

**AN ANALYSIS OF LANGUAGE STYLE IN DIGITAL
ADVERTISEMENT**

THESIS

**BY
NOVIA HERMAWATI**



**ANTASARI STATE ISLAMIC UNIVERSITY
BANJARMASIN
2023 A.D/1445 A.H**

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AN ANALYSIS OF LANGUAGE STYLE IN DIGITAL ADVERTISEMENT

An Undergraduate Thesis

Presented to Faculty of Tarbiyah and Teacher Training
In partial fulfillment of the requirements for the degree of
Sarjana Pendidikan

By

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**ANTASARI STATE ISLAMIC UNIVERSITY
FACULTY OF TARBIYAH AND TEACHER TRAINING
ENGLISH EDUCATION STUDY PROGRAM
BANJARMASIN
2023 A.D/1445 A.H**

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I, the undersigned, Novia Hermawati, declare that this undergraduate thesis is my original work, gathered and utilized specially to fulfill the purposes and objectives of this study, and has not been previously submitted to any other university for any degree or other purposes. I also declare that the publications cited in this work have been properly acknowledged. If someday, it is otherwise, I understand that my degree will be revoked.

Banjarmasin, October 02nd, 2023

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ABSTRACT

Novia Hermawati. SRN. 190101030805. An Analysis of Language Style in Digital Advertisement. Thesis. Advisor Nani Hizriani, S. Pd., MA, at English Education Study Program, Faculty of Tarbiyah and Teacher Training of UIN Antasari Banjarmasin. 2023.

Keywords: *Language Style, Digital Advertisement, Language in Advertisement*

The style of language used in advertisements is a meticulously crafted instrument crucial for capturing attention, expressing brand essence, forging emotional bonds, and, ultimately, motivating consumers to act in support of the promoted product or service. It entails a meticulous curation of vocabulary, tone, visuals, and communication strategies to construct a compelling and lasting impression on the audience. Therefore, advertisers employ diverse styles within their advertisements to convey a range of meanings.

In this study, descriptive qualitative was used. Furthermore, data analysis uses three stages, namely data reduction, data display, and data verification conclusion. The object of this study were twenty English advertisements on Instagram. The technique of data collection used documentation.

The result of this study shows that the language style used in the twenty advertisements observed proposed by Well is metonymy, personification, alliteration, metaphor, hyperbole, ellipsis, prolepsis, assonance, and simile. Furthermore, the language meaning that is found in the same twenty advertisements proposed by Leech is conceptual, connotative, social, affective, reflective and thematic meaning.

ABSTRAK

Novia Hermawati. NIM. 190101030805. *An Analysis of Language Style in Digital Advertisement*. Skripsi. Pembimbing Nani Hizriani, S. Pd., MA, pada Program Studi Pendidikan Bahasa Inggris, Fakultas Tarbiyah dan Keguruan, UIN Antasari Banjarmasin. 2023.

Kata Kunci: *Gaya Bahasa, Iklan Digital, Bahasa dalam Iklan*

Gaya bahasa yang digunakan dalam iklan merupakan instrumen yang dibuat dengan cermat dan penting untuk menarik perhatian, mengekspresikan esensi merek, membentuk ikatan emosional, dan, pada akhirnya, memotivasi konsumen untuk bertindak mendukung produk atau layanan yang dipromosikan. Hal ini memerlukan kurasi kosakata, nada, visual, dan strategi komunikasi yang cermat untuk membangun kesan yang menarik dan bertahan lama pada penonton. Oleh karena itu, pengiklan menggunakan gaya yang berbeda-beda dalam iklan mereka untuk menyampaikan berbagai makna.

Dalam penelitian ini digunakan deskriptif kualitatif. Selanjutnya analisis data menggunakan tiga tahap yaitu reduksi data, penyajian data, dan penarikan kesimpulan verifikasi data. Objek penelitian ini adalah dua puluh iklan berbahasa Inggris di Instagram. Teknik pengumpulan data menggunakan dokumentasi.

Hasil penelitian menunjukkan bahwa gaya bahasa yang digunakan dalam dua puluh iklan yang dikemukakan oleh Well adalah metonimia, personifikasi, aliterasi, metafora, hiperbola, elipsis, prolepsis, asonansi, dan simile. Selanjutnya, makna kebahasaan yang ditemukan pada kedua puluh iklan yang dikemukakan oleh Leech adalah makna konseptual, konotatif, sosial, afektif, reflektif, dan tematik.

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

الْحَمْدُ لِلَّهِ رَبِّ الْعَالَمِينَ وَالصَّلَاةُ وَالسَّلَامُ عَلَى أَشْرَفِ الْأَنْبِيَاءِ وَالْمُرْسَلِينَ سَيِّدِنَا وَمَوْلَانَا
مُحَمَّدٍ وَعَلَى آلِهِ وَصَحْبِهِ أَجْمَعِينَ. أَمَّا بَعْدُ

All praise be to Allah, the Almighty for all the abundance of grace and goodness that has been given. Thanks to his power, the writer completed the final thesis entitled, “An Analysis of Language Style in Digital Advertisement”. Not forgetting the prayers and greetings are always with the lover of Allah, the Almighty Prophet Muhammad and peace be upon him, who always pours out prayers for all people.

In this regard, with all humility, the author would like to thank and give the highest appreciation to all who participated and provided direction in the work of this thesis. In particular, the author would like to express the gratitude and highest appreciation to:

1. Dr. H. Hamdan, M. Pd., the Dean of the Faculty of Tarbiyah and Teacher Training at UIN Antasari Banjarmasin who is pleased to accept the title of this thesis.
2. Afifah Linda Sari, M. Pd., and Hidayah Nor, M. Pd., the Head and Secretary of the English Education Department of the Faculty of Tarbiyah and Teacher Training at UIN Antasari Banjarmasin, who provided directions for writing a thesis in accordance with the development of the study program.

3. Fajrianor, M. Pd as academic advisor, and Hj. Nani Hizriani, S. Pd., MA, as thesis supervisor who has provided much guidance and direction in content and thesis writing.
4. The lecturers, employees and staff of the Faculty of Tarbiyah and Teacher Training at UIN Antasari Banjarmasin who have provided a lot of information and good service during the researcher's studies.
5. Dr. Saifuddin, M. Ag., the Head of the library of UIN Antasari Banjarmasin along with their staff who have provided a lot of information and good service during the researcher's studies.

May Allah, the Almighty, give His mercy and blessings to them and be recorded as a charity of worship. The researcher hopes this research will be a complement and have benefits for all concerned and further research.

Banjarmasin, 17 Rabiul Awal 1445 A.H
October, 02nd, 2023 A.D

The writer

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