

**AN ANALYSIS OF DICTION IN THE ADVERTISING OF GOODS  
AND SERVICE IN ANALISA NEWSPAPER**

**SKRIPSI**

*Submitted in Partial Fulfillment of Requirement  
for the degree of Sarjana Pendidikan (S.Pd.)  
English Education Program*

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MEDAN  
2020**



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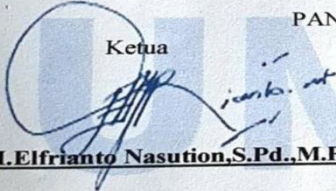
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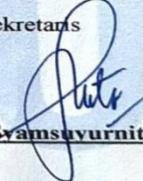
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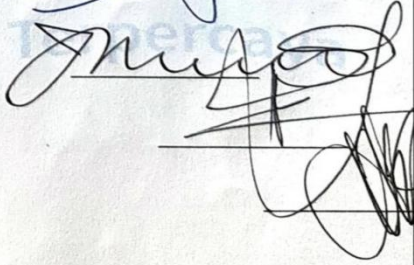
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Dengan ini menyatakan bahwa skripsi saya yang berjudul **“AN ANALYSIS OF DICTION IN THE ADVERTISING OF GOODS AND SERVICE IN ANALISA NEWSPAPER”** adalah benar bersifat asli (*original*) ,bukan hasil menyadur mutlak dari karya orang lain.

Bila mana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhamamdiyah Sumatera Utara

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## ABSTRACT

**M.Wahyu Zulfikar. 1602050084. An Analysis of Diction in the Advertising of Goods and Service in Analisa Newspaper. Skripsi. English Department of Faculty of Teacher Training and Education of University Muhammadiyah of North Sumatera (UMSU). Medan. 2020.**

The objectives of this research was to identify and describe the types of diction used in Analisa newspaper, especially in the advertisement of goods and services. Descriptive qualitative research way applied to document and note the data. The collected data were analyzed one by one. The data analysis stage consisted of identification, classification, and interpretation. The of the data source of this research was from 10 advertisements in December 13<sup>th</sup> 2019 edition, 10 advertisements in the February 21<sup>st</sup> 2020 edition, 10 advertisements in the February 25<sup>th</sup> 2020 edition with the total number of advertisements was 30 advertisements. The results in this research found diction based on denotative meaning 17 pieces while connotative meaning was 13 pieces, based on the lexical was 8 synonyms, 6 was antonyms, 7 was polysemy, 9 was hypernym and hyponym. The dominant diction used in this newspaper was hypernym and hyponym diction because it described in detail an advertisement to be conveyed to the readers.

*Keywords: diction, goods advertisement and service advertisement*

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In writing this research entitled “An Analysis of Diction in the Advertising of Goods and Service in Analisa Newspaper” there were so many troubles and without much help from the following people, it was impossible for him to complete and finish this skripsi :

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3. Mandra Saragih, S.Pd, M.Hum, the Head of English Department and Pirman Ginting, S.Pd, M.Hum, the Secretary of English Department of FKIP UMSU, who had allowed and guided the research.
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Last but not least, I realize that this proposal is still far from being perfect. Therefore, any constructive criticism and suggestion will be highly appreciated. I hope this proposal would be useful for the readers.

Medan, October 2020

The Researcher

M. WAHYU ZULFIKAR

1602050084

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# CHAPTER I

## INTRODUCTION

### **A. The Background of the Study**

Exposure to internet media has a large impact on information development. As a result, newspapers, television and radio no longer depend on the media itself, but are already using internet media. Technological developments make people no longer need to spend time just to read the newspaper.

Seeing the progress and development of information media from time to time. It certainly makes Mainstream Media activists work extra hard to arrange strategies for the existence of their institutions. So from that writing advertising is not just seen to promote or sell goods, but with the use of diction and choice of words that are interesting to make the selling value of newspapers rises. This is where diction plays an important role to increase the selling value of a newspaper.

One of the media that will be investigated by researcher is the Analisa newspaper. Its one of the newspapers in North Sumatra. In the Analisa newspaper there are advertisements of various goods and services, here the researcher will examine how important the role of diction or choice of words for writing advertisements Analisa newspaper. Plus the value of selling a newspaper is seen from the attractiveness of advertisements offered.

Advertising is marketing to promote goods or services that are useful to attract consumers. Advertisements are intended to convey messages intended to

the public using the media. However, advertising attracts people who agree to buy the product (Kasali 1992: 2). If the advertisements is sent in an attractive language, consumers will be interested in buying the product.

Advertising is basically the use of language, images and videos that are structured words that use emotions and forms of imagination so that it affects the reader and listener. The language used in making advertisements must be easy for readers to understand and be able to attract the attention of consumers to buy the product. there is a definition that advertising as all forms of messages about a product delivered through newspapers or videos, funded by donors, and addressed to all people. Therefore the choice of words is very influential in making interesting advertisements to be seen.

If the readery see every writing of advertisement in a mass media or newspaper there are various diction in it. The number of newspapers published in Medan are interested to be researched. In a newspaper, there are many advertisements of goods and services that are used to persuade and accompany consumers who benefit the advertisers (Durianto 2003:1). Therefore, the newspaper is the subject that researcher chose in his research.

The Analisa newspaper has a lot of advertisements on goods and services. The number of goods advertisements and services advertisements in Analisa newspaper is interesting to study. In these newspapers advertisements are used to provide information about the goods or services offered. Utilization of diction in advertising aims to attract the attention of consumers to read the advertisements. It

is intended that consumers buy goods and use the services offered by the advertisers.

Diction can be interpreted by the ability to distinguish precisely the meaning of the ideas conveyed by the author according to the situation in order to be interesting to read. With the use of diction in writing advertisements, advertisements become more attractive to consumers. Advertising of goods or service advertisements written with various diction can help give value to the more valuable advertisements and prevent understanding of different words for the reader. The use of Diction in the advertisement of goods and service advertisements in Analysis Newspapers will look for profit for the advertisements owner.

Speaking of diction, diction is not just about choosing or choosing words but is used to determine the expression of events. For an advertisements to be interesting and easy for readers to understand, a good diction must meet the requirements. that is, a researcher must master the vocabulary and uses it into a sentence that is easily understood by the reader.

Analisa newspaper is a media in northern Sumatra. It is Published every day and contains with a variety of advertisements. It interestes the researcher in to analyze the media, and to give the importance of, using diction advertisements of goods and services in order to attract the interest of the public to buy the products offered.



With this research the researcher can add someone's insights about diction so that other people can understand their insight in an advertisement of goods and services in which actually there are interesting things that can be learned in terms of language.

### **B. Identification of the Problem**

Based on the background above, researcher provided information about the problem that will be used as research material:

1. Diction is influential in writing advertisements of goods and services.
2. Many readers just read the advertisement of goods and services but do not understand the subtitles in the advertisement of goods and services containing elements of language, one of them is diction.
3. The diction is actually easy to understand because it is in the form of words.
4. The researcher sees the advertisements presentation by considering diction or word choices which can assess the quality and accountability of the printing media itself so it is very interesting to be examined.

### **C. The Scope and Limitation**

The scope of this research was about diction, limited on types and used of word meaning to conotative and denotative.

#### **D. Formulation of the Problem**

Based on the background description above, the research problems were formulated as the Following:

1. what diction used in goods and services in the advertisements in Analisa newspaper.
2. What types of diction are used in goods and services advertisements in Analisa newspaper.

#### **E. The Objectives of the Study**

1. To find out types of diction used in goods and services advertisement Analisa newspaper.
2. To find out the used of diction in goods and services advertisements in Analisa newspapers.

#### **F. The Significance of the Study**

Theoretical :

It was hoped that this research could be useful to be the source of data to study advertisement to the students of educational program especially when they are studying about vocabulary focused on diction be the source of.

Practical

1. Teachers ; the input of the research will be the source information to help the teacher to studying diction.
2. Students ; as the source information to help in studying diction.
3. Readers or other Researcher ; as the information to do the same topic but different point to view.

## **CHAPTER II**

### **THE REVIEW OF LITERATURE**

#### **A. Theoretical Framework**

##### **1. Functional vocabulary**

Vocabulary has the following meanings :

1. The language component that contains all information about the meaning and usage of words in the language.
2. All words that exist in a language.
3. All words commonly used by a group of people in the same environment.
4. All words commonly used in the field of science.
5. List of words arranged like a dictionary.

Soedjito (1988: 10) said that vocabulary is (a) all words contained in one language, (b) the wealth of words owned by a speaker or writer, (c) a list of data arranged like a dictionary accompanied by a brief and practical explanation .

Based on the statement above, that the understanding of vocabulary is quite broad is not limited to vocabulary. Understanding vocabulary, i.e. words that are mastered by someone, words that are in one language, words used in one field of science, words arranged in an alphabetical dictionary accompanied by brief and practical explanations.

## 1.1 Types of Vocabulary

### a) Synonym

Tarigan (1984: 78) says that Synonyms are words that contain the same core meaning, but differ in word values.

Example: Beautiful = Attractive, Pretty, Lovely, (ADJECTIVE)

Funny = Humorous, Hilarious, Hysterical (ADJECTIVE)

### b) Antonym

Tarigan (1984: 79) says that Antonyms are words that contain meanings that are the opposite or opposite of other words.

Example: Fat and skinny

Young and old

### c) Homonym

Homonyms are expressions (words or phrases or sentences) in the same form with another expression, but with a difference in meaning between the two the phrase. In other words, the form is the same (even in language The Indonesian writing is the same, the pronunciation is the same) but the meaning is different.

Example : Blue: warna

Blue: perasaan sedih

Lie: posisi horizontal

Lie: kebohongan

d) **Hypernym and Hyponym**

Hypernym are words that represent many other words. The word hypernym can be a common word for mentioning other words. While hyponyms are words that are represented by the word hypernym. Generally the words hypernym are a category and hyponyms are members of the word hypernym

Example :     Hypernym:     fruit

Hyponyms: mangoes, oranges, watermelons, melons

## **1.2 Diction**

In knowing the usual dictionary word translated become a dictionary. whereas, basically, words dictionaries are about word determination. then in Indonesian we are introduced to the word diction from English, Dictionaries that should be interpreted as 'how to pronounce words' (Wojowasito, full dictionary, page 42).

So, diction as word usage, especially on matters of truth, certainty, or activeness (Sumadiria 2008:40). diction can be interpreted as the use of the right words and in accordance with their use in conveying ideas so that certain effects can be obtained as desired (KBBI, 2005: 264). The choice of words not only talks about the accuracy of the use of words, but also talks about words that are used to not damage existing factors (Keraf, 2009: 24).

Keraf (2009) states that three main points about Diction. First, the choice of words or diction includes the understanding of words to express ideas.

Second, th(Keraf, 2009)(Soedjito, 1988)(Wijayanti, Gaya Bahasa Dalam Iklan Produk Barang Berbahasa Indonesia pada Harian Kompas Edisi Februari 2005, 2005)(Wijayanti, Gaya Bahasa Dalam Iklan Produk Barang Berbahasa Indonesia pada Harian Kompas Edisi Februari 2005, 2005)e choice of words or diction with skills to accurately distinguish nuances, meanings of ideas to be conveyed and skills to get the form of words that fit the situation. Third, the selection of the right and right words only allows a lot of vocabulary.

Researchers must be good at choosing words to give meaning to the message he wants to convey to the reader. The habit of choosing words is not due mastering vocabulary or a collection of words that are very many and varied, but because the writer is accustomed to writing. As a creative process, writing skills may be achieved through an ongoing process of practice continuously, not only once directly proficient.

Choice of words or diction that are not accurate in every word written by the author, can have fatal consequences. As stated by famous language experts, understanding the choice of words or diction is far greater than that reflected by a series of words that. This term is not only used to prove which words are right to be used to convey an idea or ideas, but also covering problems, language style, and expressions (Sumadiria: 44).

Based on the discussion above, conclusions can be drawn, diction is the ability of a researcher to choose the right words and appropriate to convey an idea. That is so ideas can have special effects according to what the writer

thinks. The choice of words is not only a question of the correct use of the word, but also the effect that results for the reader.

It can be concluded several forms of choice of words commonly used in communication media. Choice of words is divided into three parts, first the classification of words, the meaning of words, and changes in meaning (Soedjito, 1988). The following explanation.

#### **a. Classification of Words**

Soedjito (1988, 39-47) said that in relation to the choice of words or what we call diction, Indonesian vocabulary can be classified into several types of word classifications, namely abstract words, concrete words, general words, special words, standard words words, learning words, popular words, non-standard words, and original words, the following are explanations of some of the above word classifications.

##### **1. Abstract word and Concrete word**

Abstract word are words that have a concept or understanding, while concrete words are words that have a reference in the form of objects that can be absorbed by the senses (Soedjito, 1988: 39).



## **2. general word and special word**

General word are words that are large in scope and include many things, on the contrary special word are small words that are even very limited in scope (Soedjito, 1988: 41)

## **3. Popular word and Study word**

The popular word is a word that is remembered and used by all circles of society for communication in daily life, while the word study is a word used by scientists or scholars in making or create scientific works, many study words taken from foreign languages or region (soedjito, 1988: 43)

## **4. Standard Word and non-standard word**

The standard word is a word that imitates the rules or a variety of languages that have been set, otherwise the non standard word is a word that does not emulate the rules or a variety of languages that have been set.

## **5. Original word**

The original word is a word that comes from our own thoughts or words that are truly Indonesian and do not mix with other element.

### **b. The Meaning of word**

According to Soedjito (1988: 51) the meaning of words is a series of forms and things (things) they refer to. There are various types of word meanings including:

### **1. Lexical meaning and Grammatical meaning**

lexical meaning is the meaning of the word based on the actual, meaning of this word we can see in a dictionary.

Example: (1) Budi sells a motorcycle

(2) Budi sells a motorcycle so he can buy a car

Grammatical meaning is the meaning of the data generated due to a process such as affixation.

Example: (1) this car is yellow

(2) these cars are yellow

### **2. Denotative meaning and Connotative meaning**

denotative meaning is also called abstract meaning (keraf, 2009: 27). the word scapegoat for example, is actually meaningful goat color is black. the meaning of the scapegoat as it is denotative meaning. In a clear form, denotative meaning is associated with scientific language because it leads clearly to the facts that are specifically the main goal. (Keraf, 2009: 28).

connotative meaning is the type of meaning that contains motivation and responses store emotional values. This meaning occurs because the speaker wants to make a feeling of agreement and disapproval of happiness or not happy and so on to the reader or listener.

### **3. Straightforward meaning and Figurative meaning**

straightforward meanings are meanings whose references are interconnected with other words.

Figurative meaning is the meaning whose references are not interconnected with other words.

### **4. Contextual meaning**

contextual meaning is the meaning whose purpose is determined by the context of its use.

#### **c. Change of meaning**

Because the change of time according to Soedjito (1988: 64),

1. grammatical events
2. time changes
3. difference in place
4. environmental differences
5. difference in connotation

In the current study the researchers only discussed the grouping of words in relation to selecting words.

## **2. Advertisement**

Advertising is a form of communication to attract an object. In a delivery of advertisements expressed verbally, as conveyed through radio and other

electronic media. There are also advertisements in the form of writing as we can see in newspapers, magazines and billboards. The advertisement contains a notification or solicitation which is conveyed to the object so that the object is attracted to the contents of the notification.

Wright (1978: 4) Said advertising is a communication process that has such an important influence as a tool to market, to help sell goods or services, provide services, as well as ideas or ideas through certain channels in the form of persuasive information.

Based on the understanding of the above we can conclude that advertising is a means to promote goods or services that aims to attract consumers. advertisements are made so attractive that information and offers of a product or service can persuade consumers to buy it.

**a. The Type of advertisement is based on the type of product being advertised**

According to Rendra (2009) advertisements are distinguished based on the form of the product to be advertised. According to this category. Advertising can be divided into 3 parts, advertising goods, advertising services and advertising goods and services. The following is an explanation of the three forms of advertising according to Rendra.

**1. Advertising of Goods**

According to Rendra (2009: 125) said that an advertisement of goods is an advertisement that broadcasts products in the form of tangible or visible

forms. The form offered is in the form of durable quality goods, for example (sofas, motorcycles, refrigerators, etc.) or does not last long, for example (food and beverages), consumer goods and medicines.

## **2. Service advertisement**

A service advertisement is an advertisement submitted or broadcast containing information and solicitation about certain forms of service. For example courier services, education, tourism, banking, investment investing, hiburan, transportation, business consultants and many more. in mass media or newspapers, service advertisements can be in the form of column advertisements, classified advertisements, display advertisements, or advertorials. In television and radio advertisements can also use service advertisements. (Redra, 2009: 125).

## **3. Advertising of Goods – Services**

Advertisement that use a product and services at the same time are advertisements that offer products with security at the same time, for example, motorcycle advertisements also offer service services in it. (redra, 2009: 126).

### **b. Some Components that Exist in the Definition of an Advertisement**

1. Dissemination of information. Advertising is a communication process for spreading information.

For example : new product advertisements, condolence advertisements, classified advertisements, job advertisements, etc.

2. Offer ideas, goods or services. The element contained in advertising is the business of offering a form of ideas, goods or services so that they are easily understood, followed or used by the object.
3. an invitation to match the advertiser's wishes. Advertising also takes the form of a form of coercion, solicitation, or inducement so that the object can act according to or act according to the advertiser's plan.
4. Non Personal. Basically, advertising is designed based on consideration of a matter that is mass / public, both regarding the discussion of objectives, message content, media, and communication patterns.
5. A clear sponsor. Advertising must clearly cost money. For this reason, advertisers usually have a clear sponsor, who finances an advertising program, in an effort to support the achievement of a particular goal, for example the purpose of marketing goods or services.

**c. Benefits of Advertising**

1. Advertising increases the alternatives for consumers. With an advertisement, consumers gain knowledge of various types of products / services that make many choices.
2. Advertising supports producers arouse interest in consumers. With adverts that appear attractive to the public and beautiful logos generate high interest.

3. Advertising makes people remember, trust and are interested in the products / services offered.

#### **d. Newspapers as Advertising Media**

Newspapers are tools to convey information from data sources to consumers or the public. Basically the newspaper is the development of an announcement in the form of paper. The newspaper has always been an information and advertising medium that has attracted readers. (Syarifudin, 2010: 29).

Newspapers are discourses that contain information that is warmly sharp and trusted from various aspects of life such as crime, politics, economics, sports, domestic and foreign, and many more.

In Indonesia, newspapers play an important role in advertising to attract readers. Overall, the newspaper is the second largest medium for advertising compared to radio. Newspapers are usually published every day and therefore newspapers can be called daily newspapers. But there are also newspapers published every week called weekly newspapers. In life we can understand, people can not be separated from the mass media to be able to know various information.

## **e. Types of Advertisements Contained in Newspapers**

### **1. Display advertising**

According to Morissan (2010: 305) Display advertising is a type of advertisement consisting of themes and text and a combination of images, photographs and other visual displays. This type of advertisement can appear on every page of the newspaper and is generally the biggest giver of the average newspaper turnover.

### **2. Classifieds**

According to Morissan (2010: 305) classified adverts contribute to giving a relatively relevant newspaper. Classified advertisements are types of advertisements in the form of a series of words or sentences that are only placed in the advertisement column. Classifieds in a newspaper do not contain images, photos or other visuals.

### **3. Special Advertisements and Inserts**

A special advertisement is an advertisement covering government announcements, announcements about changes in business and company finances. Advertisements related to politics are included in classified advertisements. Insert advertisements are advertisements that are not on newspaper pages. These advertisements must be printed separately and then these advertisements placed or inserted between the pages of the newspaper before being circulated to consumers or readers. (morissan, 2010: 306).



## **B. Conceptual Framework**

The advertisement is mandatory in the newspaper because the use of language is very necessary in making advertisements, interesting language can make the reader the best to buy the goods or services offered. We can know that advertising is not just to sell goods or services, there are many things that can be obtained from advertisements, for example the use of diction, but it is unfortunate not everyone knows that.

Therefore the promotion strategy in advertising is an important part of the marketing process and therefore the role of diction in stringing words is a way to directly influence consumers in making purchasing decisions on advertisements marketed in newspapers. This study intends to describe the types of diction and their benefits in advertisements in the Analysis paper (North Sumatra). Through the study of Dictative Theory, diction is divided into twelve. Types of diction are denotations, connotations, abstract words, concrete words, special words, common words, scientific words, popular words, jargon, slang words, foreign words, and absorptive words. This is the reason I chose this title, that is *An Analysis of Diction in the Advertising of Goods and Service in Analisa Newspaper*.

### C. Previous Related Study

Previous studies are the same as this type of research, there are three studies. These three research are the researchers' reference. the three research are as follows.

1. This research is titled *Diction and Language Style in the column "from the editor" and "coverage" of the Eksperana School Magazine, Bentara Wacana Muntiran Middle School*. Research was conducted by Nur Wijayanti. Nur wijayanti is a college student at Sanata Dharma University, Indonesian Language and Literature Education Study Program Class of 2003.

The research aimed to describe the diction or choice of words and style of language used in the column "From the Editor" and "Coverage" of the Muntilan Eksperana School Magazine. The results obtained from these studies, namely.

(1) diction in the form of common words: date, match, training, opponent, player. For common-non-standard words: in fact, half, shocked, thin, me. For standard special words: edition, team, tournament, middle school, February, difentives, and for special words.

non-standard: score, semi-final, final, quarter, foul out, center.

(2) Language style found is simile, personification, hyperbole, metaphor, paradoke, sinekdoke, metonimia.

The relevance of the research to this research lies in the diction analysis in each source. The differentiator of this research with this research The difference

is, in terms of data sources, researchers take data from the Analisa newspaper, not an experimental school magazine.

2. This research is titled *Analysis of the Use of Diction in the Headline of South Tangerang Post as a Learning Source for Junior High School*, Relevant research was conducted by Siti Kartini, Syarif Hidayatullah State Islamic University student in 2013.

The results of Siti's research were obtained 145 data from six main news columns that were used, from the use of the language used it was quite mild and the errors found were mostly appropriate.

Research from Siti Kartini, with research researchers have in common, namely the use of diction. Besides having similarities, the research also has differences, namely the media used, Siti uses the South Tangerang Post Newspaper and researchers use the North Sumatra Analisa newspaper.

3. This research is titled *Analysis of Fiction and Language Style in Pontianak Post Newspaper Advertising and Service Advertising October 2016 Edition*. Research was conducted by Widyanto, Natalis Haryo. 2018. Indonesian Literature Education Study Program, Faculty of Teacher Training and Education, Sanata Dharma University.

This research is a qualitative descriptive research. The research method used is the documentation method and the method of note taking. The collected data is

analyzed one by one. The data analysis stage is in the form of identification, classification, and interpretation.

The results of this study, namely: (1) types of diction used in the advertisements of goods and services advertisements Pontianak Post October 2016 edition, including abstract words, concrete words, general words, special words, popular words, studies words, non-standard words, original words and absorption words, and denotation words and connotation words; (2) the type of language style used, including hyperbole, metaphor, personification, alliteration. The use of diction and language style in the advertisement of goods and service advertisements gives a persuasive impression on the goods or services offered. With this persuasive impression, it is hoped that consumers who read the advertisement will be persuaded and interested in buying goods or using the services offered.

The relevance of the research to this research lies in the diction analysis in each source. The differentiator of this research with this research The difference is, in terms of data sources, researchers take data from the Analisa newspaper while this researcher takes data from the Pontianak post newspaper.

## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **A. Research Design**

In conducting the research, the researcher needed research design. This research used descriptive qualitative research. According to Bog and Taylor (1975: 5 in Moleong, 2014: 4) that qualitative methodology is a research process that can produce descriptive data in the form of words written from someone or observed behavior. The function of research design is to establish the evidence obtained to enable researchers to answer the subject as clearly as possible. In this research the researcher used a qualitative approach because it aimed at analyzing or understanding written material in context, that was about diction in goods and services advertisement in Analisa Newspaper.

#### **B. Source of the Data**

The source of the data in this research was taken from the advertisement of Goods and services in Anallisa newspaper on 13<sup>th</sup> Desember 2019, page 16 - 17 , 21<sup>st</sup> February 2020 page 16-17 , 25<sup>th</sup> February 2020 16-17.

According to Sudaryanto (1995: 9, in Kesuma, 2007: 25) that the data is a research material. In an analysis, data can be described. The source of the data in this study is the advertisement of goods and service advertisements in the Anallisa newspaper (North Sumatra).

### **C. Technique of Collecting the Data**

That data accumulation in this research uses documentation technique, according to (Basrowi and Suwandi, 2008: 158), documentation technique is the process of data accumulation that produces important records relating to data. The data are collected by implementing the procedures as the

following :

- a. Data collection from the Analisa newspaper.
- b. Look for post advertisements in anallisa newspaper.
- c. Rsearchers read the Anallisa newspaper to find out the types of diction
- d. Researchers will collect usage of diction in anallisa newspapern and then will be analysis.

### **D. Technique of Analyzing the Data**

Analysis of a qualitative data is an attempt to organize data, work it into units that can be operated and determine patterns to get what is important and studied, and make decisions what can be conveyed to others (bogdan and biklen in moleong, 2014: 248). The data in this research was an analysis by using the procedure as follow:

1. Reading and observe advertisements for goods and services in the Analisa newspaper.
2. Understanding the context and examining data based on diction.
3. Finding the type of diction found in the Analisa newspaper.
4. Analyzing and interpreting references or meaning of data found.

## **CHAPTER IV**

### **DATA ANALYSIS**

#### **A. Data**

The data in this research were obtained from advertisements of goods and services in the edition of Analisa newspaper on December-13<sup>th</sup>-2019, February-21<sup>st</sup>-2020 and February-25<sup>th</sup>-2020. Advertisements usually appear in printed mass media, such as magazines and newspapers. Advertisements appear in the newspaper column which was always published every day. The object of this research was to find the use of diction and type of diction found in advertisements. Data in diction were classified based on their meaning, there were two, namely denotative meaning and connotative meaning. There were six lexical diction, namely synonyms, antonyms, homonymy, homophones, homographs, polysemy and, hypernym and hyponym.

From the total of 30 goods and service advertisements, 10 was goods the Analisa newspapers on December-13<sup>th</sup>-2019, 10 was on February-21<sup>st</sup>-2020 and 10 was on February-25<sup>th</sup>-2020. Then obtained diction based on denotative meaning 17 pieces while connotative meaning was 13 pieces. Based on the lexical, 8 was synonyms, 6 was antonyms, 7 was polysemi, 9 was hypernime and hyponym.



## B. Data Analysis

This research aimed to describe the types of diction used in writing advertisements in the Analisa newspaper. The researcher presented some data that represented the entire data. Other data which were not included by the researcher in the data analysis could be seen in the appendix. The data analysis was as follows.

Table 4.1

No	Diction Based on the Meaning	$\Sigma F$	F(%)
1	Denotative	17	56,66 %
2	Connotative	13	43,33 %
	Total	30	100 %

The results of table 4.1 above was based on the meaning in goods and service advertisements which found Denotative was 17 dictions with the percentage of 56.66%, and Connotative was 13 dictions with the percentage of 43.33%.

This showed that the use of diction based on the most dominant meaning was denotative meaning which meant that the researcher preferred actual words to attract consumer interest in making advertisements.

## **1. The use of Diction in goods and services advertisements in the Analisa newspaper.**

Based on the data above, the use of diction in advertisements of goods and services in the Analisa newspaper varied in number. It could be seen that the use of one type of lexical diction included synonyms was 8, antonyms was 6, polysemics was 7, homographs was 0, homophones was 0, homonyms was 0, and Hypernime and attributive hyponym was 9.

The researcher could conclude that the most dominant process used in making advertisements in Anallisa newspaper was Hypernime diction and hyponym with the highest percentage meaning, that was the meaning of Hypernime and hyponym diction was to provide detailed information on the products offered by each advertisement written.

## **2. The Type of diction used in the advertisement of goods and services in Analisa Newspaper.**

### **1.1 The Result of the Type of Diction Analysis**

The analysis of the types of diction in analisa newspaper advertisement edition on December-13<sup>th</sup>-2019, February-21<sup>st</sup>-2020,

February-25<sup>th</sup>-2020 was that the data in the classification of the diction based on its meaning was denotative meaning and connotative meaning. There were 7 dictions, namely synonym, antonym, homonymy, homophones, homographs, polysemy, and hypernime and hyponym. In particular, the analysis of diction in the Analisa newspaper advertisement on December-13<sup>th</sup>-2019, February-21<sup>st</sup>-2020, February-25<sup>th</sup>-2020 edition would be discussed in the description below.

### 1.1.1 The results of Synonym diction analysis

Synonym was a reference in the form of the same meaning of each word meaning (Tarigan, 1984: 78). The following was an explanation of an example of using Synonym diction in analisa newspaper advertisement.

#### a. Edition dated on December 13<sup>th</sup> 2019

- 1) Sky frames standart germany, leod free, kedap suara, **kuat dan kokoh**, anti rayap, tahan cuaca, elegan, ramah lingkungan.
- 2) Dibutuhkan segera Mekanik spoorring, Fasilitas yang didapat, **bonus dan insentif**
- 3) **Tercecer dan hilang**, 2 buah kartu pengawasan
- 4) Bimbel tidar ,Lembaga **kursus dan pelatihan** untuk pns dan kedinasan

The word **kuat dan kokoh** in the advertisement number 1 was a lexical synonym because the reference was the same meaning of each

meaning word (Tarigan, 1984: 78). The use of the word **kuat dan kokoh** in these advertisements illustrated to consumers that the window products on offer had good resistance and were resistant in all weather.

The words **bonus dan insentif** in advertising number 2 were lexical synonyms because the reference was the same meaning of each word meaning (Tarigan, 1984: 78). The use of words **bonus dan insentif** in job advertisements attracts people to register with the company to become employees of the advertised company.

The words **tercecer dan hilang** in advertisements number 3 were lexical synonyms because the reference was the same meaning of each meaning (Tarigan, 1984: 78). The use of words **tercecer dan hilang** written by the author looks more attractive to the reader in an advertisement for goods search, making readers see the advertisement that was announced.

The word **kursus dan pelatihan** in advertising number 4 was a lexical synonym because the reference was the same meaning of each meaning word (Tarigan, 1984: 78). The use of words **kursus dan pelatihan** in the advertisement, the writer uses synonym diction aims to increase the interest of readers to be interested in registering.

**b. Edition dated February 21<sup>st</sup> 2020**

- 1) vila brastagi mulai dari 500.000rb suasana nyaman **damai dan tenang** di brastagi
- 2) pintu press besi master pintu engsel lebih tebal aneka **motif dan design**
- 3) **Tercecer dan hilang** surat kepemilikan tanah ROSMALA DEWI

The word **damai dan tenang** in the advertisement number 1 was a lexical synonym because the reference was the same meaning of each meaning word (Tarigan, 1984: 78).the existence of the word **damai** and the clarification of the word **tenang** by the author made the reader think of a vacation in the villa and the price offered in the advertisement was not too expensive.

The **word motif and design** in advertisements number 2 was a lexical synonym because the reference was in the form of the same meaning of each meaning word (Tarigan, 1984: 78). By using the word **motif and design** in the advertisement number 2 the writer wrote, made the reader knew the various types of forms of the door that was being advertised so that this advertisement got a plus for the reader.

The word **tercecer dan hilang** in advertisements number 3 were lexical synonyms because the reference was in the form of the same meaning of each meaning word (Tarigan, 1984: 78). The use of words **tercecer** made readers interested in seeing this advertisement, plus the

author clarified with the word **hilang** ,so that readers knew the information that which was happened in the advertisement.

**c. Edition dated February 25<sup>th</sup> 2020**

- 1) **Hilang dan tercecer** surat asli penyerahan hak ganti kerugian atas sebidang tanah.

The words **hilang and tercecer** in advertisements number 1 were lexical synonyms because the reference was the same meaning of each word meaning (Tarigan, 1984: 78). The writer uses the word **hilang** accompanied by **tercecer** to made the reader interested in reading the advertisement that the writer delivers.

**1.1.2 The result of Antonyms diction analysis**

Antonym was a word containing the opposite meaning (Tarigan, 1984: 79). The following was an explanation of an example of the use of Antonym diction in anallisa newspaper advertisement.

**a. Edition dated December 13<sup>th</sup> 2019**

- 1) sun louvre , atap yang unik karena dapat **di buka dan di tutup** sesuai keinginan.Melindungi dari cuaca **panas dan hujan**
- 2) Buat Program / aplikasi / web.Stok, **jual dan beli ,laba dan rugi,** absensi , payroll, Dll

The words **buka dan tutup, panas dan hujan** in advertisements number 1 were lexical antonyms because the words contained opposite meanings (Tarigan, 1984: 79). the author used the word **buka dan tutup** in the roof advertisement offered to made consumers interested in reading and paying attention to this type of roof. With the addition of the word resistant **panas dan hujan** in advertisements, it made consumers more confident that the products on offer could be durable in use.

The words **jual dan beli, laba and rugi** in advertising number 2 were lexical antonyms because the words contain opposite meanings (Tarigan, 1984: 79). **jual dan beli** words in the advertising program, aiming to made it easier for traders to calculate their sales results, and to made it easier for traders to calculate sales **laba dan rugi** in a product sold.

**b. Edition dated February 21<sup>st</sup> 2020**

- 1) Menerima tempahan **grosir dan eceran** cipta karya agung Jendela kayu, Tangga kayu, Pintu triplex.
- 2) air keruh terobosan teknologi baru pertama di indonesia, cukup gunakan 1 unit Filter nuze untuk air **keruh menjadi jernih**

The word **grosir and eceran** in advertisements number 1 were lexical antonyms because the words contain opposite meanings (Tarigan, 1984: 79). In this advertisement, the writer made consumers interested in

buying products offered on a large scale for **grosir** and also in a small scale, namely **eceran** so that consumers or readers were interested in choosing the products offered.

The words **keruh and jernih** in advertisement number 2 were lexical antonyms because the words contain opposite meanings (Tarigan, 1984: 79). The author thinks about the right thing in choosing the Lexical word antonym in the nuze filter advertisement which can change water **keruh** to **bersih**, convincing the reader to buy the product being offered.

**c. Edition dated February 25<sup>th</sup> 2020**

- 1) Agung jaya , **jual dan beli** ac bekas Menerima : Bongkar Pasang AC, service AC
- 2) Penyelesaian tunggakan kartu kredit dan Kta Dengan cara penjadwalan cicilan hutang dan lunas dengan disc 30-50%

words **jual and beli** in advertisements number 1 were lexical antonyms because the words contain opposite meanings (Tarigan, 1984: 79). In this advertisement, the writer wants to convey that the product offered in the advertisement is a place of acceptance **jual** ac and the author also uses the word **beli** so that readers were interested in buying ac in the store.

The words **hutang and lunas** in advertisements number 2 were lexical antonyms because the words contain opposite meanings (Tarigan,



1984: 79). In the advertisement of keredit card repayment services, the writer wanted to convey to the reader that consumers could settle credit card arrears in installments or **hutang** and could also pay directly **lunas**.

### 1.1.3 The result of Polysemy diction analysis.

Polysemy was a form of word that has several meanings (Gorys Keraf 2009: 36). The following was an explanation of an example of the use of Polysemy diction in analisa newspaper advertisement.

#### a. Edition dated December 13<sup>th</sup> 2019

- 1) pipa PPR merupakan pipa steril dari bahan plastik tahan panas , dan anti bocor dari berlubang. Anti korasi ,Higienis dan food grade ,Pipa khusus air panas bertekanan **tinggi**.

The word **tinggi** in advertisements number 1 was a lexical polysemy because it has one form of word that had several meanings (Gorys Keraf 2009: 36). The meaning of the word **tinggi** in a pipe advertisement was defined as hot temperature so that the reader was sure that the pipe product had heat resistance, which was offered in the advertisement.

#### b. Edition dated February 21<sup>st</sup> 2020

- 1) Dibutuhkan tamatan sarjana komputer menguasai photo shop ahli tentang SEO gaji 6 juta **bagi** yang memenuhi kriteria

- 2) Suzuki ertiga **1 tangan** memiliki Tipe Gl, matic , hitam

The word **bagi** in advertisements number 1 was a lexical polysemic because it had one form of word that has several meanings (Gorys Keraf 2009: 36). In the employee recruitment advertisement, the word **bagi** written by the author in the advertisement means that someone could work in a company with predetermined criteria so that the reader will had no trouble knowing the type of employee the company wants.

The word **1 tangan** in the advertisement number 2 was a lexical polysemy because it had one form of word that had several meanings (Gorys Keraf 2009: 36). The meaning of the word **1 tangan** was that one person only offers a car that uses it so that the writer convinces the reader by making a lexical polysemy into the advertisement.

**c. Edition dated February 25<sup>th</sup> 2020**

- 1) Horas Medan, Bingung cari pinjaman ? langsung calling saja lae.  
PT. PRS MULTI FINANCE Anggunkan BPKB kendaraan anda,  
**bunga** 5% langsung cair tidak pakai ribet.
- 2) mazda 2, **1 tangan** type support , tahun 2013, sangat mulus ,  
asuransi.
- 3) tangga alumunium buatan jawa. **model** A ,model Df,model Pln.
- 4) English mandarin Privatetution Guru **muda** berpengalaman  
tamatan luar negri mengajar dengan metode cepat dan mudah  
,Pengalaman 15 tahun.

The word **bunga** in advertisements number 1 was a lexical polysemy because it has one form of word that had several meanings (Gorys Keraf 2009: 36). The author writes the word (bungaa) 5% so that readers were interested in borrowing money from companies. Meaning **bunga** In the advertisement of PT. PRS MULTI FINANCE was an profit for the company.

The word **1 tangan** in the advertisement number 2 was a lexical polysemy because it had one form of word that had several meanings (Gorys Keraf 2009: 36). The meaning **1 tangan** of the advertisement written by the writer so that the reader knew that the car being sold was used and was still used by one person so that the reader could find out more about the car being sold in the advertisement.

The word **model** in advertisement number 3 was a lexical polysemy because it had one form of word that had several meanings (Gorys Keraf 2009: 36). In the word ladder advertisement **model** the writer used it means that the type of ladder that the word was selling **model** aims to attract readers to be interested in reading this part of the advertisement.

The word **muda** in advertisements number 4 was a lexical polysemy because it had one form of word that had several meanings (Gorys Keraf 2009: 36). The word **muda** in a tutoring advertisement was

someone who was still half-aged so that it made readers interested in learning because the teacher who teaches was still half-aged and had 15 years of experience.

#### 1.1.4 The result of Hypernime and Hyponym diction analysis.

hypernime was which represents many other words whereas hyponym was part of the word hypernime. The following was an explanation of an example of the use of Hypernime dan Hyponym diction in analisa newspaper advertisement.

##### a. Edition dated December 13<sup>th</sup> 2019

- 1) Dibutuhkan segera **karyawan. admin ,kepala gudang ,staff gudang, pengantar barang, supir**
- 2) **Cuci gudang.** perlengkapan tempat tidur **bantal , selimut, spring bed, bed cover, sofa**
- 3) **Honda Cuci Gudang. brio dp 18,mobilio dp 24,jazz dp 23**

The word **karyawan** in the advertisement number 1 was a lexical hypernime while **Admin, kepala gudang ,Staff gudang, Pengantar barang,supir** was a hyponym lexical because the word hypernime represents many other words while the word hyponym was represented by hypernime. The meaning of the word **karyawan** written by the author in the advertisement so that the reader was interested in knowing what

information the company conveyed while **admin , kepala gudang , Staff gudang , pengantar barang , supir** so that readers knew what parts the company needs so that readers don't choose the wrong job.

The word **tempat tidur** in advertisements number 2 was a lexical hypernym while **bantal, selimut, spring bed, bed cover, sofa** was a lexical hyponym because the word hypernym represents many other words while the word hyponym was represented by hypernym. The meaning of the word **tempat tidur** in the advertisement was the item that was sold while **bantal, selimut, spring bed, bed cover, sofa** were the types of goods being sold so that it made it easier for consumers to see what products were sold by the shop in the advertisement.

The word **honda** in advertisement number 1 was a lexical hypernym while **brio, mobilio, jazz** were a lexical hyponym because the word hypernym represents many other words while the word hyponym was represented by hypernym. The meaning of **honda** as written by the writer in advertising was a product brand that was currently in a promo period, while **brio, mobilio, jazz** were a type of car, so that readers or consumers knew which car was on promotion.

**b. Edition dated February 21<sup>st</sup> 2020**

- 1) lowongan kerja **pt. Guna indah** membutuhkan Karyawan **teknisi helper, supervisor, surveyor, manager, assiten manager.**

- 2) Dibutuhkan **karyawan** di posisi **staff admin, staff gudang, staff finance.**
- 3) Dibutuhkan segera. **perusahaan industri** bagian **penjaga gudang, mekanik listrik.**

The word **karyawan** in advertisement number 1 was lexical hypernime while technician **helper, supervisor, surveyor, manager, assistant manager** was lexical hyponym. because the word hypernime represents many other words while the word hyponym was represented by the hypernime. In the advertisement of acceptance at pt. In order, the author used the word **karyawan** to attract readers and **helper, supervisor, surveyor, manager, assistant manager** was the part that Pt. This was so that readers knew the types of vacancies that were vacant on the user page.

The word **karyawan** in advertisement number 2 was lexical hypernime while **admin staff technician, staff gudang, finance staff** was lexical hyponym. because the word hypernime represents many other words while the word hyponym was represented by the hypernime. The meaning of the word **karyawan** in the advertisement was a large scope of the staff needed by the company while the technicians **admin staff, gudhang staff, finance staff** were the parts needed by the author's company so that readers can easily find out what parts were needed.

The word **perusahaan industri** in advertisement number 3 was lexical hypernym while **penjaga gudang, mekanik listrik** was lexical hyponym. because the word hypernym represents many other words while the word hyponym was represented by the hypernym. The author used the word **perusahaan industri** as a container that requires workers while **penjaga gudang, mekanik listrik** was a part that is needed by companies to get new workers.

**c. Edition dated February 25<sup>th</sup> 2020**

- 1) Hot DIP galvanis Menerima tempahan untuk segala jenis **BESI UNP, CNP, INP**
- 2) Kesempatan berkarir **PT. Asia Sinar inti Abadi, Spv Accounting Staff, admin sales Staff purchasing.**
- 3) Phylia pot bunga plastik inject **diameter** yang tersedia. **10 cm, 15 cm, 20 cm, 25 cm**

The word **besi** in advertisement number 1 was lexical hypernym whereas **UNP, CNP, INP** was lexical hyponym. because the word hypernym represents many other words while the word hyponym was represented by the hypernym. The word **besi** in the advertisement was a product that will be sold by the shop while **UNP, CNP, INP** was the type

of iron that was being sold. the author used lexical hypernime and hyponym to made it easier for readers to knew the products being sold.

The word **PT. Asia Sinar Inti Abadi** in the advertisement number 2 was a lexical hypernime while **Spv accounting staff, admin sales, purchasing staff** was a hyponymous lexical. because the word hypernime represents many other words while the word hyponym was represented by the hypernime. In the advertisement the author writes, **PT. Asia Sinar Inti Abadi** as a company that was in need of employees while **Spv accounting staff, admin sales, purchasing staff** was a part that was being needed in the company.

The word **diameter** in the advertisement number 3 was lexical hypernime while **10 cm, 15 cm, 20 cm, 25 cm** was lexical hyponym. because the word hypernime represents many other words while the word hyponym was represented by the hypernime. The meaning of the word **diameter** in the advertisement was the size that was sold by the shop, while **10 cm, 15 cm, 20 cm, 25 cm** was the type of size that the writer sells made it easier for the reader to knew the type of pot that would be sold in the advertisement.



### **C. Findings**

After analyzing the data contained in 3 edition of Analisa newspapers, the edition December-13<sup>th</sup>-2019, February-21<sup>st</sup>-2020, February-25<sup>th</sup>-2020. There were findings from this research as follows:

1. The types of diction based on its meaning and lexical diction used in advertising writing. Diction based on its meaning was divided into 2 ,denotative and connotative. While lexical diction was divided into 7 diction, synonyms, antonyms, polysemics, Homographs, Homophones, Homonyms, Hypernime and hyponyms.
2. There were 4 types of diction examined with the total number was 30 lexical dictions. There were 4 types of diction not found ; Homogram, homofon and homonym. The advertisers did not use this diction in his writing. It could be concluded that many advertisers used hypernime and hyponym diction in the advertisements they wrote, because this diction aimed to explain in detail the product being sold.

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### A. Conclusions

After the process of analyzing the diction in the advertisement of goods and service advertisements of the December-13<sup>th</sup>-2019, february-21<sup>st</sup>-2020, february-25<sup>th</sup>-2020 editions, the authors could got the following conclusions:

1. The use of diction in goods advertisements and service advertisements in analisa newspaper aimed to increase the impression for advertisements, so that readers got interested in the products offered. The use of proper diction in an advertisement had an important effect on the selling value of the products offered.
2. The types of diction found in each newspaper were different, in the diction based on its meaning the researcher found denotative and connotative meanings, the types of diction based on lexical were found to be synonyms, antonyms, polysemi and hypernime as well as hyponyms. Researchers did not find the diction of Homographs, Homophones and Homonyms. , including 8 synonyms, 6 antonyms, 7 polysemics, 0 Homographs, 0 Homophones, 0 Homonyms, 10 Hypernime and hyponyms.

## **B. Suggestions**

Suggestions In connection with the conclusions and implications that had been described, the researchers conveyed the following suggestions :

1. Other Researchers this research examined the use of diction. Other researchers could develop with other topics. For example, with sentence structure and so on.

This research limits the writing in the daily newspaper Analisa The next it was expected to be able to take from other newspapers according to the research area, the of or use the national newspaper. For example, the Medan Post newspaper, Kompas, and so on.

2. Advertisement Creators Newspaper advertisers could use this research as a guide in making advertisements. In addition, the use of diction was also important to support the advertisements that were made. Advertisers were expected to be able to take advantage of diction, especially to beautify the words in the advertisement and to provide an attractive effect to readers or consumers.

3. Student and College Student This research was expected to be useful for students and university students. Research that had been done could be a reference in learning about diction, especially in advertisements in newspapers. This research could also enrich the insight in the use of diction in writing. In addition, this research could attract students and students to become an advertiser in the mass media.

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# **APPENDICES**

1. Advertisement of Goods and Services in Analisa Newspaper

a. Edition dated December 13<sup>th</sup> 2019



**Komputer**

**BUAT PROGRAM/APLIKASI/WEB**

Stok, Jual-Beli, Laba-Rugi, Absensi, Payroll Dll. Bisa Multi-User, Multi Satuan, Online, Bisa Komputer, HP, Tablet. Hub. RICHIE, S.Kom  
**0821.6770.5688 / 0819.2169.464 - WA**

**DIBUTUHKAN SEGERA**

KAMI PERUSAHAAN YANG SEDANG BERKEMBANG BERGERAK DIBIDANG TRADING COMPANY MEMBUTUHKAN BEBERAPA KARYAWAN DIBAGIAN :

- 1. ADMINISTRASI**
- 2. KEPALA GUDANG**
- 3. STAFF GUDANG**
- 4. PENGANTAR BARANG**
- 5. SUPIR**

**PERSYARATAN :**

1. WANITA (1,2), LAKI-LAKI (1,2,3,4,5)
2. MEMILIKI SIM C (4), SIM A (5)
3. DISIPLIN, BERTANGGUNG JAWAB, ULET DAN SOPAN

Kirim segera lamaran anda ke kantor Harian Analisa dengan mencantumkan kode **"AQUAZON"**. Selambatnya 2 minggu sejak iklan diterbitkan.

**CUCI GUDANG**

Perengkapan tempat tidur

- Bantal
- Selimut
- Spring Bed
- Bed Cover
- Mattress
- Karpel
- Sofa
- DLL

**DISCOUNT**  
**70%**  
**Factory Outlet**

1-30 Des 2019

Kunjungi Kami !!!  
**TOKO HILON**  
 Jl. Jamin Ginting KM.11 No.64A  
 0822-7786-3512 / 0821-6698-7151




Since 1970

**PPR**

Pipa PPR (Polypropylene Random) merupakan pipa steril dari bahan plastik, tahan panas dan anti bocor.

- 1) Anti Korosi
- 2) Higienis dan Food Grade
- 3) Pipa khusus air panas bertekanan tinggi.



**FITTING**



**INVILON**  
Mutu Dijamin Aman Dipakai

Telp : (061) 451 6666 / 0852-9603-5000

*Sun Louvre* Adjustable Sun Shading

SunLouvre adalah sistem konstruksi atap yang unik karena dapat dibuka dan ditutup sesuai keinginan. Atap jenis ini dapat mengubah ruang terbuka menjadi ruang tertutup dalam sekejap tarikan tuas

Melindungi area dari panas dan hujan  
Anti Karat & Rayap

Cocok untuk: Garasi, Tempat Jemur, Koridor, Kolam renang, Workshop, Cafe, Restaurant, Void

**doormate**

- Pintu Kawat Nyamuk teknologi baru
- Bingkai Aluminium dan Screen Baja, Kekoh & Anti Maling
- Pengganti Fungsi Teralis

**STAINLESS STEEL: PEG, TANGGA, PAGAR, CANOPY, DLL**

Canopy *Cantik*

Jl. Negara No. 55C Medan, [www.canopycantik.com](http://www.canopycantik.com)  
Tel. 0852 6220 5189 - 081 2607 3519 - 061 456 7811

**TERCECER**

Telah tercecer sebuah Surat Keterangan Tanah No. SKT : 33/SKT/IV/1992 a/n. HS. ARIFIN. Apabila ada yg menemukan mohon di **Hub: 0813 9671 1245** akan diberikan hadiah sepantasnya.



**BIMBEL TIDAR**  
LEMBAGA KURSUS DAN PELATIHAN  
**TRY OUT AKBAR**  
UNTUK CPNS DAN KEDINASAN  
Pendaftaran 9 Desember 2019 - 18 Januari 2020  
Peringkat 1-3 berhakah voucher bimbingan sebesar Rp. 2 Juta  
Peringkat 4-10 berhakah voucher bimbingan sebesar Rp. 1 Juta  
Diadakan : Sabtu, 25 Januari 2020 | Pukul 09.00 - Selesai  
di **BIMBEL TIDAR**, Jl. Damar No. 9G  
Sei Putih Timur 1 Medan Petisah

**TRY OUT : CPNS-IPDN-POLTEKIP-POLTEKIM-STAN - STIS  
- ATKP - STTD - SMA TARUNA HUSANTARA - SMA UNG-  
GULAN-AKMIL-AKPOL - AAU - AAL - BINTARA TNI - POLRI**

**FASILITAS TRY OUT**  
Soal Tes Try Out, Pembahasan soal Psikotes Akademik & TKD, Tips & Trik Lulus Tes, Sosialisasi untuk Motivasi & Tanya Jawab dengan yang berpengalaman-dibidangnya, Cinderamata, Makan Siang.

**INFORMASI & PENDAFTARAN**  
**BIMBEL TIDAR** BIAYA PENDAFTARAN Rp. 50.000,-  
Jln. Damar No. 9G  
Kel Sei Putih Timur 1  
Kecamatan Medan Petisah

**BURUAN DAFTAR**

☎ 0812.6466.5177 (RINI)  
☎ 0813.8146.1412 (MEJU)  
☎ 0812.6434.8595 (WA Tidar)

Facebook : @bimbellembahtidar  
Website : www.bimbellidar.com

**KUOTA TERBATAS**

Lihat Testimoni di Instagram @bimbellidar

**DIBUTUHKAN SEGERA**  
**MEKANIK SPOORING**

Kualifikasi :

- Pendidikan min. SMA/SMK Automotive
- Usia min. 23 tahun
- Pengalaman min. 2 tahun sebagai Mekanik Spooring
- Bisa mengendarai Mobil
- Bisa Mengoperasikan Komputer
- Mengerti/Memahami tentang Chamber, Caster, Tei rod, Balljoint, dll
- Mampu mengatasi masalah pada kaki-kaki mobil

**Fasilitas yang di dapat :**

- BPJS Kesehatan dan Ketenagakerjaan
- Bonus/Insentive
- Tunjangan Hari Raya (THR)
- Pengangkatan sebagai Karyawan tetap

**Lamaran dapat diantar langsung ke :**  
**SEHAT PANCA MOTOR**  
Jl.H.M. Joni No. 10 Medan  
Email : mimi\_lay@gmail.com

UPVC HOUSE  
www.upvchouse.com

**15 YEARS WARRANTY**

**SkyFrames**  
Germany Technology

- ☑ Standard Germany
- ☑ Lead Free
- ☑ Kedap Suara
- ☑ Kuat & Kokoh
- ☑ Anti Rayap
- ☑ Bebas Timbal
- ☑ Tahan Cuaca
- ☑ Elegan & Stylist
- ☑ Rameh Lingkungan

**Wendy 0812 6385 406**  
**Edy Tarsen 0852 6249 5098**  
**Andika 0852 8221 1999**

Jl. Glugur / Yos Sudarso No. 141 G  
Jl. Sutrisno Simpang Thamrin No. 174

**Mobil**

**"Honda Cuci Gudang Akhir Tahun"**  
Brio dp. 18 jutaan, Mobilio dp. 24 jutaan, Jazz dp. 23 jutaan, HRV dp. 33 jutaan, CRV dp. 60 jutaan.  
Free : Oli + sparepart + souvenir dll.  
Info Pemesanan : **Ezra Sinaga 081350528871 / Wa**

- Honda Accord 2.4i VTEC BR 17, BR 17, Sangat Mulus ..... 2004
- Toyota Hilux Pick Up Bensin AC, Tape, Original ..... 1977
- Trooper D. Kabin Diesel 4x4, Modifikasi Lestrem Lengkap ... 1985

**Hub. HP. 0812 609 8361 - 0811 608 2830**

b. Edition dated February 21<sup>st</sup> 2019

**? Tercecer**

**HILANG/TERCECER**  
 1 (satu) Surat Asli Penyerahan Hak Dengan Ganti Kerugian atas sebidang Tanah a/n (Alm) Rengkap Sitepu, yang terletak di Jl. Pahlawan Gg. Lumumba Kel. Pahlawan Kec. Medan Perjuangan Kota Medan, dengan luas 270 M<sup>2</sup>. Hilang tercecer sejak tahun 2019 di sekitar Jl. Pahlawan Gg. Lumumba ke Jl. Prof. HM. Yamin SH Medan. Bagi yg menemukan **Hub: 0852 9720 0222** tdk akan dituntut.

**DANA CEPAT** **SHM. SK. CAMAT**  
 BPKB Mobil, Truck, Sp. Motor  
 (Mobil Kredit Juga Bisa)  
 Hub.0813 6075 5590 - 0823 6480 9564

**HORAS MEDAN ...!!!**  
 Bingung Cari Pinjaman ? Langsung Calling Saja Lae. PT. PRS MULTI FINANCE - Jl. Nibung Raya No. 237 Medan.  
**HP/WA : 0813.6178.0348, 0812.6207.7371**  
 Anggunkan BPKB Kendaraan Anda, Bunga 5%. Langsung Cair, Tidak Pakai Ribet

**AGUNG JAYA**  
**JUAL-BELI AC BEKAS**  
**MENERIMA : BONGKAR**  
 Pasang AC, Service AC,  
 Reparasi AC dan Isi Preon  
 HUBUNGI :  
**0812.6397.9593**

- **INNOVA** G Diesel Manual 2012, Hitam
  - **TYT** Calya G Manual 2017, Hitam
- 0812 6520 8676**

**MAZDA 2** type Sport A/T, Benzin, thn 2013, w. putih, 1 tgn, sgt mulus, asuransi, harga nego. **Hub: 0882 6151 2684.**

## KESEMPATAN BERKARIR

PT. Asia Sinar Inti Abadi perusahaan yang bergerak di bidang konstruksi elektrikal membuka kesempatan berkarir untuk posisi:

1. Spv. Accounting
2. Staff Purchasing
3. Admin Sales
4. Staff A/R
5. Kepala Gudang

### Requirement:

- a. Pria (5) / Wanita (1,2,3,4)
- b. Pendidikan min. D3/S1 Akutansi (1,4) semua jurusan (2,3,5)
- c. Pengalaman bekerja dibidang yang sama min. 1 tahun (2,3) / min. 2 tahun (4), min. 3 tahun (1,5)
- d. Kemampuan mengoperasikan Microsoft Office (1-5)

KIRIMKAN CV LENGKAP ANDA KE

**hrd.pjgroup@yahoo.com**

Dengan kode : "Analisa0220\_(Posisi)"

## Phylia® POT BUNGA PLASTIK INJECT



### Diameter yang tersedia:

- 10 Cm    • 30 Cm
- 15 Cm    • 35 Cm
- 20 Cm    • 40 Cm
- 25 Cm    • 45 Cm

Dapatkan di toko perabot/pecah belah langganan anda

**TANGGA ALUMINIUM  
BUATAN JAWA  
LEBIH TEBAL & KERAS**



Model A  
Tinggi tersedia  
1 m s/d 6 m

Model DF  
2 m dilipat  
jadi 4 m

Model FLN  
Bisa disorong  
mencapai 17 m

**INDALEX**  
JL. SUTOMO No. 191 MEDAN  
TEL. 7364 639

**HOT DIP  
GALVANIS**



**SNI 07-7033-2004**

TERIMA JASA HOT DIP GALVANIS  
UNTUK SEGALA JENIS BESI:  
UNP, CNP, INP, IWF, PLAT SIKU,  
PIPA, DLL  
MEMBUAT BESI TIDAK MUDAH  
BERKARAT LEBIH DARI 20 TAHUN

CONTACT:  
**JEFFRY: 0822-7317-3938**  
**ASENG : 0822-7317-3968**  
Email: medangalvanis@gmail.com  
PABRIK: JL.MEDAN-STABAT KM.33

 **Kursus/Sekolah**

**# PROFESIONAL PRIVATE LES #**  
TK, SD, SMP, SMA/DWS, Nat Plus/Int'l, Pel. Sekolah, Mafia, Akuntansi,  
Inggris, Mandarin, Jepang, Jerman, Perancis, Komputer, Drawing,  
Sempoa, Piano, Gitar & Biola. Diajar Guru2 Chinese Pengalaman.  
Bersedia ke rnh mrd. Juga sedia tempat les. Call: 0853 5872 1999.

**PRIVATE TUITION**  
**ENGLISH - MANDARIN**  
All Subject

Guru muda berpengalaman tamatan luar negeri, meng-  
ajar dengan metode cepat dan mudah. Pengalaman  
(±) 15 tahun. Menerima murid Methodist, Sutomo,  
Nanyang, Kingstoon, SIS, BIM, Pos, dll.  
Bersedia datang ke rumah (min 2 org)  
Dijamin hasil memuaskan !!  
Jl. Danau Tondono no: 3 H - Medan  
Hub : 0822 7789 8585

**PENYELESAIAN TUNGGAKAN  
KARTU KREDIT & KTA**

Dengan cara Penjadwalan Cicilan  
Hutang (Re-Schedule) dan Lunas  
dengan Disc 30 - 50 % Clear  
Blacklist BI . Disertai Bukti Lunas  
dari Pihak Bank Terkait (Bebas  
Collector) **MBB Associates**  
**HUBUNGI : • 0853 1009 0282**  
**• 0821 6576 2565**  
**SUTOMO TOWER UNIT 6 B MEDAN - 20235**

c. Edition dated February 25<sup>th</sup> 2019

**DIBUTUHKAN**  
Karyawan untuk ditempatkan di posisi :

- 1. STAFF ADMIN**
- 2. STAFF GUDANG**
- 3. STAFF FINANCE**

**Kualifikasi :**

- Jujur, teliti, disiplin, rajin, ramah dan bertanggung jawab
- Mampu bekerja di bawah tekanan dan bekerja dalam tim
- Memiliki kemampuan komunikasi yang baik

Silahkan dikirim lamaran lengkap ke:  
**PT. PUTRA AREZDA PURNAMA**  
Jl. Sisingamangaraja Km 10  
Atau di email ke:  
**hrd.ptpap@gmail.com**

**DIBUTUHKAN SEGERA**  
Perusahaan Industri membutuhkan beberapa tenaga profesional sbb:

- 1. KA. GUDANG**
- 2. MEKANIK LISTRIK**

**Kualifikasi :**

- Pria (1,2)
- Pendidikan D3 Ekonomi (1)
- Pendidikan D3 Teknik Listrik (2)
- Menguasai system operasional gudang, dapat memimpin team work dan mengawasi karyawan (1)
- Menguasai perbaikan dan perawatan Listrik di Pabrik (2)
- Teliti, disiplin dan bertanggung jawab (1,2)
- Pengalaman kerja minimal 2 tahun di bidangnya masing-masing (1,2)

Lamaran lengkap ditujukan ke alamat email :  
**artwbcenter@gmail.com**  
paling lambat 7 hari setelah iklan ini.

**AIR KERUH?**  
TEROBOSAN TEKNOLOGI BARU PERTAMA DI INDONESIA, CUKUP GUNAKAN 1 UNIT



- FILTER NUZE** untuk air Sumur Warna Kuning, Keruh, Bendungan Organik, Zat Besi, Zat Mangan, Kapur, Nitrat, Amoniak, membuat Air Sumur jadi Jernih, Bebas Bakteri & Bau
- Jernihkan & Hilangkan Bau Air PAM, Kolam Renang, Aquarium & Limbah Industri.

Hub : **NUZE FILTER**  
HP : **0813 6111 5758**  
**0852 7073 1111**  
NB : Tersedia RO Saringan Air dari PAM langsung di Minum.

**LOWONGAN KERJA**  
Kami selaku dari dealer mobil dari salah satu bagian grup besar **Perusahaan Otomotif** membutuhkan dengan segera tenaga kerja untuk posisi sebagai :

- 1. Staff Service Marketing (1,3,4,5,6,7)**
- 2. Staff Adm (2,5,6,7,8)**
- 3. Staff Accounting (2,5,6,7,8)**
- 4. Staff Finance (2,5,6,7,8)**
- 5. Sales Counter (2,6,7,8)**
- 6. Sales Consultant / Marketing (1,3,6,7,8)**

**Persyaratan umum sebagai berikut :**

- Pria / Wanita, max. 35 thn, SMU sederajat
- Pria / Wanita, max 27 tahun, SMU sederajat/ sedang kuliah
- Memiliki kendaraan pribadi & SIM
- Pengalaman dalam Marketing min. 1 tahun
- Mampu mengoperasikan komputer MS.Office
- Penampilan rapi, menarik, jujur, komunikasi baik & lancar
- Memiliki disiplin & loyalitas tinggi serta bertanggung jawab
- Pengalaman tidak diutamakan.

Kirimkan surat lamaran Anda ke Harian Analisa dengan kode : "Low Februari 2020". Paling lambat 5 (lima) hari kerja setelah iklan ini diterbitkan.

## TERCECER/HILANG

Asli Surat Bukti Kepemilikan Tanah a/n ROSMALA DEWI. Yang terletak di Jalan Karya Kasih Metrologi 3 No. 25 A Lk. VI, Kelurahan Pangkalan Mansyur, Kecamatan Medan Johor. Dengan luas 160 M<sup>2</sup>, dengan panjang 20 M, Lebar 8 M. Tercecer di Jalan Karya Kasih / Karya Jaya / Karya Bakti. Bagi yang menemukan hubungi : **0852.7652.3111**. Tidak akan dituntut.

**PINTU PRESS BESI**  
**MASTER**

Pasti Lebih Unggul...

- PINTU & ENGSEL LEBIH TEBAL
- CAT OVEN / ANTI KARAT
- ANEKA MOTIF / DESIGN
- SISTEM MELIPAT & MENKUNG

**GARANSI COATING ANTI KARAT**

**KARYA INDAH**  
7331 588 - 7332 588  
0812 6060 6069 - 0853 6181 0000  
Tersedia Pemasangan Luar Kota



Menerima Pemasangan Luar Kota

**Menerima Tempahan Grosir & Eceran**

PINTU/KUSEN KAYU	PINTU PRESS BESI RUKO/FOLDING
JENDELA KAYU	HARMONIKA/ROLLING DOOR
TANGGA KAYU	PINTU & JENDELA UPVC/PARTISI
HANDLE, KUNCI, ENGSEL	PINTU & JENDELA ALUMINIUM
REL SLIDING/REL GARASI	PINTU KM AL/PVC/STAINLESS IMPORT
PINTU TRIPLEX	PINTU PLAT BESI IMPORT

**CIPTA KARYA AGUNG**  
JL. MERBABU No. 19 A MEDAN  
TEL. 061 - 4157031 FAX. 061 - 4144587  
HP: 0821 6575 6188 - 0821 6161 6199  
0853 7267 6669 - 0851 0155 6669  
Email: cka\_mdn@yahoo.com

**SUZUKI ERTIGA 2014** 1 Tangan, Tipe GL, Matic, Hitam, BK Asli Medan, Mulus Orisinil, Mobil Pribadi.  
**HUBUNGI : 0853.6250.6215**

---

**# NEW TOYOTA 100% #**  
 Ready: Fortuner, Innova, Avanza, Hiace, Alphard, Rush, Calya, Diskon Besar, Bisa Tukar Tambah,  
**Hub. 0821 6564 5533 (HERY)**

---

**TOYOTA INNOVA G** Matic Bensin 2017/2018, silverstone, setangan dari baru, KM 14.xxx, Cat 100% Original, Jok Lapis Kulit Fortuner, ban Serap belum pake, service record Deltamas Kondisi Istimewa. **0811 6564 01.**

 **Hotel/Hiburan**

**VILLA DI BRASTAGI**  
 Disewakan : Lengkap, nyaman dan ada taman. **Hubungi : 0812 609 1563.**

---

**VILL  
BR  
STAGI**  
 Mulai dari Rp. 500.000,-\*

Suasana Nyaman, Damai & Tenang di Villa Brastagi  
 ✦ Fasilitas Lengkap  
 ✦ Bersih, Nyaman, dan Udara Sejuk  
 ✦ Dekat dengan Mikie Holiday (±5 Min)

Info & Reservasi :  
 (061) 735 7156, 8004 7008

**DIBUTUHKAN**  
**TAMATAN SARJANA**  
**KOMPUTER**

- Menguasai Skil Photo-shop / Video Editor.
- Ahli tentang SEO.

Gaji 6 Juta. Bagi yang memenuhi kriteria, hubungi via  
**WA : 0812.6299.8418**

## 2. Analysis Table

a. Edition Dated December 13<sup>th</sup> 2019

Tabel 1

No	Advertisement	Word	Diction
1	sky frames standart germany,leod free,kedap suara,kuat dan kokoh,anti rayap,tahan cuaca,elegan ,ramah lingkungan.	Kuat dan Kokoh	Synonyms
2	Dibutuhkan segera Mekanik sporing,Fasilitas yang didapat,bonus / insentif	Bonus dan insentif	Synonyms
3	Tercecer / hilang, 2 buah kartu pengawasan	Tercecer dan hilang	Synonyms
4	Bimbel tidar. Lembaga kursus dan pelatihan untuk pns dan kedinasan	Kursus dan Pelatihan	Synonyms
5	sun louvre atap yang unik karena dapat di buka dan di tutup sesuai keinginan.Melindungi dari cuaca panas dan hujan	Buka dan Tutup, Panas dan hujan	Antonyms



6	Buat Program / aplikasi /web.Stok, jual dan beli ,laba dan rugi, absensi , payroll, Dll	Jual dan Beli , laba dan rugi	Antonyms
7	pipa PPR merupakan pipa steril dari bahan plastik tahan panas , dan anti bocor dari berlubang.Anti korasi ,Higienis dan food grade ,Pipa khusus air panas bertekanan tinggi	Tinggi	Polysemi
8	Dibutuhkan segera karyawan Admin,Kepala gudang ,Staff gudang,Pengantar barang,supir	Dibutuhkan Segera, Admin, Kepala gudang ,staff gudang, supir	Hypernime and Hyponym
9	Cuci gudang perlengkapan tempat tidur Bantal ,Selimut ,Spring bed,Bed cover,sofa	Cuci Gudang, Bantal,selimut,spring bed, bed cover, sofa	Hypernime and Hyponym
10	Honda Cuci Gudang Brio Dp 18,mobilio Dp 24,jazz Dp 23	Cuci Gudang, Brio,mobilio,jazz	Hypernime and Hyponym

b. Edition Dated February 21<sup>st</sup> 2019

Tabel 2

No	Advertisement	Word	Diction
1	<p>vila brastagi mulai dari 500.000rb suasana nyaman damai dan tenang di brastagi</p>	Damai dan Tenang	Synonyms
2	<p>pintu press besi master pintu /engsel lebih tebal aneka motif/ design</p>	Motif dan Design	Synonyms
3	<p>Tercecer/hilang surat kepemilikan tanah ROSMALA DEWI</p>	Tercecer dan Hilang	Synonyms
4	<p>Menerima tempahan grosir dan eceran cipta karya agung Jendela kayu,Tangga kayu,Pintu triplex</p>	Grosir dan Eceran	Antonyms
5	<p>air keruh terobosan teknologi baru pertama di indonesia, cukup gunakan 1 unit Filter nuze untuk air <u>keruh</u> menjadi <u>jernih</u></p>	Keruh dan Jernih	Antonyms

6	dibutuhkan tamatan sarjana komputer menguasai photo shop ahli tentang SEO gaji 6 juta bagi yang memenuhi kriteria	Bagi	Polysemi
7	Suzuki ertiga 1 tangan memiliki Tipe Gl, matic , hitam	1 Tangan	Polysemi
8	lowongan kerja pt. Guna indah membutuhkan Karyawan teknisi helper, supervisor, surveyor, manager, assiten manager.	Karyawan. Teknisi helper, supervisor, surveyor, manager, assiten manager.	Hypernime and Hyponym
9	Dibutuhkan Karyawan di posisi Staff admin,Staff gudang,Staff finance	Karyawan. Staff admin,Staff gudang,Staff finance	Hypernime and Hyponym
10	Dibutuhkan segera Perusahaan industri penjaga.gudang,Mekanik listrik	Perusahaan. Penjaga gudang,Mekanik listrik.	Hypernime and Hyponym

c. Edition Dated February 25<sup>th</sup> 2019

Tabel 3

No	Advertisement	Word	Diction
1	Hilang / tercecer surat asli penyerahan hak ganti kerugian atas sebidang tanah	Hilang dan Tercecer	Synonyms
2	Agung jaya Jual – beli ac bekas	Jual dan Beli	Antonyms
3	Penyelesaian tunggakan kartu kredit dan Kta Dengan cara penjadwalan cicilan hutang dan lunas dengan disc 30-50%	Hutang dan Lunas	Antonyms
4	Horas Medan Bingung cari pinjaman ? langsung calling saja lae. PT. PRS MULTI FINANCE Anggunkan BPKB kendaraan anda , bunga 5% langsung cair tidak pakai ribet.	Bunga	Polysemi
5	mazda 2, 1 tangan type support , tahun 2013, sangat mulus , asuransi	1 Tangan	Polysemi
6	tangga alumunium buatan jawa model A ,model Df,model Pln	Model	Polysemi
7	English mandarin Private tution Guru muda berpengalaman tamatan luar negri mengajar dengan metode cepat dan mudah ,	Muda	Polysemi

	Pengalaman 15 tahun.		
8	Hot dip galvanis Menerima tempahan untuk segala jenis BESI UNP,CNP, INP	Besi.  UNP,CNP, INP	Hypernime and Hyponym
9	Kesempatan berkarir PT. Asia Sinar inti Abadi -Spv Accounting Staff -admin sales -Staff purchasing	PT. Asia Sinar Inti. Spv Accounting Staff, admin sales, Staff purchasing	Hypernime and Hyponym
10	phylia pot bunga plastik inject Diameter yang tersedia 10 cm,15 cm,20 cm,25 cm	Diameter. 10 cm,15 cm, 20cm, 25 cm	Hypernime and Hyponym