

**AN ANALYSIS OF STYLISTIC ON ADVERTISEMENTS IN BRITISH
FASHION MAGAZINE "HARPER'S BAZAAR"**

A THESIS

*Intended to fulfill one of the Requirements for the Award of Sarjana Degree
at Teachers' Training and Education Faculty Islamic University of Riau*



BY

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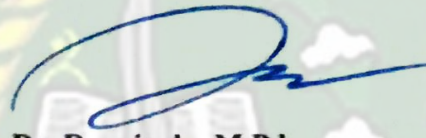
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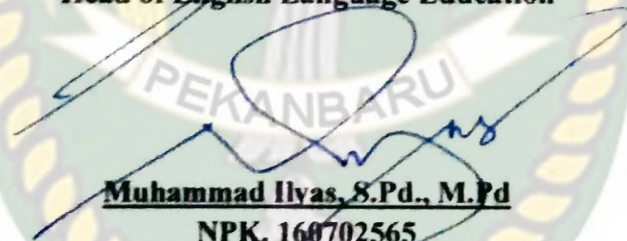
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No.	Date	Guidance Agenda	Signature Guidance
1	January 22nd, 2020	Revise Chapter I	
2	January 30th, 2020	Revise Chapter I and II	
3	February 4th, 2020	Revise Chapter II	
5	February 6th, 2020	Acc to Join to Seminar	
6	April 27th, 2020	Seminar Examination	
7	June 30th, 2020	Revise Chapter III	
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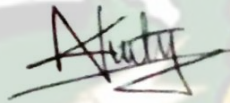

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DECLARATION

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I acknowledge that the Thesis/Scientific work is the result of own-work, except for summary and quotation (either direct or indirect) that took from various sources and mentioned its source scientifically and I am responsible for data and facts contained in the thesis/work.

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All praise is devoted to Allah SWT, the only praise working and universal god Who always gives a peace with the blessing to the writer. Therefore, I could finish of my duty as a student of Islamic University of Riau. In addition, peace and blessing of Allah is devoted to last messenger a great prophet Muhammad SAW because he carried out mankind from stupidity to the sciences as nowadays. Then the writer would like to express my gratitude and special thanks to all people below who have given the meaningful advice and helped to finish this thesis, as in the following:

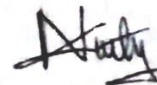
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Finally, the writer admits that this thesis is far from perfect. Therefore, any suggestion and comments from the readers are highly appreciated. May Allah SWT always blesses and guides us. Aamiin ya rabbal alamin.

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ABSTRACT

Natassa Putri Ramadhan, 2020. An Analysis of Stylistic on Advertisements in British Fashion Magazine "Harper's Bazaar"

Stylistic is a study of linguistic which studies about how someone expresses his or her ideas depend on the purpose of it. In advertisement, stylistic also exists because advertisers use a language to attract the readers' attention to buy their product or use their service. The aim of this research was to know the stylistic on magazine advertisements especially the syntactical features.

This research was descriptive qualitative. The source of the data was taken from British Fashion magazine called "Harper's Bazaar" from September 2019 issue and April 2020 issue. In there, there were 28 advertisements and the form of the data were phrases and clauses. The instrument used in this research was documentation.

From the analysis, there were one hundred and eight data in form of phrases and clauses from twenty eight advertisements. There were ten syntactical features that were analyzed. There were 46 long-noun phrases that can be found, short sentence and the use of present tense each can be found as many as 16 items, for imperative found 13 items, for ellipsis the researcher found 13 items, incomplete sentence found 3 items, for association found 3 items, for simple and colloquial found 1 item, for ambiguity found 1 item and for syntactic parallelism found 1 item.

Keywords: *Stylistic, syntactical features, advertisement, magazine*

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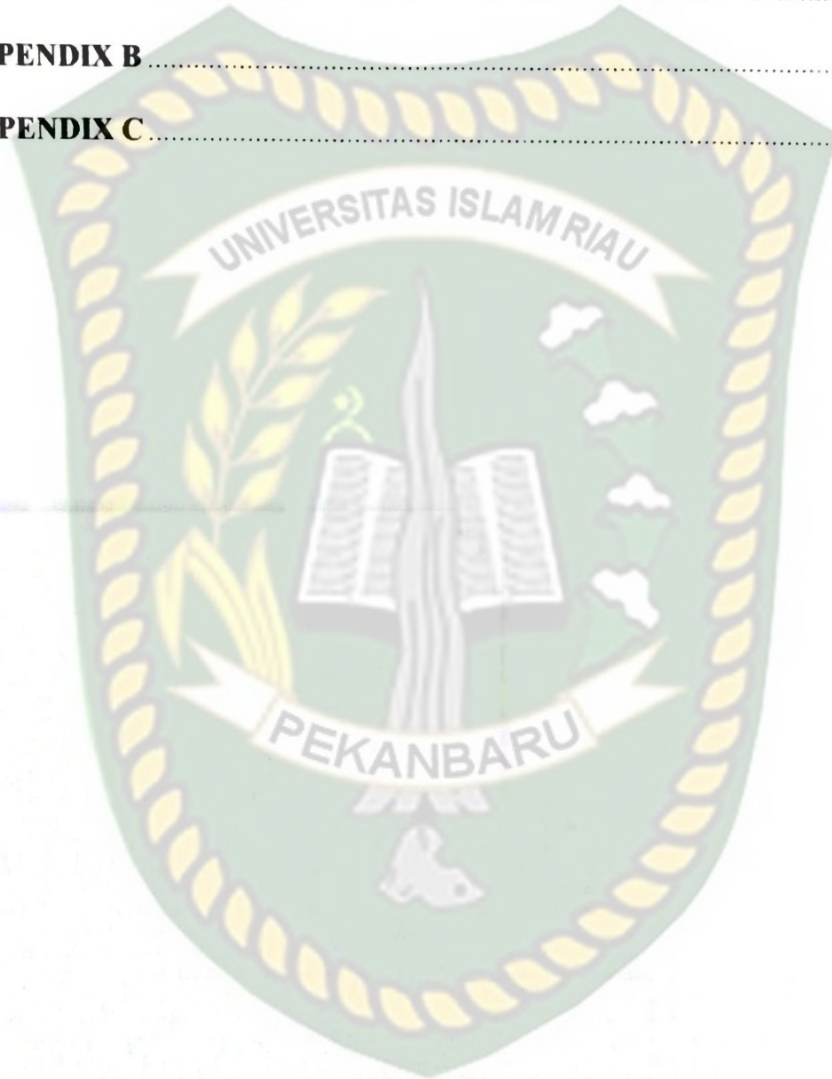
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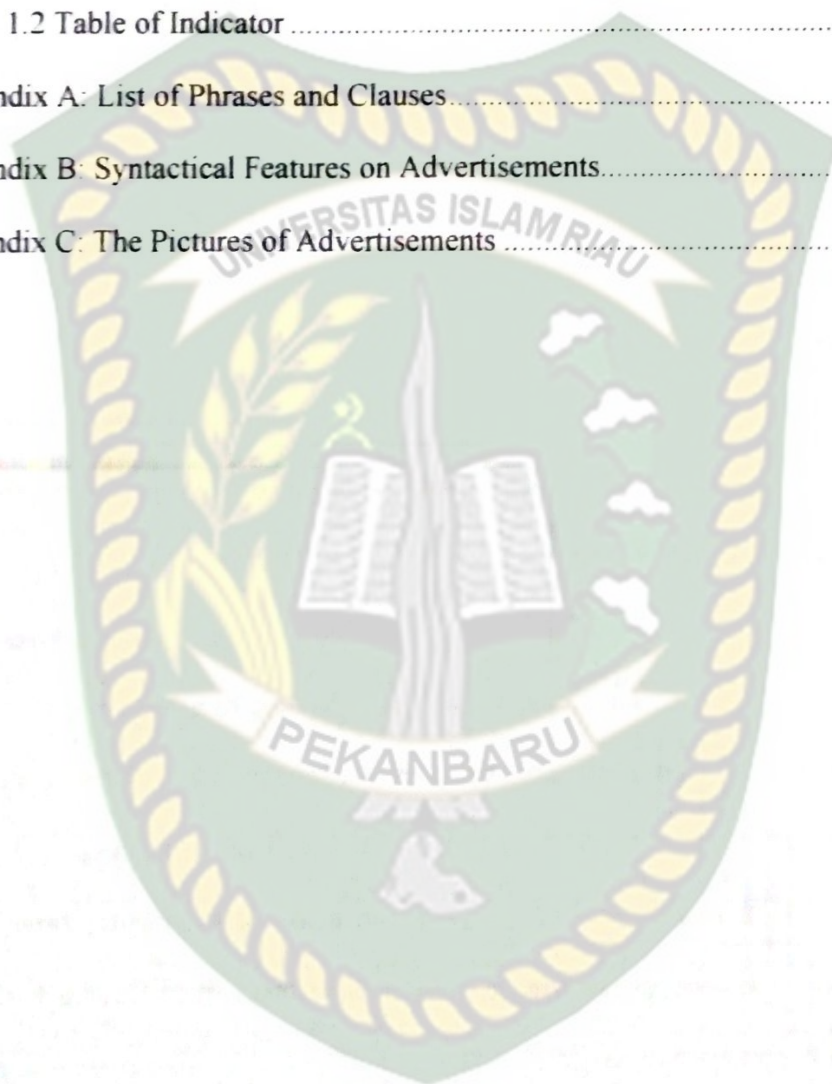
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CHAPTER 1

INTRODUCTION

1.1 Background of The Problem

Language, as a tool, is needed by human so human can communicate to each other. Language is called as a tool because it can connect human to each other and can be a bridge to express someone's idea, because without idea, human can't interact and communicate to other people. Language is also flexible because it allows human to work and interact by expressing their ideas based on their purpose. For example, if someone wants to sell something, she/he will use a language that has a purpose so people will buy thing that they sell. Usually, sellers will use persuasive sentences to make people buy their stuffs.

Language is also part of linguistics. Linguistics, which means a study of language, whether the functions of language, the structure of a language, or how does language put together, doesn't only discuss about a particular language, but also every language that exists in the world. The development of language, the effect of something that can affect a language are also discussed. Linguistics does not also only discuss about spoken language, but also non-spoken language such as written text in newspapers, brochures, and others. All of those are studied in different branches of linguistics. The branches are phonology, morphology, syntax, semantics, pragmatics, psycholinguistics, sociolinguistics, and discourse analysis. Each branch discusses different elements in language, for instance, phonology discusses about how sounds in language are produced; morphology talks about part of words, how words are formed; and so on.

As has been elaborated above, the function of language is as a bridge to communicate in human's daily life. Communication, which using language, can be divided into two. The first one is verbal communication and the second one is non-verbal communication. Verbal communication is a kind of communication which the meaning and the purpose can be understood verbally. Verbal communication can also be divided into two categories, oral communication and written communication. Oral communication is a kind of communication which uses spoken language as a bridge in communication. Example of this communication is direct conversation that happens with someone and the person who is talking to; written communication is almost the same like oral communication, but it is in a written form. On the other hand, nonverbal communication is a kind of communication which occurs when someone transfers the signals or the messages through nonverbal media such as body language, eye contact, gestures, and others.

Nowadays, where globalization era spreads widely, there are so many media that can help human in term of communication. Those media also help human to get the information on different purposes, depends on the needs. There are printed media like books, newspapers, magazines, and others. On the other side, there are also electronic media such as internet which provides information in different form such as application and websites. It even now publishes printed media like books and magazines in a form of e-book, PDF, etc. Still and all, many people argue that the printed one is the best and the feels when someone is holding the printed book is priceless.

Talking about language and media that spread widely nowadays, linguistics' elements still can't be separated from it. It is because there is a language in there. Language that is written in media like books, magazines, and newspapers has some characteristics and they are different from each others. Just taking a look at the writing from each of it. One example, there is a book called A and another one is called B. The style of book A is written is different from book B. Maybe it because of the author, the theme, or even the genre is different. Even the author or the writer is the same person, the style of both of the books is still different; there is something that differs both of the book. In linguistics, there is also a branch of it that discusses about the way or the style something is written or spoken. It actually often relates more to the literature and it is called stylistics. Stylistics, as defined by (Evangeline & Fomukong, 2016), is a study about language that focuses on style in a language.

Stylistics exists in every literature works because the style of someone's works must be different from others. Stylistics can be analyzed in books, novel, poems, advertisements, slogans, and others. However, the language in advertisements is one of the many language expressions that stand out because the purpose of advertisement is various, depends on the product being advertised and advertisements are also spreading in the midst of society. In addition, these days, because of the technology, it is easy to find a video about makeup and fashion that related to the lifestyle.

Because of the existence of the smart phone and internet, people always bring their smart phones with them. According to research by Pew Research

Center, there are more than five billion people who own a smart phone, especially in advanced economy countries. Because of this, printed media such as books, newspapers, and magazine lost their readers because they switch to read the news and others to their smart phones. This makes the advertisements in printed media should be smarter to persuade the readers to buy the product or use the service. It is because advertisement itself holds an important role in gathering the information about a product or a service.

In gathering information, advertisement in magazine or any other printed media should have a concise yet informative and attractive description about the things that are being advertised. Advertisement in printed media usually only has one or two pages per product because the pages in the magazine are also limited. In order to maximize the usage of the pages, the description of the product or a service must be concise and can attract readers' attention easily. The elements in advertisement are also needed to be arranged. The combination of colours, fonts, styles of the text are also important. To conclude, the description of an advertisement in a magazine should be unique to attract and persuade the readers

The most important thing in advertisement is the use of a language. It is because language has the powerful impact towards someone's mind and action. That's why the usage of a language in the description of the advertisement, starting from the choice of words, the syntactical feature, and others must be selected carefully. An advertisement with a simple picture and a sentence can be very powerful if the sentence uses a right language. Only with one sentence, the readers can pay their attention and want to buy a product or use the service.

Because of that, many advertisements use language features to attract the readers. One of the language features is syntactical feature such as the use of imperative, incomplete sentence, etc.

Based on the explanation above the researcher is interested in analyzing stylistics on advertisements, especially in magazine for women. The title is **An Analysis of Stylistics on Advertisements in British Fashion Magazine “Harper’s Bazaar”**.

1.2 Identification of the Problem

The identification which underlies this research is stylistics of advertisements that contained in a magazine. Stylistics, which can be defined as the study of the characteristics or the way someone expresses his or her ideas, can also be found in advertisements in magazines. In magazines the style of the narration, whether it is in an article or the advertisement, is different. Magazine is usually full of colours, using the concise explanation, and adding pictures to attract the readers. The researcher wants to know the style that is used on advertisements in magazine, especially magazine for women and the title is “Harper’s Bazaar”.

Stylistics has a very broad scope. The broadest scope of stylistics is when it is related to literature works. That’s why stylistics is often used to analyze someone’s works that related to the literature. But in these days, there are so much more that can be analyzed from the stylistic side. Nowadays, stylistics can be analyzed not only from literature works, but also can be analyzed from other texts.

The elements that can be analyzed are from the linguistic description such as graphology, syntactical features, lexical features, and semantic implication. From graphology aspect, the punctuation, capitalization, font, spelling and colours can be analyzed. The simple present tense, association, ellipsis and others can be analyzed in aspect of syntactical feature. Denotative and connotative are some of lexical features that can be analyzed from the text. Last but not least, figurative language such as hyperbole, metonymy, personification are features of semantic implication that also can be analyzed from the text.

Advertisement is interesting to be analyzed because advertisement can attract the attention of the readers and the researchers as well. Many researchers have said that elements in advertisement are interesting to be investigated since it uses human's daily language. Besides, the language in advertisement is unique because it has a purpose to attract the readers and persuade them to buy the product or doing something based on the advertisement itself. The uniqueness in an advertisement might be from the selection of the words, the structure, or the meaning. Those three can be analyzed from stylistics side so the researcher analyzed the advertisements in women fashion magazine "Harper's Bazaar".

1.3 Limitation of the Problem

This research, however, may have some possible limitations. As has been mentioned before, the researcher analyzed the stylistics on advertisement in a women fashion magazine, but the stylistics that will be analyzed is only in a form of the structure of the sentences, and the meaning of the advertisement. The researcher will not present another stylistic's elements such as figurative

language, rhetoric, the cohesion, and others. The researcher also conducted this study by analyzing British magazine for women that is published monthly. The editions that were used for this magazine are September 2019 and April 2020 editions and they are from United Kingdom edition which published in London.

Because this research focused on one linguistic description only, syntactical feature, the researcher will explain a little bit about how stylistic can be analyzed through syntactical feature. Back in ancient Greek era where the origins of stylistic focused on poetics, there were several steps of stylistic that they called as canon. The first canon is textual data was discovered to be analyzed. The second canon is the data was ordered depends on the given situation. The third canon is the textual data was stylised. The third canon, where the data was stylised, becomes the base of analysis of syntactical feature (see page 27).

1.4 Formulation of The Problem

From what has been elaborated before, this research also has a formulation of the problem:

1. What are syntactical features that are used in the advertisements of Harper's Bazaar magazine?

1.5 Objectives of the Problem

The researcher's focus on analyzing stylistics in advertisements is:

1. To know the syntactical features on advertisements in Harper's Bazaar magazine.

1.6 Assumption

The researcher was guided by assumption that the result of this research can be helpful for the teachers and the students who are teaching or studying language. The researcher also assumes that this research can also be helpful for students or the readers in linguistics and literature. In addition, the researcher assumes that the findings of the research, beside of the benefits, can present the stylistics, its features and other things that can be analyzed from an advertisement. Either it is from the choice of the words, the meaning, or the structure of the sentences.

1.7 Significance of the Research

After the findings are explained, the researcher hopes that this research can be beneficial for the following:

1. Theoretical Benefits
 - a. This research can give a contribution in linguistics world since stylistics is a part of it.
 - b. This research can give the readers a hint and information about stylistics.
 - c. The findings can give some information about how is the style of advertisements in British fashion magazine for women, especially in syntactical feature.
 - d. This research can be a reference for students and teachers about stylistics.

- e. This research hopefully can be beneficial for students that majoring language and literature.

2. Practical Benefits

- a. This research can give a knowledge and information about stylistics of advertisement on women fashion magazine.
- b. This study can inform about stylistics and its part that exist on advertisement.

1.8 Definition of Key Terms

1. Stylistics can be defined as linguistic study which concerns on the style of the language (Evangeline & Fomukong, 2016).
2. Magazine is paper-covered publications that contain articles, stories and others which is published weekly or monthly (Oxford Dictionary).
3. Analysis is the act of examining something in detail in order to understand its originality or to determine the important parts of something. (Merriam Webster Dictionary merriam-webster.com)
4. Advertisement is a form of communication that is used to maximize company's profit by persuading buyers to buy the products (Baba, 2012).

1.9 Grand Theories

There are several theories that are used as grand theories for this research. Theories by Fomukong (2016), Nurgiyantoro (2014), Ratna (2016), and Toolan (1996) are some of the theories that are used. The first one is theories by Fomukong (2016) and Nurgiyantoro (2014). The definition of stylistics by Fomukong (2016) has been stated in the previous part of this research.

Nurgiyantoro (2014) stated that in stylistics, there are some aspects or features that can be analyzed. They are sounds which includes rhymes, tones and the setting; lexical, grammatical, and the meaning of the sentences.

The second theory that is adapted is from Ratna (2016). She said that stylistics is the study that discusses about style, which means how everything is expressed in certain way so that the purpose of the expression can be achieved. In Ratna's book, the history about stylistic is also explained. It can help the researcher to understand more about stylistic. The definition in her book is also a lot.

Toolan (1996) stated that stylistics focuses on the discussion of techniques and the effects of textual attempts. One of the simplest thing that has been stated by Toolan as an example is about the pronoun in a novel. By analyzing stylistics, it is also can be known what makes textual things are special and what makes them excellence. In Toolan's book, it is explained how to analyze stylistic in literature. It can be from the pattern, the structure, and the grammar. It helps the researcher to analyze the style on advertisements in magazine.

Another theory from Wales (2014) is also used to make it easier for the researcher when analyzing the advertisements. Wales describes the terms, mostly in syntactic features to help the researcher understand the meaning of each feature to make the process of analyzing the advertisements easier. Beside Wales (2014), other theories from different experts were also used.

1.10 Research Method

1.10.1 Research Design

Research design holds an important role in every research because it explains all of the details that happened in a research. All of the details starting with plans and the procedures of method of data collection are called as research design, according to (Cresswel, 2014). The research begins with a plan. A plan for a research does not need to be in a chronological order. When making a decision of a plan, the approach should also be involved because a plan and an approach relates to each other.

This research used descriptive qualitative as its research design. Every research must have a purpose or an aim in it. Qualitative research, based on Putra (2012)'s opinion, has an aim to deeply understand a problem or a phenomenon in order to find the answer of it. He also stated that the method of qualitative research also has an aim to explore, find a pattern, and find a theme that related to a problem. Because qualitative research's nature in looking for specific answer is oriented and deeply understood, it is also said as naturalistic inquiry. This is also supported by Ali and Asrori (2014) that said qualitative research is an approach that focused on naturalistic phenomenon and nature-oriented.

Moreover, according to Zuriah (2006), qualitative came from positivism approach in social study. This concept of positivism is the research that is done is always in natural setting and using the method called naturalistic. Basically, her definition about qualitative is almost the same with Putra (2012)'s opinion; she points out the 'naturalistic' where qualitative research is conducted and observed.

The researcher that conducts this qualitative research analyzes the phenomenon which happens in the nature and she or he finds the answer of the phenomenon deeply. It can be said that qualitative research is closely related to the nature.

(Christensen & Johnson, 2014) defined qualitative researcher—a person that conducts a qualitative research—, into a researcher who likes to explore a problem by using qualitative data such as open-ended interview that provide the data and she or he will describe the result in depth and using his or her own words. From the definition, it can be inferred that a qualitative researcher find the answer of a problem by analyzing a qualitative data. The data can come from the interview which uses open-ended questions. Open-ended question itself provides the data that based on the participants' point of view and their own words. Then, the researcher will describe the data that has been conducted into a text and using the researcher's own words.

Furthermore, (Dornyei, 2007) added that in qualitative research, the result of the data which uses open-ended question and non-numerical data is analyzed by using non-statistical method. This means that the data is not conducted and represented in a form of a number. The data is shown in a form of words, which means a text. Qualitative research also describes the data that has been gotten into the researcher's own words and the explanation is explored deeply. A statistical method like percentage is not used in a qualitative research.

Descriptive in descriptive qualitative can be defined as the way to illustrate something based on the facts and rely on the actual data. Descriptive, as described by Zuriah (2006) is a research that has an aim to present facts, events, and

phenomena and the research is presented systematically and accurately. In descriptive qualitative, the examination between things that being inspected is not needed. In addition, researcher with descriptive qualitative approach must present theories from experts or another researcher that have done the related researches in the past. This aims to strengthen the theories that have been presented in a study.

Based on the explanations above, it can be concluded that: 1) research design plays an important role and it includes the process from the beginning like planning a research until describes the data; 2) qualitative research deals with naturalistic inquiry which means that the researcher find an answer of a problem that happens in the nature and the answer is explored in depth; 3) the data in a qualitative research is based on the participants' point of view and is collected by using open-ended question or non-numerical data.

1.10.2 Source of the Data

Data is an important part in a research because it delivers the phenomenon in the field. If there is no data, a research will never find a result. In collecting the data, the data itself must be relevant to something that is being researched, because if it is not, it cannot be said as a research since there is no relation between the problem and the data. In this research, researcher presented the data in a form of qualitative and used qualitative data procedure for data analysis.

The data of this research was obtained from the advertisements from British fashion magazine called Harper's Bazaar. The editions of the magazines that were used, as has been stated in chapter one, were editions of September 2019 and

April 2020. The advertisements were analyzed to find the style in there, specifically in the structure, and the meaning.

Data source, that can be defined as where is the data from and where it can be obtained, can be divided into two, since it is qualitative research. They are primary source and secondary source. However, the researcher used the primary source. Primary source or also often called as primary data is a kind of data that is obtained or collected because someone has purpose in collecting it.

1.10.3 Instrument of the Research

Before collecting the data, a researcher must prepare the instruments that are going to be used in the research. Instrument can be defined as a tool that is used to collect the data. Instrument, as stated by Ali and Asrori (2014), can be divided into two categories. The first one is non-measurement instrument such as interview, questionnaire, observation and documentation. The second one is measurement instrument such as test that is usually used in quantitative research. In this research, the researcher will use documentation as the instrument.

According to (Rugaiyah, 2016) documentation is a tool that can be used by the researcher to help to collect the data or information from the written materials such as letters, announcements, official publications, and others. Documentation can be applied in the research without interfering the object that is being analyzed and the research situation.

Meanwhile, the term documentation in another book by (Yin, 2011) is explained a little bit different. He explained and the definition is similar, but he called it as collecting and examining. He stated that collecting means that the

researcher gathering or compiling the objects that will be used in the research. The data that gathered by the researcher must be related to his or her research and the researcher can compile the data through documents or archival records. The term ‘examining’ in here means that when the researcher gathering and compiling the data, he or she cannot bring the documents so that the researcher has to examine the data directly.

(Given, 2008) added documents—the medium that is collected in documentation—as the data collected by the researcher that may include primary and secondary data, and the form of the documents are in text-based files. The examples of documents are photographs, other visual materials, and written text as well.

1.10.4 Data Collection Technique

This research is a qualitative research. Qualitative research focuses on understanding, explaining, and exploring situations, and phenomenon which means that qualitative research explores something in depth (Kumar, 2011). The characteristic of this research is flexible in term of the processes and gathering methods in the research.

The technique that was used in this research is documentation, or in another book (Yin, 2011) is called collecting and examining. The data that is focused in this research and this technique is textual data and it is obtained through advertisements in magazine.

The first thing that the researcher did was choosing the magazine. There are many magazines in the market but the researcher chose Harper’s Bazaar UK

edition. From many Harper’s Bazaar magazines that have been published, the researcher chose two editions to analyze. The editions are September 2019 edition and April 2020 edition. Besides, this magazine has Indonesian edition but they differ in language; the Indonesian edition is using mix language between English and Indonesian.

Then, the researcher chose the advertisements that the syntactical, the meaning, and the choice of words can be analyzed. There are twenty eight advertisements in the magazines which the features can be analyzed. If there is a specific meaning on the advertisement, it is also explained in the chapter 3.

Table 1.1 Example of Clauses and Phrases Classification

No.	Advertisements	Phrases	Clauses
1.	1		

Table 1.2 Table of Indicator Based on (Wales, 2014) and (Permatasari & Yulia, 2013).

No.	Syntactical Features	Description	Example
1.	Short Sentence	Subject + Predicate	Nothing compares to a Magnum
2.	Long-Noun Phrase	Consists more than one noun	Parking meters credit card
3.	Ambiguity	The meaning has more than one interpretation	I need new glasses
4.	Use of Imperative	Begins with verb	Go Away! Do it yourself.
5.	Simple and Colloquial Language	Informal language used by people in daily speech	Bentley (it’s not a name of a place. It’s a name of car brand)
6.	Use of Present Tense	Subject + V1(s/es) + Object or complement	The plane leaves for St. Lucia tomorrow.

7.	Syntactic Parallelism	It's a repetition of the same structural pattern.	Out of sight, out of mind
8.	Association	Showing positive side of the product and relates it to something that is not relevant (can be a picture)	All gold chocolate
9.	Ellipsis	Subject, verb or object is omitted because the hearer or reader will still understand the meaning.	Jack fell down and (he) broke his homecoming crown
10.	Incomplete Sentence	Subject or verb is missing to emphasize the point. They aren't grammatically full sentence.	L'Oreal. Because you are worth it!

1.10.5 Data Analysis Technique

After collecting the data, the next step of conducting a research is analyzing the data. According to Ali and Asrori (2014), data in qualitative research is so rich, since it contains the descriptions in a form of words, phrases, and sentences that will be different from other people.

Textual analysis was used as a method of collecting the data. Textual analysis, based on (Given, 2008)'s opinion, is a method of data analysis which focuses on examining the content or the meaning of the text or the structure of the text. The texts that were analyzed can come from newspaper, television programme, blogs, etc. For this research, has been mentioned before, the researcher analyzed the texts from advertisements in a magazine. The features that were going to be analyzed are syntactical features. These are the steps that researcher did in analyzing the data:

1. Data reduction. The researcher selected the data and made the data focused on some advertisements in Harper's Bazaar magazines. The chosen advertisements are also that have things that would be analyzed because in that magazine there are so many advertisements, but not all of them have a sentence or explanation.
2. Display the data. In this step, researcher presented the data in a form of phrases, and sentences that contain rich descriptions about stylistics on the advertisements. In chapter 3, the researcher explained the data in detail by using the researcher's own words.
3. Concluding the data. The last step was making a conclusion after describing the data about stylistics which are about the sentences' structures, and the meaning of the statements on those advertisements.

CHAPTER II

RELATED THEORIES

2.1 The Concept of Linguistics

Human needs a tool to interact to each other. This tool is needed to express the thoughts that human have in their brains. The tool is called a language. Language, as a tool, gives a medium to express someone's ideas and develops communicative behaviour in society (Payne, 2011).

Additionally, (Kracht, 2005) stated that language consists of signs. Signs combine the exponent, which is the letter or the sound, with the grammatical rules to form a meaning. When the sounds and the rules are combined, a language is created. The rules are needed in a language because if there are sounds, but they are not in a good order, the meaning of the sounds is difficult to understand. For example, if the sentence "I like cupcake" is not in a good order like "Cupcake like I" the meaning is difficult to understand.

Based on recent study, there are more than 7000 languages in the world. Each language has its own uniqueness and every language is a part of linguistics. Linguistics is a scientific study that discusses a language and its elements (Malmkjaer, 2010). Its elements are signs and they are combined with a certain rules. Linguistics studies not only one language but also all of the languages in the world. The reason is because the meaning of linguistics is a study of a language; this means that any language is not limited.

Moreover, (Birner, 2013) stated that linguistic is a study about language scientifically such as the knowledge of sound system (phonology), the structure of

word (morphology), and others. There are so many knowledge about language that can be learned. That is why the study of language covers many aspects of language, and two of them were mentioned in previous sentence; they are phonology and morphology.

Another definition of linguistic is defined by (Meyer, 2009) who said that linguistic is a scientific study that is conducted to know more about a language. Language has many disciplines and each discipline of a language has its own study. For example, the study of a language that concerns of sound systems is called phonology and so on.

Based on the explanations above, it can be inferred that linguistic is a study about language which it is a media that is used by human to interact to each other, and language consists of systems sounds that are produced by human's speech organs. It also can be learned and it is creative because language is studied as a focus of linguistics. The language is creative because it expresses someone's ideas and someone can react to something by using a different ways to express the ideas. The way someone reacts to something must be different because everybody has his or her own characteristics to express their ideas. This relates to the next discussion above stylistics that will be discussed in sub topics below.

In addition, the researcher will give a concise explanation about the branches of the linguistics that related to this research. They are syntax, semantics, and pragmatics. The researcher added the explanation about these branches because the style that is analyzed in this research relates to the syntactical features and the meaning.

2.1.1 Syntax

Syntax is one of the branches of linguistics. The branches of linguistics make one of the elements of the language as the subject of the study. Language consists of solid elements that separated one by one and then it will be analyzed. The smallest unit of a language is called phoneme. The unit that is one step above phoneme is called morpheme. Morpheme can form a unit that is called phrase. After phrase, the unit is called sentence and the biggest unit in a language is called text. Each unit is studied by each branch of linguistics. However, syntax focuses on studying the phrases and the sentences or the structure of the language (Burton-Roberts, 2016). This is also supported by (Carnie, 2013) who stated that syntax is a study about structure, which is one aspect of how language works. Other aspects of a language, as has been explained above, are phoneme, morpheme, phrase and sentence.

Moreover, syntax studies the patterns and the structure of a language that relates to the grammar because syntax discusses about how the words are arranged to make phrases and clauses (Aarts, 2018). Words are arranged to make a good structure. Words are arranged so that a sentence can have a meaning without confusing the interpreter. For example, the sentence “The boy the ball kicks” has a wrong structure because after the noun ‘the boy’ must be followed by the verb ‘kick(s)’ and then the noun ‘the ball’ that has a function as an object. After it is changed into “The boy kicks the ball”, the meaning can be understood.

Furthermore, (Tallerman, 2015) added that syntax, as one of linguistics’ branches, discusses about how to construct words into a good order phrase or

sentence. It can also be said that syntax discusses the arrangement of the words in a sentence and phrase, how to make the words order so that the phrase and the sentence is good. A good structure of a phrases or sentences will be understood by other people easily.

In brief, syntax is one of the branches in linguistics that concerns about the relationship of the pattern in a phrases and sentences; it studies how to arrange the words into a good phrase or a good sentence and the relationship between the words order. Here is one example. *Old man sunbathed beside a*. It's not a good sentence because it is incomplete and the meaning is still hanging. That sentence is ungrammatical. But, if the sentence is changed into *old man sunbathed*, the meaning and the grammar is correct, because there is a subject (old man) and a predicate (the verb, sunbathed).

2.1.2 Semantics

In general, semantics discusses a meaning, but the definition of semantics can also be seen from the term 'broad'. In a broader term, semantics can be divided into three parts; they are syntax, semantics, and pragmatics. The reason is because in the syntax, the structure of the phrases or the sentences can create a different meaning depends on the structure. Pragmatics also discusses about meaning, but its concern is more to a meaning and the feedback from the interpreter.

In the term of 'narrow' semantic only concerns about meaning. It analyzes everything that relates to a signs that have a meaning, the relation between the

meanings and how it affects to the language that is used by a society (Tarigan, 2009: 7).

(Caliskan et al., 2017) added the definition of semantics as not only a study of meaning of the words in the language, but it is also know how to be prejudiced or regularities latent in human's culture. This definition means that semantics not only concern the meaning of the words only, but sometimes it relates into something more in human's culture.

Furthermore, according to (Malmkjaer, 2010), semantics is a study of meaning and in contemporary linguistics, it relates to mathematical theory logic called theory of truth. From this theory, there is a relation between meaning and the truth. It means that the speaker who speaks a sentence is the one who knows that the sentence is true or false.

(Birner, 2013) stated that semantic and another linguistic's branch, pragmatic deal with the same thing, namely meaning. But, there is something that distinguishes them. Semantic deals with meaning which is 'literal' meaning of a word or a sentence. Whereas, if the meaning comes into the deeper context, then it is pragmatic.

Kreidler (1998) added that semantics is a study of meaning and the study is systematically. More specific, linguistic semantics focuses on how languages are organized and how those express the meanings. It because linguists want to know how language works; how the language can give information, how it can be understood by others and how it can express the intention if meaning aspect of the

word changes because of affixes—for example *happy* becomes *unhappy* and *paint* becomes *painter*.

Based on the definitions above, it can be inferred that semantics is a study about meaning and how it affects the society. It is also related into syntax and pragmatics because different structure of a phrase or a sentence can change the meaning that is heard by the listener or read by speaker.

2.1.3 Pragmatics

Cummings (2007) elaborates the definition of pragmatics into five keys that build the definition of pragmatics from Cruse (2006). They are information, encoding, convention, context, and the use. In a term of information, information in here means that in communication there is a communication that delivered through a language. Then, the information is understood and processed in encoding linguistics. Encoding process can only happen if the context of the communication is wide which relates to the information itself. Convention is the meaning of the word depends on the meaning of the language that is accepted by the society. For example, the word *cat* means domesticated animals as a pet and it's a carnivorous animal. Then, the meaning in a communication also depends on the context and the use; does the cat relate into specific topic or not? It is because the context and the use of a language can change the meaning of the word.

(Birner, 2013) defined pragmatic as a study of a language that relates to semantic in many ways. Many principles of pragmatic are developed from semantic principles. Birner also added that pragmatic is also a part of linguistic study that concerns on how to know the meaning in communication beside of the

structure and the meaning of the word. Meanwhile, Rahardi (2005) stated that language functions are the groundwork for pragmatic analysis. Language function is avowed in speech acts.

In addition, pragmatics focuses on language use in context (Franke & Jäger, 2016). This statement means that the way speakers choose their words and the way the listeners interpret the meaning of the words in the conversation. So, it relates to the context of what the speaker and listener are talking about. If the listeners have the background knowledge of the words of their conversation, the listeners will not misinterpret the meaning.

In conclusion, pragmatics discusses about meaning which has specific information and can affect the language and the meaning itself depend on the context and the use. The meaning that is discussed in pragmatics is not only relates to the speaker, but also the interpreter and her or his response.

2.2 Definition of Stylistics

In human's daily lives, people do their activities in a certain ways. Starting from wake up in the morning, walking, brush their teeth, eat, walk and others are done in a certain way and it makes every single human has their way that must be different from other people. The way humans do the daily lives can be said as a style. Style is a term that can be used not only in the way humans do their daily lives; style is so much more than that. It can be used in fashion, art, and even in linguistics.

Style, if it is defined in general, is how something is delivered so the purpose can be achieved and it is delivered in a certain way (Ratna, 2016). From

the definition, it means that style is used to deliver something and its function is achieved the purpose of the thing. In term of language, style is used in a spoken or written language to deliver the purpose of the speaker or the writer and it usually relates to the esthetic of a language. In linguistics, the study that discusses about this topic is called stylistics.

Moreover, (Nurgiyantoro, 2014) defined style as the ways or the techniques that can achieve the esthetic of a language and express his/her ideas as well. It can be seen that there are so many techniques or the ways someone expresses his/her ideas. Someone may express their feelings in a very different ways but the chosen technique must be picked based on a consideration.

Stylistics, as also elaborated in definitions in paragraphs above, analyzes the features of the language and appreciates it as well. This is also added by (Wales, 2014) who stated that stylistics has a purpose to interpret and appreciate the literary and non-literary works and has remained true to its general principles such as linguistic and textual features. Literary works, for instance, poetry, novel, drama and others; and also non-literary works such as newspapers, magazines, and advertisements can be analyzed to find out its textual features.

(Burke, 2014) stated that stylistic is a study and analysis that is done by analyzing texts, in particular and the origins of stylistic was analyzing literary texts. These days, stylistic doesn't only analyze literary texts; it develops into texts in advertisements, slogans, and others.

Furthermore, stylistics can also be defined as a study about language which concerns on style in a language (Evangeline & Fomukong, 2016). This statement

is also supported by (Jeffries & McIntyre, 2010) who said that stylistic discusses a language use in any range; it means that it doesn't only discuss and analyze written language, but also spoken language. From the definition, it can be learned that stylistics is also a part of linguistics that studies the style of language that is used in written or oral form. Stylistics often focuses on written text as readers try to understand the text and how the words on the text affect the readers and their thoughts. Style in a language can affect someone's choice and thought over something.

2.3 The Concept of Stylistics

In the past, stylistics focused on literary works. Those literary works are poetries, dramas, and novels. In poetries, the style of the language that expresses the writer's ideas can be analyzed and poetries are often said as the most complex and meaningful in literary works. This is also supported by (Ratna, 2016) that said one sentence in poetry can have a deep and meaningful meaning and the explanation of the sentence can be so long and can cover so many pages if it is elaborated like a novel. The reason is one sentence in a poetry can tell a story and the language in the poetry has indirect messages.

As has been stated by (Burke, 2014), back in ancient Greek era where the origins of stylistic focused on poetics, there were several steps of stylistic that they called as canon. The first canon is textual data to be analyzed. The second canon is the data was ordered depends on the given situation. The third canon is the textual data was stylised. The third canon, where the data was stylised, becomes the base of analysis of syntactical feature. Textual data that was stylised

can be based on: 1) clarity, preciseness and appropriateness of language; 2) style figures either schemes (syntactic level) or tropes (semantic level). (Ratna, 2016) added that modern stylistic can analyze phonological level, syntactic level, lexical level or rhetoric level.

Nowadays, stylistics does not only discuss the style in literary works such as poetries, dramas, and novels, but also discusses the style in so many media like magazines, advertisements, and others. Stylistics also focuses on the context and based on the discourse analysis too. The examples of the context are choice of words, choice of style, syntactical feature, genre, culture, and identities in varying language. In addition by (Ratna, 2016), phonology, lexical, and rethorical are the objects of stylistics' analysis.

Stylistics is also a part of art and linguistics because stylistics analyzes the aesthetic of someone's work and the work is in a form a literary works. The components that are analyzed are also a part of linguistics. The result is not only that analysis but the analysis must have beauty and achieve the aesthetic. (Hough, 2018) stated that in this modern literary era, analysis of stylistic doesn't only focus on literature but also texts and the elements in it. In analyzing the data, someone can start to observe or analyze the linguistics' details such as grammatical aspects, and then she or he can explain the result of the analysis in a form of relation between the linguistics' details and its aesthetics because the effect of the aesthetic is necessary in stylistics.

As has been mentioned above, the researcher analyzes the stylistics in the magazine's advertisements. The language of advertisements is usually creative

and its characteristic is appealing, because the purpose of it is to promote something or service. Another characteristic of advertisements in magazine is the language usually consists of short sentences or phrases but has a meaning behind it and the advertisements are also more concerned about the pictures or the illustration to attract the readers. The language in a form of sentence or phrase is usually placed on one side of the picture.

Additionally, advertisements usually try to make their products' quality is more than other products. The style of the language is also various, for example, the advertisements use unique font, choice of words, the syntactical features and others.

It can be inferred that nowadays, stylistics does not only focus on literary works such as novel, play, and poetry; it also broadens the object of the analysis. Stylistics, as the way someone expresses his or her ideas, can be analyzed through other texts like advertisement. Advertisements' style can be analyzed because besides the advertisements are a form to express someone's idea, it must succeed to attract readers' attention too to buy the products or use the service.

2.4 Syntactical Features

According to Permatasari and Yulia (2016), syntactical features on the advertisement has a function to attract the readers' attention easily because how simple the language is. Syntactical features on advertisement also deals with grammatical aspect in a language because the features relate to the arrangement of words and phrases.

2.4.1 Ambiguity

Ambiguity is usually defined as something that has more than one meaning. Sentences or utterances that have ambiguity in it usually mean that those sentences or utterances have more than one meaning that can be interpreted by the readers or the listeners. Ambiguity is also different depends on its principal. In linguistics, ambiguity can be in a form of a grammatical ambiguity (in phrases or sentences) and lexical ambiguity (in words). However, in certain registers, ambiguity also relates to humorous things such as jokes, puzzles, and riddles (Wales, 2014).

(Kridalaksana, 2008) stated that ambiguity is a nature of construction which can mean more than one meaning. The example is *I went to the bank*. The meaning is ambiguous whether *I* go to the bank where the money is kept or it could be the *bank* that means the edge of the river.

2.4.2 Association

Association in here means that sometimes advertisement uses the positive side of the product that is being advertised with something else that somehow is not related to (Purba, 2013). In other cases, association can also happen when the advertiser relates the sentence or the description of the product with a picture of it. The purpose is to attract the readers' attention.

The examples of association on advertisements are 1) *Eat & Coffee?!* and 2) *Marlboro & Masculinity* (the advertiser made Marlboro and masculinity related through the picture of cowboy above it).

2.4.3 Ellipsis

Ellipsis relates to the grammar which means something is removed with the aim of the listener or the reader has understood the meaning of the sentence even though there are parts that are omitted (McCarthy, 1991). Ellipsis usually focuses on important information and even some parts (namely words) are omitted, the meaning of the sentences doesn't change and can still be understood. Ellipsis is common especially in speech, but it should be avoided if the meaning changes into ambiguity meaning.

(Norgaard et al., 2010) said that ellipsis is a part of cohesion in a text. The example of ellipsis is *The children will carry the small boxes. The adults the large ones.* 'will carry' is missing in second sentence. It is omitted because people will understand that the large ones in there refers to the boxes so that the adult will carry the large boxes.

2.4.4 Incomplete Sentences

Incomplete sentences are also often found in many advertisements. A simple complete sentence consists of subject and a verb. However, in advertisements, sometimes a subject (a noun) is missing or a verb is missing in order to emphasize the point and to save some spaces (Purba, 2013).

The example of incomplete sentence on advertisement is *Capturing your beautiful moments.*

2.4.5 Long-Noun Phrase

Noun phrase is a term that can be found in grammar because it refers a structure which has head that consists of noun or pronoun, with or without a

modifier. There are also noun phrases that consist of more than one noun rather than adjective; this type of noun phrases can be called as heavy nominal group or it can be simply called as long-noun phrase. This heavy nominal group can be found usually in newspaper headline.

The modifier of a noun as has been stated above can be adjective or more than one noun. In English, adjective that comes before a noun can be in this order: opinion-size-age-shape-colour-origin-materia-purpose and then followed by noun. For example *I have a lovely little old rectangular green French silver whittling knife.*

2.4.6 Short Sentence

Advertisements usually don't last for a long time and that's why the language in the advertisements should make a longstanding effect to the readers. In magazine, the readers usually just glance once on an advertisements and a short sentence that makes an impact to the readers is needed. The function of the short sentence in here is to attract the readers' attention (Purba, 2013).

Short sentence contains subject and verb. Sometimes short sentence has a modifier or direct object too but it has one subject and one verb only. Example of short sentence is *The old man sunbathed.* The sentence has *The old man* as a subject and *sunbathed* as a verb. If that sentence is modified into *The old man sunbathed in his yard* it can also be called as short sentence. What makes it different is the object *in his yard* but the object doesn't contain any other subject or verb.

2.4.7 The Use of Imperative

Imperative is a kind of sentence that has commands and directives which have more broader scopes such as orders (e.g: *Stop!*), requests (e.g: *Kindly refrain from smokin*), and instructions (e.g: *Check that the wiring is correct*) (Wales, 2014). This type of sentence usually begins with verb, like *Go away!*. The subject of this sentence is assumed as second person pronound, *you*.

In the magazine's advertisements, imperative is used to make the readers buy the products that are being advertised.

2.4.8 The Use of Present Tense

As has been already known, present tense is a tense that is commonly used. In advertisement, the use of present tense leaves a good impact because it gives such a real sense to the readers or the consumers. When using present tense, the products and information that are being advertised can create the effect that the advertisement is true and attract the readers to buy the product or use the service (Purba, 2013).

Because of those effects, present tense is largely used in advertisement. It can be seen in any kind of advertisement.

2.4.9 Simple and Colloquial Language

Colloquial language is a language that is used in human's daily life and it is usually used in informal language. Colloquial language and vocabularies used by the speakers may last longer than vocabularies in slang because colloquial language usually is not for a specific group. Colloquial language can be found in

advertisements too because it is simple and the language is easy to understand. Moreover, a simple language can attract the readers easily.

Even colloquial language is a language that is used by human in the daily life, colloquial language can not be equated with slang. Slang is usually used in human's daily life too but there is something that differentiates colloquial and slang. Slang is usually used by teenagers or other specific groups in a specific places or area while colloquial language is used by people in their daily speech and the words that are used are known by a larger people, not only in a specific group.

2.4.10 Syntactic Parallelism

Parallelism is common in phrases or clauses. It is a repetition of the same structural pattern and there is a connection between the units in term of meaning. (Wales, 2014) stated that alliteration and the pattern of the sounds make parallelism more prominent such as the pattern of the sounds in a poem and others. Parallelism can attract the readers' attention too and it can be found in some advertisements.

2.5 Advertisement

Advertisement has important role in human's life, especially human's economic. As Baba (2012) said, advertisement is a form that is used to maximize company's profit by persuading the readers to buy the product. Because of the purpose of advertisement is to persuade the readers, the language on advertisement must be selected carefully.

2.5.1 Definition of Advertisement

The word advertisement comes from Latin word 'advetere' which means 'to turn towards' and this meaning is suitable for the purpose of an advertisement that wants to attract readers' attention to see it again and buy the product (Goddard, 2001). Advertisement is a form of communication that is used to increase a company's profit by persuading the readers to buy their product (Baba, 2012). Advertisements, or often shortened as ads, contain pictures and sentences because the purpose of it is to attract the readers' attention to buy the product or to use the service. The pictures or several things that similar to them like icons and doodles are made as attractive as they could to captures someone's attention easily. Moreover, the reason of using pictures is because humans' brains are attracted to things that have colours easily. Another feature in advertisement is text; it is usually in a form of phrases only, or short sentence.

Furthermore, there is a reason why advertisements contain texts on it. As stated by (Evangeline & Fomukong, 2016), language, whether it is in a written form or non-written form has a power to affect people's thoughts and actions. Because language itself is not rigid and can develop from time to time to suit human's life and can be used in different situations. However, the texts that are shown in advertisements must have the answer of these three things: 1) What is being advertised? This question leads to the product or the idea that are being advertised; 2) Who is being addressed? The second question discusses about the people that are targetted for the advertisement. Is this advertisement addressed for children, or for adults? For women or for men?; (Goddard, 2001) and the last is 3)

The message, so that the purpose of the advertisement can be achieved by people buy the products or use the service.

Meanwhile, the act to make products and service known to the public is called advertising. Advertising, as defined by Robert (2012) is the promotion that focuses on the message and the description of the product in the likelihood that people will buy it.

In addition, (Njemanze et al., 2015) stated that advertisements contain information; it gives the reader some important information about a product and persuades them to buy the product too.

Another definition of advertisement is by (Frolova, 2014) who said that advertisement is a form of communication that is implemented in a certain way through the media in order to familiarize a product or service to large audience of consumers and it is usually paid and non-personalized too. Advertisement is targeted to a large number of consumers and this is called as non-personal salesmanship.

In short, advertisements are media where the advertisers put their product or the service in there in order to persuade the readers to buy or use their product.

2.5.2 Type of Advertisement

In this part, type of advertisement will be explained. These types are based on Swastha (1984, p. 249) and Asri (1986) theories.

A. Product Advertising

In product advertising, the advertisement describes and explains about the product that is offered. This type of advertisement can be divided into two:

a) Primary Demand Advertising

This kind of product advertising is an advertising that contains the explanation and the description of a product without mentioning the specific brand. This usually used by joint businessman or trade association. Example: *susu kental manis lebih sehat*.

b) Selective Demand Advertising

This kind of advertising is almost the same as primary demand advertising. The thing that differentiates them is in selective demand advertising, the brand of the product is mentioned in an advertisement. Example: *Susu kental manis Indomilk lebih sehat*

B. Institutional Advertising

Also known as corporate-image advertising, this type of advertising has a purpose to create a sympathy to the sellers and to create a goodwill to a company.

a) Patronage Institutional Advertising

This type of advertisement explains about a motive to a seller; not to buy a specific product. For example, announcement about the change of store's opening hours or a time delivery of a package.

b) Public Relations Institutional Advertising

As the name suggest, this type of advertising focuses on advertisement that contains a better understanding between a company and its employees, the owner, or the society. For instance, a company stated that they will reduce the amount of air pollution from their factory.

c) Public Service Institutional Advertising

For this type, the advertisement helps people to choose a product so that their safety is maintain. One of the examples is an advertisement that helps people to choose a right motorcycle for transportation.

C. National, Regional, and Local Advertising

Based on the name, this type of advertising is categorized from the geographical area. National advertising has a target to national market and is usually sponsored nationally by a producer. Regional advertising, however, is only advertised in limited area of a country. Local advertising, also can be said as retail advertising, is targetted in local market only.

D. Advertising Market

This type depends on the kind or a character of a market. Whether an advertisement is targetted to the consumers, the trades, or to the industries.

2.5.3 The Function and The Purpose of Advertisement

The most important purpose of advertisement is to sell or a product or to upgrade the number of the selling of a product or a service. Another purpose is to communicate to the society effectively. Beside those two purposes, here are other purposes of advertisement according to (Baba, 2012):

1. To improve the sales.
2. To communicate with consumers, for example, giving information about the product or new product.
3. To keep the relationship with the consumers so that the loyalty from the consumers aren't interrupted.

As has been elaborated above, the function of advertisements is to persuade the reader to buy a product or use a service. In another word, every advertisement will make any effort so that their products or service look attractive to the readers. The efforts to make an attractive advertisement might come from the picture, the packaging of the product, and obviously, the language that is used. According to Swastha (1984, p. 246), advertisement has five functions. They are: 1) to give the information; 2) to persuade or affect the readers; 3) to create a good impression; 4) to satisfy the desires; and the last is 5) as a communication tool.

A. To Give The Information

Advertisements can give the information about the product or the service that is being advertised. The information are like the price, the description of the product, the benefits if the customer buy it, or where or how to get the prouct. But to conclude, the information in here means the seller give the information or tell the readers about their product and the buyers will look through the advertisements to find the product or the service that is needed.

B. To Persuade or To Affect

Advertisements are often to not only contain the information about a product or a service, but it often includes the persuasion so that the readers will be interested to buy it. Advertisements mostly affect the readers by saying something that makes their product is better than any other product. In addition, people will usually compare two products that are similar. This makes advertisements will work hard to make their product is standout than its rival.

Sometimes, there are advertisements that are criticized by the consumers because they feel that the advertisement is making fun of them. This kind of advertisements leaves a bad impression in society. In contrast, there are advertisements that persuade the readers to do positive things such as to eat a healthy food, to stop smoking, to plan a birth and others.

C. To Create a Good Impression or Image

Besides using of a language to persuade the readers and leave a good image, there are several things that the advertisers do to make their advertisements have a good impression. The advertisers will use the layout of their advertisements creatively. This can be by using eye-catching colours, illustrations, shapes, and others. Those can make the advertisements look attractive and standout. This part is also important to differentiate the product that is being advertised with other similar products. The advertisers want to show that their products are better than other similar products.

D. To Satisfy The Desires

In choosing the products that the consumers want to buy, sometimes people want to be told first. Things that are told, for instance, are the information about the product, the description, and other. Also, sometimes people want to be persuaded to do positive things like to help poor people, to keep their health, or to have a better education. From the explanation, advertisements can be used to achieve the purpose, and the purpose is the exchange that can fulfill the desire of the sellers and the consumers.

E. As A Communication Tool

Advertisements are needed not only by sellers but those are needed by the consumers. Even people don't need to buy product, an advertisement is needed to find information about another thing. People might need to look for a job or for missing things. Those things can be found in an advertisement.

2.6 Definitions of Analysis

The title of this research is about "an analysis", so before the researcher comes to other definitions, it is better to know what does analysis mean in this research. Analysis deals with examination in a systematic and specific way and it examines components which belong to something that being investigated so that a clear elaboration can be gotten. Because analysis often relates to research, so analysis also deals with the data and its evaluation. Because analysis examines and evaluates the data so that the relationships between the components can be uncovered (Steven, 2009 p. 12).

Moreover, Hornby (2006, p. 23) also added that an analysis is a detailed examination of the elements or structure of something: statistical analysis. Analysis of popular culture is the process of separating something into its constituent elements.

Analysis, as stated by Rosett (2010 p. 7), also has a purpose and its purpose is to overcome the problem by finding out the causes and the solutions optimally. This means that analysis has a purpose to solve the problem and the problem itself has a corporation. Based on Rosett's statement, it can also be concluded that in solving a problem, seeking opinions, the actual things or facts can also be done.

An analysis also deals with the process of examining something that relates into psychology, such as someone's feelings, behaviours, emotional, and mental problems. This is supported by Macmillan Dictionary (2010, p. 27) which says that an analysis is a process of examining something in detail in order to understand it or explain it. It can be seen that the process is not only about analyzing something in the surface but also dig deeper to the problems' details; this includes someone's thoughts, feelings, and the behaviours.

Another concept of analysis is also added by Darwin (2009, p. 45) who says that analysis defines the structure of a problem and breaks it into the simpler elements. Based on this definition, analysis separates the structure of a problem into a smaller and simpler elements in order to get a better explanation of the problem itself.

Based on the definitions that have been written above, it can be concluded that analysis: 1) is an examination process of the elements and the structure of a problem; 2) is a process that requires an evaluation of data by breaking the relationship between its components; 3) is a process to get a better explanation by breaking the elements and dig deeper into its elements.

2.7 Relevance Studies

In this part, the researcher will list and explain several studies that are relevant to this research. The first one is a research that conducted by Seino Evangeline Agwa Fomukong in 2016 with the title "Stylistic Analysis in Advertising Discourse: A Case of Dangote Cement Advertisement in Bamenda-Cameroon". She analyzed stylistic on advertisements of Dangote Cement on

billboards on Bamenda, North West Region, Cameroon. She analyzed the advertisements in term of the structural and the meaning of the advertisements. The advertisements were analyzed about what is communicated in the advertisements, the meaning, and the interpretation. Textual Conceptual Functions by Jeffries (2016) was used in the study by using the analysis system in the following apparatus: prioritisation, implying and assumption, listing, naming, and description. Based on the analysis, the language that is used in the Dangote Cement advertisement uses catchy phrases like “3X, More and Less”. 3X is the abbreviation of “xtra Strong, xtra Life, and xtra Yield”. Moreover, the language in this advertisement also carries the positivity so that the advertisement can make the readers go for Dangote Cement.

The second one is the research that was conducted by Titin Ardilla in 2013. The title is “Stylistic Analysis on Magazine Advertisement”. She analyzed the advertisements in two English magazine, Inclover and Epicure which are also sold in Indonesia. The advertisements were analyzed through the syntactical features and the meaning of the phrases and the sentences. This research uses descriptive qualitative as the research method. The results showed that the advertisements used some syntactical features such as present tense, association, long-noun phrases and others.

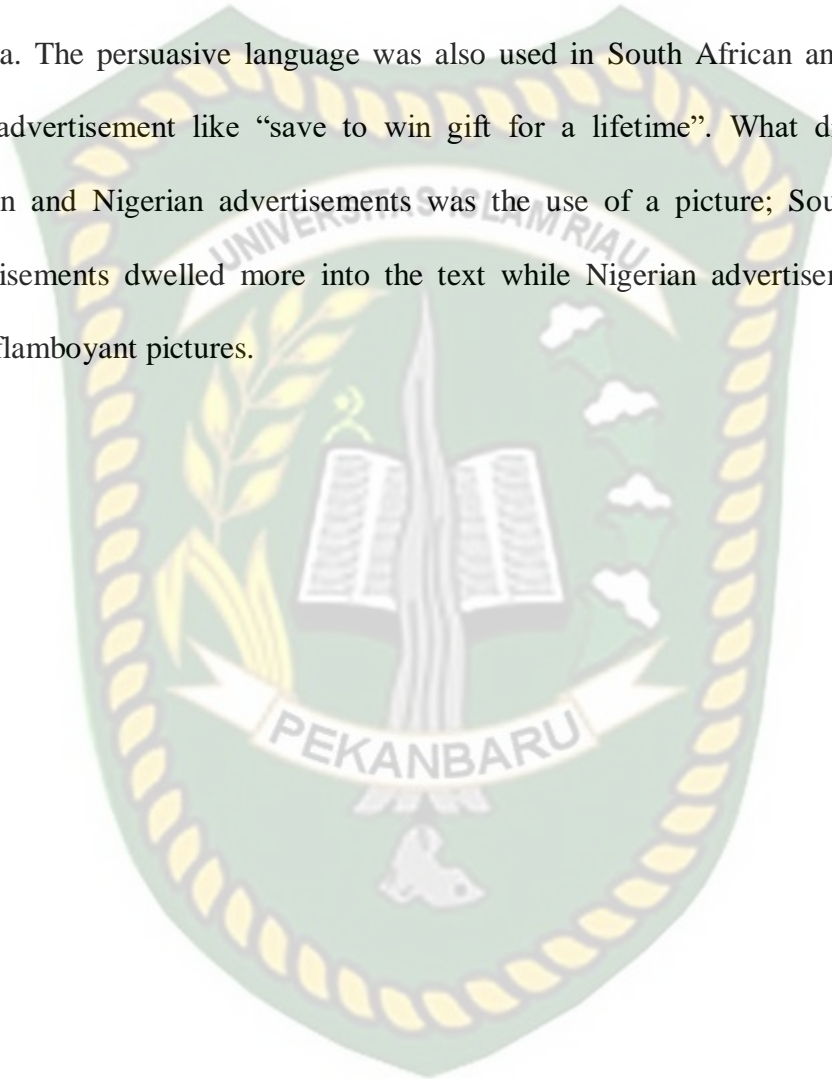
The third one is a research with the title “The Analysis of Language Style in Headline of English Magazine’s Advertisement”. This research was conducted by Baeza Hapsah in 2008. There are fifteen advertisements that were analyzed and those were taken from different magazine and different edition like Cleo magazine

in edition of September 2007, Cosmopolitan magazine in April 2005, and Vogue magazine in July 2006. The element that was being the objective of Hapsah's research was figurative language style in headline of the advertisements. The finding showed that personification appears five times, alliteration appears four times, assonance and hyperbole appear twice, and ellipsis and simile appear one in fifteen advertisements.

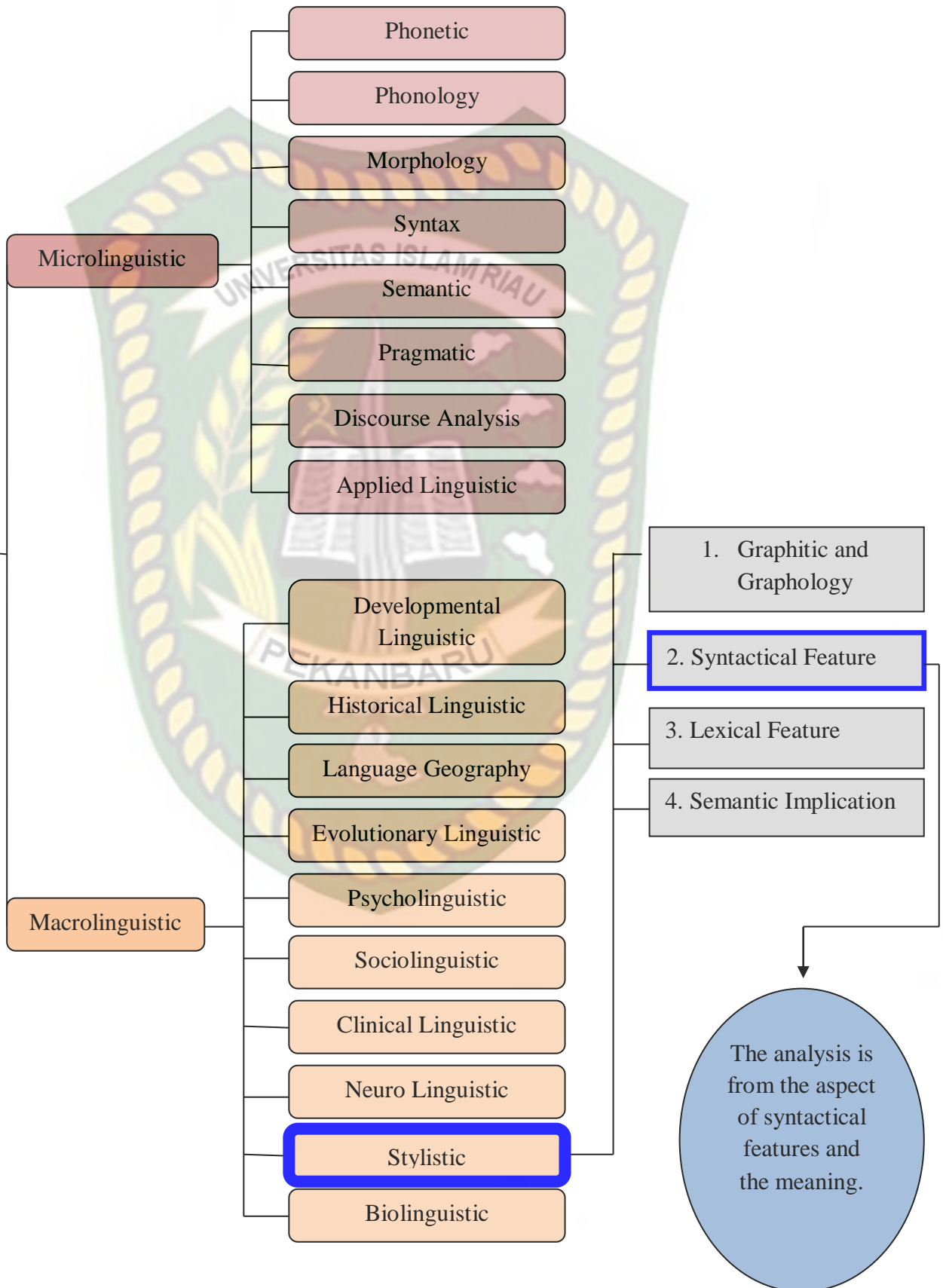
The fourth one is a research that was conducted in 2009 by Min Li. Min Li analyzed the stylistic of Atkins Chocolate Chip Granola Bar in a magazine. Li analyzed the advertisement from the aspects of linguistic description such as graphological style markers, syntactic style markers, lexical style markers, and semantic style markers. The textual markers (like the layout) and the contextual analysis (medium of communication) were also analyzed. From the analysis, it can be found that the advertisement of Atkins Chocolate Chip Granola Bar used eye-catching phrases, bright pictures, and affirmative adjectives so that it can describe the product well. By using such linguistic descriptions, the advertisement can be a medium for a producer to attract the readers to buy Atkins Chocolate Chip Granola Bar.

The last one is a research that was conducted by G.T Agbede and R. Makombe in 2017. They analyzed bank advertisements in South Africa and Nigeria. The main focuses of this research were to analyze how bank advertisements communicate their meaning to the readers and stylistic elements that exist in it. There were six advertisements in total, with three advertisements of South African bank and the other three are Nigerian bank. From the analysis,

the stylistic aspects of both South African and Nigerian bank have some similarities. Lexico-semantics graphological, grammatical and phonological devices could be found in advertisements in both places, South Africa and Nigeria. The persuasive language was also used in South African and Nigerian bank advertisement like “save to win gift for a lifetime”. What differ South African and Nigerian advertisements was the use of a picture; South African advertisements dwelled more into the text while Nigerian advertisements used more flamboyant pictures.



2.8 Conceptual Framework



CHAPTER III

DATA ANALYSIS

3.1 Data Presentation

This chapter presents the findings about the research questions in the first chapter. The findings explain about syntactical feature in advertisements that has been analyzed. The researcher classified the sentences and the phrases that can be found in advertisements. Then, the researcher analyzed the syntactical features; they are ambiguity, association, ellipsis, incomplete sentence, long-noun phrase, simple and colloquial language, syntactic parallelism, the use of imperative and the use of present tense. After that, the researcher analyzed the syntactical feature and the researcher explained the syntactical features and the meaning related to it as well.

3.2 Data Analysis

The researcher used Wales' theory and Purba's theory to find the answer of the question. The finding of data analysis is used to answer the research question in the first chapter. It aims to find the syntactical features that are used in advertisements. This research analyzed twenty eight advertisements in total from two magazines.

3.2.1 Long-Noun Phrase

Data 1



Sometimes a noun can be followed not only by adjective, but also by a noun or more than one noun. It is called as long-noun phrase. In data 1, long-noun phrases that can be found are *Double Wear Makeup*, *24-hour staying power*, *Flawless straight out of the bottle*, *natural matte finish*, and *24-hour wear*.

Double is adjective, *wear* is a noun, and *makeup* is a noun. The second one, *24-hour* is a noun, *staying* is also a noun, and *power* is a noun. The third one, *flawless* is adjective, *straight* in there is adverb, *out* is also adverb, *of* is a preposition, *the* is a particle, and *bottle* is a noun. The fourth one, *natural* is adjective, *matte* is adjective, and *finish* is noun. The last but not least, *24-hour wear* and they are nouns. Long noun phrases are added to the advertisement to make the product stands out even more.

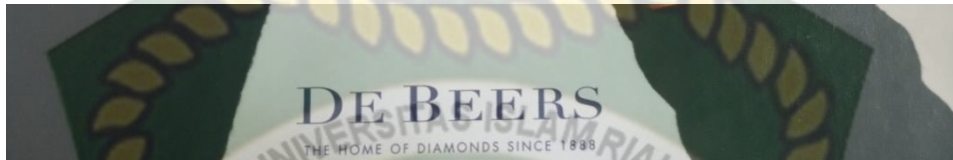
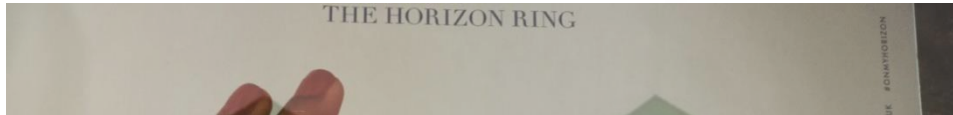
Data 6



There are five long-noun phrases that can be found in data 6. They are *The New J12*, *New self-winding manufacture movement*, *highly resistant ceramic watch*, *Swiss made* and *5-year warranty*. There is no verb found in the five texts; only noun that is preceded by either adjective, noun, or more than one noun. That is why they are long-noun phrases.

The first one, *The New J12*, refers to the name of Chanel's watch. The first phrase consists of article *The*, adjective *New* and *J12* as a noun. The second one, *New self-winding manufacture movement* means that the watch is manufactured so that it can have self-winding movement automatically. The second phrase has as the head of the phrase and it is preceded by the modifiers. The word *automatic* in the watch also explains about the movement. The third one, *Highly resistant ceramic watch* means that the watch is made of ceramic and has a great quality since it is also high resistant. The third phrase has *highly* as adverb, *resistant* as adjective, and *ceramic* and *watch* as noun. The fourth one, *Swiss made*, explains that the watch is made in Swiss. The last one, *5-year warranty*, describes that besides all of the qualities offered by the watch, the consumers will also get a warranty for five years if they buy the watch just in case if something happened with the watch.

Data 7



It can be seen that there is a phrase *The Horizon Ring* at the bottom of the advertisement. *The* is a particle in the phrase. *Horizon* is the noun and *ring* is also a noun. It means *ring* is preceded by another noun and that's why it is a long-noun phrase. *The Horizon Ring* is a name of brand new ring by the brand De Beers, a jewelry brand.

The second phrase is *The Home of Diamonds since 1888*. *The* is the particle, *home* is a noun, *of* is a preposition, *diamonds* is a noun, *since* is conjunction and *1888* is a noun. The second phrase is long-noun phrase too.

Data 9



There is a long-noun phrase that can be found in data 9. It is *Sparkling Soiree*. *Sparkling* is an adjective and it is followed by a noun, *Soiree*. In term of meaning, sparkling soiree means a fun and happy gathering party. Since soiree itself relates to the private party, the bag that is being advertised have pearls, crystals, and metallics on it. That's why the word *sparkling* is used, to represent the bag.

Data 10



In advertisement above, there is one long-noun phrase that can be found. It is *Cartier Women's Initiative*. *Cartier Women* is a noun and *initiative* is adjective. It's the name of the event held by the brand, Cartier.

Data 11



There is one long-noun phrase that can be found in data 11. It is *timeless elegance in Milan's most fashionable neighbourhood*. It is an advertisement of Four Seasons Hotel in Milan. The purpose of the phrase is to attract the readers to stay in their hotel. The hotel is located in a famous neighbourhood which is a centre of Milan's Fashion District. That's why it is *most fashionable neighbourhood*. Four Seasons Hotel's building is also a 15th-century convent that was turned into sophisticated garden retreat. It is the origin of *timeless elegance*, the elegance of 15th-century still can be experienced by the people who stay there.

In term of syntactical, *timeless* is a noun, *elegance* is a noun too, *in* is preposition, *Milan* is a noun, *most fashionable* is adjective, and *neighbourhood* is a noun.

Data 12

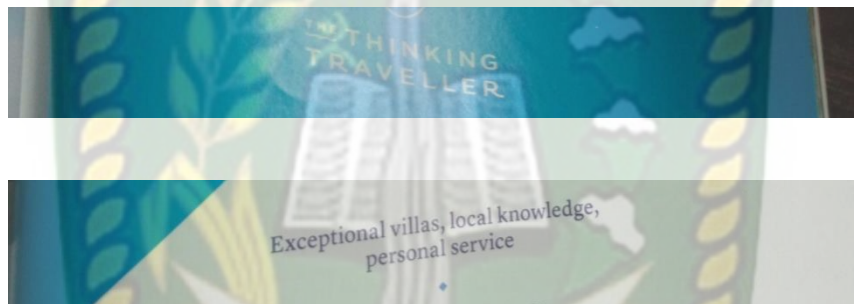


There are four long-noun phrases in data 12. They are 1) *Next month, free with Harper's Bazaar*, 2) *Gift worth 11*, 3) *Free Lixirskin Universal Emulsion only with the October issue*, and 4) *on sale 5 September*.

The first one, *next* is adverb, *month* is a noun, *free* is adjective, *with* is preposition, and *Harper's Bazaar* is a noun. This phrase means that there will be a free gift if someone buys the magazine in October issue. The second one, *gift* is a noun, *worth* is an adjective, and *11* is a noun. It means that even the gift is free,

actually the price is 11 and by buy the magazine, the readers will get it freely. The third one, *free* is adjective, and *Lixirskin Universal Emulsion* is a noun. This means that the gift is a Lixirskin Universal Emulsion (a moisturiser) that comes for free only in one issue, the October issue. The last one, *on* is a preposition, *sale* is a noun, and *5 September* is a noun. The last phrase means that the October issue and the gift can be bought starting from 5 September.

Data 14



There are two long-noun phrases that can be found in data 14. The first one is *The Thinking Traveller* and the second one is *Exceptional villas, local knowledge, personal service*. The first phrase is the name of villa rental company. *The* in there is a particle, *Thinking* is adjective and *Traveller* is a noun. For the second phrase, *exceptional* is adjective and *villas* is a noun. So, it means that The Thinking Traveller offers luxurious and exquisite villas to rent and are available exclusively through them. *Local* in there is adjective and *knowledge* is a noun. *Local knowledge* means that the staffs that work there stay at their villas and explore the destinations that are offered by the villas with the local teams and the staffs have unparalleled knowledge and infinite resourcefulness. Then, *personal* is adjective and *service* is a noun. If the readers look at their website, *personal service* means

that there is a passionate specialists work in the specific field so that the holiday experience will be success.

Data 15



Beach + Beyond, Family Adventures, Luxury by Design, Luxury Ski, Luxury Cruise are long-noun phrases in data 15. All of them are the offers in Elegant Resorts that are all over the world, from Dubai to South Africa. That's why they offer beach and its beauty, adventures for family so that every family members can enjoy, ski, cruise, spa, and even dive. All of the offers are meant to attract the readers to enjoy their holiday in Elegant Resorts not only in Europe, but all over the world.

Data 17



Long-Noun Phrase in data 17 is only on the name of hotel that is being advertised. It is *Country Living Hotels*. The name country living means that the hotel offers discovering Britain in new and interesting ways because they offer

cultural and natural wonders and many of their hotels are in countrysides with exceptional and beautiful scenery.

Data 18



One long-noun phrase can be found in data 18. It is *vegan friendly*. Vegan friendly means that Dr. Pawpaw’s lip balms and tinted lip balms are made of plants extracts. In this case, they are made of pawpaw, a large, yellowish-green to brown fruit from eastern United States and Canada. Vegan means that a person who doesn’t eat or use animal products. Vegans only use or eat plant-based products. So, this product can be used by vegan people too. This advertisement even attracts larger readers who are vegan to buy and use their lip products.

Data 20



Data 20 is from the same brand as data 1, Estée Lauder. They even advertise the same beauty product but with a different formula. If data 1 advertises matte and long-wearing foundation, this data advertises the foundation that is infused with skin care extracts. The brand wants to provide another products, since in beauty, not all of the people have the same skin type. There are people who have normal skin, oily skin, dry skin, sensitive skin, and others. So this brands advertises their product which will give comfort and beauty on the wearers' skin. Here are long-noun phrases that can be found:

1. *Flawless makeup with powerful skin-loving benefits.* Flawless in there is adjective. It's followed by a noun, makeup. Then, there is a preposition, with. Powerful is adjective too. Skin-loving is also adjective and benefits is a noun. This phrase explains that the Futurist Hydra Rescue Moisturizing Foundation is a foundation that can cover imperfections on skin such as redness, dark spot and others but still gives the skin vitamins and skin care because there are many skin care extracts infused in it.

2. *New Futurist Hydra Rescue*. It's the name of the foundation. *Rescue* is the head, and the other words are modifier.
3. *Moisturizing Makeup SPF 45*. Moisturizing in there is adjective that later followed by makeup as a noun and SPF 45 as a noun too. This phrase tells that the product is even it is a makeup, it still has a skin care quality in it because it moisturizes the skin. Moreover, this foundation is packed with SPF 45 that can help to prevent the sun light since the sun light is not good for skin.
4. *Full coverage, breathable, good-for-skin, makeup with a 12-hour radiant glow*. Phrase number 4 gives explanation about the advantages of wearing this foundation. Someone who wears this will get a perfect skin (the foundation covers the imperfections on the skin). The foundation also doesn't feel tight on the skin. The ingredients infused in the foundation is good for skin. Because of the ingredients, the foundation gives a beautiful and natural glow to the skin for 12 hours.
5. *Coverage + Care*. This means that the product will give beautiful coverage on the skin while still keeps the hydration in it.

So, basically, all of these phrases not only explain about the products. It tells the superiorities of the product and what advantages will be gotten by the buyers. These are the way to attract the readers to buy the product.

Data 22

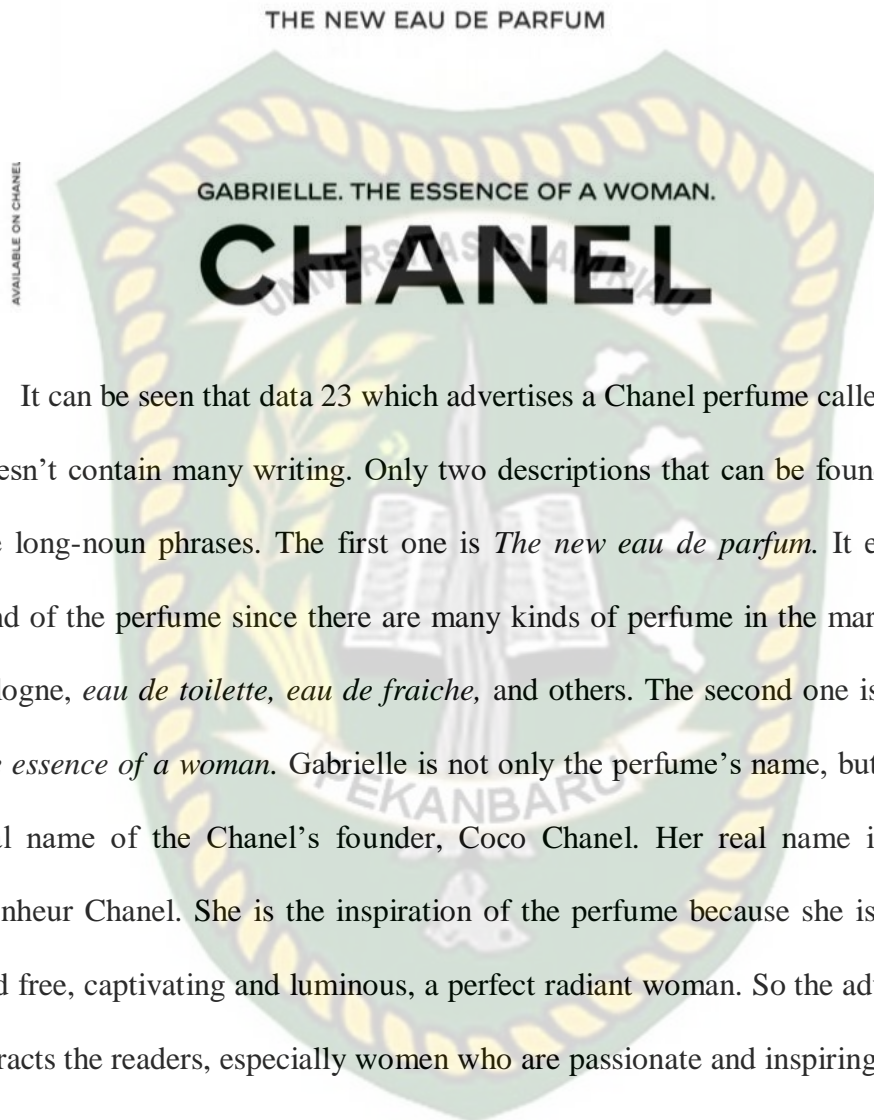


TIFFANY & Co.

A LEADER IN DIAMOND TRACEABILITY

Two long-noun phrases can be found in this diamond advertisement. The first one is *New Beginnings* and the second one is *A Leader in Diamond Traceability*. *New Beginnings* is consisting of adjective and noun. Then, *A* is article, *leader* is noun, *in* is preposition, *diamond* is a noun and *traceability* is a noun as well. The first phrase means that every person that is new to own a diamond or want to own one, can come to the Tiffany & Co. A brand and a house of diamond jewelry. Buying a diamond, as many people said, can be the best investment. That's why it leads into a short sentence below *New Beginnings* which is *Long term investments are our speciality* that will be discussed later. In short, Tiffany & Co favored that their brand is the best for diamond buyers. The second phrase is *A leading in diamond traceability*. Owning a diamond is precious. That's why Tiffany & Co offers the first-time-buyers to come to their brand because they know the original diamond and the workers are professional on it.

Data 23



It can be seen that data 23 which advertises a Chanel perfume called Gabrielle doesn't contain many writing. Only two descriptions that can be found, and both are long-noun phrases. The first one is *The new eau de parfum*. It explains the kind of the perfume since there are many kinds of perfume in the market such as cologne, *eau de toilette*, *eau de fraiche*, and others. The second one is *Gabrielle, the essence of a woman*. Gabrielle is not only the perfume's name, but it is also a real name of the Chanel's founder, Coco Chanel. Her real name is Gabrielle Bonheur Chanel. She is the inspiration of the perfume because she is passionate and free, captivating and luminous, a perfect radiant woman. So the advertisement attracts the readers, especially women who are passionate and inspiring to buy this perfume.

Data 25

Perpustakaan Universitas Islam Riau

Dokumen ini adalah Arsip Miik :



CLARINS
PARIS

Crème Rose Lumière
Multi-Intensive - Toutes peaux
Rose Radiance Cream
Super Restorative - All skin types

CLARINS +
The Clarins art of formulation: New Rose Radiance Cream combines 7 plant extracts to revive skin's youth and radiance.

THREE ACTIVE INGREDIENTS FOR A UNIQUE GLOW
Enriched with hibiscus sabbadani flower acids to gently exfoliate and smooth. Organic nerungana extract to replenish and next-generation pearls to instantly illuminate.

**Super Restorative
Rose Radiance Cream**
Smooth. Replenish. Illuminate.

Replenishing skin care with the latest Clarins innovation: a combination of active ingredients that boost your skin's youthful radiance.

After regular use, 80% of women found skin visibly smoothed, 86% felt skin was intensely nourished and 88% saw revived radiance.

A SUBLIME TEXTURE
Fresh, easily-absorbed texture envelops skin in comfort and leaves it immediately more luminous.

CLARINS.COM
*Satisfaction test, 105 women, 28 days.

It's all about you. **CLARINS**

In data 25, some long-noun phrases are found:

1. *Three active ingredients for a unique glow.* This phrase means that besides seven ingredients for revive skin's youth and radiance, three of them give a unique glow to the skin.
2. *Organic harungana extract to replenish and next-generation pearls to instantly illuminate.* Same as the first phrase, this phrase explains two ingredients and the effect of those on the skin.
3. *A sublime texture.* This phrase contains article, adjective and a noun. This one explains the texture of the cream.
4. *Super Restorative Rose Radiance Cream.* The fourth phrase is the name of the new Clarin's cream. *Cream* is the head and the other words are the modifiers.
5. *Satisfaction test, 105 women, 28 days.* The last phrase tells that the new Clarin's cream is already tested to total 105 women. They feel the effects written in the advertisement. They have been tested the cream for 28 days. The day is written to attract the readers more because if the satisfaction test is only done for a couple days or a week, the effect of the cream will not appear yet. So, it is more convincing.

Data 26



Member of Marriot Bonvoy is the long-noun phrase in data 26. *Member* in there is a noun, *of* is preposition, and *Marriot Bonvoy* is a noun as well. This means that Parklane Resort & Spa is a part of Marriot Bonvoy, the biggest hotel loyalty programme in the world. By joining Marriot Bonvoy, any hotels are must be luxurious and are recognized to have good service quality. This can attract the readers easily.

Data 27



Data 27 is a jewelry advertisement. It shows one of the collections of the brand called Frivole collection. This collection, as the image shows, is a pendant collection with clip, the kind of gold used is also yellow gold, not rose gold or

white gold. This collection also has diamonds that decorate the pendant. That's why the phrase is *Frivole collection Clip pendant, yellow gold and diamonds*.

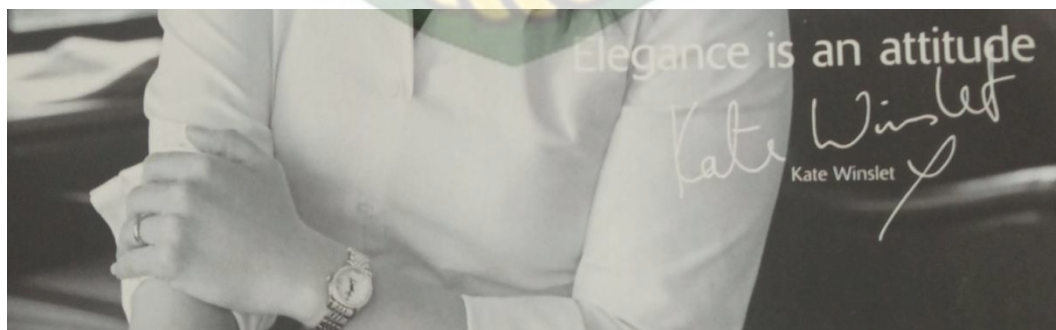
3.2.2 Short Sentence and The Use of Present Tense

Data 4



Short sentence is a sentence that consists of subject and a verb. Short sentence is often used in advertisement because it is simple, yet the meaning can be understood easily. Moreover, long and complex sentence makes the readers lazy to read the description of an advertisement. In data 4, *Genius* is the subject of the sentence, and *is born* is the verb and *crazy* is the adjective modifier as an object.

Data 5



In this advertisement, there is one simple sentence. The sentence is *Elegance is attitude*. In short sentence, there are subject and predicate that make it a

sentence. The subject of this sentence is *Elegance and* the predicate of the sentence is *is an attitude*. As has been explained in chapter two, the usage of short sentence on advertisement is often because it is simple yet can attract the readers' attention to read the sentence. In addition, using short sentence is more effective since people will be bored if they read something that is too long. So, the usage of short sentence is powerful. This advertisement is about a watch for women. The design of the watch is made as elegant as possible because women usually like to wear something that makes them look elegant. The sentence used the word *elegance* too so that it can describe the product and persuade women to buy the watch in order to look elegant. This type of sentence is a present tense sentence as it can be seen that it uses *is* which is a to be of present tense of a noun *elegance*.

Data 6

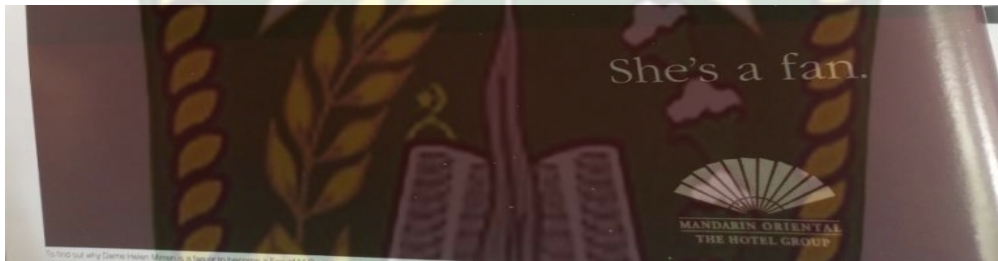


Short sentence that can be found in data 6 is *It's all about seconds*. As has been elaborated above, short sentence consists of subject and predicate. The subject in the sentence is *it* and the verb is *is*. *All about seconds* acts as object.

In term of meaning, semantically, *seconds* in there refers to every single second (time) that is spent by women (because this watch is for women) is important. There is a website in the advertisement so that the readers can read

more about Chanel The New J12 watch. The meaning of *seconds*, if the readers know the background of the watch is when women cross the street, meet someone new or change the course of their destiny, each of it is a story of decisive seconds for women's life. The ads implies that it's important for the women to buy the right watch (Chanel's watch) for every second of their life.

Data 8



Short sentence is often used on advertisements because it is simple and can attract the readers. Moreover, it is meaningful and effective to attract the readers to buy a product or use the service that is being advertised. The formula of present tense is S+V1(s/es)+O or S+to be(is/am/are)+complement. *She's a fan* or it can be written as *She is a fan* is a short sentence that has a subject, *she*, and the predicate *is a fan* (*is* is a verb of the sentence). The advertisement shows a woman who is an actress named Helen Mirren. At the bottom right of the advertisement, below the short sentence, there is a fan too. So, if the meaning is analyzed, it can attract the readers, because *fan* in there means that Helen is a fan of the Mandarin Oriental hotel and the hotel symbol is a fan (a tool that is used for cooling the person who holds it by causing the air to move). Native speakers will understand about the meaning of the word 'fan' and it can attract the readers' attention easily.

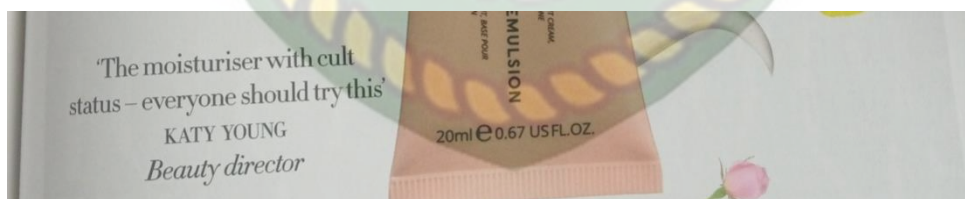
Data 9



Cascading crystals and mesmerising metallics make for a magical night... is a short sentence that can be found in data 9. *Cascading crystals and mesmerising metallics* performs as long-noun phrase in the sentence. It is followed by verb *make* and object *a magical night*.

In term of meaning, the crystals and pearls and the metallics that are designed beautifully on the bag by the designer can boost the wearer's confidence in the private gathering party.

Data 12



Only one short sentence that can be found in data 12. It is *The moisturiser with cult status—everyone should try this*. This sentence consists of long-noun phrase *The moisturiser with cult status—everyone*, followed by auxiliary *should* and verb *try*, then an object *this*. This short sentence, which is a review by beauty director, really suggests the reader to try the moisturiser because it has *cult status*,

means that the moisturiser is loved by many people. *This* in there refers to the Lixirskin Universal Emulsion.

Data 13



There are six short sentences that can be found in data 13 and they are using simple present too:

1. *From Bentley to Wedgewood, Britain's luxury brands are the greatest in the world.*
2. *They are worth £32 billion to the UK economy.*
3. *They are a leading creator of jobs.*
4. *Two thirds of them manufacture in the UK.*
5. *Nearly 80% of what they produce is for export.*

6. *Walpole is the official body for British luxury.*

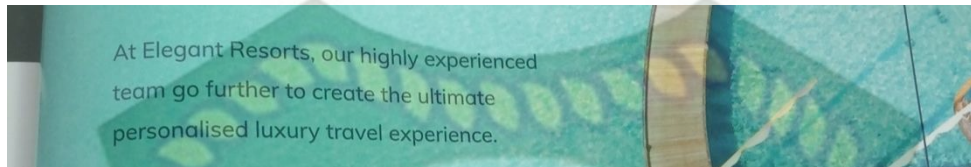
Walpole is a sector body that promotes more than 250 luxurious British brands to the world. With that total numbers, the participants or the brands that join the Walpole community can get great advantages because the connectivity with other brands and events.

The first short sentence indicates that the scope of Walpole is very far and various. *Bentley* in *From Bentley to Wedgewood*, is a brand of luxury cars in England. Meanwhile, *Wedgewood* in there is a luxurious brand of glassware such as plates, teapot set, candle holders and others. It can be seen that the luxurious brands that join the Walpole not only range from fashion and transportation, but household appliances too. The word *greatest* in there also emphasizes how good the Walpole is in every field.

The second sentence means that the luxury brands' profit in the Walpole contributes much to the UK economy; it contributes about £32 billion. It is very beneficial for the brand that join the Walpole community. The second sentence is also written in advertisement 13 to attract people to join the Walpole.

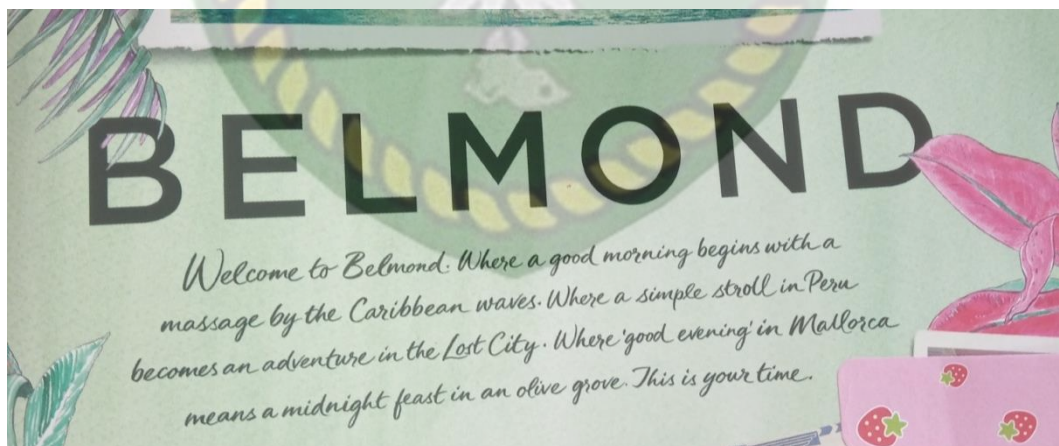
The third sentence explains about the brands that don't only contributes to the UK economy, they also provide employment to other people. The fourth sentence means that two thirds of the total of the brands manufacture in the UK. It explains that another brands that aren't from UK have a chance to join the Walpole too. The last sentence which contains *official body* means that the Walpole is an official department in the UK and it can be trusted.

Data 15



One short sentence can be found in data 15 and it is *At Elegant Resorts, our highly experienced team go further to create the ultimate personalised luxury travel experience.* This sentence has long noun phrase: *At Elegant Resorts, our highly experienced* and one verb *go*. This sentence might be very long for short sentence but actually it has subject and verb and the other complement explains the idea of the sentence itself.

Data 16



One short sentence can be found in data 16 and it is *This is your time.* It means that after the offers, it's time for the readers to go to Belmond resort and enjoy their holiday

Data 19



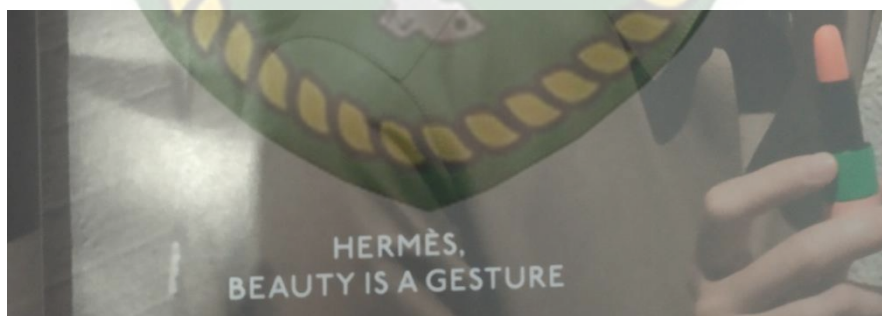
It can be seen from data 19 that only one writing that can be found and it is a short sentence. It says *Perhaps Romance Always Desires Another*. It's the acronym of the brand, Prada. It is so eye-catching and can attract the readers' attention easily. Prada, as the official website explains, is the multitude. The identity of Prada is fluid, not rigid, and always open to any interpretation. The plurality is the key of this sentence to campaign the brand. The brand has said that the acronyms represent the essence of the brand; words and the images express the paradox of the brand—it can be recognized easily yet it's not easy to be defined. So the meaning of the sentence can't be explained easily since the meaning can be many and it can only be understood by the creator of the acronym.

Data 22



Short and present tense sentence that can be found is *Long-term investments are our speciality*. *Long-term investments* is the subject of the sentence. Then, it is followed by to be *are* (because the subject is plural and in present tense, to be for plural noun is are), and *our specialty* is the complement of the sentence. Owning a diamond as an investment must be done carefully. The workers in Tiffany & Co are skilled in diamonds (starts from the originality of the diamonds, the kinds, and others). It's their speciality. So the brand offers their speciality for those who want to invest their money on diamonds.

Data 28



One short sentence which also a present tense sentence can be found in the last data. It says *Beauty is a gesture*. This sentence means that the wearer of the lipstick will feel and have a luxurious gesture when applying the lipstick. The lipstick has so many different shades and formulas and when the wearers apply

the lipstick and close the bullet of the lipstick, the elegant gesture will be created because the lipstick has magnetic closure on the packaging which makes it luxurious, as the website explains.

3.2.3 Ellipsis

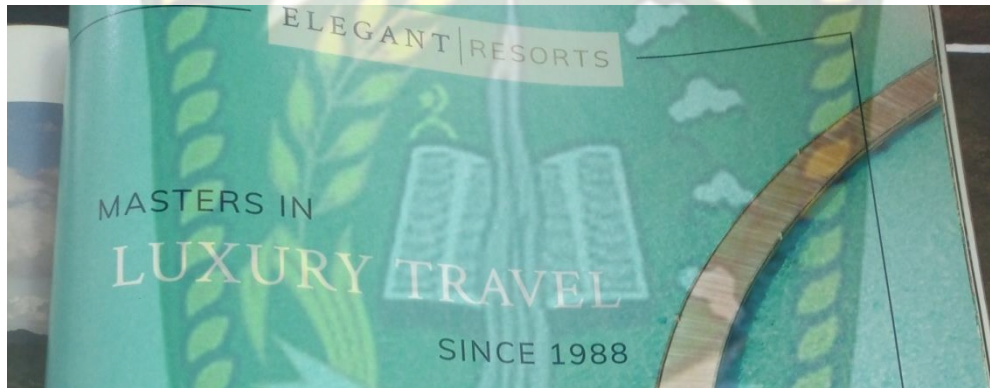
Data 1



Ellipsis is the deletion of a part of a sentence because it is assumed that the readers or the hearers will still understand the meaning of the sentence. *Evens skintone, covers imperfections, controls oil and stays colour true.* The subject is deleted in the sentence. This is the sentence if the subject isn't deleted. (*Estee Lauder's foundation*) *evens skintone, (Estee Lauder's foundation) covers imperfections, (Estee Lauder's foundation) controls oil and (Estee Lauder's foundation) stays colour true.* It is deleted to avoid the repetition and so that the sentence is comfortable to read and simple as well. In term of meaning, the meaning is almost the same as the sentence suggests. The foundation evens the

discolouration on the face (evens skin tone); covers the blemishes, darkness, dark spot and others (covers imperfections); controls oil in face skin (controls oil); and the colour of the foundation will not change throughout the day, because there are foundations that will oxidize and change the colour. The last ellipsis in advertisement 1 is *No touch-ups (are) needed.*

Data 15



One ellipsis is found in data 15. It is *Masters in luxury travel since 1988*. It is actually (*Elegant Resorts*) *masters in luxury travel since 1988*. The subject, which is the name of the resort, is deleted because it is assumed that the readers will still understand the meaning. Moreover, it is deleted so that the concise explanation can attract readers' attention to have a holiday in their resorts.

Data 18



One ellipsis is found in data 18. *Made with natural pawpaw fruit* is the ellipsis. In ellipsis, part of the sentence is deleted because the speaker or the advertiser in here assumes that the hearer (or the readers) will understand the meaning even there is a part that is deleted. On data 18, it is actually (*Dr. Pawpaw is*) *made with natural pawpaw fruit*. The subject and the verb *is* is deleted because the subject, Dr. Pawpaw, which is also a name of the brand and written above the ellipsis, and the purpose is to attract the readers' attention. Another purpose is to make the explanation of the product concise and the readers still understand the meaning.

Data 20

There are also five ellipsis that can be found in data 20. All of them deletes the subject of the sentences (except for the fifth one) so that they can catch the readers' attention easily and provide concise description of the product.

1. *Infused with Estee Lauder skincare*. The actual sentence is (*Estee Lauder's New Futurist Hydra Rescue Foundation is*) *infused with Estee Lauder skincare*.
2. *Formulated with IonCharged water, prebiotic technology and chia-seed extract*. If the subject is not deleted, the subject is the same as other

sentences in this part. (*Estee Lauder's New Futurist Hydra Rescue Foundation* is) formulated with IonCharged water, prebiotic technology and chia-seed extract. For beauty enthusiasts, those ingredients are known for moisturizing skin because they are so good at keeping the moisturize of the skin.

3. (*Estee Lauder's New Futurist Hydra Rescue Foundation*) covers imperfections and evens skintone. In term of meaning, the meaning is almost the same as the sentence suggests as in advertisement 1. The foundation evens the discolouration on the face (evens skintone); covers the blemishes, darkness, dark spot and others (covers imperfections).
4. (*Estee Lauder's New Futurist Hydra Rescue Foundation*) hydrates instantly. Because of the natural skin care ingredients, this foundation is very hydrating and the effect can be felt as soon as the wearers apply it on the skin.
5. (*Estee Lauder's New Futurist Hydra Rescue Foundation*) protects (the skin) with SPF 45. The SPF has listed in the advertisement. Besides all of the ingredients, this foundation also has SPF 45 to protect the skin from the direct sun light.

The ellipsis and long-noun phrase are used to make this product stands out and promotes the specialties in it to attract the readers. Ellipsis in here is used to avoid the repetition of the name of the product. Moreover, it is used so that the readers can focus on the points of the advertisement.


Data 25

Ellipsis is used on advertisement to avoid the repetition of the same structural pattern in sentence. Here are some ellipsis are found in data 25. They are:

1. *(Clarín's Super Restorative Rose Radiance Cream is) enriched with hibiscus sabdariffa flower acids to gently exfoliate and smooth.*
2. *Fresh, easily-absorbed texture envelops skin in comfort and (a sublime texture) leaves it immediately more luminous.*

3.2.4 The Use of Imperative

Data 1



Wear Confidence
Double Wear Makeup
24-hour staying power

Flawless straight out of the bottle.
Evens skintone, covers imperfections,
controls oil and stays colour true.
Natural matte finish. 24-hour wear.
No touch-ups needed.

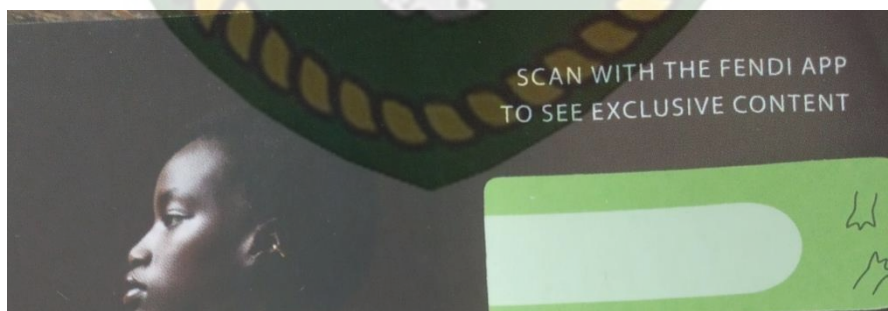
Find your perfect match and get
a 10-day sample. FREE.*

Data 1 is about beauty product that is usually called foundation by a brand, Estée Lauder. A foundation usually is worn by women to cover any discolouration, redness, dark spot and other imperfections on their face. *Wear Confidence* and *Find your perfect match and get a 10-day sample* are the use of imperative in this advertisement. As has been mentioned in chapter two, in

imperative sentence, a noun that is assumed in the sentence is *you* but it is not written in there. Instead, it begins with a verb. So, *wear* is a verb. In term of meaning, the word *confidence* in there emphasizes that if someone wears the Estee Lauder's foundation, she will carry a confidence with her as well because the foundation covers any imperfections on her face and she can gain more confidence since she looks flawless and beautiful. *Confidence* in there can mean semantically because the meaning of confidence is the certain feeling about the truth or believe towards something, but it is also related to the pragmatical meaning because *confidence* in there also means the foundation that brings confidence to the wearer.

Find your perfect match and get a 10-day sample is an imperative that tell the readers that they can find the right shades of the foundation which suits their skintone and they can get a 4 ml free sample if the stocks are still available.

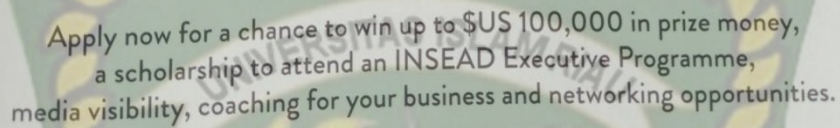
Data 2



Imperative sentence is a sentence that contains commands or directives in it. The subject of this sentence is assumed as second person pronoun, *you*. In this advertisement, it can be seen that the sentence *Scan with the Fendi app to see exclusive content* is an imperative sentence because it gives the readers an order or

direction to scan the application of Fendi brand to see more products and exclusive content in there. The brand also will get benefit too if the readers download the application on their phones.

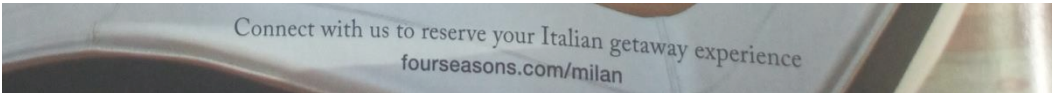
Data 10



Apply now for a chance to win up to \$US 100,000 in prize money, a scholarship to attend an INSEAD Executive Programme, media visibility, coaching for your business and networking opportunities.

The use of imperative in this data 10 is *Apply now for a chance to win up to \$US 100,000 in prize money, a scholarship to attend an INSEAD Executive Programme, media visibility, coaching for your business and networking opportunities*. Imperative in here begins with the verb *apply*. This Cartier's event is an annual business event that can be followed by international participants but only for the seven countries that have been listed. The purpose of this event is to support business lead by women entrepreneurs around the world. This even is also a partnership with INSEAD so the selected winner can join an INSEAD Executive Programme and win prize money. Moreover, by participating in the even, the entrepreneurs can meet other entrepreneurs and can build a networking opportunities.


Data 11



Connect with us to reserve your Italian getaway experience
fourseasons.com/milan

At the bottom of the advertisement, there is imperative that is used by the advertisers which says *Connect with us to reserve your Italian getaway experience*. As has been mentioned before, imperative begins with a verb and in this advertisement, it begins with *connect*. It explains to the readers to contact the website that is written down in there, if they are interested to reserve Four Seasons Hotel in Milan.

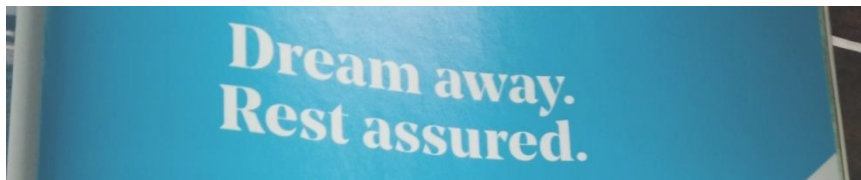
Data 13



Walpole is the official body for British luxury.
Discover how Walpole promotes, protects & develops
the sector at thewalpole.co.uk

One imperative that can be found is *Discover how Walpole promotes, protects & develops the sector at thewalpole.co.uk*. It is written in imperative so it can guide the readers to check the official website of the Walpole and so that the readers can know more about advantages that are offered by the Walpole. Moreover, it can attract the readers to join the community.

Data 14



There are two imperatives that can be found in data 14, *Dream away* and *Rest assured*. Those two imperatives are verb phrases. They consist of two words, but

the meaning is only one. The advertisers mean that they told the readers to go to a vacation without a doubt with their travel agency because their travel agency is trusted. As the name suggests, The Thinking Traveller has a comfort that is offered to think, relax, and found ideas or just to clear the consumer's mind.

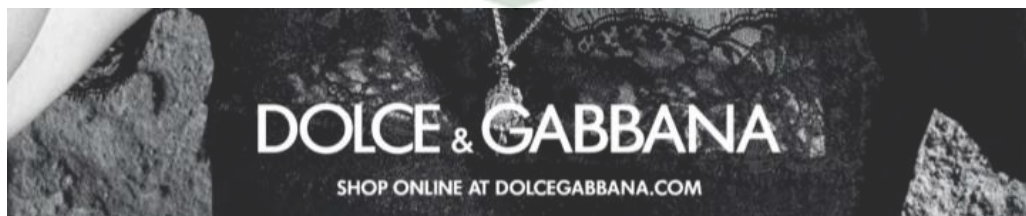
Data 16

Data 16 is about a travel agency which offers a luxurious travel experiences. Imperative that can be found is *Welcome to Belmond*. That imperatives is used to give a friendly and warm impression as if the readers are welcomed in Belmond.

Data 20

For the use of imperative, it's the same as data 1 because this data is an advertisement from the same brand, Estee Lauder. It is *Find your perfect match and get a FREE 10-day* sample*. It is an imperative that tell the readers that they can find the right shades of the foundation which suits their skin tone and they can get a free sample if the stocks are still available.

Data 21



Data 21 is about a brand called Dolce & Gabbana. Only one writing that can be found below the name of the brand. It is imperative. It says *Shop online at*

dolcegabbana.com. This advertisement is taken from April 2020 magazine. So it means that it is in COVID-19 pandemic. The brand guides the readers to shop through their website (which can bring profit to them too) to stay safe and the readers can still buy their products even the readers are stay at home.

Data 24



One imperative can be seen at the top of data 24. It is *Put a spring in your step*. It is actually an English idiom that means that someone should be happy and confident. It reflexes the kaftan that is being advertised. By wearing the kaftan, the wearer will feel confident because the kaftan's design is beautiful and the material is light and soft.

Data 26

Imperative gives direction, guide, or command to the reader by using verb in the text. It is common to see imperative on advertisement. In data 26, the use of imperative is *Explore the destination at parklanecyprus.com*. It tells the readers to visit the website if they are interested to spend their time in Parklane Resort and Spa.

3.2.5 Association

Data 1

One association can be found in data 1. It is *Wear Confidence*. Wear is usually related to something that physically can be put on, but confidence is considered as the effect of something that is put by human. So, this means that if someone buy and wear the foundation, the user will be more confidence on their appearances. The advertiser relates *confidence* which is a positive side of the product.

Data 8



Association in advertisement can also occur when the advertiser associates the product or the service with the image or cultural value. The mascot of the Mandarin Oriental hotel in data 8 is a fan, and the advertiser associates the fan and the brand ambassador, Helen Mirren, that she is a fan (meaning that she admires) of the hotel.

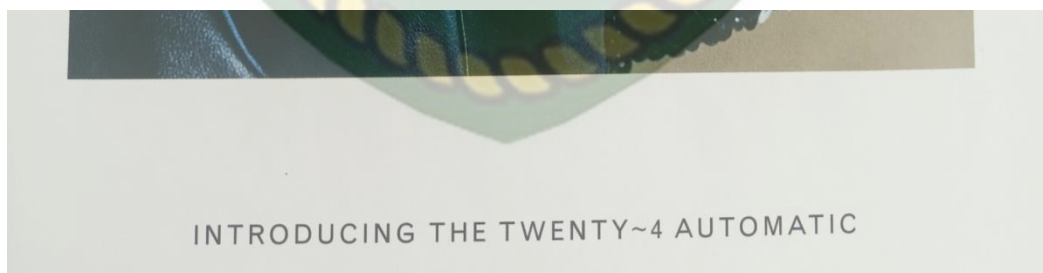
Data 9



The word *sparkling* in data 9 is associated with the picture of the bag that is designed with crystals and metallic colours. Crystals and metallic colour will sparkle when exposed to light. This is associated with *soiree* which is a private, luxurious gathering party.

3.2.6 Incomplete Sentence

Data 3



Introducing the twenty-4 automatic is an incomplete sentence in the advertisement 3. It begins with the word *Introducing*, a continuous form of introduce. If the sentence is complete, then it must be (*Patek Phillipe is*)

introducing the twenty-4 automatic. The purpose of incomplete sentence on advertisement is to cut the information that is not necessary so that the readers will focus on the main point of the advertisement. In term of meaning, *the twenty-4 automatic* actually has implied meaning. It is also stylised as *twenty-4* instead of *twenty four* or *24*. It's because the watch itself is a brand new model watch and new series of self-winding mechanical ladies watch. This is a pragmatic meaning.

Data 17



Below the name of the hotels, there is one incomplete sentence. It is *Bringing the world of country living magazine to life*. It is actually (*Country Living Hotels are*) *Bringing the world of country living magazine to life*. The subject and the to be aren't written in order to emphasize the 'country living'. Besides, the name of the hotels are Country Living Hotels. It will attract the readers more if the subject and the to be aren't written in there.

Data 24



The signature serpent kaftan available exclusively at

ZAEEM JAMAL

309 KINGS ROAD, CHELSEA, LONDON

WWW.ZAEEMJAMAL.COM

One incomplete sentence can be found in data 24. The verb *is* in *The signature serpent kaftan available exclusively at Zaeem Jamal*. The verb *is* is actually put between *kaftan* and *available*. So it is *The signature serpent kaftan (is) available exclusively at Zaeem Jamal*.

3.2.7 Ambiguity

Data 4



However, the short sentence *Genius is born crazy* can be ambiguous too. Is the meaning people who are genius are born as a crazy (people with mental illness) people? Or does it imply any other meaning? If the readers did a research about the meaning, advertisement 4 which is a clothing brand, explores people with highly genius mind whose creativity has inspired the world. The people are also a little bit different but in a good and creative way so that's why they can inspire the world by their creativity.

3.2.8 Simple and Colloquial Language

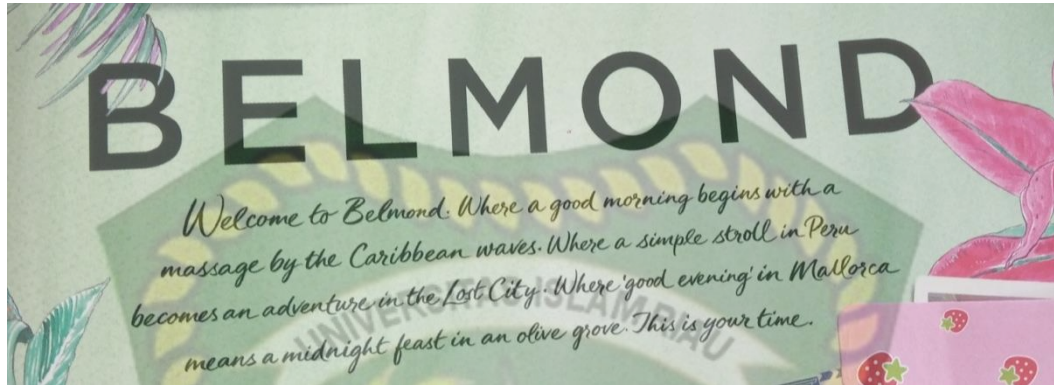
Data 13



There is only one simple and colloquial language that can be found in data 13. It is *From Bentley to Wedgwood, Britain's luxury brands are the greatest in the world*. To be exact, it is *Bentley and Wedgwood*. Colloquial language is a language used by ordinary people in their daily speech and it is usually not related into specific groups or specific ages of the speakers. For those who are not the native speaker of English might be confused because Bentley is actually a name of place in England too. But for the English speakers, especially in Britain, must be know that Bentley in there means a luxury cars name, Bentley Motors Limited. That is how they usually say the brand in their daily speech. So is *Wedgwood*. People who aren't native speakers might wonder about *Wedgwood*. Is it a place? Or what kind of the brand is that? But English speakers, especially in Britain will know that it's a luxury porcelain brand that is very famous in there.

3.2.9 Syntactic Parallelism

Data 16



Syntactic parallelism is a repetition of the same structural pattern in a sentence or phrase. It can be seen that the word *where* in *Where a good morning begins with massage by the Caribbean waves. Where a simple stroll in Peru becomes an adventure in Lost City. Where 'good evening' in Mallorca means a midnight feast in an olive grove* repeats and it is a syntactic parallelism.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

In this chapter, the researcher presents a conclusion and suggestion based on the analyzed data. First, the researcher concludes the research. Based on the analysis that has been done, there were syntactical features that can be found on advertisements in British fashion magazine, Harper's Bazaar. They are long-noun phrase, short sentence, the use of imperative, ambiguity, the use of present tense, association, ellipsis, incomplete sentence and simple and colloquial language. Based on data analysis done by the researcher, there are 46 long-noun phrases that can be found, short sentence and the use of present tense each can be found as many as 16 items, for imperative can be found 13 items, for ellipsis found 13 items, for incomplete sentence found 3 items, for association found 3 items, for colloquial found 1 item, for ambiguity found 1 item, and for syntactic parallelism found 1 item.

4.2 Suggestion

This research is beneficial for students who are majoring language and literature or readers in general. The researcher would like to suggest as follows:

For the readers in general, it's good to learn about stylistic because it relates to the language and language can't be separated in human's daily life. Knowing its features is going to be helpful in daily life. Stylistic has so many features and the application of each features can be found in daily life.

For the future researchers who are interested to conduct a research about stylistic, it's better to not only focus on syntactic features since stylistic has other features such as graphology, lexical, features and others. Moreover, these days,

stylistic can be analyzed not only through written texts, but it can be done by analyzing spoken language too. Last but not least, it's better for the researchers to read a lot of references about stylistic.



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