

ABSTRACT

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Stylistic analysis is analysis of language variation in mostly every text or speech which exists around us. The researcher focused in syntactical features. Syntactic features are features that related to grammar and form of a sentence. This research is exploring syntactical features in Inclover and Epicure magazines. The objectives of this research was to know the dominant and describe syntactical features that found in the magazine advertisement.

The methodology of this research was qualitative research. The source of the data in this research was from Inclover and Epicure magazines. The data were in the form of sentences, clause and phrase, and there were twenty five advertisement as the source of this research. The instrument of this research was documentation.

This research describes there were forty-eight of syntactical features that used in twenty five advertisements of Inclover and Epicure magazine. For short sentences found five items, for long-noun phrase found nineteen items, for ambiguity found two items, for use of imperative found ten items, for simple and colloquial language found none item, for use of the present tense found seven items, for syntactic parallelism found two items, for association found two items, for ellipsis found none item, and for incomplete sentence found three items. So, the dominant syntactical features that found on the Inclover and Epicure magazine was long-noun-phrase.