example:

- The bag weighed a ton
- I was so hungry, I could eat a horse!
- She's older than the hills

1.2.7 Allegory

Allegory is a figure of speech in which abstract ideas and principles are described in terms of characters, figures and events.

Example:

- All animals are equal but a few are more equal than others

- Animal farm by George Orwell is all about the Russian Revolution

1.3 Sound Techniques

1.3.1 Rhyming

One of the best techniques for bringing in the brand name is to make the slogan rhyme with it. An ad slogan is better if it reflects the brand's personality. By this kind of rhyming, the brand name is highlighted.

Example:

- The flavour of a Quaver is never known to waver.

1.3.2 Alliteration

Alliteration can help the slogans achieve the strong beating rhythm needed to make it a repeatable sentence.

Example:

- sweetsmell of success
- A **d**ime a **d**ozen
- **b**igger and **b**etter

1.3.3 Rhyme

Repetition of similar sounds at the end of the words or phrase.

Example:

- dare to go bare.
- Hokey pokey
- Teenie wennie

1.3.4 Assonance

Assonance is refers to the repetition of vowel sounds to create internal rhyming within phrases or sentences

Example:

- good food, good life
- the crumbling thunder of seas
- purple curtain

1.3.5 Onomatopoeia

Onomatopoeia is naming of an object which imitates the sound produced by the object (Gasser, 2006: 4). The form of an onomatopoeia can be found in our daily life. It may derive from the sound of an object, an animal and an action. For examples, the onomatopoeias which derives from the sound of an object are the sounds of a bell, a horn or a telephone; from the animal's sounds are the sounds of cats, cows and from the action's sounds are the imitated sounds of falling, gun shooting or cough. Such sounds can arbitrarily represent certain objects or actions.

Example:

- The lion Roared
- The steaks sizzled in the pan
- The bomb went off with a bang

2. Advertisement

Advertising is a form of communication used to encourage or persuade an audience to continue or take some new action. Most, commonly, the desired result is to drive consumer behavior with respect to a commercial offer.

The word, advertising, came from Latin “advertere”, means making someone notice something, or informing somebody of something in order to attract other’s attention. Until 17 century, a large scale of commercial activities began to develop in Britain. At the time, “advertisement”, did not refer to an advertisement, but referred to a series of advertising campaign. Later, the word “advertise” had a modern meaning and turned into “advertising”.

2.1 Function of Advertisement

The function of advertising points to the basic advertising effectiveness that the role and influence of the object and social environment by advertising content they spread. The core of studying the function of advertisement is actually studying what goal advertisement can achieve.

First, advertising plays a role in promoting social and economic development and promoting the progress of material civilization. Along with the development of human economic activities, advertising has generated and constantly updated.

In modern society, the level of advertising development is one of the important marks to measure the development level of a country or region economy. Second, advertising plays a role in enhancing the enterprises' competitive power and raising enterprises' economic benefits.

Western advertising has a maxim, "to sell products without advertising, as if to make eyes at a man or woman in the night." In the process of production and operation, the core and purpose of enterprises is the economic benefit for itself. The enterprise competition is the market competition; the power of enterprise can be transferred according to market share. The important role of advertising can be expressed in the following aspects:

1. Advertising is an important source of the enterprise transmitting and receiving market information.
2. Advertising is one of the important methods of sales promotion.
3. Advertising is to promote the enterprise competition and improve the enterprise internal management.
4. Advertising is one of the crucial approaches to improve the enterprise brand popularity.
5. Advertising can reduce business cost.

Third, advertising plays a role in guiding consumption trend. Advertising has a guided effect on consumers' consumption idea, consumer psychology and consumer behavior.

1. Advertising is one of the important sources to consumers to get commodity information.

2. Advertising can induce consumption attitude and consumption behavior
3. Advertising is an important component of consumers' decision-making.

At last, advertising also plays a role in improving social civilization progress.

1. Advertising can beautify social environment
2. Advertising can richen people's cultural life
3. Advertising can promote social spiritual civilization progress.

3. Definition of Magazine

Magazines are another type of popular culture print media. They usually cater to a specific type of audience who are looking for information based on a particular subject

3.1 Characteristic of Magazine

3.1.1 Size and appearance

A magazine tends to have a "book-type" size

3.1.2 Content.

A magazine tends to have a cover story, Editorial, Articles, Features

3.1.3 Style

A magazine writer has more freedom to express or has more room for subjectivity and used methods of self expression.

3.1.4 Design and layout

Magazines use lots of colour, different types and sizes of fonts and break up their articles with images and colour.

3.1.5 Target audience

A magazine' target audience is determined by demographics and interests. ('Demographics' mean the physical characteristics of the individual such as race, gender, interest, education level etc.). Hence the target audience of a magazine is usually separated geographically, but they share common interests; for example, a common interest in sports, fashion or beauty.

3.1.6 Readability

Magazines employ colourful language so as to make the content enjoyable. Linguistic subjectivity which relies on expressive adjectives enhances the readability of magazines.

3.1.7 Display ads

Magazines are more advertiser-driven than newspapers.

3.1.8 Visual strength

The visual strength of magazine is enhanced with the effective use of colour in magazines. In magazines, we can also use a colour background to make it looks attractive

3.1.9 Shelf life

Another strength of magazine is longer life. In contrast, magazines are commonly kept for several days, weeks or months in magazine racks which provides for possible repeat reading. Magazines use some of the highest-quality paper and ink to produce a visually appealing product meant to be kept and read longer. Magazines

tend to focus on entertainment pieces, provide how-to-do articles and features about certain subjects within their chosen marketing niche. Magazines also have advertisements taking up large amounts of page space to balance the cost of production.

3.2 Magazine writing styles

3.2.1 Narrative writing

Narrative writing is a type of writing in which the author places himself as the character and leads you to the story. Narrative writing has definite and logical beginnings, intervals and endings. Narrative writing uses many literary techniques to provide deeper meaning for the reader and it also helps the reader use his / her imagination to visualize situations.

Literary techniques include metaphors, similes, personification, imagery, hyperbole, alliteration, back story, flashback, flash-forward, foreshadowing and narrative perspective or point of view . It also makes use of literary elements such as setting, plot, theme, characters, style/structure, perspective, voice etc. since literary techniques are best understood in the context of one of these elements. Figurative language is a common element in narrative writing.

3.2.2 Descriptive writing

Descriptive writing focuses on describing a character, an event or a place in great details. In a descriptive style, the writer needs to describe a person, object or event so vividly that the reader feels like s/he could reach out and touch it. Descriptive writing has a unique power and appeal, as it evokes sensory description

through sights, smells, sounds, textures and tastes through the text to your reader . Therefore, this style tends to use more adjectives and adverbs, as well as figurative language and imagery to create details that allow the readers to envision the scenery and events in their minds.

3.2.3 Persuasive writing

Persuasion requires great skill and effort to convince your readers to endorse your opinion or viewpoint . Persuasive texts are set out to argue and prove a case by presenting ideas that follow in logical progression. It aims to convince a targeted audience of the validity of a viewpoint on an issue by presenting logical arguments. Anticipating and answering possible objections or opposing arguments, all types of persuasive writings should present well researched evidence to support the case and also provide facts from authorities to prove or disapprove an argument. The most common forms of persuasive texts include essays, editorials, letters to the editor , opinion articles, feature articles, interviews, speeches and submissions.

3.2.4 Imaginative writing

Imaginative writings present ideas, issues and arguments in an imaginative and credible way through description, characters, settings, figurative language, the five senses, etc. An imaginative writing assumes the form of fiction, specifically of short story. Depending on the idea, the imaginative article can discuss anything from space travel to civil rights. Because of this wide variation, some imaginative pieces require a very serious response, while others invite a much more light-hearted, fantastic one.

Usually , imaginative write-ups start with a hypothetical situation and ask how you would respond to it. It should be credible and plausible and must convey information through description and figurative language. Add sensory details and realistic conversation. Also include imaginary interactions with the characters. The characters should be dynamic in nature and they should see things differently or act differently by the end of the story. Narrate and describe events, characters and situations. For an imaginative writing, you will not have to use formal language, but you need to show your mastery of writing.

3.2.5 Visual writing

Visual writing is a good language for story telling in any medium. It focuses on the mind, distinctive details from the intricately interconnected experiences of the individual. Visual writing creates depth, quality and pacing. Visual communication engages meaningful experiences and feelings within individuals through richly embedded image symbols which are conveyed either directly through text or indirectly through other senses. One aspect of visual language is that it is a fluid language and it spontaneously convey meanings. Another aspect of visual language is the composition of images used and the scenesit creates. A third aspect of visual language is dialogue which uses words that invoke images. The dialogue creates movement in the story.

3.2.6 Multiple inverted pyramid

In the field of magazine journalism, the term 'multiple inverted pyramid approach' refers to a style of writing which informs and entertains the readers through self-sufficiently built plots of information, each of which may be arranged in the form

of an inverted pyramid. The fact is that the idea of the whole story is spilled in the first paragraph itself. The reader can decide whether to continue reading the details or to go into something else. But even if the reader stops at a certain point, this form of writing may provide some essential facts to the readers.

3.3 Types of Magazines

3.3.1 General interest magazines

This type of magazine is published for a wider audience to provide information, in a general manner and the focus is on many different subjects. The main purpose of a general interest magazine is to provide information for the general audience. The language of these publications is geared to any educated audience. Examples of general interest periodicals are: Time, Newsweek, Outlook.

3.3.2 Special interest magazines

Special interest publications are magazines directed at specific groups of readers with common interests. We can categorize some special interest magazines into the following genres based on their content and target audience:

a. Farm magazines

These are magazines featuring news and information pertaining to the agricultural sector.

b. Sports magazines

A sports magazine usually features articles or segments on sports comprising of many photographic images and illustrations.

c. Business magazines

Most of these magazines are dedicated to the dissemination of information related to particular business areas like accounting, banking, finance, international business, management, marketing and sales, real estate, small business etc.

d. Environmental magazines

The aim of this type of magazine is to provide information about environmental issues such as population, poverty, consumption and the environment in general. In-depth reviews of major policy reports, conferences, environmental education initiatives, environmental reports and photos from around the world with an emphasis on human involvement in an environmentally changed scenario are some of the highlighted features of environmental magazines.

e. Entertainment magazines

Entertainment magazines are usually glossy in nature and provide entertainment. They usually carry news, original stories, scandals, gossips and exclusives about celebrities in various entertainment fields such as film, music, TV, fashion and related similar areas of the industry. As its main focus is on celebrity fashion or lifestyle, it is graphically rich in nature, featuring many photographs or other images.

f. Automobile magazines

This magazines present interesting automotive news in the industry and celebrate the automotive lifestyle and its personalities, past and present. It also offers insights into emerging trends in the industry and also creates images of whatever comes next in the written and visual form.

g. Literary magazines

A literary magazine devoted to literature, usually publishes short stories, poetry, essays, literary criticism, book reviews, biographical profiles of authors, interviews and any content related to literature. Its aim is to promote literature, encompass an overall sense of the word, preserve indigenous literature and provide a platform for creative writers through its articles.

h. Men's magazines

Men's magazines bring the latest style tips, travel guides, lifestyle improvement, offering advice and information useful to men on a variety of topics including money, health, sports, cars, adventure, politics and so on. Men's magazines use masculinity as a marketing tool.

i. Children's magazines

The main aim of children's magazines is to engage children to learn new things through entertainment and to provide memories that last a lifetime. The content is delivered through colourful images, read-aloud stories and various fun activities that both the parent as well as the child can enjoy together. Children's magazines are designed to set young children on the path to become curious, creative, caring, confident individuals through reading, thinking and learning with a wide variety of stories, puzzles, crafts, games and activities.

j. Women's magazines

Women's magazines play a variety of roles as educator, family counsellor, beauty specialist and life style expert. The outlook of a women's magazine is an

intelligent perspective that is focused on personal style - the way women actually look, think and dress. They reflect the spirit of today's woman - changing with the times, moving with trends, styles and fashion.

4. The Prestige

Prestige Indonesia was established in 2004. Published monthly the publication is the ultimate social and lifestyle title in Indonesia. Prestige Indonesia works together with prestige Hong Kong, Malaysia, Thailand, and Singapore. The magazine showcases things that represent an appreciation of the very best in life, and reports on everything from business to fashion, and from lifestyle to leisure. Prestige Indonesia is a monthly magazine with a print run of 20.000 copies, distributed in Indonesia.

The mission of prestige is to continue building on its achievement of having quickly become the preferred publication of perceptive and discriminating readers within Indonesia high society. The magazine's appeal to young high-society readers lies in the unrivalled insights it brings to the glamour, luxury and the opportunities afforded by success.

Prestige's primarily target is young wealthy and privileged achievers who are interested in exploring and raising their appreciation of the finer things in life. The magazine speaks to successful men and women between the ages of 28 and 55. These readers are well educated and speak English, and they typically hold senior management or high level professional position, or are successful entrepreneurs.

B. Previous Related Study

According to Duboviciene, T & Skorupa, P(2014: Vol. 16 No. 3, 61-75) in the analysis of some stylistic features of English advertising slogans. Though the definition of advertising slogan varies from author to author, all the definitions share a common idea that the advertising slogan is a short catchy phrase related to a specific brand and defines, presents and helps customers remember the key concept of a brand or advertising campaign.

The analysis demonstrated that 40% of the sampled slogans contained figurative language, 32% of slogans used sound technique, and 28% of the analyzed slogans were made using other rhetorical devices (repetition, comparison, parallelism, antithesis, and hyperbole). The tendency is that 16% of all the sampled English advertising slogans exhibit the usage of pun (word play), while simile, personification, and paradox are the rarest examples of figurative language and make up 2%, 2%, and 1% of all the analyzed slogans respectively.

The most often used sound technique in English advertisement slogans is alliteration, which was identified in 11% of the sampled slogans, while rhythm and onomatopoeia can be considered the rarest sound techniques used in slogans as they were found in 1% and 2% of the analyzed slogans respectively. The most often used rhetorical device in other rhetorical device list is repetition, which was observed in 13% of all the sampled slogans, while the rarest is antithesis, which was identified in 2% of the analyzed slogans.

According to Pop Anamaria Mirabela in the stylistics of advertising. Advertisement as a means of representation has been so frequently used that we can see it from the range of TV to the newspaper. As an important part of

advertisements, advertising English is increasingly becoming the object studied by some linguists and psychologists. Advertising language as a special kind of language is very different from common language. It has its own features in morphology, syntax, and rhetorical devices. Advertisement should have the function to persuade and attract consumers so that people are interested in the product which is propagated in the advertisement. Therefore, in order to successfully promote the sales of their products, the advertisement makers spare no efforts to work hard on the content and do their best to draw the attention of consumers through syntactic and rhetoric.

According to Li Min (2009) in the Stylistic Analysis of the Magazine Advertisement Atkins Chocolate Chip Granola Bar study. This advertisement “Atkins Chocolate Chip Granola Bar” adopts many devices in linguistic, textual and contextual aspects. It uses well-organized language, exact figures, eye-catching and bright pictures and affirmative adjectives to describe the good quality of the product. By the use of these devices, the producer can better communicate with the consumers and make the product more popular among the consumers in order to achieve the goal of ever-lasting purchase and popularity among the consumers.

C. Conceptual Framework

Advertisement is a public notice or announcement, usually of goods or service for sale, defines advertisement as a form of commercial mass communication designed to the sale of a product, services, or a message on behalf of an institution, organization, or candidate for political office. Evidence of advertisement can be

found in cultures that existed hundreds of years ago, but advertisement only become a major industry in the 20th century

CHAPTER III

METHOD OF RESEARCH

A. Research Design

The research was conducted by using descriptive qualitative design, which was focused on the observation and document analysis in advertisement on prestige magazine. The use of research design was aimed to help the researcher make a better analysis. By using this method, the data would be collected to describe, investigate and explain stylistic in English advertisement.

B. Sources of Data

In this study, the data was collected from Prestige magazine advertisement that published in August 2017. They were consist of fifteen advertisements. Advertisements on Prestige magazine used simple words in promoting the products so the researcher interests to know the stylistic were used in advertisements that success to get consumers' attention.

C. Technique of Collecting Data

The method used in data collecting was data documentation especially taken from prestige magazine. Documentation method is way to collected the data by reading the source and make list of the data collection.

D. The Techniques of Data Analysis

In analyzing the data, the researcher used theory proposed by Miles and Huberman (2014) who said that the qualitative data analysis consists of three procedures. They were: data reduction, data display, data drawing and verifying conclusion.

**CHAPTER IV
DATA AND DATA ANALYSIS**

A. Data

In this fourth chapter, the data were taken from Prestige magazine August 2017. The data were analyzed through categorized the data into their types of Stylistic, Rhetorical device : Personification, Simile, Methapor, Symbolism, Apostrophe, Hyperbole, Allegory, and Sound Technique : Rhyming, Alliteration, Rhyme, Assonance, Onomatopoeia on Prestige Magazine.

**Table 4.1
Data Collection of PrestigeMagazine’s advertisements**

No	Advertisement	Stylistic
1	Feminine Flair	Alliteration
2	Vivid and Vibrant	Alliteration
3	Shake, Shake	Alliteration, Assonance
4	Thought Thick or Thin	Alliteration
5	Roaring Reboot	Alliteration, Onomatopoeia
6	One car, Endless possibilities	Hyperbole
7	Flower of Life	Symbolism
8	Brighter and Brighter 33	Alliteration, Assonance
9	Born to Run	Rhyme
10	The excitement of summer	Personification

11	Sipping Sicily	Alliteration
12	Bond in Command	Rhyme
13	Happy Diamonds	Personification
14	Object come alive	Hyperbole
15	Upgrade for life	Hyperbole

B. Data Analysis

The researcher analyzed the advertisements on Prestige magazine and present the analysis in description as follows:.

1. Feminine Flair

The headline of the advertisement is to explain about the ladie's watch by Richard Mille as a feminine interpretation of the original unisex model. The stylistic phrase used in the headline's advertisement is **Alliteration**, because the phrase has repetition of consonant sounds at the beginning of at least two words in a line "Feminine Flair".

2. Vivid and Vibrant

This advertisement isto explain about watch from Chopard's Happy Sport collection comes in vivid colours and vibrant hues for summer season. The stylistic used is **Alliteration**, because it has repetition of consonant sounds at the beginning of at least two words in a line "Vivid and Vibrant".

3. Shake, Shake

This advertisement tells about Lancome's Matte Shaker Liquid lipsick. It is a water-in-oil emulsion formulated with a patented Ultra-Thin Film technology to deliver weightless texture and a second-skin feel with intense colour payoff. The stylistic used in the advertisement are **Alliteration** and **Assonance**. Because this advertisementhave repetition of consonant sounds at the beginning of at least two words in a line and repetition of vowel sounds "Shake, Shake".

4. **Through Thick or Thin**

This advertisement tells about winter/Fall outfit. The stylistic used is **Alliteration**, because it has repetition of consonant sounds at the beginning of at least two words in a line “**Through Thick or Thin**”.

5. **Roaring Reboot**

This advertisement figure out about Porsche considered by many people to be the greatest sports car ever. The stylistic used are Alliteration because have the repetition of consonant sounds at the beginning of at least two words in a line “**Roaring Reboot**”, and Onomatopoeia because “**Roaring**” is a sound of an object.

6. **One car. Endless possibilities**

This advertisement is to show the specification of the car. Now introducing the all new C 300 AMG Line with sporty AMG body styling, interior and many more features for endless possibilities of your journey. So the stylistic used is **Hyperbole**, because the headline used overstatement.

7. **Flower of Life**

In this advertisement IWC launched a new watch. Equipped with the calibre 35800 movement. “**Flower of Life**” is a symbol representing important meaning to many throughout history. So the stylistic used is **Symbolism**.

8. **Brighter and Brighter**

The headline of this advertisement explains about Shiseido’s White Lucent on makeup spot correcting serum is formulated with advanced technology for brighter skin. The stylistic used are Alliteration and Assonance, because this advertisement has repetition of consonant sounds at the beginning of at least two words in a line and repetition of vowel sounds “**Brighter and Brighter**”.

9. **Born to Run**

This advertisement tells about Roger Dubuis and Pirelli have created a new version of the Excalibur Spider Pirelli, in time for this year's Run to Monaco. The stylistic used is **Rhyme**, because the headline have a repetition of similar sounds at the end of the words.

10. The Excitement of Summer

The headline of this advertisement tells about table setting with the spirit of the beautiful season by creating an elegant table setting with the theme of "Summer Solstice". The stylistic used is **Personification** because "Excitement" is a human attribute.

11. Sipping Sicily

This advertisement tells about Wines hailing from the sun-drenched mountains have never been hotter. Lucy Jenkins enjoys a sip or two from six top Sicilian producers. The stylistic used is **Alliteration** because it have repetition of consonant sounds at the beginning of at least two words in a line "**Sipping Sicily**".

12. Bond and Command

This advertisement explain about Omega's new watch. Inspired by James Bond's rank, Omega has created the Omega Seamaster Diver 300M "Commander's Watch". The stylistic used is **Rhyme**, because the headline of the advertisement have a repetition of similar sounds at the end of the words "**Bond and Command**".

13. Happy Diamond

This advertisement tells about sunglasses by Chopard. The goggles of the glasses are surrounded by diamonds that embellish the look of the glasses. The stylistic used is **Personification**, because "**Happy**" a human attribute.

14. Objects Come Alive

This advertisement tells about Hermes product can make an Object can be seen alive when used. The stylistic used is **Hyperbole**, because this advertisement use the exaggerated statements.

15. Upgrade on the Future

This advertisement explain about refrigerator by Hitachi. With Hitachi's Side-by-Side Refrigerator, you enjoy Auto Door and other advanced Japanese technologies

for supreme convenience and world-leading energy efficiency. The stylistic used is **Hyperbole**, because this advertisement use the exaggerated statements.

C. Research Findings

After analyzing all this data obtained on advertisements of Prestige magazine ,
it was found that :

1. 7 types of stylistic were found in advertisement, they are personification, symbolism, hyperbole, alliteration, rhyme, assonance, and onomatopoeia.
2. Stylistic tha are the most frequently used in prestige magazine are Alliteration and Hyperbole.

CHAPTER V

CONCLUSSION AND SUGGESTIONS

A. Conclusions

Having analyzed the data, conclusion can be drawn as the following:

1. There were 7 types of stylistic were found in advertisement, they are personification, symbolism, hyperbole, alliteration, rhyme, assonance, and onomatopoeia.
2. The dominant kinds of stylistic used in English advertisement are Alliteration and Hyperbole

B. Suggestions

After analyzing the data and finds out the meaning so the researcher proposed some suggestions.

1. The students and all people who are in English class should know the stylistic meaning and how it realized as a technique.
2. The readers who need to make creative advertisements should use stylistic techniques.
3. For the teachers who want to teach about Stylistic can use advertisement as easier media to make students understand about Stylistic.

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