

**REGISTER ANALYSIS IN ENGLISH MOVIE ADVERTISEMENTS OF  
WWW.21-CINEPLEX.COM**

**(A SOCIOLINGUISTICS STUDY)**



**Submitted as a Partial Fulfillment of Requirement  
for the *Sarjana* Degree in English Department  
Faculty of Letters and Fine Arts Sebelas Maret University**

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## PRONOUNCEMENT

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I honestly stated that this thesis entitled *Register Analysis in English Movie Advertisements of www.21-cineplex.com (A Sociolinguistics Study)* is not plagiarism or other's piece of work.

If this pronouncement is not correct, I will be ready for the academic penalty involving the cancellation of the thesis and the academic degree achieved from finishing the thesis and study.

Surakarta, January 2010

Yetty Faridatul Ulfah

## MOTTOS

*"...Robbana afrigh 'alaina shobrowwatawaffana muslimin"*

*(Q.S. Al-A'raf: 126)*

*You did not bear the shame. You resisted. Sacrificing your life  
for freedom, justice and honor.*

*~VALKYRIE~*

*Fear less, Hope more...*

*Eat less, Chew more...*

*Whine less, Breathe more...*

*Talk less, Do more...*

*Love more and all good things will be yours*

*~Swedish Proverb~*

## DEDICATION

Humbly I dedicate this thesis to...

☺ My beloved Mom and Dad

☺ My frenzied brother and sisters

☺ Myself to past, present and future

&

☺ All movie goes in the world!!! Gotcha!

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Yetty Faridatul Ulfah

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## ABSTRACT

**Yetty Faridatul Ulfah. 2009. *Register Analysis in English Movie Advertisements of www.21-cineplex.com (A Sociolinguistics Study)*. Thesis: English Department of Faculty of Letters and Fine Arts. Sebelas Maret University.**

This research is intended to find out the characteristics of register in English movie advertisements. The goals of this research were: first, to characterize linguistic factors, such as diction, language variety and figures of speech; second, to characterize non-linguistic factors (types of movies); and third, to describe how both language variety and figure of speech characterize the register of English movie advertisement.

This research used sociolinguistics approach. The descriptive research and a purposive sampling technique were employed in the research. The data of this research were the use of diction, the language variety and the figures of speech in register of written English movie advertisements promoted by *www.21-cineplex.com* published in *Jakarta Post* in December 2008 until April 2009.

The results of the analysis are as follows. First, linguistic factors have special characteristics in the register of English movie advertisement that can be differentiated from other types of register. It is due to the varieties according to use. Second, non-linguistics factors have characteristics too, among others are shown by the types of films. Those are movies based on story themes, story substances, consumers and performances. The results also give evidences that language varieties consist of formal and informal styles. In terms of sentence structure, the findings reveal that most of movie advertisement text employed the simplex sentence structure. In addition, there were 9 kinds of figures of speech. Those are hyperbole, synecdoche, metonymy, personification, simile, climax, paradox, repetition, and parallelism. The most dominant was hyperbole.

This research is expected to be beneficial for the students, the advertisers and the other researchers. It shows a specific example of register namely the register on English movie advertisement. This can be used as an additional reference for studying language and creating advertisements text that is considered to be efficient and effective for attracting and encouraging readers to make use of the company with its products and services. Moreover, the results of this research also can be hopefully used as a reference for those who are interested in analyzing language variety, especially the one in movie advertisement.

# CHAPTER I

## INTRODUCTION

### A. Research Background

As human beings, people can not be separated from the process of communication. In their lives, people need to interact with others since they can not live by themselves. Through communication process, people can change their minds, ideas, thoughts, and intentions. They can also deliver messages to others. In conducting communication, people need a medium to express their intentions and messages. The most appropriate medium is language since language can carry a message by symbols. This is in line with what has been suggested by Wardaugh (1992: 8) who states that “Language allows people to say things to each other and expresses communicate needs”. In short, language is constantly used by humans in their daily life as a means of communication.

Communication also happens in the business and industry. The most common form of communication in business and industry is between the manufacturers and the consumers. In business, someone will do everything to get the maximum profit and the success of his/her company. One of their effects is through advertisement. It represents pictures of life in daily life. Advertisements are identified as the texts that do their best to get people’s attentions to make them turn toward them (Goddard, 1998: 6). The purposes of advertisements are to influence and motivate the public to buy and use the products or services or to

follow the ideas. The advertisers spread the information of their products by using appropriate and effective language. By using appropriate and effective language, the customers will get impression of the product offered then they will decide to buy them. Movie advertisement is the kind of advertisement to promote the movie itself. The advertiser wants to give the information of certain movie and try to attract the readers to watch the movie. Therefore, he or she uses interesting and attractive languages.

According to the explanations above, the language used in English movie advertisement has a special characteristic. It can be clearly seen if we compare it with the other kinds of language. Language of prayer, for example, is different with language of advertisement. For those reasons, language can not be separated from the speaker. The language and its speaker are influenced by not only linguistic factors but also non-linguistic ones. The linguistic factor is the language itself. Meanwhile, the non-linguistic factor is social and situational factor. The social factors are status, education, gender, economic background, etc. Meanwhile, according to Fishman in Chaer & Agustina (2004: 4), the situational factors are *who speak what variety of what language to whom, when and concerning what*. It means the situational factors consist of setting of place, setting of time, various events, physical environment etc. They emerge in different ways of speaking—so called language varieties—in the use of style, slang, colloquial, register, etc.

Further, Chaer (2004: 62) suggested that language variety emerges due to social variety and language function. He then classified language variety based on social variety and its function in the social community.

English movie advertisement has a variety of Standard English either words or sentence structures automatically. Those varieties depend on the language uses, they are message delivery and message receiver. In line with this opinion, Hartman and Stork (in Alwasilah, 1985: 63) have stated that a variety of language for specific purposes is called register. Hence, language used in advertisement is concerned with the use of language specifically that is considered as register.

Register represents a language variety that is based on its function. Usually, the patterns of register follow the existing ones, but they develop, either by addition or by reduction, since register is so dynamic that it always follows the development of the society.

For those reasons, the approach related with the phenomenon above is sociolinguistics. According to Downes:

“Sociolinguistics is that branch of linguistics which studies just those properties of language and language which require reference to social, including contextual factors in their explanation.” (1984: 15)

By using this approach, the factors that cause the use of English on movie advertisement and its deviation from the Standard English will be recognized.

Language of movie advertisement should be attractive and interesting, as can be clearly seen in the following advertisement advertised by [www.21-cineplex.com](http://www.21-cineplex.com):

When you can live forever...What do you live for?

The forbidden fruit tastes the sweetest

Forever. Begins. Now.

Nothing will be the same

**(‘Twilight’ movie advertisement)**

**(December, 6<sup>th</sup> 2008)**

From the example above, the advertisement tries to attract the consumers implicitly. The movie describes the miracle of love that can change everything, including break the destiny and take many risks. The sentence, **When you can live forever...What do you live for?** is considered as the initiation of this advertisement. It aims to let the consumers imagine something. Then, the next text, **The Forbidden Fruit Tastes the Sweetest** aims at warning the consumers that there is an interesting story of this movie. It draws that when a girl is falling in love with vampire, she breaks the destiny as human being. Vampire is immortal, while human is not. However, only love can change everything. The girl risks everything to keep her love with the vampire. Therefore, this movie belongs to romantic drama since it tells about the struggle to get the endless love. Meanwhile, language style of this advertisement is high. According to Keraf (2004: 122), high style contains the grandeur intonation usually used to arouse something. He then explains that in grandeur intonation, there is a strong power which actively convinces and raises the hearer emotion. It means that the advertiser wants to influence the consumer’s emotion by using the attractive diction that makes the consumer curiously to watch the movie.

Human beings will choose different expressions in showing their ideas. It depends on the needs and situation. It means that different situation will use

different styles. Therefore, the use of formal language demands a different style from the use of informal language.

Keraf (2004: 113) defines style or language style as the way in using a language. Meanwhile, Leahy (1963: 18) in his book, *Fundamentals of Poetry*, he says, "A figure of speech is an expression in which the words are used in a non literal sense to present a figure, picture, or image." It can be concluded that language style is the expression contains figurative meaning not literal meaning.

For those reasons, the language style plays an important role in register of movie advertisement. Several words or phrases below are formed to show style used in advertisement such as:

No details.

No witnesses.

No evidence.

Until now.

Contain The Truth.

**(‘Quarantine’ movie advertisement)**

**(December, 18<sup>th</sup> 2008)**

From the advertisement above, the use of style and figure of speech can be clearly seen. Style of Quarantine movie advertisement is informal. It is expressed on the use of clause **No details. No witnesses** and **No evidence**. The advertiser intends to create intimate and casual expression. Meanwhile, the figure of speech is climax. The raising meaning is seemed clearly on ‘details’, ‘witness’ and ‘evidence’.

Based on the phenomena above, the study of this research is conducted to investigate the characteristics of the register of English movie advertisement of [www.21-cineplex.com](http://www.21-cineplex.com) in the point of view both linguistic factors, such as diction,

language variation and figure of speech, and non-linguistic factor that is the movie classification.

## **B. Problem Statement**

The problem statements of this research are as follows:

1. What are the characteristics of linguistic factors, such as diction, language variety and figures of speech in the register of English movie advertisement of *www.21-cineplex.com*?
2. What are the characteristics of non-linguistic factors, such as the types of movie, in the register of English movie advertisement of *www.21-cineplex.com*?
3. How do both language variety and figures of speech characterize the register of English movie advertisement of *www.21-cineplex.com*?

## **C. Objectives**

The objectives of this research are:

1. To identify the characteristics of linguistic factors, such as diction, language variety and figures of speech in the register of English movie advertisement of *www.21-cineplex.com*.
2. To identify the characteristics of non-linguistic factors, such as the types of movie, in the register of English movie advertisement of *www.21-cineplex.com*



3. To describe how both language variety and figures of speech characterize the register of English movie advertisement of *www.21-cineplex.com*.

#### **D. Research Limitation**

There are many kinds of movie advertisement both written and spoken advertised through different media, such as television, newspaper, poster, etc. Hence, the research needs limitation to make specific characters. The analysis will be focused on the linguistic factors and non-linguistic factors. The linguistic factors of movie advertisement are the choice of words, language variety and figure of speech. Meanwhile, the non-linguistic factors are analyzed by classified the movie based on its type.

The data of the research were taken from the use of diction, the language variety and the figures of speech in register of movie written advertisements which are promoted by *www.21-cineplex.com* published in Jakarta Post on December 2008 until April 2009.

#### **E. Research Benefits**

The results of this research are expected to be beneficial for:

1. Students

The results of this research will show a specific example of register. This can be used as an additional reference for studying language.

2. The Advertisers

The results of this study can be hopefully taken as an additional reference in creating advertisements text that is considered to be efficient and effective for attracting and encouraging readers to make use of the company with its product and services.

3. Other researchers

The results of this research can be hopefully used as a reference for those who are interested in analyzing language variety, especially the one in movie advertisement.

## **F. Research Methodology**

This research was qualitative one employing a descriptive method that was performed by collecting data, classifying, analyzing and then interpreting the data. Besides, the comparative method was also employed by making an analysis through comparing a set of data to the others.

The data of the research were taken from the diction, the language variety and the figures of speech in register of English movie advertisements advertised by [www.21-cineplex.com](http://www.21-cineplex.com), published in *Jakarta Post* on December 2008 until April 2009. The sampling technique used in this research was a purposive sampling technique. Further details of the research methodology will be clarified in Chapter III.

## **G. Thesis Organization**

In brief, the thesis of this research is organized as follows:

**CHAPTER I** : Introduction, covering Research Background, Problem Statement, Objectives, Research Limitation, Research Benefit, Research Methodology, and Thesis Organization.

**CHAPTER II** : Literature Review, discussing Sociolinguistic, Language Variety, Register, Component of Speech, Diction, Stylistic & Style, Figures of Speech, Advertisements, Film Theory, 21-cineplex and Related Study.

**CHAPTER III** : Research Methodology, covering Type of Research, Data and Source of Data, Sample and Sampling Technique, Research Design, Technique of Collecting Data, Research Data Coding, and Technique of Analyzing Data.

**CHAPTER IV** : Analysis, covering Introduction, Data analysis of each text and Discussion.

**CHAPTER V** : Closure, covering Conclusions and Suggestions.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Sociolinguistics**

Language is an important media in communication. It is impossible to conduct social cooperation and communication without language. Language makes people understand each other. That is the reason why language and society should be studied together in the field of sociolinguistics.

According to Holmes (1992), particularly, sociolinguistics studies the relationship between language and society. They are interested in explaining why people speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning (1992: 1). Meanwhile, Finegan & Biber say that the term sociolinguistics draws a distinction between “the sociology of language,” with a focus on sociological matters, and “sociolinguistics,” with a focus on language (1994: 3).

In relation to sociolinguistics, speech has a social function, both as a means of communication and also as a way of identifying social groups. To study speech without reference to the society which uses it is to exclude the possibility of finding social explanations for the structures (Hudson, 1996: 3).

Furthermore, Hudson defines that sociolinguistics is the study of language in relation to society, implying that sociolinguistics is a part of the study of

language (1996: 4), while, Chaika (1994: 3) states that sociolinguistics is the study of the way people use language in social interactions of all kinds.

Moreover, according to Subhan, sociolinguistics is a branch of linguistics that specifically discusses the use of language in the society (2004: 35). That is, there is no significant difference between linguistics and sociolinguistics. The point is a strong one, but it has not succeeded in eliminating the term *sociolinguistics*, which means that students and scholar in the field continue to some value in making the distinction. In practice, the difference between linguistics and sociolinguistics appears to be one emphasis: linguistics emphasizes on the description of the formal elements of language, and their combinations which constitute the “code” known and employed by members of a speech community. On the other hand, sociolinguistics emphasizes on variations in the form of the code according to such widely recognized sociological categories as age, sex, ethnicity, and socioeconomic class, and the uses of that code in accomplishing the everyday affairs of the community (Machan and Scott, 1992: 8).

It can be concluded that sociolinguistics is a branch of linguistics that tries to collaborate all things related to the use of language in the society by its social community in its social interaction. It does not only discuss about the kinds of language used by people in their daily life but also “why” and “how” people use certain style of language when they interact with each other during their social life conversation. Consequently, sociolinguistics studies not only linguistic factors, but also non linguistic as well as paralinguistic factors.

The linguistic factor is the language itself. Meanwhile, non linguistic factors refer to social factors such as who is speaking to whom, when, where, and concerning what situational factors and social dimension (social distance, status, formality and function). Paralinguistic factors involve intonation and kinetics factors.

Sociolinguistics is classified into two scopes of studies, covering macro-sociolinguistics and micro-sociolinguistics. Trudgill (1992) defines that macro-sociolinguistics refers to sociolinguistic areas involving the study of relatively large groups of speakers, whereas micro-sociolinguistics is a term used to cover the study of face to face interaction, discourse analysis, conversational analysis and other areas of sociolinguistics involving the study of relatively small groups of speakers. Macro-sociolinguistics is concerned with the study of language history and development in the scope of society in general. Language planning and language standardization are the examples of this study. Meanwhile, micro-sociolinguistics is concerned with study of language in specific speech community with the scope of discussion such as behavior toward language, style of speech, domains of language use, register, speech act, etc. The first concentrates on the role of language in society which analysis communal behavior as a unit, while the other concentrates on the individual behavior (1992: 51).

As this research is focused on the individual behavior toward the use of register in English movie advertisement, this research, clearly, belongs to micro-sociolinguistics.

## **B. Language Variety**

There are many languages in the world. There can also be many languages used in a country. Language varies according to its use, moreover, it also varies in its style.

Language variety is the main problem in sociolinguistics, so that Kridalaksana (in Chaer & Agustina, 2004: 61) defines sociolinguistics as a branch of linguistics which attempts to elaborate characteristics of language varieties and determines the correlation of characteristics towards those of the social community.

Language uttered by a community will be varied since the community is as the actor of the communication process, are homogenous. Each has distinctive social characteristics, as group of community which might consist of a society whose various cultural and social backgrounds. Besides, because of those homogenous users, language varieties also emerge by situational factors, i.e. various kinds of setting of time and place, topics, and goal. Those will influence the use of language varieties (Chaer & Agustina, 2004: 61).

Hudson (1996: 22) defines “a variety of language as a set of linguistic items with similar social distribution because what makes one variety of language different from another is the linguistic items.”

From the definitions above, it can be noticed that language variety is consistent with the definition to treat all the languages of some multilingual speaker, or community, as a single variety, since all the linguistic items concerned



have a similar social distribution, they are used by the same speaker or community.

Furthermore, Alwasilah (1985: 51) states that there are six terms in sociolinguistics, namely style, slang, colloquial, jargon, argot, and register. All of them exist in every speaker of any language. The terms above are language varieties usually discussed in sociolinguistics field.

The six terms mentioned above will be discussed further as follows:

### 1. Style

According to De Vito (in Alwasilah, 1985: 52), style is the way in which a speaker or writer utilizes the resources of his language-the choice he makes and arrangements of patterns which result.

Here is one example of style:

- He is a liar
- He is a bit careless about his fact

Both sentences above have the same meaning. The difference between both sentences above is the style which is used (1985: 53).

### 2. Slang

Pei and Ganor (in Alwasilah 1985: 56) states that slang is a style of language in faintly common use, produced by popular adaptation and extension of the meaning of existing words and by coining new words with disregard for scholastic standards and linguistic principles of the formation of words; generally peculiar to certain classes and social or age groups.

Moreover, Alwasilah (1985: 58) adds that there are some examples of slang, namely spaced out, right on, hang up, and rip off (from old words having new meanings), pig and fuzz (policeman). While rop, cool, dig, stoned, bread, and split have a wide domain of meaning (Adopted from Fromkin and Rodman, in Alwasilah 1985: 58).

### 3. Colloquial

As stated by Alwasilah (1985: 59), colloquial which comes from Latin, *colloquium* (=conversation), is usually used in a conversation not in a written form. There are many expressions called colloquial in the dictionary come from slang expressions used continuously, such as don't, I'd, we'll, fixed (=bribed), pretty (=very), funny (=peculiar), take stock in (=believe) and O.K!

### 4. Jargon

According to Hartman and Stork (in Alwasilah 1985: 61), jargon is a set of terms and expressions used by a social or occupational group, but not used and often not understood by the speech community as a whole. Furthermore, Alwasiah (1985) explains each field has its own jargon and an outsider may not understand at it all. For example jargon in linguistic is phoneme, morpheme, syntax, semantics, and so on (1985: 61)

### 5. Argot

Some linguists say that jargon is the same as argot, but another make the differences although it is necessary. Zeigher (in Alwasilah 1985: 61) states that Argot is the secret or cant language of thieves. The followings are the examples of argot emerge among Indonesian teenagers added by Alwasilah:

- *GERSANG: Segar dan Merangsang*
- *BENCI: Benar-benar Cinta*
- *KECE: Keren dan Cakep*
- *MACAN: Manis dan Cantik*
- *SEBEL: Senang Betul*

(Alwasilah, 1985: 62-63)

## 6. Register

Hartman and Stork (in Alwasilah, 1985: 63) states that register is a variety of language for specific purposes, as opposed to a social or regional dialect (which varies by the speaker). Register may be more narrowly defined by reference to subject matter (Field of Discourse, e.g. the jargon of fishing, gambling, etc), to medium (Mode of Discourse, e.g. printed material, written letter, message on tape etc), or to level of formality (Manner of Discourse, e.g. formal, casual, intimate, etc) (ibid).

## C. Register

Language plays an important role in the daily life of human beings. Hence, it is commonly understood that language exists in a society. They are inter-dependent. In other words, the language needs the society where it exists, and the society needs the language in their daily life. This is in line with what Chaika (1994: 6) says in his book, *Language the Social Mirror*, “There is no human society that does not depend upon, that is not shaped by and does not itself shape language.”

Looking at the statement above, it is also worth noting that language is always formed in the society. Since the members of the society have different background and activities, there are also some different languages. The language of teaching is different from the language of delivering of speech, for example. Each of them has its own characteristics that are called *register*. In linguistic analysis, different styles of language are technically called register. Register refers to properties within a language variety that associates language with a given situation (<http://en.wikipedia.org/wiki/Register>).

Trudgill (1974) defines that register is a language variety that is shaped by the work environment.

“Occupational linguistic varieties of that sort have been register, and likely to occur in any situation involving members of particular profession or occupation.”(1974: 104).

This view is supported by Wardaugh (1992):

“Register is another complicating factor in any study of language varieties. Registers are sets of vocabulary items associated with discrete occupational or social group.” (1992: 49).

Meanwhile, Chaika (1994: 42) argues, “A style may be associated with a particular social occasion. Then it is called register or functional variety of speech.”

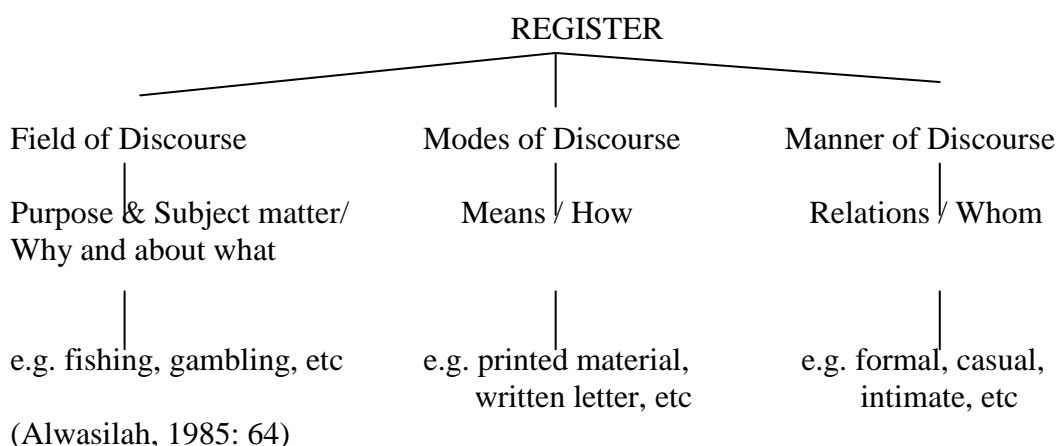
Moreover, Finegan & Biber view register in the sociolinguistic perspective. They state that if sociolinguistics is a wide-ranging term, register is equally tough to corral. Broadly conceived, a register is a language variety viewed with respect to its context of use (Finegan & Biber, 1994: 4). Besides, they also argue that register entails text and implies a relationship between text and context (ibid: 7).

The register study has four specific characteristics as what has been stated by Atkinson and Biber (ibid: 352). The characteristics are:

- 1) Register studies involve descriptive analysis of actually occurring discourse.
- 2) Register studies aim to characterize language varieties.
- 3) Register studies present formal linguistic characterizations of language varieties
- 4) Register studies also analyze the situational characteristics of language varieties, and functional or conventional relationships between form and situation are posited.

From the definitions above, we may conclude that sociolinguistic views of each register are different from the others. The difference can be analyzed from different points of view.

Further, Halliday and Hasan (1985) propose three aspects that make register different from each other. The three aspects are field, tenor, and mode. They say that register is a configuration of meaning that is typically associated with a particular situational configuration of field, tenor and mode. Moreover, registers may be narrowly defined by reference to subject matter (Field of Discourse), to medium (Mode of Discourse), or to level of formality (Manner of Discourse) (Hartmann & Stork, in Alwasilah, 1985: 63). Then, Alwasilah, makes the register diagram based on that opinion.

**Figure 1**

One example of register existing in a society is the one of graffiti. The following is a graffiti cited from the research done by Sadyo Sampurno (1999)

### **JUMP PUNK**

(1999: 37)

This is a graffiti found on a wall located on a road in Manahan where situation of the road is quite crowded for it is the main highway in the region. It is obvious that register of graffiti has some specific characteristics that others do not have. There is an interesting phenomenon between the intentions of the creation of the graffiti with the way of expressing ideas of graffiti. The factors that can show the underlying intention of the creation of graffiti are; the location where the graffiti is placed, the situation around the graffiti, the size of writing, the style of writing and the color used to write.

It is clear that the graffiti has its own register that differs from the others. The first characteristic of such register is that the location of graffiti is quite strategic for the graffiti to be read by public. Moreover, the creativity shown in the graffiti above is the use of English spelling (JUMP PUNK) to create a Javanese meaning (*Jampang* = a hero in Javanese legend). This graffiti then bears double

meanings. The first is the pride of powerfulness (referring “*jampang*” in Javanese), while the second is the pride of the use of English spelling (JUMP PUNK) to create Javanese term.

Besides, the style of writing of the graffiti varies and tends to give artistic value on the graffiti. Moreover, the color used in the graffiti is mostly in contrast to their background color. That is why, the graffiti creator uses capital letters. It is big enough in size. It also uses red sprayed paint on the white background of the wall. The contrast color of the writing (red) and the background color (white) make the graffiti clear enough to read even from long distance. (Sampurno, 1999: 37-38)

## **D. Advertisement**

### **D.1 Definition of Advertisement**

In general, the term advertisement is defined as the structured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services & ideas) by identified sponsors through various media (Arens 2002: 7). Meanwhile, Dunn (1978: 58) states that advertisement is any paid, non personal communication through various media by firms, non profit organization and individuals who are in some way identified in the advertisement message and who hope to inform or persuade member particular audience The message can be audio as in radio advertisement, visual as in television advertisement or cinema advertisement. Another words, we can say that advertisement is an art of sending special information messages to public with a possible minimum price (ibid).

From the definition above, it can be concluded that advertisement is one of mass communication means to be used for presentation and promotion of ideas, products and services by an identified sponsors or company through impersonal media. It is not only to inform a product or services but also to persuade and to convince the society. The use of word 'art' above implies that advertisement is not a solely a process of sending art in creating the advertisement in order to be more interesting and attractive.

#### **D.2 Aims of Advertisement**

Kasali (1992) states that in general, advertisement has the aims to change prospective consumers to be loyal consumers for a certain period of time or to develop positive attitude of the prospective consumers, so that they become loyal consumers in the future. Therefore, it is very important for the advertisers to know why people read advertisement and how to create an attractive advertisement.

Meanwhile, Crawford in Susanto (1977) states that the purposes of advertisement are as follows: 1) To make the communicants realize and give them information about the products, services or ideas, 2) To arouse the communicant's feeling of advertised products, services or ideas, 3) To present the truth of the advertised products to the communicants and to persuade them to possess the advertised products or rising the advertised services (Susanto, 1977: 208)

From those explanations, it can be concluded that the general aim of advertisement is to help the producers in selling their products or services by achieving a good response from the public towards the advertised products or



services, which then leads to the next step, that is the action of purchase the advertised products and services.

Therefore, it is essential for the movie advertiser to select the language that can be clearly understood and has an influence on the audience. Moreover, he or she may use the very beautiful language style; insert the very poetic and sweet words which may be tricky and tactical, or apply the very contrastive color and illustration in their performance. All the variety of advertisement performance describes the advertiser's creativity.

### **D.3 Elements of Advertisement**

As explained in the research limitation, the language in advertisement is not only determined by linguistic factor but also non-linguistic ones. The non-linguistic consists of social and situational factors. The advertisement elements which belong to the social factors are the producer, advertiser and consumer. Meanwhile, the situational factors consist of the media of advertisement and the factor of goods and services. Those elements are clearly explained as follows:

#### 1) The Producer

One of the main factors in advertisement is the producer. The producer is manufacturer or creator of goods that are produced for consumers or for a specific target market (<http://www.answers.com/topic/producer>). In line with this opinion, Sudiana (1986) has suggested that each advertisement have two "main sources". They are the producer and advertiser. Both of them have close relationship which influence communication system; such as authority and power attraction (1986: 9). It means that in advertising, it needs much of time, money, and high ability in

making attractive advertisement. Therefore the producer asks an experienced advertiser to inform the idea of certain advertisement.

## 2) The Consumer

According to Sudiana, he states that the success of advertisement is finally determined by the consumers whom decide to use or buy the goods or services (1986: 20). The consumers itself consist of various groups. Hence, the attractive advertisement will notice for whom the advertisement is dedicated. The kids' movie advertisement, for example, will use simple and funny language,

## 3) The Advertiser

Basically, the advertiser has the biggest role in the success of advertising. Here, the background of advertiser plays important role in influencing it. An educated advertiser will create interesting advertisement which its language is attractive enough (Sudiana: 1986: 13). Besides, an experienced advertiser who is rich on wording will make more attractive language of advertisement since the language is very important in determining the success of advertisement.

## 4) Goods and Services

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Goods are products and services are tasks done by people. (<http://www.allbusiness.com/glossaries/goods-services/4942391-1.html>).

Further, according to Sudiana, he states that there are two kinds of goods which are generally used by consumers. They are *consumer goods*—foodstuff, shampoo, soap, etc—and *durable goods*, such as house, car, jewel, etc. Those goods are

advertised through certain media based on social groups together with *consumer services*. (1986: 9).

#### 5) The advertisement media

The last element that support in advertising is the media. According to Jefkins, he defines that advertising media covers all set which contains or brings the sales messages to the consumers (1996: 39). It means that media in advertising has important role to spread the advertisement within the community. Commercial advertising media can include television, newspaper, magazine, cinema, etc.

### **E. Components of Speech**

The process of making movie advertisement is determined by factors of producer, consumer, goods or services, mass media and the advertiser. Hence, diction and language variety used in advertisement depend on those factors. Moreover, in analyzing a movie advertisement, especially its language, it is necessary to reveal the component of speech since the advertisement is composed by certain factors.

According to Haymes (1986), there are eight components of speech which reflect relationship and the intentions of participants in communicative events, listed under the acronym of **SPEAKING**. Those components are clearly explained as follows:

#### **Situation (S)**

Situation is composed of setting and scene. Setting constitutes physical circumstances of a communicative event, including time and place. Scene is

psychological setting referred to the kind of speech event taking place. According to cultural definition, it may be formal or informal, serious or festive. For example, the seating arrangement of a meeting room, whether it is in straight rows or in a circle, may signal the appropriate level of formality in England community (Haymes, 1986: 56)

In advertisement, setting and scene are revealed in the form of written and oral. This research is written advertisement. Therefore, its language contains specific language to attract the consumers.

### **Participant (P)**

Participants include combination of the speaker/addresser and the listener/addressee engaged in the speech event. The speaker/addresser is the person delivering a message, where as the listener/addressee is the person to whom the message transmitted. Their presence in communicative event may influence on what is said and how it is said. Each of them has his own behavior toward language and language choice according to the social and cultural factor. Furthermore, the relationship between participants engaged in communicative event will affect the appropriate type of topic complimented (ibid).

Regarding the explanation above, the speaker/addresser in movie advertisement is the advertiser. An experienced advertiser will be able to create the effective and efficient movie advertisement. Meanwhile, the listener/addressee is the audience or consumer. The advertiser should know for whom the advertisement is dedicated. Hence, the movie advertisement for children, for example, will be different from the adults' movie advertisement.

**End (E)**

Ends of speech event are divided into outcome and goal. Outcomes refer to the purpose of the event from a cultural point of view, e.g. trade, business contract, interview, advertisement etc. meanwhile, the goal refers to the purposes of individual participants, as an instance, the goal of advertiser in creating the movie advertisement is to inform and give impression about the film to the consumers. It can be noticed as a negotiation among participants in making an agreement toward the topic discussed. The purposes of communicative events or of participants, furthermore, have an important part in affecting the choice of language (s) (Haymes, 1986: 57). For example, an advertiser having purpose to persuade a customer would choose dreadful lexical in horror movie advertisements.

**Act Sequence (A)**

Act sequence discusses the message of event. It comprises message form and message content. Message form refers to how thing is said by the participants. Meanwhile, message content deals with what participants talk about, or it is simply called as topic of a conversation (ibid: 54-55)

In advertisement, there are particular forms and sequences. Many advertisements display an Introduction–Body–Conclusion structure. However, the findings reveal that the sequence of movie advertisement is little bit different. The advertiser, for example, sometimes comes directly into the body structure without initiation and conclusion. Further, it will be explained clearly in the data analysis.

**Key (K)**

Key refers to tone, manner, or spirits within which speech occurs, whether it is serious or humorous, matter of fact or playful. Keys also refer to feeling, atmosphere, and attitude. Manner, feeling, and attitude are used in reference to the participants, whereas tone and atmosphere are used in reference to the situation. Moreover, key plays an important part in affecting the use of language (Haymes, 1986: 58)

**Instrumentalities (I)**

Instrumentalities include both channel and form of speech. Hymes defines channel as the way a message travels from one person to another (ibid: 60). In advertisement, for example, the message is transmitted by oral and written. The advertisement uses written message will produce different expression form with the oral ones. Meanwhile, form of speech, as defined by Hymes, deals with languages and their subdivisions, including dialects, codes, varieties, and registers. The speaker should know how to formulate both channel and form of speech appropriately in accordance with the participants, purposes, and situation of the communicative event (ibid).

**Norm (N)**

Norms include both interaction as well as interpretation. Both of them are determined by cultural aspects of certain community, and both of them are crucial to conduct appropriate communication within a particular culture.

Norm of interaction refers to underlying set of non-linguistic rules governing when, how, and how often speech occurs (Coulthard, 1985: 55). It

includes an explanation of the rules for the use of speech considered appropriate to the communicative event. This norm refers to perspective statement of behavior or of how people should act, which are tied to the shared of the speech community.

Meanwhile, norm of interpretation implicates the belief system of a community. It involves trying to understand what is being conveyed beyond what is in the actual words used (Hymes, 1986: 61).

### **Genre (G)**

Genres refer to the type of communicative event like poem, prayer, riddle, advertisement, commercial message, debates, etc. genres often coincide with speech event. Nevertheless, genres and speech events need to be kept apart since a genre can occur in more than one speech event. Genres are performed for specific purposes in specified places with particular participants. Meanwhile, speech events have concentrated on participants and situations, as well as on stylistic modes (ibid: 62).

## **F. Diction**

Language is used by human beings in their daily life as a means of communication. In communicating process, someone will choose certain words. One word is arranged together with the other words to make the perfect utterance. Moreover, someone who is rich on wording, he or she will be able to choose the proper words to express his or her ideas.

According to Keraf (2004: 24), choice of words or diction is the ability to differentiate the meaning of ideas and to find out word which is proper with the situation, condition and feeling of the hearer.

Meanwhile, in *www.wikipedia.com*, it states that diction, in its original, primary meaning, refers to the writer's or the speaker's distinctive vocabulary choices and style of expression. Diction has multiple concerns; register — words being either formal or informal in social context — is foremost (<http://en.wikipedia.org/wiki/Diction>).

In advertisement, the advertiser should know the consumers well. It means he or she knows for whom the advertisement is dedicated. Therefore, the diction plays important role in advertisement to attract the consumers since the purpose of advertisement is to influence the consumers to use or buy the product (Sudiana, 1986: 12)

From those explanations above, it can be noticed that movie advertisement needs an interesting and attractive diction, because the success of a movie is mostly influenced by its advertisement. The consumers who are curious toward the movie advertisement will go to the cinema to ascertain it by watching the movie. The followings are the example of how diction has important role in movie advertisement.



**Picture 1**



([www.imdb.com/quarantine\\_poster.html](http://www.imdb.com/quarantine_poster.html))

- 1) No details.
- No witnesses.
- No evidence.
- Until now.
- Contain The Truth.

**(‘Quarantine’ Movie Advertisement)**

**(December 2008)**

**Picture 2**



([www.imdb.com/madagascar2\\_poster.html](http://www.imdb.com/madagascar2_poster.html))

- 2) Move It,
- Move It,
- You got to move it move it

**(‘Madagascar 2’ Movie Advertisement)**

**(January 2009)**

From those examples above, it can be clearly seen that word choice of movie advertisement has useful function to attract the consumers of film. In the first advertisement, there are obvious and challenging expressions; such as **no details, no witnesses, no evidence, until now**. By choosing those phrases and the repetitions of 'no', this movie seems contain the cruelty scenes. People who like horror movie will not miss it.

On the other hand, the second advertisement uses different diction which is simple enough and it offers the humor. The theme of story which tells about the animal's adventure let the consumers engross into the animal's cheerfulness.

## **G. Stylistic and Style**

### **G.1 Stylistic**

The term of style is different from stylistic. In analyzing the language style, it requires a particular approach called as stylistic. Stylistic is the study of the use of language style. In *Kamus Linguistik*, Kridalaksana states that the term stylistic means (1) Study of language used in literature, interdisciplinary science between linguistic and literature (2) Linguistic application on language style in literature (2001: 202).

Meanwhile, Turner (in Lyons, 1981) states, "Stylistics is the part of linguistics which concentrates on variation in the use of language often, but not exclusively, with a special attention to the most conscious and complex uses of language in literature" (1977: 614). Further, he argues "Stylistics means the study

of style with suggestion from the form of the word, of a scientific or at least a methodical study.” (1977: 615)

From the definitions above, stylistics does not only mean of the study of language style in literature but also style in linguistic. The conclusion is in line with what has been written in *www.wikipedia.com*, ‘Stylistic is the study of varieties of language whose properties position that language in context. For example, the language of advertising, politics, religion, individual authors, etc’. (<http://www.wikipedia.com/stylistic>)

## **G.2 Style**

Style is a kind of language varieties. Keraf (2004: 113) explains that style or language style is considered as the way to show the mind through particular language which expresses soul and character. Moreover, he classifies style into several ways, such as:

- a) Style based on diction; formal, informal and conversational (2004: 117)
- b) Style based on intonation; high, middle, and low (ibid: 121)
- c) Style based on sentence structure: climax, anti-climax, parallelism, anti-thesis, and repetition (ibid: 124)
- d) Style based on direct and indirect meaning: rhetorical and figurative (ibid: 130)

In addition, Soepomo (in Chaer and Agustina, 2004: 71) classifies language style into three parts; rhetorical, formal and informal. Rhetorical is used for rhetoric circumstances which have high aesthetics. Meanwhile, formal and informal is related to situation where the language is used.

Formal language is standardization of sentence structure and diction (2004: 72). However, in many advertisements, formal language aims at respecting and appreciating the consumers. Meanwhile, informal language is often applied in casual situation. Its character is usually marked by the appearance of contraction sentences to make intimate and closer situation to hearer.

This research is analyzed by using formal and informal language, because in advertisement, the rhetorical often appears together with formal and informal. The aesthetic impression, however, can be found through those languages. Besides, it is analyzed based on the mixture between style based on sentence structure and style based on direct and indirect meaning, which then is called as figure of speech.

## **H. Figures of Speech**

According to Leahy (1963: 18) in his book, *Fundamentals of Poetry*, he says, "A figure of speech is an expression in which the words are used in a non literal sense to present a figure, picture, or image." It can be concluded that figure of speech contains the figurative language to express a figure, picture, or image.

This research is analyzed by using certain figures of speech usually used in language of advertisement. This was taken with the consideration that there are many kinds of language styles. Those certain figures of speech are:

### **1. Hyperbole**

Hyperbole is an exaggeration for the sake of emphasis and is not to be taken literally.

*For example:* From A Red, Red Rose  
 Till a' the seas go dry my dear, my dear  
 And the rocks melt wi' the sun  
 And I will love thee still my dear  
 (Leahy, 1963: 20-21)

## 2. Synecdoche

Synecdoche is the technique of mentioning a part of something to represent the whole. *For example:* Give us this day our daily **bread**. (bread = food or sustenance) (ibid: 20).

## 3. Metonymy

Metonymy is substitution of a word naming an object for another word closely associated with it. *For example:* Pay tribute to the **crown** (crown substituted for king) (ibid: 21)

## 4. Personification

Personification is the giving of human characteristics to inanimate objects, idea or animals. *For example:* The **waves** beside them danced (ibid: 19)

## 5. Simile

A simile is a direct or explicit comparison between two usually unrelated things indicating a likeness or similarity between some attribute found in both things. *For example:* The dawn comes up like thunder. (ibid: 18)

## 6. Climax and Anti-climax

Keraf (2004: 124) explains that climax contains thought gradation developing its idea periodically. It means that the idea is arranged from general to specific. Meanwhile, Anti-climax begins with the meaningful idea and ends with meaningless idea. (ibid: 125)

*For example: (Climax)*

No details.

No witnesses.

No evidences.

Until now... (**“Quarantine” Movie Advertisement**)

## 7. Paradox

Paradox contains contradictory statement that may nonetheless be true.

(ibid: 136)

*For example:* Just because she’s passed on...

Doesn’t mean she’s moved on.

**(“Over her dead body” Movie Advertisement)**

## 8. Repetition

Repetition means the repetition of intonation, syllable, words or the meaningful sentence. (ibid: 127)

*For example:* Move it, move it,

You got to move it move it

**(“Madagascar” Movie Advertisement)**

## 9. Parallelism

Parallelism is the quality or state of being alike of the use of words or phrases having the equal function in the form of equal grammatical. (ibid:

126) *For example:* Fear nothing. Risk everything. (**“Red Line” Movie**

**Advertisement)**

## **I. Film**

### **I.1 Definition of Film**

Film is one of means of communication that has big role in human life. Film has been a social phenomenon as a popular form of entertainment. Film is a miniature of human life, which portrays human life in different angle. Film not only displays moving images of real people and objects visually with its real social context, but also communicates the desires, needs and aspirations of human or even society.

The movie or film offers two forms of magic, since its conquest of the visible world extends in two opposite directions. The first, on which realist theory concentrates, gives it the power to possess the real world by capturing its appearance. The second focus of the traditional aesthetic permits the presentation of an ideal image, ordered by the film maker's will and imagination (Parkins, 1978: 60). Furthermore however indirectly and obliquely, films are social representation. That is they derive their images and sounds, themes, and stories ultimately from their social environment. In fictional films, the characters are given attitudes, gestures, sentiments, motivations, and appearances that are in part at least, based on social roles and general notions about how a policeman, factory worker, mother or husband is supposed to act (Allen & Gomery. 1985: 158).

Since film reflects everyday, it is very popular in people daily life. It is not just for entertainment because it has a message behind the story for the people. Therefore, people can get double benefits from enjoying this kind of entertainment.

## **I.2 The Film Genres**

According to Mc. Gown in Sofiah (1990), he divides the film typology into the following terms:

### **1. Drama Film**

A drama film usually tells about the great story of human's life which contains any conflicts. Those conflicts, moreover, happen between two people or more. A drama can be romantic, comedy and tragedy. Romantic drama usually draws about love story among the characters and usually has a happy ending (1990: 38). A romance film, moreover, can be loosely defined as any film in which the central plot (the premise of the story) revolves around the romantic involvement of the story's protagonists (<http://en.wikipedia.org/wiki/Romantic>). Meanwhile, comedy is dramatic work that is humorous and usually has a happy ending. Comedy is the events which inevitably find happy resolution. It is cheerful and optimism (Russell: 8). On the other hand, tragedy involves events which climax in unhappy disaster which is somber and pessimism. It means that the main character is brought to ruin or suffers extreme sorrow (ibid: 7).

### **2. War Film**

A war film describes the battle situation in mostly scenes of film story (Gown in Sofiah, 1990: 40). For example: "The Lion" film that draws about situation in World War I. In line with this opinion, *www.filmsite.org* defines that a war film acknowledges the horror and heartbreak of war, letting the actual combat fighting (against nations or humankind) on land, sea, or in the air provide the



primary plot or background for the action of the film (<http://www.filmsite.org/genres.html>).

### 3. Epics/historical Film

Epics film include costume dramas, historical dramas, war films, medieval romps, or 'period pictures' that often cover a large expanse of time set against a vast, panoramic backdrop. Epics often share elements of the elaborate adventure films genre. Epics take an historical or imagined event, mythic, legendary, or heroic figure, and add an extravagant setting and lavish costumes, accompanied by grandeur and spectacle, dramatic scope, high production values, and a sweeping musical score (ibid).

### 4. Crime Film

A crime film tells about the activities that involve breaking the law, such as drugs trading, violence in traffic light, juvenile delinquency, etc. Those activities, moreover, relate to law enforcer (Gown in Sofiah, 1990: 40).

### 5. Adventure Film

Adventure films recite about the challenging adventure among a professional spy, tourist and journalist. They are all involved into the destroying of violence that makes them to have certain adventure, such as "James Bond" film (ibid: 42). Adventure films are usually exciting stories, with new experiences or exotic locales, very similar to or often paired with the action film genre (<http://www.filmsite.org/genres.html>).

## 6. Cartoon Film

Cartoon film is a film made by photographing a series of drawings. Meanwhile, an animated cartoon is a series of still drawings that, when viewed in rapid succession, gives the impression of a moving picture (1990: 44).

## 7. Kids Film

This kind of movie describes the story of children's life which is mostly performed by children as the actors (ibid: 44). "Bed Time Stories (2009)" film is an example of kid's movie which tells about children's wishes before going to bed.

## 8. Mystery and Horror Film

Both mystery and horror film are merely similar. Those films have similarity in term of revealing the phenomenon of supernatural. However, those also have difference in term of its effect to the audiences. Mystery film usually dealing with a puzzle crime only arouses the audiences' perplexes. Meanwhile, horror film makes the audience becomes fear (ibid: 46). Webster's Collegiate Dictionary gives the primary definition of horror as "a painful and intense fear, dread, or dismay." Horror movie is, broadly, movie intended to scare, unsettle or horrify the viewers.

([http://www.findmeanauthor.com/definition\\_horror\\_fiction\\_genre.htm](http://www.findmeanauthor.com/definition_horror_fiction_genre.htm))

## 9. Suspense Film

A suspense film has particular character that gives anxiety or apprehension resulting from uncertainty and unexplained matters. Moreover, by watching this film, the audience will be grasped with strained actions (1990: 47).

Regarding the theories above, in analyzing the data, the researcher makes any classifications of film to result the accurate and clear data analysis. The following types of movie are:

- 1) **Film based on the story themes:** Romantic, Comedy, Tragedy, Mystery and Suspense.
- 2) **Film based on the story substances:** Crime story, Adventure, Horror, War and Historical
- 3) **Film based on the target consumers:** Kids film and Adult film.
- 4) **Film based on the performance:** Cartoon film and Non-cartoon film

## **J. 21-cineplex**

21-cineplex or 21 cineplex group is the largest Indonesian cinema network. Hence, it becomes the pioneer of Indonesian Cineplex network. This cinema network has been spread in many big cities in Indonesia which are mostly placed in the shopping centers. It offers both Hollywood and Indonesian movies as the main menus of entertainment supported by audio visual technology of Dolby Digital and THX. As time goes by, 21-cineplex has developed rapidly by dividing the other three cinema networks; *Cinema 21*, *Cinema XXI*, and *The Premiere*. Moreover, those networks are intended for different consumer target.

- **Cinema 21**

Cinema 21 has many cinema networks which are spread in Indonesia. At first, Cinema 21 conquers for mostly market of Indonesian cinema audience by offering the variation of ticket price and movie which is played based on its

location and target market. However, after the establishing of Cinema XXI, Cinema 21 becomes the second cinema network which mostly plays the domestic and the old Hollywood movies.

- **Cinema XXI**

Cinema XXI which was established in Plaza Indonesia Entertainment X'nter is equipped with four regular theatres and two Premiere theaters. It mostly plays the Hollywood movies both the new release and the old ones. Besides, it also plays Indonesian movies based on the location and consumer market of the shopping centre.

The existence of Cinema XXI increases rapidly every year in big cities to substitute the position of Cinema 21. There are many shopping and business centers that open Cinema XXI, such as Kelapa Gading Mall (Jakarta), Pondok Indah Mall (Jakarta), Tunjungan Plaza (Surabaya), Cihampelas Walk (Bandung) and Jogjakarta business center located in Jl. Solo, Jogjakarta.

At the end of 2008, along with the development of 3D technology and the movie uses that technology, Cinema XXI applies the technology of 3D Dolby Digital Cinema for every cinema in Indonesia with a special ticket price. The premier movies played at first are “Journey to the center of the Earth” 3D and “Bolt” 3D

- **The Premier**

The premiere is dedicated, especially, to the audiences who want more luxurious facilities in cinema. Therefore, the premiere is a concept of cinema which provides any luxurious facility including a special lobby inside the

building, a special seat as if business class in an airplane, a thick blanket, and the other luxuries.

Unfortunately, the premiere is only found in Jakarta areas, such as *Studio XXI*, *Pondok Indah XXI*, *Senayan City XXI*, *Plaza Senayan XXI* and *Emporium Pluit XXI* which its ticket prices are Rp. 50, 000 for Monday to Friday and Rp. 100, 000 for Saturday, Sunday and other holidays.

(<http://www.wikipedia.com/21-cineplex>)

- **The Website of 21-cineplex**

In Marketing Department of 21-cineplex, website has function to display all of things dealing with the company. It is used as the media to promote both western and domestic movies which are played in 21 cinemas. It also gives the information of movie synopsis to attract the consumers.

The website that is *www.21-cineplex.com* has provided menus that can be opened by users in terms of customers or people who access it. Therefore, all of things will get information of the company for instance profile, new release movie, etc. Besides, to complete the consumers' pleasure, the website serves the ticket selling called as mobile ticketing system (MTix) which is available in many Cinema XXI and Cinema 21. However, for customers who want to enjoy this pleasure, they should come to Cinema XXI or Cinema 21 box office for registration process.

(<http://www.21-cineplex.com/company profile>)

## K. Other Related Studies

Register, of any language, is probably so interesting topic to analyze that there are many researches that focus the analysis on it. That is why it is worth referring to some of them so that the study of this research is more comprehensive. In other words, the result of the preceding studies is very helpful for the researcher in analyzing the data. The preceding studies in questions are as follows:

- 1) “Bahasa Inggris Dalam Register Iklan Film” by Donie Fadjar Kurniawan, 1995.

In this research, Fadjar who wrote the thesis in Indonesian language analyzed the register of film advertisement published in *Suara Merdeka*, May until December 1994. The sample of this research was total sample; this was taken with the consideration that the number of data was small. Every week, there were two films and the data were taken during 8 months (May to December 1994). Some films were published without registers of film advertisements. So, the number of data was 56.

This research is film advertisement in the form of written text published in *Suara Merdeka*, May until December 1994. The result of the research can be a comparison to this thesis. Although this thesis is also discussing about register on English movie advertisement, but there are some differences such as the source of data, the theories, and technique sampling. Moreover, the data of this thesis are taken from *www.21-cineplex.com* advertised in Jakarta Post. Hence, it requires 21-cineplex company profile as the additional theory. Meanwhile, the technique

sampling used in this thesis is purposive sampling. Further, it will be explained in chapter III.

- 2) “An Analysis on Register of English Graffiti Found Around Surakarta Municipality” by Sadyo Sampurno, 1999.

In this research, Sampurno analyzed the register of English graffiti photographed around Surakarta municipality on January 1997. There were 13 graffiti analyzed in his research. He employed the technique of purposive sampling as the sampling technique. After all the data had been collected, then he analyzed them and finally discussed them to find the general characteristics of the graffiti.

Based on the data analysis, Sampurno draws some conclusions. First, most of the graffiti were located in crowded area. Second, most of them used informal English. Third, graffiti was created to promote or to expose the names of certain gangs or persons. Forth, the graffiti was full of creativity. Fifth, most of graffiti were targeted to public who understand the English.

Sampurno’s research will be used as the comparison to this thesis. The English used in graffiti seems to have a closer relationship with the English used in the movie advertisement in this thesis. It is understandable that some of the creators of the graffiti adopt the English terms used in the western movies. Besides, the use of style in the English graffiti seems to be not different from that of the movie advertisement. Therefore, it is important to compare the result of Sampurno’s research with this thesis result.





## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **A. Type of Research**

As stated in Chapter I, this research belongs to qualitative research employing descriptive method. This is due to the fact that the purpose of this research is describing the facts or phenomena systematically and accurately. In line with this opinion, Nazir (1988) has suggested that descriptive research aims at describing facts, characteristics, and the relationship among the phenomena being observed systematically, factually, and accurately (1988: 63).

Meanwhile, qualitative research is defined as a research that focuses on note, which describes the real situation briefly in order to support the data. The collected data are derived especially in the form of words, sentences or pictures that have more meaning than number or quantity/frequency (Sutopo, 2002: 35)

#### **B. Data and Source of Data**

According to Subroto (1992), the data of a research might be in the form of discourse, sentence, clause, word or morpheme. Source of data could be newspaper, magazine, literary work, column, even line.

The source of data of this research is the website of *www.21-cineplex.com* advertised in the *Jakarta Post*. This website is taken as the source of data based on the reason that it is considered as the largest Indonesian cinema network which only advertise its products in the *Jakarta Post*. Hence, the diction, the language variety and the figures of speech in register of English movie written advertisements of *www.21-cineplex.com* on December 2008-April 2009 are used as the data of this research.

### **C. Sample and Sampling Technique**

According to Sutopo (2002), in a qualitative research, samples are not intended to make generalization of the population but to gain the depth information of the field of study (2002: 36). Since the source of data was quite large, the research then took the sample from the population. What is meant by sample here is part of the population that will be investigated. To represent the population, the sample should be collected. The activity of collecting the sample is called sampling (Hadi, 1983: 70)

Purposive sampling method was employed in this research. By this method, selection of the sample is directed to the data that have important relation with the problem being observed. It means that purposive sampling is conducted to get the collecting data of phenomena that match with the field of study being observed (Sutopo, 2002: 36)

The criterion for the sample of this research is as follows. First, the movie should have the English advertisement. The purpose of this research is to describe the register in English movie advertisement. Actually, the advertisements do not only advertise English movies but also the others, such as Indonesian and Mandarin movies. Therefore, the researcher did not include them as the data. Second, the advertisement should be in the written form advertised by *www.21-cineplex.com* published in the *Jakarta Post*.

#### **D. Research Design**

This research is conducted based on several steps as follows:

1. Collecting the data sources, movie advertisement of *www.21-cineplex.com* advertised in the *Jakarta Post* on December 2008 until April 2009.
2. Identifying all register on English movie advertisements of *www.21-cineplex.com* by writing the advertisement of each movie. Sometimes, if the written advertisements are unclear, the researcher browses internet to find out the poster of film advertisement or finds it in the cover of CD to get the advertisement clearly.
3. Finding the synopsis of each movie by browsing internet or reading it in cover of CD to know the aim of its advertisement.
4. Classifying and coding the data based on the types of film.

5. Analyzing and interpreting the data and answer the questions raised in the problem statements.
6. Drawing conclusion.

### **E. Technique of Collecting Data**

The sources of data were collected from the written sources that are movie advertisements of *www.21-cineplex.com* advertised in the *Jakarta Post* on December 2008 until April 2009. By employing the certain criterion, then the sample was taken from the source of data. After collecting the sample, the data which are English movie advertisements were collected. The data itself contain any factor influencing the register of English movie advertisements. The factors included linguistic factors, such as diction, language variety and figure of speech, and non-linguistic factors, such as the types of film. Then, by using the data obtained from those techniques above, the register of English movie advertisements were interpreted. This was done by considering the data obtained from each English movie advertisement.

## **F. Research Data Coding**

The researcher will mark the data by codes to make the classification and the analysis of each datum easier. The data coding in this research is as follows:

1. The number of each datum
2. The months when the data were shown are classified as follow:
  - December (D)
  - January (J)
  - February (F)
  - March (M)
  - April (A)
3. The types of film are classified as follows:
  - Romantic (Rmtc)
  - Comedy (Cmdy)
  - Tragedy (Tgdy)
  - Mystery (Mys)
  - Suspense (Spnc)
  - Crime (Crm)
  - War (Wr)
  - Adventure (Advn)

- Horror (Hrr)
  - Historical (Hstr)
  - Kids film (Kds) and Adult film (Adlt)
  - Cartoon film (Crtn) and Man film (Mn)
4. The type of language style employed by the advertiser found in the English movie advertisements are written in capital letters:
- Formal (FRL)
  - Informal (INFRL)
5. The types of figure of speech are classified as follow:
- Hyperbole (Hyp)
  - Synecdoche (Syn)
  - Metonymy (Mtny)
  - Personification (Prsf)
  - Simile (Smil)
  - Climax (Clmx) and Anti-climax (Aclmx)
  - Paradox (Prdx)
  - Repetition (Rept)
  - Parallelism (Prall)

The example of data coding is as follows:

Datum 17/J/Rmtc—Man—Adlt/INFRL/Hyp = It is the datum number 15 which advertised on January 2009. The movie tells about Romantic drama which

performed by Mankind. Therefore, the target consumers of this movie are adult. The language style employed by the advertisement is Informal, while its figure of speech is Hyperbole.

### **G. Technique of Analyzing Data**

The process of analyzing data is the method used for analyzing the collected data. The collected data are analyzed by conducting the following steps:

1. Classifying the data based on the types of film based on Gown's theories of film genres. The result of this research is the register of English movie advertisements classified based on the story themes, the story substances, the target consumers and the performances.
2. Analyzing the data in relation to the context of movie synopsis. It involves the movie summary, the movie performances and target consumers. In this phase, the research was much assisted by the theory of sociolinguistics of social and situational factors.
3. Analyzing the characteristics of register of English movie advertisements. In this phase, something typical in the advertisement was tried to be explored. This was carried out by looking at the diction, language variety, sentence structure and figure of speech.
4. Interpreting the data based on the results of the analysis on no. 2 and 3. When those results have been explored, it was easy to interpret the data.

This was done by looking all factors in the advertisements, including both linguistic and non-linguistic factors.

5. Determining how far both language varieties and figures of speech influence the register on English movie advertisement.
6. Drawing conclusions and giving suggestions.



## CHAPTER IV

### DATA ANALYSIS

#### A. Introduction to Data Analysis

This research illustrates how the register in English movie advertisement can be integrated into linguistic phenomenon. Specifically, this research investigates the characteristics for both linguistic and non-linguistic factors in the register of English movie advertisement of *www.21-cineplex.com*. Detail examination of both linguistic and non-linguistic phenomenon are described in this chapter.

Chapter IV comprises two main parts of subchapters, namely data analysis and discussion. Data analysis consists of the analysis of the data subject. Each analysis covers description of Data description, Movie Classification and Data Interpretation. The data description shows the written advertisement of English movie. Meanwhile, the Movie Classification covers the film summary and the film classification based on Gown's types of film genre. Data Interpretation consists of the analysis of the linguistic factor; such as diction, language variety and figures of speech applied in the register of English movie advertisement. Finally, the findings are put together into a discussion unit. This final part contains a detailed outcome of data analysis.

In the movie written advertisement of *www.21-cineplex.com*, the researcher found 43 data which are classified into 4 types of movie genre. Each of them consists of several types of movie. Moreover, the researcher only classifies each data into one type of film genre added with the further explanation in order to get the data result accurately.

The classification of the data is presented below

Table 4.1

**Register of English Movie Advertisement**

Types of film genre	Total	Percentage (%)
<b>Based on the story themes</b> (Romantic drama, Comedy drama, Tragedy drama, Suspense drama and Mystery drama)	26	60.5 %
<b>Based on the story substances</b> (Crime story, Adventure story, Horror story, Historical and War story)	12	27.9 %
<b>Based on the target consumers</b> (Kids film and Adult film)	2	4.7 %
<b>Based on the performance</b> (Cartoon film and Man film)	3	6.9 %
<b>TOTAL</b>	<b>43</b>	<b>100 %</b>

Thus, there are 43 data that consist of 26 films based on the story themes, 12 films based on the story substances, 2 kids film and 3 cartoon films.

## **B. Data Analysis**

### **B.1 Based on the story themes**

The classification of movie genre based on the story themes reveals the register of movie advertisement in the point of view of story subject. In other words, this classification contains the register on certain movie advertisement focusing on topic of story that is called drama genre. In website [www.21-cineplex.com](http://www.21-cineplex.com), there are 26 data that belong to drama movie, consisting of 4 romantic dramas, 8 comedy dramas, 3 tragedy dramas, 9 suspense dramas, and 3 mystery dramas.

#### B.1.1 Register Analysis of Romantic Drama Movie Advertisement

*Data 9/D/Rmtc—Mn—Adlt/INFRL/Hyp*

#### **Data Description**

When you can live forever...what do you live for?

The forbidden fruit tastes the sweetest

Forever. Begins. Now.

Nothing will be the same

(*TWILIGHT* Movie Advertisement)

### **Movie Classification**

Twilight is an American film directed by Catherine Hardwicke and based on the novel of the same title by Stephenie Meyer. Shortly, it tells about a teenage girl, Bella Swan, who risks everything when she falls in love with a handsome vampire, Edward Cullen. Though Edward and his family are vampire, they only consume animal blood and do not have fang. This movie describes the couple's struggle to keep their love. Moreover, there is life side behind this movie which is full of emotion, desire, and controversy.

This movie belongs to a romantic drama that draws love story performed by men. Therefore, the target consumers of this movie genre are adult.

### **Data Interpretation**

In advertising the movie, the advertiser begins with the statement that seems to let the consumers imagine something. The sentence, **When you can live forever...what do you live for?** is considered as the initiation of this advertisement. From this expression, it implies that the word 'you' is delivered for the readers whom are challenged to imagine what if they are immortal, so what the purpose of their live is.

Then, this advertisement is followed with the sentence, **The forbidden fruit tastes the sweetest.** This implies that the advertiser has a purpose to describe the story of the movie. It depicts a couple who is falling in love. They

ignore everything including the high risks that might send them into the danger. Moreover, the advertiser creates this advertisement, to become a power attraction for target consumers to watch this movie. The next text is **Forever. Begins. Now.** The advertiser intends to attract the readers by using the exaggeration of meaning of time which suggests that the love story describes the struggle of couple to keep and risk their endless love without disregarding time and feeling exhausted.

The last sentence of the advertisement, **Nothing will be the same,** represents the closure of the advertisement which can be interpreted that there must be differences in everything. The love story between vampire and human invites controversy, especially among the vampire family.

Moreover, the impression of those advertisements is that love has a great power to change everything, including breaking the destiny that human and vampire are impossible to become one. The aims of those advertisements are very informative for the target consumers since the plot story is depicted in the register of advertisement.

In term of structure, those advertisements represent three sentences and adverbs. The sentences consist of a complex sentence ('When you can live forever, what do you live for?'), two simplex sentences ('The forbidden fruit tastes the sweetest', and 'Nothing will be the same'). Meanwhile, the adverbs consist of three adverb of time ('forever', 'begins', and 'now').

There are many figurative languages found in this advertisement, such as 'the forbidden fruit'. The word 'fruit' is a figurative meaning that represents love.

Besides, there is also a sign of (...) in the first advertisement. However, these can be the creativity made by the advertiser in creating an intimate impression to involve the target consumers indirectly. Hence, style used by this register of movie advertisement is informal. Meanwhile, the figure of speech of this movie advertisement is Hyperbole. The exaggeration of meaning is seen on 'The forbidden fruit tastes the sweetest'.

*Data 12/J/Rmtc—Mn—Adlt/INFRL*

#### **Data Description**

A story for anyone with an appetite for love.

Do you have an appetite for love?

(*'FEAST OF LOVE'* Movie Advertisement)

#### **Movie Classification**

Shortly, this movie depicts about a meditation on love and its various incarnations, set within a community of friends in Oregon, and is described as an exploration of the magical, mysterious and sometimes painful incarnations of love.

Based on the theme of movie story, this movie is a romantic drama movie which describes the adventure to get the true love colored with happiness, affair and heartache. Hence, this movie is categorized for adult target consumers and acted by men.

### **Data Interpretation**

This movie advertisement consists of two line sentences. The first sentence, **A story for anyone with an appetite for love**, seems to emphasize on the theme of this film story. It can be identified by the lexis ‘a story’ and ‘love’ which represent the description of a romantic atmosphere within this movie. By mentioning those lexis in the beginning of advertisement, it has explicitly a purpose to introduce the love story which is expected to attract many readers to watch this movie.

In closing this advertisement, the advertiser employs a question statement, namely yes-no question. The question of **Do you have an appetite for love?** gives impression to ask the readers about an issue that still has relation to this movie story. The advertiser seems to have intention to involve the readers in the plot of this movie story by employing this question statement in the closing part.

In terms of structure, the movie advertisement represents a simplex sentence and a question statement (‘Do you have an appetite for love?’). The simplex sentence, indeed, is incomplete sentence for it implicitly eliminates the subject element of ‘it is’ in (it is) ‘A story for anyone with an appetite for love’.

The style of this advertisement register is informal. This can be traced by the implicitly elimination of the subject element of ‘it is’ in the first advertisement text. However, this can be the advertiser’s creativity to get closer toward the target consumers. Moreover, this movie advertisement does not contain the figure of speech since it does not reveal the figurative language but the clear expressions.

*Data 16/J/Rmtc—Mn—Adlt/FRL/Hyp*

### **Data Description**

Life is the ultimate work of art.

(‘*VICKY CRISTINA BARCELONA*’ Movie Advertisement)

### **Movie Classification**

Briefly, this movie tells about two American women, Vicky and Cristina, spending a summer in Barcelona, where they meet an artist who is attracted to both of them while still enamored of his mentally and emotionally unstable ex-wife María Elena. This film describes the love story between the three women and one man.

Hence, based on the theme of a story, this movie belongs to a romantic drama genre and it is performed by human. Moreover, this movie is for adult target consumers.

### **Data Interpretation**

This movie advertisement only consists of a short sentence. However, this advertisement is not considered as the preface of the advertisement which shows the reader to the substance of the movie story, neither of conclusions of this movie advertisement that represents the solution of movie story.

The advertiser only chooses the expression of **Life is the ultimate work of art** which has general meaning. It can be known from the word ‘life’ which represents the human existence or relationships. This relationships, moreover, is



colored with love, affair, hatred that will bring someone into the joy and pain. Indeed, it describes that life is priceless thing.

Generally, the impression of this movie advertisement is to depict that life has its own art which can not be compared with the others. By using the general issues, this advertisement has purpose to attract the target consumers to watch this movie.

In term of structure, this movie advertisement employs a sentence namely a simplex sentence since it has one subject ('life') and one finite ('is') followed by a complement ('the ultimate work of art'). Meanwhile, the language style of this advertisement is formal. It can be seen in the complete sentence used by the advertiser to advertise the film. It has a purpose to attract and respect the target consumers. Furthermore, the advertiser uses Hyperbole in this movie advertisement. The exaggeration of meaning is seen in the meaning of 'ultimate work of art'.

*Data 4/D/Rmtc—Mn—Adlt/INFL/Hyp*

### **Data Description**

It's never too late for a second chance

(*'NIGHTS IN RODANTHE'* Movie Advertisement)

### **Movie Classification**

Briefly, this movie depicts about the life of two unhappy people who become entwined when they have a life changing romance. Adrienne is a woman

who's trying to decide whether to stay in her unhappy marriage or not. Her life changes when Paul, a doctor who is traveling to reconcile with his estranged son, checks into an inn in a North Carolina beach town where she is staying.

Consequently, based on the story theme, this movie performed by men belongs to a romantic drama genre that describes the love story between two desperate people. Hence, this movie is for adult target consumers.

### **Data Interpretation**

The advertiser only employs a short expression in promoting this movie. The sentence **It's never too late for a second chance** represents the conclusion of the movie story. It implies that an opportunity does not only come in once. This can be identified from the phrase 'a second chance' which indicates a chance for having the second love that comes in an unpredictable situation. Moreover, by using the diction 'too', the advertiser intends to express an exaggerated romantic emotion.

By using this short advertisement, the advertiser seems entirely to have intention to bring the target consumers into romantic atmosphere that describes a life-changing romance that will resonate throughout the rest of lives.

This advertisement represents a simplex sentence which consists of a subject ('it'), predicate ('is never'), a complement ('too late') and it is linked with the adverb of time ('a second change').

Meanwhile, the style employed by the advertiser in making this advertisement is informal. It can be seen from the contraction 'it's' that should be 'it is'. Further, the figure of speech in this film advertisement is Hyperbole. The excessive of meaning is seen in the phrase 'too late'.

### B.1.2 Register Analysis of Comedy Drama Movie Advertisement

*Data 17/J/Comdy—Mn—Adlt/FRL/Hyp*

#### **Data description**

One word can change everything

The era of yes has begun

(*'YES MAN'* Movie Advertisement)

#### **Movie Classification**

In summary, this film tells about a man, Carl Allen, who is at a standstill. He is a pessimist. Until the day he enrolls into a personal development program based on a very simple idea: say yes to everything! Carl discovers with amazement of the magical power of "Yes", and sees his professional and romantic life turned upside down overnight: an unexpected promotion and a new girlfriend. But he will soon discover that better can be good's enemy, and that all opportunities should not be taken. The effort to get a true love becomes the essence of this movie story.

Therefore, this movie belongs to a comedy genre that tells about love story. This movie is acted by men and its target consumers are intended to adult.

### **Data Interpretation**

The advertisement of 'Yes Man' movie begins with the initiation sentence; **One word can change everything**, which indicates to inform the story of movie. Implicitly, the advertiser narrates that this movie tells about the way to have the optimism in order to reach love, affection, and luck, which is covered up with the comedy situation. As the opening sentence, this advertisement has an impression as the power of attraction for the target consumers.

The advertisement is then cleared with the further information about this movie. The advertiser chooses the expression of **The era of yes has begun** as the next text which is all considered as the closure at once. It has a purpose to tell the readers that this movie is full of optimism. Here, the impression that emerges from this advertisement is optimistic at any time when the opportunity comes, since it can embrace possibility.

In terms of structure, this film advertisement represents sentences, consisting of two simplex statements ('one word can change everything' and 'the era of yes has begun'). The two sentences are grammatically correct since they have subject ('one word and the era of yes') with the proper predicate ('can change' and 'has begun') which is linked by complement ('everything').

The language style of this movie is informal. It can be seen on the use of informal language in the second text, 'the era of yes has begun', which means the beginning of optimism in everything. Moreover, it has a purpose to create intimate and closer situation to the consumers. Meanwhile, the figure of speech of this

advertisement is Hyperbole. The exaggeration of meaning is seen in sentence of ‘one word can change everything’ which means that by saying only one word is considered as the only way to change all things.

*Data 2/D/Comdy—Mn—Adlt/INFRL/Hyp*

### **Data description**

A huge comedy with tiny balls

(‘*BALLS OF FURRY*’ Movie Advertisement)

### **Movie Classification**

In summary, this movie tells the story about the down-and-out former professional ping-pong, Randy Daytona, who is sucked into a maelstrom when FBI Agent Ernie Rodriguez recruits him for a secret mission. Randy is determined to bounce back and win, and to smoke out his father's killer.

Therefore, this movie belongs to a comedy drama genre that depicts the adventure in finding the truth. This movie is acted by men and for adult target consumers.

### **Data Interpretation**

The advertiser only chooses a very short noun phrase in promoting this movie. However, this advertisement refers to the conclusion that is very attractive since the advertiser uses the diction that seems to magnify its meaning.

The phrase of **a huge comedy** indicates to emphasize on the story theme of this movie that depicts the exceedingly funny stories. By using the lexis 'huge', the advertiser seems to inform the readers that this movie contains the very humorous performance. Then, the prepositional phrase of **with tiny balls** indicates the circumstance that reveals the fact about the roles of the extremely small balls in the story theme that contains many humor senses. It can be known from the preposition 'with' which has function to oppose or contrast the two things.

The advertisement represents a noun phrase. It consists of an article ('a'), an adjective ('huge'), a noun ('comedy') and the prepositional phrase ('with tiny balls'). Both structure and writing of the advertisement are grammatically correct.

The style of this advertisement is informal for it contains a figurative word that is 'huge' which characterizes the word 'comedy'. Meanwhile, the figure of speech employed by the advertiser is Hyperbole. The excessive of meaning can be seen on the expression of 'a huge comedy'.

### **Data description**

*Data/21/F/Comdy—Mn—Adlt/INFRL*

Even best friends can't share the same wedding day

(*'BRIDE WARS'* Movie Advertisement)

### **Movie Classification**

Briefly, this movie narrates about two best friends who become rivals when they schedule their respective weddings on the same place and day. The two brides try to fail the wedding since they do not want to celebrate the same wedding day. The funny story emerges when each of them are trying to fight back in order to maintain their own wish of getting married on that day.

The funny actions of this movie make it belongs to a comedy drama genre which contains the love story performed by men. The target consumers of this movie are for adult.

### **Data Interpretation**

The advertiser employs a simplex sentence, **Even best friends can't share the same wedding day**, to promote the story of this movie. Although, this advertisement only consists of a sentence, it represents the substance of the movie story. This kind of movie advertisement is expected to attract as many viewers as possible.

This advertisement bears a meaning that a friendship, sometimes, is broken due to the small things, which can be seen from the diction 'even'. Moreover, this adverb gives the suggestion that there must be a difference

perspective within a friendship that might bring into the quarrelling. However, a friend will always be a friend, whatever the big matters they face, there is an affection inside which can come the forgiveness.

In terms of structure, this advertisement represents a sentence, namely a simplex sentence which put the adverb ('even') in the beginning of sentence that indicates to emphasize something unusual. Meanwhile, the language style employed by the advertiser is informal since there is a shortened word 'can't' which should be 'cannot'. It aims at creating the casual impression among the target consumers which tends to be the funny indication.

In addition, this movie advertisement does not contain the figure of speech since the advertiser used the simple expression which does not employ figurative expression.

*Data 35/M/Comdy—Mn—Adlt/INFRL/Prdx*

### **Data description**

Just because she's passed on...

Doesn't mean she's moved on.

(*'OVER HER DEAD BODY'* Movie Advertisement)

### **Movie classification**

'Over Her Dead Body' is a comedy movie which tells about a ghost tries to sabotage her former boyfriend's current relationship with a psychic. Kate dies on the day of her wedding to fiancé Henry. He subsequently begins a relationship



with psychic Ashley who becomes haunted by ghost of Kate trying to sabotage their relationship.

Based on the story theme, this movie belongs to a comedy drama since it mostly contains the funny actions done by the film characters, especially a beautiful ghost. Therefore, the target consumers are allowed for adult.

### **Data interpretation**

In promoting this movie, the advertiser uses a complex sentence written in two lines. Generally, these two expressions reveal the introduction of the main character of this film story. This can be identified from the pronoun 'she', a woman who change into a ghost. The first clause, **Just because she's passed on...** indicates the woman's death that can cause something unpredictable. This can be seen in the mark usage of (...) that implies an interesting story of this movie.

Moreover, by employing the conjunction of 'because', the advertiser seems to have intention to describe the reason that the resurrection of a woman from death can cause the trouble for the others. This term is explained further in the next clause of **Doesn't mean she's moved on**. From that sentence, it indicates that the woman's spirit still alive.

In terms of structure, this advertisement represents a complex sentence which explicitly eliminates the subject element of 'it' in the second clause of (it) 'doesn't mean she's moved on'. However, this can be the advertiser's creativity to

create an informal situation in order to get closer to the target consumers. Another indication is to emphasize on the comedy story rather than a horror story.

Regarding the interpretation above, the language style of this film advertisement is informal. This can be traced from the mark usage of (...), and the elimination of the subject element of 'it' on the second clause. There are also several contractions ("she's" and "doesn't") found in this advertisement that build an informal situation. Moreover, in terms of figures of speech, this film advertisement contains a Paradox figure. A seemingly contradictory statement that may nonetheless be true is seen in the expression of 'Just because she's passed on...Doesn't mean she's moved on' which generally is impossible for a dead person to be alive.

*Data 32/M/Comdy—Mn—Adlt/INFRL/Prsf*

### **Data description**

Your favorite movies are going to be destroyed

Prepare to die... laughing

(*'DISASTER MOVIE'* Movie Advertisement)

### **Movie Classification**

Disaster Movie is a parody-comedy movie that mixes the several famous movies into one funny story. In summary, this movie tells about an unsuspecting group of twenty attempt to flee man-made and natural disasters and encounter Batman, Hancock, The Hulk, Indiana Jones, Hannah Montana, Michael Jackson,

Beowulf, the Love Guru, Iron Man, rabid chipmunks amongst others in their seemingly vain efforts to seek help and shelter from unknown threats.

The funny actions performed by men characters make this movie belong to a comedy genre that contains an adventure story. Hence, this movie is for adult target consumers.

### **Data Interpretation**

In opening this movie advertisement, the advertiser employs a simplex sentence of **Your favorite movies are going to be destroyed** to promote the movie story. By using the word 'your' referring to the readers, the advertiser seems to inform the target consumers that their most liked movie will be damaged its story badly in this movie story. Moreover, this statement implies that this movie contains many jokes since it takes certain part of all the famous films in one story and creates them into the funny stories. This can be traced from the lexis 'destroyed' that does not mean as truly 'destroyed' but change and mix them into a funny story.

The emphasis on the comedy story is clearly explained in the closing part of this movie advertisement. The statement of **Prepare to die... laughing** indicates a warning to get ready to laugh noisily during watching this movie. This can be identified from the lexis 'die' and the mark of (...). Here, the lexis 'die' does not emphasize on the scary thing but it has function to build the funny story. Meanwhile, the mark of (...) in the middle of sentence indicates an interesting story that performs jokes behind the movie story.

In terms of structure, this movie story represents a simplex sentence ('Your favorite movies are going to be destroyed') and an imperative sentence ('Prepare to die... laughing') that indicates a warning.

The style of this movie advertisement is informal. This can be traced from the use of mark of (...) in the last advertisement which indicates as a casual expression. However, this can be the advertiser's creativity to emphasize on a comedy genre and get closer to the target consumers. The advertiser also uses Personification figure of speech in this movie advertisement. It can be seen in the statement of 'Your favorite movies are going to be destroyed' which considers that the story of famous movie will be changed into funny movie story.

*Data 33/M/Comdy—Mn—Adlt/INFRL/Hyp*

### **Data description**

We're all searching for something...

You've got to believe in treasure to find it

(*'KING OF CALIFORNIA'* Movie Advertisement)

### **Movie Classification**

In summary, this movie tells about an unstable dad who after getting out of a mental institution tries to convince his daughter that there is Spanish gold buried somewhere under suburbia. Initially skeptical, a daughter, Miranda soon finds herself joining in her father questionable antics in an effort to give him one last

shot at accomplishing his dreams in this darkly funny, exciting and surprisingly hopeful take on the modern family and the American dream.

Consequently, this movie is a comedy drama that depicts an adventure to find the treasure. This movie is performed by human and intended for adult target consumers.

### **Data Interpretation**

In promoting this movie story, the advertiser employs two simplex sentences. The advertisement begins with a statement of **We're all searching for something....** It indicates as an issue emerges in movie story that depicts the characters performance. They try hardly to find the priceless thing. This can be seen in the expression of 'We're all' for it emphasizes on the performers of this movie story. Moreover, by using the mark of (...) in the end of sentence, the advertiser seems to inform the readers about a fascinating story behind this movie. This mark also indicates as a bridge that connects between advertisement register and the title of this movie that has function to describe an issue appears in this movie story. The issue is about how to the characters find something that might become a king of California.

This film advertisement closes with the statement of **You've got to believe in treasure to find it.** By employing the informal expression of 'You've got to', this term indicates a suggestion to have a high belief firstly before doing something in order to get the best result. Moreover, this informal expression also has function to emphasize on the comedy drama genre.

The language style of this movie advertisement is informal. This term is clearly seen in the contraction of ‘we’re (we are)’ and ‘you’ve (you have)’. Besides, the expression of ‘you’ve got to’ and the mark of (...) also support the informal style.

Meanwhile, in terms of figures of speech, the advertiser employed Hyperbole figure. The exaggeration of meaning is seen in ‘We’re all’. Actually, if it is only written with ‘We’re’, its literal meaning has been comprehended clearly since it means a plural pronoun.

### B.1.3 Register Analysis of Tragedy Drama Movie Advertisement

*Data 23/F/Tgdy—Mn—Adlt/INFRL*

#### **Data description**

Life isn’t measured in minutes, but in moments.

(*THE CURIOUS CASE OF BENJAMIN BUTTON* Movie Advertisement)

#### **Movie Classification**

The Curious Case of Benjamin Button is an American drama film, inspired by the 1921 short story of the same name written by F. Scott Fitzgerald. Briefly, this film tells the story of Benjamin Button, a man who starts aging backwards with bizarre consequences. He is born in his eighties and ages backwards: a man, like any of us, who is unable to stop time. The movie which is set in New Orleans from the end of World War I in 1918 to the 21st century depicts his journey that is as unusual as any man's life can be.

The characteristic of tragedy drama is seen at the end of story which reveals Benjamin's death. This movie that is acted by men contains the love story and struggle of life. Hence, this movie is categorized for adult target consumers.

### **Data Interpretation**

In promoting this movie, the advertiser only employs a complex sentence as the description of movie story.

The sentence of **Life isn't measured in minutes, but in moments** is considered as a common statement which describes about human existence, relationships, or activities. By using the conjunction 'but', the advertiser aims at contrasting the two things.

The impression of meaning emerging from this advertisement is to depict the meaning of life that is not ascertained with a specific point in time but rather to the events happening in life. It can be identified from the use of two adverbs of time of 'in minutes' and 'in moments'. The lexis 'minutes' has narrower meaning than 'moments'. Moreover, this advertisement is expected to attract many target consumers to watch this movie through its creativity phenomena which employ the general statement.

In terms of style, the language employed by the advertiser is informal. This can be traced with the contraction 'isn't' that should be 'is not'. Another factor of informal situation can be seen in the second clause that implicitly eliminates the subject and verb element that is ('it is measured') 'in moments'.

Meanwhile, the figure of speech on this movie advertisement is not found since all the dictions are clear. And it only mentions the essence of the movie story.

*Data 43/A/Tgdy—Mys—Adlt/FRL*

### **Data description**

Knowing is everything.

What happens when the number run out?

(*'KNOWING'* Movie Advertisement)

### **Movie Classification**

In summary, this movie tells about an astrophysicist and grieving widower who discover the numbers written swiftly by a frightened child who heard voices 50 years ago. When he was looking at the numbers, he quickly realized that it was some type of code that predicted the month, date and year of a specific disaster, and how many people died in that particular disaster. Finally, the astrophysicist and his family die tragically.

The end of the movie story makes this movie belongs to tragedy movie genre which contains the mysterious events that bring the main characters into somber condition. Hence, this movie is assorted for adult target consumers.

### **Data Interpretation**

In promoting this movie, the advertiser uses the clear dictions that seem to have purpose to inform the movie story properly without making the readers to be



difficult in understanding the meaning. It can be seen on the opening diction of this advertisement that is **Knowing is everything**. This sentence indicates that possessing information is considered as the important one since it is able to reveal and explore something new.

In the second line, the advertiser creates the advertisement by using the sentence which seems to arise the curiosity of the target consumers in order to watch this movie. It can be identified from the question statement of **What happens when the number run out?** The advertiser seems to have intention to let the readers imagine as if the time has stopped, so it is expected that there will be the mysterious things appearing in the story.

This film advertisements represent two simplex sentences which consists of a statement ('knowing is everything') and a question statement ('what happens when the number run out?').

Meanwhile, the language style employed by the advertiser is formal. This can be traced from some evidences. First, the advertiser might have intention to give an exclusive impression toward his/her movie advertisement. It is due to this movie story which depicts about the atmosphere of the end of day that is colored with worried, afraid, and scream. Second, the advertiser intends to give the respectful impression to the target consumers by using the two complete sentences which are grammatically correct.

In line with the explanations above, the figure of speech is not found in this film advertisement for the dictions employed by the advertiser are very clear.

### **Data description**

*Data 31/M/Tgdy—Mn—Adlt/INFRL/Clmx*

Seven names. Seven strangers. One secret.

Experience the most extraordinary story of the holiday season.

(‘SEVEN POUNDS’ Movie Advertisement)

### **Movie Classification**

Shortly, this movie tells about an IRS agent with a fateful secret embarks on an extraordinary journey of redemption by forever changing the lives of seven strangers. The characteristic of tragedy drama is seen at the end of the story which depicts about the death of agent who is willing to give his seven vital part of body to seven strangers. This movie is performed by men actors and intended for adult target consumers.

### **Data Interpretation**

The advertiser introduces the story of this movie by employing three phrases written in one line. The openings are **Seven names**, **Seven strangers** and **One secret**. Those texts indicate a setting of movie story that reveals seven names of people who are not familiar to one another. Besides, there is also a concealed thing that finally brings the death of someone. This can be known from the lexis ‘secret’.

Then, this movie advertisement ends with the statement of **Experience the most extraordinary story of the holiday season**. By using the superlative form

of ‘most’, the advertiser seems to have an intention to show the greatness movie story that may give some moral lessons to the readers.

In terms of structure, these movie advertisements represent three phrases and an imperative sentence (‘Experience the most extraordinary story of the holiday season’) which indicates a suggestion for the readers to watch this film. Meanwhile, the three phrases consists of two numerals (‘seven’ and ‘one’) and three nouns (‘names’, ‘strangers’ and ‘secret’).

The language style of this film advertisement is informal. This can be traced from the informal setting found in this film advertisement. Meanwhile, the figure of Climax style is seen in the raising meaning of the idea of ‘seven names’, ‘seven strangers’, and ‘one secret’.

#### B.1.4 Register Analysis of Suspense Movie Advertisement

*Data 14/J/Spnc—Mn—Adlt/INFRL/Prall*

##### **Data description**

Fear nothing. Risk everything.

(‘*RED LINE*’ Movie Advertisement)

##### **Movie Classification**

Based on the substance of story, this movie belongs to suspense or thriller film genre which is full of straining situation. This movie depicts about a gorgeous young automobile fanatic—and front to the hottest unsigned band on the

West coast—finds herself caught up in illegal drag-racing competitions organized by exotic car fanatics. Therefore, the target consumers of this movie are adult.

### **Data Interpretation**

The advertiser employs two short expressions in making this film advertisement. Nevertheless, these expressions are explicitly describing about the essence of film story. The advertisement opens with the powerful diction, **Fear nothing**, which indicates as the representation of the setting of this film which contains the brave action. Moreover, this advertisement has a purpose to ask the readers to get involved in this film indirectly.

Then, it is continued with the expression of **Risk everything** that is considered as the closure of this movie advertisement which creates the suspense situation. The impression of this expression is a brave person who risks everything including breaking the rule in order to reach the purposes of his life.

These two advertisement texts are very effective since the short expressions employed by the advertisement contain the powerful diction that is directly delivered to the movie story. Moreover, by making the short expressions, this movie advertisement has a purpose to increase the curiosity of target consumers to watch this movie.

The advertisement has two incomplete sentences. It can be seen in the elimination of subject element of ‘they’ in each advertisement text. Hence, the language style applied by the advertiser is informal which also indicates as the

colloquial situation. Meanwhile, the figure of speech of this film advertisement is Parallelism which can be seen in the parallel sentence ‘fear nothing’ and ‘risks everything’.

*Data 3/D/Spnc—Mn—Adlt/INFRL/Syn*

### **Data description**

When you’re in this world, no one is who they seem, and everyone is playing the game.

(‘*DECEPTION*’ Movie Advertisement)

### **Movie Classification**

Briefly, “Deception” movie tells about an accountant who is introduced to a mysterious sex club known as The List by his lawyer friend. However, in this new world, he soon becomes the prime suspect in a woman's disappearance and a multi-million dollar heist. Consequently, this movie belongs to suspense drama since it contains the thriller situation which is acted by human beings. Hence, this movie genre is intended for the adult target consumers.

### **Data Interpretation**

The choice of words of this movie advertisement only consists of a long sentence. The clause of **When you’re in this world, no one is who they seem** is considered as the initiation of this movie advertisement. The impression emerging from this clause is that the readers are asked to beware toward the strangers who

are not previously known further. It seems that the advertiser intends to let the target consumers have a part in the story plot of this movie.

Meanwhile, the next clause of '**and everyone is playing the game**' represents the story substance of this movie. The previous statement which discusses about the strangers is explained wider in this part, so that it indicates those who play the game.

Structurally, this movie advertisement is a complex sentence which consists of more than one subjects ('you', 'no one' and 'everyone') linked with the conjunction 'and' followed by adverb of place ('in this world'), a complement ('who they seem') and an object ('the game').

The style of this advertisement is informal. This term is based on the informal situation which is shown in the contraction 'you're' which should be 'you are'. Meanwhile, the figure of speech of this advertisement is Synecdoche. It is seen in the expressions of 'in this world', 'everyone', and 'no one' which represent only certain things.

*Data 41/A/Spnc—Mn—Adlt/INFRL/Clmx*

### **Data description**

New model. Original parts.

(*'THE FAST AND FURIOUS'* Movie Advertisement)

### **Movie Classification**

Fast & Furious (also known as Fast & Furious 4 in other countries) is the fourth film in The Fast and the Furious film series. It is a sequel, set between “2 Fast 2 Furious” and “The Fast and the Furious: Tokyo Drift”.

In summary, this movie tells about a fugitive ex-con Dom, Toretto, who reignites his feud with agent Brian O'Connor. However, as they are forced to confront a shared enemy, Dom and Brian must give in to an uncertain new trust if they hope to outmaneuver him. From convoy heists to precision tunnel crawls across international lines, two men will find the best way to get revenge: push the limits of what is possible behind the wheel. Moreover, this movie contains the straining actions. Hence, this belongs to suspense drama which is intended to the adult target consumers.

### **Data Interpretation**

The diction of this movie advertisement only consists of two phrases that are written in the same line. The first phrase, **new model**, is the initiation of this movie advertisement. Here, the advertiser seems to inform the movie story that is more interesting if it is compared with the preceding ‘The Fast and the Furious’ film series. It can be identified by the lexis ‘new’ which indicates that this movie

story offers something different from the previous ones. As the beginning of advertisement, it is expected to attract many readers through its simple diction.

The advertisement, then, is continued with a phrase, **original parts**. By choosing the lexis 'original', it is considered as the further information added by the advertiser to explain something new that contains the stories and actions which is more fascinating and straining in order to attract the readers to watch this movie. This advertisement, moreover, has a purpose to emerge the readers' curiosity since this movie series has been popular due to the success of the preceding films.

This advertisement represents two noun phrases ('new model' and 'original parts') since they do not have subject or predicate. The two phrases consist of two adjectives ('new' and 'original') and two nouns ('model' and 'part').

Meanwhile, the language style used in this advertisement is informal. It can be known from the two incomplete sentences employed by the advertiser to advertise this movie story that tends to be the casual expressions. In addition, this advertisement employs the Climax figure of speech. It can be identified by the raising ideas found in this advertisement.



*Data 5/D/Spnc—Mn—Adlt/FRL/Mtny*

### **Data description**

The perfect Bond film

(‘*QUANTUM OF SOLACE*’ Movie Advertisement)

### **Movie Classification**

Quantum of Solace is the 22nd James Bond movie which is the direct sequel to the 2006 film “Casino Royale”. In this movie, Bond battles Dominic Greene, a member of the Quantum organization posing as an environmentalist who intends to stage a coup d'état in Bolivia to take control of its water supply. Bond seeks revenge for the death of his lover, Vesper Lynd, and is assisted by Camille Montes, who is also seeking revenge.

The thriller actions performed by Bond and his friend make this movie belong to suspense drama film. Therefore, the target consumers of this movie genre are for adult.

### **Data Interpretation**

The choice of word in this movie advertisement only consists of a short expression, **The perfect Bond film**. From its meaning, it indicates as the initiation of the film advertisement which has a purpose to introduce the movie story. Moreover, it also tries to convince the readers that this film is more interesting than the previous sequel. It can be identified by the lexis ‘perfect’ which has literal meaning as a completion of the unsolved issues. The advertiser apparently

wants to show that this movie is not a new story of Bond's movie but still has close relation to the preceding sequel that is "Casino Royale".

The advertisement represents a noun phrase. It consists of an article ('the'), an adjective ('perfect') and two nouns ('Bond' and 'film'). Indeed, the advertiser apparently has known that this movie is being expected by many people due to the success of the preceding of Bonds' movie, therefore, this advertisement only constitutes a very short expression, so that it is quite effective because the readers do not need to spend a long time to read and comprehend it.

In the point of view of language style, this movie advertisement employs a formal style. It can be seen from the setting of this movie that is the serious situation about the Bond's revenge. This term is supported by the complete writing of this film advertisement. Meanwhile, the figure of speech in this movie advertisement is Metonymy which can be known from the choice of word 'Bond' that has very close relation to the thriller actions of this movie.

*Data 15/J/Spnc—Mn—Adlt/INFRL/Syn*

### **Data description**

If you need it to arrive safe and in one peace - hire a professional.

(*'TRANSPORTER 3'* Movie Advertisement)

### **Movie Classification**

Transporter 3 is a thriller action movie, and is the third installment in the Transporter movie series. In summary, this film tells about a professional

"transporter", Frank Martin, who has returned to France to continue his low-key business of delivering packages without questions. This package is Valentina, the kidnapped daughter of a Ukraine government official, from Marseilles to Odessa on the Black Sea. En route, he has to contend with thugs who want to intercept Valentina's safe delivery and not let his personal feelings get in the way of his dangerous objective.

Based on the theme of story, this movie belongs to a suspense drama genre since it reveals the thriller actions performed by the men characters. Therefore, the target consumers of this film genre are for adult.

### **Data Interpretation**

The advertiser employs the diction of movie advertisement by choosing a long sentence, namely a conditional sentence which can be identified from the conjunction 'if' in the beginning of sentence. The initiation of this advertisement, indeed, is **If you need it to arrive safe and in one peace**. By using this initiation, the advertiser seems to inform and suggest the readers to imagine if the viewers are conditioned in such complicated situation as in the movie, in which something needs to deliver in safe and in the whole condition. The impression emerging from this expression is informal. This can be traced from the mark of (-) which means that this statement still has the continuity.

The continuity of the first statement is **hire a professional**. This indicates as the solution toward an issue emerging in the previous statement. It can be

identified from the lexis 'hire' which means asking to do something in order to solve a certain problem.

In terms of structure, this movie advertisement reveals a conditional sentence which is incomplete sentence since there is an elimination of subject element of 'you' and the modal auxiliary in the beginning of expression of 'hire a professional'. However, it might be the advertiser's creativity to create the intimate expression toward the target consumers.

The language style of this movie advertisement is informal. First, this can be traced by the informal setting that is marked with the sign of (-) which has function to relate one another. Second, this also eliminates the subject element of 'you' and the modal auxiliary in the beginning of expression of 'hire a professional'.

Meanwhile, the figure of speech employed in this advertisement is Synecdoche. It can be seen from the diction of 'a professional' which refers to 'a professional transporter'.

### **Data description**

*Data 30/M/Spnc—Mn—Adlt/INFRL/Hyp*

The truth is complicated.

Once you cross the line...you can't go back

(*'THE TRAITOR'* Movie Advertisement)

### **Movie Classification**

'Traitor' is a 2008 American spy thriller movie. In summary, it tells about an American citizen namely Samir Horn who is a former soldier and a devout Moslem. He sells bomb detonators to Islamic radicals. Then, he joins their cause as both the FBI and a rogue CIA agent track him.

This movie mostly performs the thriller and brutal actions. Consequently, this movie belongs to a suspense drama which is categorized for adult target consumers.

### **Data Interpretation**

The movie advertisement consists of two kinds of sentences written in two lines. The first sentence, **The truth is complicated**, is a simple expression since it discusses about the conformity to fact. The expression indicates an issue behind the movie story. Further, the issue reveals the fact containing intricately combined parts. By employing the lexis 'complicated', it aims at challenging the readers. The advertiser seems have intention to arise the readers' emotion and curiosity through this expression.

The last statement of **Once you cross the line...you can't go back** indicates as a warning toward the target consumers. It can be known from the lexis 'you' that refers to the readers. Through this statement, the readers are warned not to break the rule. If they are obstinate to break the rule, they will come into the danger situation. The advertiser seems to have purpose to create the thriller condition since this movie belongs to a suspense genre. It is supported with the mark of (...) in the middle of sentence that aims at building the informal style in order to get closer to the consumers. Moreover, this mark indicates an interesting story behind this suspense movie.

This movie advertisement represents a simplex sentence ('The truth is complicated') and a complex sentence ('Once you cross the line...you can't go back'). Meanwhile, in terms of style, the advertiser employs an informal style in advertising this movie story. This can be traced from the mark of (...) in the second text. Besides, the contraction word of 'can't' in the opening advertisement also aims at building the informal ones.

The kinds of Hyperbole figure of speech is applied in this movie advertisement. This can be seen in the expression of 'The truth is complicated' which considers the truth as a complex thing.

*Data 34/M/Spnc—Mn—Adlt/INFRL/Rept*

### **Data description**

They own your money

They run your life

They control everything...

Except one man.

(*'THE INTERNATIONAL'* Movie Advertisement)

### **Movie Classification**

In summary, this movie tells about the struggle of an Interpol Agent and his friend who are determined to bring to justice of one of the world's most powerful banks. They uncover the illegal activities including money laundering, arms trading, and the destabilization of governments. Hence, their investigation takes them from Berlin to Milan to New York and to Istanbul that bring their own lives at danger.

The thriller actions are much depicted in this movie. Thus, this movie belongs to a suspense drama genre which is intended for adult target consumers.

### **Data Interpretation**

This advertisement begins with the statements that indicate the setting of this movie story. Those opening statements, moreover, give impression to involve the readers in the plot of movie story. This can be known from the possessive adjective of 'your' that refers to the readers. Those statements are written in three lines;

**They own your money**

**They run your life**

**They control everything...**

Those three lines have a close relationship each other. By using the word ‘they’, the advertiser seems to have intention to introduce the certain characters of this movie to the target consumers. Those characters, indeed, are described as the conqueror toward everything since they are able to take possession and control all things.

Then, the advertiser continues the advertisement by viewing from another side that is a law enforcer or an Interpol agent. This can be known from the expression of **Except one man**. This term is to depict the exception which means a person that is not included in the characters stated in the previous advertisement.

Generally, this movie advertisement is attractive. After the advertiser describes the bad characters, he creates a new character that is against their bad characters namely an agent. Moreover, by mentioning the two different characters through this advertisement, the advertiser possibly has intention to give clear explanation about this movie story to the target consumers.

In terms of language style, this advertisement employs informal situation. This can be traced from the mark of (...) in the third line. Besides, the elimination of the main clause from the statement of ‘Except one man’ also signs that this advertisement tends to be informal style. However, this can be the advertiser’s creativity to emphasize on thriller actions and get closer to the target consumers.



The Repetition figure is seen in this movie advertisement. This can be known from the subject repetition of 'they' in the first to third line which emphasize on the characters of this movie.

#### B.1.5 Register Analysis of Mystery Movie Advertisement

*Data 22/F/Mys—Mn—Adlt/INFRL/Mtny*

##### **Data description**

The end is nigh

Mankind has an expiration date

Survive this.

(*'DOOMSDAY'* Movie Advertisement)

##### **Movie Classification**

Doomsday is a futuristic action thriller movie where a team of people work to prevent a disaster threatening the future of the human race. Based on the story theme, this movie belongs to mystery movie genre since there is an unsolved matter inside this story.

In summary, this movie tells about a deadly plague, known as the "Reaper Virus," which kills hundreds of thousands in its wake. In desperation, the British Government evacuates as many survivors as it can, to get out of the infected area, and then builds a wall, preventing the remainder from escaping. Thirty years later, with the wall which is still up and the victims inside, the virus breaks out again. The Government decides to send a crack team of operatives, led by Major Eden Sinclair, into the hot zone to investigate the possibility of a cure. The brutal and

straining actions performed by men make this movie is intended for adult target consumers.

### **Data Interpretation**

The advertisement begins with the sentence, **The end is nigh**, which depicts the setting of this movie story. The impression emerges from this advertisement is to challenge the readers about a big issue that will come soon. It can be identified from the diction of 'the end' which represents the doomsday. This also can be seen in the lexis 'nigh' which means near. Moreover, another impression of this is to create the straining situation toward the target consumers.

Then, the advertiser created the next advertisement by informing a general statement. The sentence **Mankind has an expiration date** implies that all human beings will come to an end. From this statement, it seems that the advertiser intends to show the readers that nothing is immortal. The diction of 'an expiration date' has narrower meaning that is the inevitable death.

This movie advertisement is closed with imperative sentence, **Survive this**. This implies that the advertiser just wants to let the target consumers involve in the plot of movie story. The last advertisement, in addition, is very attractive for it emphasizes on the story theme of this movie which depicts about the mystery of doomsday.

In terms of structure, the movie advertisement represents the simplex sentences which consists of two simplex sentences ('the end is nigh' and 'mankind has an expiration date') and an imperative sentence ('survive this').

The style of this movie advertisement is informal. This can be traced from the archaic word 'nigh' which is employed by the advertiser in the first advertisement. However, it is the creativity made by the advertiser to get closer to the target consumers in order to attract them to watch this movie. Meanwhile, the figure of speech of this advertisement is Metonymy. It can be seen from the lexis 'the end' represents 'the doomsday' and it has closely associated toward the mystery story in this movie.

*Data 40/A/Mys—Mn—Adlt/INFRL/Clmx*

#### **Data description**

One accident

Ten survivors

One mystery to solve

The truth can't hide forever

(*'THE PASSENGERS'* Movie Advertisement)

#### **Movie Classification**

Based on the story themes, the movie entitled 'The Passengers' is a mystery movie genre since it contains a certain unsolved phenomenon. In summary, this movie tells about a grief counselor working with a group of plane-crash survivors. She finds herself at the root of a mystery when her clients begin

to disappear one by one. Since this film contains the unknown secret which can give the anxiety, this movie is intended for adult target consumers.

### **Data Interpretation**

The advertiser opens this movie advertisement by using the diction which employs three noun phrases that indicate a certain issue. This can be seen in **One accident, Ten survivors, and One mystery to solve**. The impression emerging from these statements is to depict the setting of this movie story that reveals the dreadful situation. Those statements illustrate an accident where there are only ten people who are in existence. Moreover, the accident remains unknown thing, so it must be cleared properly. Further, another impression is to challenge the readers to feel the frightening condition revealed through this advertisement.

This advertisement, then, is continued with the sentence **The truth can't hide forever**. This term seems to employ a general statement since it reveals an issue that is familiar for common people. It can be identified from the lexis 'truth' that is conformity to fact or actuality and always revealed in any conditions sooner or later. This statement also shows the conclusion of the movie story since it contains the climax meanings of the previous advertisements.

In terms of structure, this movie advertisement represents three phrases and a simplex sentence ('the truth can't hide forever'). The phrases consist of two numerals ('one' and 'ten'), three nouns ('accident', 'survivors', and 'mystery') and a prepositional phrase ('to solve').

Moreover, the advertiser applies Informal language style. This can be traced from the contraction ‘can’t’ of ‘the truth can’t hide forever’ which should be ‘can not’. Meanwhile, the figure of speech of this film advertisement is Climax. The raising meanings are seen on the diction of ‘one accident’, ‘ten survivors’, ‘one mystery’.

*Data 26/M/Mys—Spnc—Adlt/INFRL/Hyp*

### **Data description**

The devil’s work is child’s play.

The Omen was yesterday...

(‘*WHISPER*’ Movie Advertisement)

### **Movie Classification**

Briefly, this film tells about an eight-year-old son, David, of a wealthy New England socialite who is kidnapped by Max Harper. The kidnapper and his seedy associates assume that it will be a routine kidnapping in exchange for a large ransom. The quartet drives with the boy to a camping area in Maine, close to the cold winter, where they are individually disturbed by supernatural whispers that affects their behaviors until Max discloses the dark secret about David and his mother.

The mysterious issue which reveals the supernatural terms makes this film belongs to mysterious film genre that depicts the unsolved phenomenon. Hence, this film is intended for adult target consumers.

### **Data Interpretation**

The advertiser only employs two simplex sentences in promoting this movie. The advertisement begins with the sentence **The devil's work is childs play** that indicates to introduce a mysterious story setting to the target consumers. The lexis 'devil' which indicates the wicked creature seems to convince the readers that this film contains the supernatural things. This first text, indeed, also reveals an idiomatic expression that is 'childs play' which means a thing that is very easy to do. Entirely, the impression meaning of the first advertisement is to build the consideration that the work of devil is an easy thing for certain people.

Moreover, the interesting part in this movie advertisement is the orthography of the idiom. The idiom 'child's play' is written 'childs play'. The creator possibly just wanted to attract the target consumers through this mistyping creativity which seems to build the informal situation.

The closure of this advertisement reveals the diction which still depicts the mysterious issues. The sentence of **The omen was yesterday...** explains that the sign about something bad which will happen in the future actually had been delivered in the past time. Meanwhile, the mark of (...) in the end of sentence indicates that the mysterious impressions still have the continuity of supernatural thriller actions.

The language style of this movie advertisement is Informal. This can be traced from the mark of (...) in the end of sentence of second advertisement.

Besides, the mistyping of the idiomatic expression ‘childs play’ which should be ‘child’s play’ also indicates an informal style. .

The hyperbole figure of speech is implicitly seen in the exaggeration meaning of first advertisement text of **The devil’s work is childs play** which considers that the work of devil is an easy thing.

## **B.2 Based on the story substances**

The movie classifications based on the story substances are the register of film advertisements in terms of the essential part of movie story. On the website of *www.21-cineplex.com*, there are 12 register of movie advertisements classified into the story substances. The data cover 4 story substances of crime, 3 story substances of adventure, 2 story substances of horror, 2 story substances of historical movie, and 1 story substance of war movie.

### **B.2.1 Register Analysis of Crime Movie Advertisement**

*Data 7/D/Crm—Mn—Adlt/FRL/Syn*

#### **Data Description**

Every killer meets his equal.

The only thing standing between an assassin and his target is a father who must protect his son.

(*‘THE CONTRACT’* Movie Advertisement)

### **Movie Classification**

In summary, “The Contract” tells about a father, Ray Keene, who wants to redeem himself in the eyes of his son, is trying to bring Carden, a world-class assassin to justice. All the while, he must protect his son and evade the assassin's team who are methodically hunting them down in the wilderness.

This movie, which is performed by men, belongs to a suspense drama which contains crime and cruelty. Therefore, this movie is intended for adult target consumers.

### **Data Interpretation**

The advertiser uses only two sentences which consist of simplex statements as the movie advertisement. Those sentences are complete sentence which is grammatically correct. The lexis ‘killer’ has special power attraction that makes this movie tend to be a crime thriller movie. Then, the complete sentence, **Every killer meets his equal**, implies that a killer is only a human who does not always frighten somebody else because a killer has the same privilege, status, and right with the others. It can be seen implicitly on the phrase of ‘his equal’. Further, this advertisement has function as a preface which gives movie description before the whole story is known by the readers.

This advertisement ends with the sentence of **The only thing standing between an assassin and his target is a father who must protect his son** which shows the law enforcer side. It can be identified from the adjective clause of ‘a



father who must protect his son'. The advertiser describes a father who becomes the target of murder. Though he is a target of murder, he tries to maintain the justice. Another indication of this is a general statement which means a good father must protect his son from danger, though they are having internal problem.

Regarding to the explanations above, the impression of this advertisement is to show the target consumers about how a father does his duty to keep his son well.

The language style applied by this advertisement is formal, as seen on the first sentence of 'Every killer meets his equal'. The advertiser does not create it as casual expression but rather the seriousness which emphasizes on the story themes. It has a purpose to respect the target audience. Besides, the advertisement uses complete sentences which are grammatically correct. There is also no contraction in this advertisement.

The figure of speech of this movie advertisement is Synecdoche which can be seen on the first expression, 'his equal', which represents human beings who have the same privilege, status, and right.

*Data 24/F/Crm—Mn—Adlt/INFRL/Prdx*

### **Data Description**

The true story of a heist gone wrong...in all the right ways.

(*'THE BANK JOB'* Movie Advertisement)

### **Movie Classification**

The Bank Job is a British criminal movie which is based on the true story of the 1971 Baker Street bank robbery. It was hushed up at the time by of a Government gagging order. In summary, it tells about the real story of how one of the biggest robberies in British history took place. The robbery made headlines for a few days and then disappeared - the result of a 'D' Notice, gagging the press. This movie reveals what was hidden for the first time. The story involves murder, corruption and a sex scandal with links to the Royal Family - a story in which the thieves were the most innocent people involved.

Based on the theme of movie story, this movie belongs to a suspense drama genre that contains a criminal story. Therefore, this movie is intended for the adult target consumers.

### **Data Interpretation**

The advertiser of 'The Bank Job' movie only displays a simplex sentence which represents the description of this movie story. The impression which emerges from this advertisement is to depict the setting of film story based on the true story of a criminal act. The expression of **a heist gone wrong** reveals the impression of the act of robbery that is forbidden by people because of its lawless

behavior. The lexis 'heist', moreover, emphasizes on the criminal story. Meanwhile, the diction of **in all the right ways** indicates that this crime might be considered as a virtuous choice since it reveals the truth which has closely associated to the common people.

In terms of structure, this movie advertisement represents a simplex sentence which is grammatically incorrect. It is due to the elimination of auxiliary verb of 'have' in 'a heist gone wrong' which is used for forming 'have gone'. Meanwhile, in terms of style, the advertiser employs informal style in promoting this film. This can be traced from the use of mark of (...) and the elimination of auxiliary verb of 'have'. Another evidence is the use of slang word 'heist' which means 'a robbery'. However, this can be the advertisers' creativity to attract the target consumers to watch this movie.

The figure of speech of this movie advertisement is Paradox. The contradictory statement is seen on 'a heist gone wrong in all the right ways' which is unusual since the robbery is such kind of criminal action.

*Data 19/F/Crm—Spnc—Adlt/INFRL/CImx*

### **Data description**

If you think you know the secret...Think twice.

Look for the clues...

There are two sides to every crime.

(*I KNOW WHO KILLED ME* Movie Advertisement)

### **Movie Classification**

Shortly, this movie depicts about a bright and promising young woman, Aubrey Fleming who is abducted and tortured by a sadistic serial killer. When she manages to escape, the traumatized girl who regains consciousness in the hospital, insists that she is not who they think she is and that the real Aubrey Fleming is still in mortal danger.

This movie belongs to a suspense drama movie which contains the cruelty and sadistic criminal act and it is performed by men. Therefore, this movie is for adult target consumers.

### **Data Interpretation**

The advertiser chooses the diction in the form of conditional sentence, **If you think you know the secret...Think twice**, as the initiation of this film advertisement. By using the diction of 'you' which refers to the readers, the advertiser intends to inform the readers by asking them to imagine if they find something unknown, they should consider it many times.

The next advertisement is continued with the sentence **Look for the clues**. Here, this sentence indicates as the solution toward the previous issue. It suggests identifying first the things that direct into solution of a problem.

This movie advertisement is closed with the sentence **There are two sides to every crime** which is considered as the conclusion of the problem. The lexis 'crime' is to emphasize substance of the movie story about the criminal action. Moreover, this last advertisement gives impression that the issue reveals the criminal act which keeps two or more contrasted mysterious parts.

In terms of structure, this movie advertisement represents a complex sentence ('If you think you know the secret...Think twice'), an imperative sentence ('Look for the clues') and a simplex sentence ('There are two sides to every crime').

This movie advertisement employs informal style since there is the mark of (...) in the first and second line which reveals the interesting story behind this movie. However, this is the advertiser's creativity to persuade the target consumers through this advertisement in order to attract them to get the answer by watching this movie.

Entirely, the literal meanings used in this movie advertisement imply a mysterious thing which refers to a covered crime. As a consequence, it is able to emerge the viewer's curiosity. This can be seen by the use of raising meaning in the figure of speech such as Climax.

*Data 27/M/Crm—Spnc—Adlt/FRL/Prall*

### **Data description**

Most people respect the badge

Everybody respect the gun

(*'RIGHTEOUS KILL'* Movie Advertisement)

### **Movie Classification**

Based on the story theme, “Righteous Kill” is a thriller movie that depicts about the criminal story. Therefore, this movie is only allowed for adult target consumers.

Briefly, this movie tells about two detectives, Turk and Rooster, who have been longtime partners. They work to identify the possible connection between a recent murder and a case they believe they have solved years ago. They both have personal issues, and when they start working with a younger team, Perez and Riley, tensions between the pairs of partners is inevitable, especially since Turk is now living with Perez's ex-girlfriend, also a homicide detective.

### **Data Interpretation**

In promoting this movie, the advertiser employs the simplex sentences that are written in two lines. Both the sentences have function as the initiation in this movie advertisement.

The first sentence is **Most people respect the badge**. It indicates the introduction of the characters in the movie story. The most characters are depicted as people who concern on a particular sign. This can be seen from the expression of ‘most people’ that means the greatest part of the characters in the movie story. The lexis ‘badge’ indicates as a sign that shows the quality of justice. Generally, the advertiser seems to have intention to arise the curiosity through the introduction of the characters in the movie story.

Then, the next sentence is **Every body respect the gun**. The sentence implies the further explanation of the previous sentence. This term aims at clarifying the characters of movie story. The characters of this movie do not only concern on the sign of justice, but they also concern on the act of justice. By employing the lexis ‘the gun’, the advertiser has purpose to emphasize on the criminal story substance. It can be traced from the literal meaning of ‘the gun’ that means the signal to begin a race. Moreover, this sentence can be interpreted as a general statement. It is proven by the lexis of ‘everybody’ who certainly likes the act of justice.

In terms of language style, the advertiser employs the formal style. This can be seen in the complete writings applied in this movie advertisement. The advertiser possibly has intention to inform the movie story seriously toward the target consumers since it contains the straining actions. Meanwhile, the Parallel figure is seen in the parallel of sentence structure of this movie advertisement.

### B.2.2 Register Analysis of Adventure Movie Advertisement

*Data 8/D/Advn—Mn—Adlt/INFRL*

#### **Data description**

The movie they think they're making... isn't a movie anymore.

Get Some

(*'TROPIC THUNDER'* Movie Advertisement)

#### **Movie Classification**

In summary, “Tropic Thunder” tells about the famous Hollywood actors, Tugg Speedman, Kirk Lazarus, Jeff Portnoy, Alpa Chino and Kevin Sandusky who are cast in the biggest, most expensive war movie ever produced. They set out to Southeast Asia filming a Vietnam-war memoir. Soon after the production begins the actors are thrown into a real-life situation and are forced to become the fighting unit they are portraying, in order to find a way out of the jungle in one piece.

Hence, this movie belongs to a suspense drama which contains an adventure story to survive. This movie is performed by human being and intended for adult target consumers.

#### **Data Interpretation**

This movie advertisement is initiated by the expressions which describes the setting of movie story. The advertiser employs, **The movie they think they're making... isn't a movie anymore** as the first advertisement text. This text represents the whole story of the movie. It has an indication to give the setting of



a defiant adventure. It is the adventure of how to survive and save the life. As the setting, this advertisement is very informative, because it arouses the curiousness of the readers and asks them to see the movie. It can be known by the sense of the mark (...) which indicates the interesting story behind this movie.

The next text, **Get some**, is the continuity of the first sentence that makes the target consumers more curious to watch the movie. It can be identified from the word 'get' which is formed in the imperative sentence. The advertiser intends to deliver that this movie contains some adventures of the actors when they are conditioned in the real situation.

This movie advertisement represents two sentences which consist of a simplex sentence ('The movie they think they're making isn't a movie anymore') and an imperative sentence ('Get some'). From the point of view of language style, this movie advertisement belongs to informal. It can be seen in the setting of advertisement which is marked with the shortened words, 'they're' (they are) and 'isn't' (is not). Besides, it is also marked by the use of (...) in the first sentence. It indicates to create an intimate impression to involve the target consumers directly in the plot of the story.

On the other hand, the figure of speech of this movie advertisement is not found because the advertisement only contains about the narration or the essence of the story.

*Data 36/A/Advn—Spnc—Adlt/INFRL/Prsf*

### **Data description**

The legend comes to life

Master your destiny.

(*'DRAGONBALL EVOLUTION'* Movie Advertisement)

### **Movie Classification**

Dragonball Evolution film is adopted from the famous Japan cartoon television series entitled 'Dragonball'. In summary, the film tells about a young warrior who sets out on a quest, races against time and the vengeful king, to collect a set of seven magical orbs that will grant their wielder unlimited power. The struggle to obtain the seven dragonballs in order to save the world makes this movie describe its adventure side.

Therefore, this movie that is performed by human belongs to a suspense drama which contains the thriller actions about an adventure to save the world, and it is intended for adult target consumers.

### **Data Interpretation**

The advertiser opens this movie advertisement by choosing the diction which implies to give information about the setting of a certain history. It is clearly seen in the sentence of **The legend comes to life**. The impression of this advertisement is that the legend of dragon ball is made into the real picture of film. By using the word 'legend', this advertisement indicates to remind the readers toward the hidden history of dragonball legend since this legend had been

previously made in the cartoon version. Moreover, this advertisement is to attract the target consumers about the more interesting movie story than the cartoon version.

Then, the last advertisement employs an imperative sentence of **Master your destiny**. The impression of this diction is to expect the target consumers to determine and control their own destiny. This last advertisement, moreover, has an indication to let the readers get involved into the plot of story of this movie. It can be identified from the possessive pronoun of 'your' used as a modifier before a noun 'destiny' that refers to the readers.

In the point of view of sentence structure, this movie advertisement represents two simplex sentences which consist of a simplex statement ('the legend comes to life') and an imperative sentence ('master your destiny'). Thus, the style employed by the advertiser in this movie advertisement is informal that can be seen in the ellipsis of subject element of 'you' in the last text. The ellipsis of the subject of 'you' implies to create the intimate impression toward the target consumers and to ask them to get involve in this film story. Meanwhile, the figure of speech of this movie advertisement is Personification which can be seen in the sentence of 'the legend comes to life'.

*Data 39/A/Advn—Spnc—Adlt/FRL/Hyp*

### **Data description**

A new evolution of heroes

One push can change everything

(*'PUSH'* Movie Advertisement)

### **Movie Classification**

In summary, this movie tells about a group of young American ex-pats with telekinetic and clairvoyant abilities who are hiding from a clandestine U.S. government agency. They must utilize their different talents and band together for a final job enabling them to escape the agency forever.

This movie belongs to suspense drama that contains an adventure story to save someone's live. Hence, this movie is categorized for adult target consumers.

### **Data Interpretation**

In promoting this movie, the advertiser chooses a noun phrase to open this advertisement. The expression of **A new evolution of heroes** indicates an introduction of the characters in this film story. This can be traced from the lexis 'new' that introduces something different from the former. Moreover, it also reveals a gradual development of the characteristics of person noted for feats of courage.

The next statement of **One push can change everything** indicates the conclusion of this film advertisement. It emphasizes on the adventure story of the main characters that have a great power to help the others. Moreover, the

impression meaning of this advertisement is to depict the act of pushing which is believed having a great power to alter the all things.

In terms of structure, this movie advertisement represents a noun phrase ('A new evolution of heroes') and a simplex sentence ('One push can change everything'). Meanwhile, the language style of this film advertisement is informal. This can be seen in the informal writing of 'A new evolution of heroes' that aims to create an intimate situation to the readers.

In line with the statement above, the figure of speech is Hyperbole. As can be seen in the consideration of the diction of 'one push' that is able to change all things.

### B.2.3 Register Analysis of Horror Movie Advertisement

*Data 6/D/Hrr—Mn—Adlt/INFRL/Clmx*

#### **Data description**

No details.

No witnesses.

No evidence.

Until now.

Contain The Truth.

(*'QUARANTINE'* Movie Advertisement)

#### **Movie Classification**

Quarantine is the American horror movie of 2008. This movie scares the audience because it tells about the sadistic murderer in the small locked apartment

building. Moreover, the only witness is the videotape of news crew in which everything happening in the building is recorded. In summary, the movie tells a woman who has been infected by something unknown. Every time she bites the other people, the victim will be infected. No body is safe from this attack. They cannot leave the building. They become horrible creature then.

The frightening and sadistic attack makes this movie belong to horror movie with mysterious story. The target consumers of this movie genre which is performed by men are only for adult.

### **Data Interpretation**

The advertiser chooses opening diction of this movie advertisement by using the parallel phrases, **No details. No witnesses. No evidence**, which can be seen on the first until the third lines. This implies that the advertiser wants to depict the frightening situation. The advertisements describe the sadistic murder which is no details, witnesses, and even the evidence. These three phrases indicate the creation of mysterious expression. Therefore, the readers are challenged to feel the dreadful situation.

Then, this advertisement is continued with a phrase **Until now**. From that phrase, the indication of this advertisement is to emphasize the more frightening situation. This advertisement, moreover, gives the setting of the mysterious events. As the setting of this movie, it has given enough information of movie story because it arouses the curiosity of target consumers to watch the movie.

The advertisement is closed with the sentence of **Contain the truth**. The advertiser seems to have intention to deliver message that there is an unsolved mystery in the story. This can be known from the word 'truth' that implies the conformity of fact or actuality. It represents the cause of virus that actually does not come from the dog but a mystical story.

Style of this movie advertisement is informal. It is expressed on the use of clauses of 'No details. No witnesses' and 'No evidences'. The advertiser intends to create intimate and casual expression. Meanwhile, the figure of speech is Climax. The raising meaning is seen clearly on 'details', 'witness' and 'evidence'. The advertiser seems to emphasize in creating the mysterious and dreadful situation.

In terms of structure, this movie advertisement represents a noun phrase. It consists of adjectives ('no'), some nouns ('detail', 'witness', and 'evidence'), a preposition ('until') and adverb of time ('now'). Besides, it also represents an incomplete sentence ('contain the truth') since the elimination of subject element of 'they' which refers to the previous advertisement texts.

*Data 37/A/Hrr—Mn—Adlt/INFRL/Prsf*

### **Data description**

You can't bury the truth

('SOLSTICE' Movie Advertisement)

### **Movie Classification**

Solstice is an American supernatural horror movie. In summary, this movie tells about Megan who has been distraught since her twin sister Sophie committed suicide a few months ago. In the Saint John's Eve, Megan travels with her friends to her family's house in Nowell Lake, Louisiana, to celebrate the summer solstice. While in her house, Megan is haunted by a spirit that she believes is Sofie trying to communicate with her. In her investigation, she suspects of the weird hick Leonard and while snooping in his house, she unravels a dark secret about the suicide of her sister.

The frightening actions makes this movie belongs to horror movie that is strengthened by the mysterious and supernatural performances. Therefore, this movie is only allowed for adult target consumers.

### **Data Interpretation**

In promoting the movie, the advertiser employs only a simplex sentence that has general meaning. This can be identified by the word 'you' refers to the readers. The advertiser seems has a purpose to close with them by creating a general statement. Therefore, it is expected to attract as many viewers as possible.



The sentence of **You can't bury the truth** indicates that the conformity to fact can not be hidden in any matters. It will be revealed by itself. The lexis 'truth' in the movie story, refers to the secret of suicide of a girl. Actually, she does not committed suicide but she is murdered by someone. Hence, at the end of story, the truth is finally revealed.

In terms of structure, this movie advertisement represents a simplex sentence, consisting of a subject ('you'), a predicate ('can't bury') and an object ('the truth').

The style of the advertisement is informal. This can be identified from the contraction 'can't' that should be 'cannot'. Meanwhile, the figure of Personification is seen in the expression of 'You can't bury the truth'.

#### B.2.4 Register Analysis of Historical Movie Advertisement

*Data 25/F/Hist—Mn—Adlt/FRLMtny*

##### **Data description**

Many saw evil

They dared to stop it

(*VALKYRIE* Movie Advertisement)

##### **Movie Classification**

Valkyrie is a historical thriller movie set in Nazi Germany during World War II. The film depicts the July 20, 1944 plot by German army officers to assassinate Adolf Hitler and to use the Operation Valkyrie national emergency plan to take control of the country. One of the key plotters of that operation is a

brave soldier, Colonel Von Stauffenberg, helped with the others German soldiers. They expect to find the way in destructing Hitler in order to prevent the Hitler's attack toward Europe and Germany.

This movie employs the setting of location and costume as similar as the original history. Therefore, this movie belongs to historical movie set in war condition, while its target consumers are for adult.

### **Data Interpretation**

The advertiser chooses the diction which consists of two sentences. The opening advertisement is **Many saw evil** which depicts the essence of movie story that is the certain group of soldiers who perceive the bad people surround them. Then, this advertisement is closed with the sentence of **They dared to stop it**. From this statement, it is understood that in previous time, there is no one who braves to stop the brutal action done by bad people. So, this advertisement indicates to open the story that the soldier's defiance has high risk. Another indication of this is to attract the target consumers to watch this movie.

The language style employs by this advertisement is formal since the setting of this movie advertisement describes the serious situation. That is the situation about the history of the Operation Valkyrie national emergency against the Hitler's cruelty.

Moreover, this formal situation is also supported by the two complete simplex sentences applied by the advertisement which are grammatically correct.

The advertiser seems to have intention to respect the consumers. Another issue concerning with the formal situation is the use of ‘past tense’ which shows that the meaning of these advertisements had just been over. Further, there is no figure of speech found since all the meanings of diction in this movie advertisement are clear.

*Data 20/F/Hist—Mn—Adlt/FRL/Hyp*

### **Data description**

Freedom begins with an act of defiance!

(‘DEFIANCE’ Movie Advertisement)

### **Movie Classification**

Defiance is a historical film set in the eastern regions of German Nazi-occupied Poland (now western Belarus) during World War II. The film is based on the true story of the Bielski partisans. In summary, this film depicts about Jewish brothers in Nazi-occupied Eastern Europe escape into the Belarussian forests, where they join Russian resistance fighters and endeavor to build a village in order to protect themselves and about 1,000 Jewish non-combatants. Defiance is a beautiful reflection of dedication, sacrifice, desperation and hope.

Based on the movie substance story, this movie which describes the struggle to oppose the German occupation belongs to historical movie. It is due to the setting of this movie is set in the certain historical time during World War II. Hence, the movie which is performed by human beings is for adult target consumers.

## Data Interpretation

In promoting this movie, the advertiser only uses a short expression which ends with an exclamation mark of (!). However, this advertisement is very attractive for it represents its conclusion.

The written advertisement of **Freedom begins with an act of defiance** indicates the way to get out of a big matter, which is delivered by the lexis 'defiance'. Then, the use of lexis 'freedom' is more referring to the oppressed situation of a community which expects the condition of being free. This can be straightened by the function of an advertisement which is created in order to inform the story of movie, including the use of exaggeration of diction to attract the readers to watch the movie.

In the point of view of structure, this movie advertisement represents a simplex sentence which consists of subject ('freedom'), verb ('begins'), followed by adverb of manner ('with an act of defiance') and ends with the exclamation mark (!). By creating the exclamation mark, the advertiser seems to have intention to tell the readers that there is an incredible story behind this movie.

The style employed in this movie advertisement is formal, as clearly seen in 'Freedom begins with an act of defiance'. This term does not purpose to create the casual impression but rather to emphasize in the theme of movie story and to respect the target consumers.

In addition, in terms of figure of speech, this movie advertisement employs Hyperbole figure. It can be identified from the word 'defiance' which is considered as a way to be free.

### B.2.5 Register Analysis of War Movie Advertisement

*Data 18/J/Wr—Spnc—Adlt/FRL/Prall*

#### **Data description**

The birth of a hero

The rise of a legend

The beginning of a war

(*'UNDERWORLD 3'* Movie Advertisement)

#### **Movie Classification**

Underworld 3 is the third installment in the Underworld series, focusing primarily on the origins of some characters and the events leading to the Vampire-Lycan war. In summary, the movie tells the story of blacksmith Lucian, the first werewolf who is able to take human form and called a Lycan. Viktor, the ruthless elder of the vampires, takes him home after killing his werewolf mother. As Lucian grows up at Viktor's home, his young daughter, Sonja, develops an attraction to the young Lycan. Lucian becomes fond of Sonja as well, and they have secretly relationship.

However, this relationship invites Victor's anger that becomes one of the factors of the battle between vampire and werewolf descendant. This movie

belongs to a suspense drama genre that depicts the war situation. Therefore, this movie is for adult target consumers.

### **Data Interpretation**

The complete title of film 'Underworld 3' is actually *Underworld: Rise of the Lycans*. In promoting this movie, the advertiser employs the dictions which consist of three phrases using the correct pattern in the writing.

Entirely, those dictions indicate to bear the particular meanings based on the type of the movie of Underworld 3. Those dictions, further, depict the setting of this movie story. The advertiser seems to have intention to introduce the new story of Underworld. The beginning phrases, **The birth of a hero** and **The rise of legend** indicate to introduce the new figure who is considered as a person noted for feats of courage. This person, moreover, will bring the elevation in status, prosperity, or importance. The next phrase, **The beginning of war**, gives impression that the bravery of a hero who is against the conqueror causes the battle.

These movie advertisements do not employ the diction that reveals the conclusion of film story. However, this can be the advertiser's intention to arouse the curiosity of the target consumers through the battles.

In terms of structure, this advertisement represents three phrases which consist of three nouns ('the birth', 'the rise', and 'the beginning') and three prepositional phrases ('of a hero', 'of a legend', and 'of a war').

The style employed in this register of film advertisement is formal. This can be traced by the setting which depicts a legend about vampire and werewolf descendant. And this formal style is realized in this movie advertisement by employing the complete writings. The disappearance of figurative language also strengthens the formal ones.

The Parallelism figure is seen on the parallel phrases on ‘The birth of a hero’, ‘The rise of a legend’ and ‘The beginning of a war’. These terms also support the description of battle situation.

### **B.3 Based on the target consumers**

This movie classification is the register of movie advertisements in term of the object of people who will enjoy the movie. In this part, there are only two classifications, consisting of kids target consumer and adult target consumers. The findings cover 2 kids movie advertisements, and the remaining, 41 data, are adult film. Moreover, since the adult films consist of many kinds of film genre; this part only discusses the register of kids’ movie.

#### **B.3.1 Register Analysis of Kids Movie Advertisement**

*Data 10/J/Kds—Advn—Mn/INFRL/Smil*

#### **Data description**

Whatever they dream up... he has to survive.

Every day is a new adventure.

Coming true as if it was Christmas Day

What if the stories you told came to life?

(*'BEDTIMES STORIES'* Movie Advertisement)

### **Movie classification**

The movie entitled *Bed Time Stories* is a comedy movie for kid which is about a hotel handyman, Skeeter Bronson (Adam Sandler), whose life changes forever when the lavish bedtime stories he tells his niece, Bobby, and nephew, Patrick, start to magically come true. When he tries to help his family by telling one outlandish tale after another, it is the kids' unexpected contributions that turn all of their lives upside down.

Based on the film consumers, this movie belongs to kids movie which contains of an adventure story. Therefore, this movie is allowed for general target consumers.

### **Data Interpretation**

The advertiser chooses the diction which appropriates to the types of this movie that is comedy movie for kid. Although the written advertisement is very long, the lexis is simple. This advertisement begins with a certain issue that depicts about the status of the main characters which can be seen in the sentence **Whatever they dream up... he has to survive**. The mark of (...) indicates the big issue that might bring someone into challenging action. By showing the issue in the beginning of advertisement, it implies that the advertiser wanted to attract the target consumers to watch this movie.



Then, the issue is cleared further in the next sentence, **Every day is a new adventure**. It has a purpose to show the setting of movie story which contains the adventure that depicts the character of ‘he’, Skeeter Bronson, who is mentioned in the previous advertisement text. He has a new adventure everyday soon after he tells the bed time stories to the children.

The next sentence is **Coming true as if it was Christmas Day**. The impression of this advertisement is that the adventure will be as wonderful as Christmas day. The advertiser seems to let the target consumers get involved in the plot of story. By using the expression of ‘as if it was Christmas day’, the advertiser intends to describe that the movie story is full of miracles like what it usually happens in the Christmas day, the day that is always expected by Christian, especially for the kids who believe that Christmas will bring happiness and give many presents delivered by Santa Claus.

Then, the advertisement ends with statement of **What if the stories you told came to life?** From the statement above, it is quite understood that the readers, especially children are challenged to imagine if the stories they tell, come to their real life.

This movie advertisement represents sentences, consisting of two complex sentences (‘Whatever they dream up... he has to survive’ and ‘Coming true as if it was Christmas Day’), a simplex sentence (‘Every day is a new adventure’) and a simplex question (‘What if the stories you told came to life?’)

Language style used in this movie advertisement is informal. It is seen in the first sentence which uses ellipses mark (...). The advertiser possibly wanted to build the character of this movie which is simple, funny and implying the casual and colloquial impression. Meanwhile, the figure of speech of this movie is Simile which can be seen in the third sentence of 'Coming true as if it was Christmas Day' that indicates a comparison between two certain events.

*Data 11/J/Kds—Adv—Mn/INFRL*

### **Data description**

Discover the secret

Escape is the only option

Lights out

(*'CITY OF EMBER'* Movie Advertisement)

### **Movie Classification**

Shortly, this film tells about the adventure of two children, namely Lina Mayfleet, and Doon Harrow in Ember city who find themselves on a mission to save their dying city. The city's lights are beginning to flicker and food supplies are running out. Moreover, Doon and Lina find themselves on a wild adventure when they discover the way out of Ember, but corrupt officials and a treacherous mayor stand against their wish to save the city. With courage and heart they brave against the darkness - all to help their fellow citizens escape the dying city.

Since this film is mostly performed by the children, based on the movie consumers, this movie belongs to a kids' movie which employs the adventure story.

### **Data interpretation**

The advertiser initiates to inform this movie by using a preface which has function as the setting of movie. It is clearly seen in sentence, **Discover the secret**. From this advertisement, it is quite understood that there is a problem behind the story. This can be traced from the lexis 'secret'. As the preface of advertisement, it shows that the discovery of a hidden secret might bring into the danger. Then, this advertisement is continued with the sentence, **Escape is the only option** which indicates to show the solution toward the problem.

The last advertisement of this movie is **Lights out**. This advertisement is created as the closure which has function as the additional information of this movie. By creating this advertisement, the advertiser seems to have an intention to make the target consumer become more curious to watch the movie.

Entirely, the impression of those advertisements is to describe of how the two children pass the wild adventure and struggle to save their city.

This film advertisement represents two sentences ('Discover the secret' and 'Escape is the only option') and a noun phrase ('Lights out'). Meanwhile the language style of this film advertisement is informal. It can be traced from the last advertisement, 'lights out' which belongs to colloquial expression which can be interpreted as 'dark'. Besides, there is an ellipsis of subject element of 'they' in the sentence of 'discover the secret'. Moreover, the meaning senses of these advertisements are simple, so that there is no figure of speech found.

## **B.4 Based on the performances**

The movie classification based on the performances is the classification of movie advertisement based on the form of a movie in a performance whether cartoon or human movie. On the website of [www.21-cineplex.com](http://www.21-cineplex.com) on December 2008 until April 2009, there are only 3 data of 43 data belong to the animated-cartoon movie advertisements.

### **B.4.1 Register Analysis of Animated-cartoon Movie Advertisement**

*Data 13/J/Crtn—Advn—Kds/INFRL/Rept*

#### **Data description**

Move It,

Move It,

You got to move it

(*'MADAGASCAR 2: ESCAPE TO AFRICA'* Movie Advertisement)

#### **Movie Classification**

Based on the theme of story, this movie belongs to an animated-cartoon movie which tells about the animals' adventure. It is because of the setting is animation performed by animated animals and men. Hence, the target consumers of this movie are for general.

Madagascar: Escape 2 Africa is a 2008 sequel to the 2005 film. Madagascar is about the continuing adventures of Alex the Lion, Gloria the Hippo, Marty the Zebra, and Melman the Giraffe who live in New York Zoo. They are still stranded on Madagascar. Therefore, they start to leave the island.

All of a sudden, they land in the wilderness of Africa, where Alex meets the rest of his family, but he has trouble in communicating with them after spending so much time at the Central Park Zoo.

### **Data Interpretation**

The advertisement texts of this movie, **Move It, Move It. You got to move it**, are taken from the script of Madagascar 2 movie soundtrack entitled “I Like to Move it”. The advertisement of this movie begins with imperative expression, **Move it**. The expression which is considered as the introduction of advertisement is repeated at once in the second line of advertisement. This implies an interesting adventure behind this movie.

Then, the advertisement is closed with a sentence, **You got to move it**. The advertiser seems to give the illustration of story theme about animals’ adventure. It can be identified from the expression of ‘got to’. This illustration is described in the story of the movie which tells about Alex and friends intention to move from Madagascar.

In terms of structure, the advertisement represents three simplex sentences, consisting of two imperative sentences (‘move it’) and one simplex sentence (‘you got to move it’) which indicates a command. Moreover, the impression of these advertisements is asking the target consumers not to miss this funny movie.

The style of this movie is informal. The advertiser uses simple words to create intimate and closer expression to the target consumers, especially for kids

who mostly like to watch this kind of movie. The expression of ‘you got to move it’, for example, is colloquial expression. Explicitly, the figure of speech of this movie advertisement is Repetition. It can be seen on the phrase repetition on move it, in the first and second line of advertisement.

*Data 1/D/Crtn—Advn—Kds/INFRL/Clmx*

### **Data description**

Fully Awesome 2008

Let it begin!

Real life's a total adventure!

(‘*BOLT*’ Movie Advertisement)

### **Movie Classification**

Bolt is a 2008 American computer-animated cartoon movie produced by Walt Disney Animation Studios. Shortly, this movie tells the story about a dog that plays a heroic dog in a hit TV show and has some troubles to recognize that he does not even have superpowers. This becomes something of a hindrance, when he is accidentally shipped from Hollywood to New York City. From there, he has to make his way home with the help of a female alley cat and an overweight hamster in a plastic ball.

This movie, which employs the adventure story, belongs to a cartoon genre movie since the setting and the actors of this movie are in the form of computer-animated cartoon. As the other cartoon movie the target consumers of this movie genre are for general, especially the children who mostly like watching this movie.

### **Data Interpretation**

The movie advertisement begins with a noun phrase of **Fully awesome 2008**. The choice of words of 'fully awesome' indicates that this movie has special quality in its story which can amaze the readers since it contains the funny story. Moreover, by choosing an adverb of time of 'year 2008', the advertiser seems to have intention to show the readers that this movie is the most 2008 fascinating movies.

Then, the advertisement is continued with the certain issue by using the imperative sentence, **Let it begin!** It has a purpose to open the story of movie which describes the movie setting that is an unforgettable adventure experienced by the film characters. The movie advertisement ends with an exclamation sentence which employs the expression of **Real life's a total adventure!** It indicates the further explanation of the previous advertisement which declares about the adventure story in the film. Moreover, by using the exclamation mark (!) at the end of sentence, the advertiser seems to exclaim the readers that this movie is very fascinating to watch.

The movie advertisements represent a noun phrase ('fully awesome 2008') which consists of an adverb, namely 'fully', an adjective, namely 'awesome' and an adverb of time of 'year 2008'. Besides, the advertisements also employ two sentences which consist of imperative ('let it begin') and simplex sentence ('real life's a total adventure').

From the point of view language style, this movie advertisement employs informal situation. It is proven with the lexis of ‘awesome’ that tends to be informal usage. Besides, there is a contraction of ‘life’s’ that should be ‘life is’. Those terms are created to make the casual setting for the target consumers.

Meanwhile, the figure of speech of this advertisement is Hyperbole. As seen in the exaggeration of meaning on ‘Fully Awesome 2008’.

### **C. Discussion**

The findings from data analysis are put together into a unit of discussion. All findings are based on the problem statements in the Chapter I. First, the researcher tries to find out the characteristics of linguistic factors applied by the register on English movie advertisement of *www.21-cineplex.com*. Second, the researcher tries to find out the types of film genre. Third, the researcher tries to describe how both language varieties and figure of speech characterize the register of English movie advertisement of *www.21-cineplex.com*.

#### **C.1 The Characteristics of Linguistic Factors Applied by the Register on English Movie Advertisement of *www.21-cineplex.com***

In this phase, the typical characteristics in the language of movie advertisement are explored. These are carried out by looking at the diction, the language variety and figures of speech. Moreover, each characteristic of the language of movie advertisement covers specific purpose and form.



### *Diction*

The choice of words or diction has important role in the register, just like what Keraf says (2004: 24), choice of word or diction is the ability to differentiate the meaning of ideas and to find out word which is proper with the situation, condition and feeling of the hearer. From the previous subchapter, the researcher classifies the data based on type of movie covering the story themes, story substances, target consumers, and the performances. Each classification has the certain lexis that differentiates to the other types of movie. In a horror movie, for example, it is intended to employ the dreadful lexis in its film advertisement.

The followings are the table of diction application showing that different type of movie genre advertisement might have different lexis.

#### *Type of movie based on the story themes*

In this phase, the researcher puts the data analysis of diction based on the story themes into a table. For instance, the kind of a suspense drama usually has the story themes about the thriller actions. Therefore, in the suspense movie advertisement applies the lexis that tends to strain the consumers.

The table below displays the further description.

Table 4.2

Film Genre	Diction	The Application in Movie Advertisements	Data Number
Romantic Drama	<ul style="list-style-type: none"> <li>• Love</li> <li>• Life</li> <li>• Time</li> </ul>	The forbidden <b>fruit</b> ...	9
		A story for anyone with an appetite for <b>love</b>	12
		<b>Life</b> is the ultimate work of art.	19
		...for a <b>second chance</b>	4
Comedy Drama	<ul style="list-style-type: none"> <li>• Comedy</li> <li>• Period of time</li> </ul>	A huge <b>comedy</b> with tiny balls	2
		Prepare to die... <b>laughing</b>	32
		<b>The era of yes</b> ...	17
		All <b>in one day</b> ...the same wedding	38 21
Tragedy Drama	<ul style="list-style-type: none"> <li>• Life</li> <li>• End of time</li> </ul>	<b>Life</b> isn't measured in minutes, but in moments	23
		One <b>secret</b> ...	31
		...the number <b>run out</b>	43
Suspense Drama	<ul style="list-style-type: none"> <li>• High risk</li> <li>• Threatening</li> </ul>	<b>Risk everything</b>	14
		... <b>Bond</b> film	5
		They <b>control everything</b>	34
		He <b>was dead</b> ...but he got better	29
		... <b>a professional</b>	15
		... <b>no one is who they seem</b>	3
		<b>you can't go back</b>	30
<b>Lock the door</b>	28		
Mystery Drama	<ul style="list-style-type: none"> <li>• Supernatural</li> </ul>	The <b>devil's work</b> is childs	26

		play	
	• Mystery	<b>The end</b> is nigh	22
		One <b>mystery</b> to solve	40

*Type of movie based on the story substances*

In this part, the data analysis of diction based on the story substances is placed into a table. For example, a movie which tells about the crime story usually employs the diction that has relation to the crime action in its written advertisement.

The table 3 below presents the further description.

Table 4.3

Film Genre	Diction	The Application in Movie Advertisements	Data Number
Criminal Story	• Killer	Every <b>killer</b> meets his equal	7 27
		Everybody respects <b>the gun</b>	24
	• Crime	The true story of <b>a heist...</b>	16
		There are two sides to every <b>crime</b>	19
Adventure Story	• Adventure	Get <b>Some</b>	8
		<b>The legend</b> comes to life	36

		A new evolution of <b>heroes</b>	39
Horror Story	<ul style="list-style-type: none"> <li>Dreadful matter</li> </ul>	<b>No details. No witnesses.</b> <b>No evidences</b> <b>You can't bury the truth</b>	6  37
Historical Story	<ul style="list-style-type: none"> <li>Enemy</li> <li>Freedom</li> </ul>	Many saw <b>evil</b> <b>Freedom</b> begins with an act of defiance	25  20
War Story	<ul style="list-style-type: none"> <li>War</li> </ul>	The beginning of <b>a war</b>	18

*Type of movie based on the target consumers*

The researcher puts the data analysis of diction based on the target consumers into a table. There are two classifications of type of movie based on target consumers consisting of kids and adult movie. However, since the adult movies might belong to several types of film genre, the researcher does not put them in the table. The table 4 below only displays the diction employed on kids movie.

Table 4.4

Film Genre	Diction	The Application in Movie Advertisements	Data Number
Kids Movie	Special occasion	...as if it was <b>Christmas Day</b>	10
		Discover <b>the secret</b>	11

*Type of movie based on the performances*

The researcher puts the data analysis of diction based on the performances into a table. The type of movie based on the performances consists of cartoon and man movie. Based on the data analysis, there are three data which belong to cartoon movies. The researcher does not display the man movies into a table since they consist of many types of film genre.

The diction employed on cartoon movies is presented on the table 5 below.

Table 4.5

Film Genre	Diction	The Application in Movie Advertisements	Data Number
Cartoon Movie	Simple lexis	Move It	13
		Fully Awesome 2008	1
		Alien Problem? Monster	42
		Solution	

As seen in all tables above, the diction obviously has the important role in the register on English movie advertisement. The diction in writing of the movie advertisement is based on a certain purpose that is to deliver the message of the movie story implicitly. It indicates that in movie advertisements, the diction helps to promote the product of film in order to be watched by the consumers.

*Language Style*

Table 4.6

Language style in the register on English movie advertisement

Language Style	Data Number	Total	Percentage
Formal	5, 7, 17, 18, 19, 20, 25, 27, 36, 43	10	23.25 %
Informal	1, 2, 3, 4, 6, 8, 9, 10, 11, 12, 13, 14, 15, 16, 21, 22, 23, 24, 26, 28, 29, 30, 31, 32, 33, 34, 35, 37, 38, 39, 40, 41, 42	33	76.75 %

Based on the table above which presents the data analysis in the previous subchapter, there are two general types of language styles found in the register of English movie advertisement of *www.21-cineplex.com*. They are formal and informal styles.

Formal language is the standardization of sentence structure and diction. Both the sentence structure and diction in the formal language of the English written text consist of the formal form. It is marked by the complete and long writings which are grammatically correct. Besides, formal language tends to create the serious atmosphere toward the readers. It can be found in data numbers 5, 7, 17, 18, 19, 20, 25, 27, 36, and 43. The data that contains the formal style are mostly employed in the suspense movie advertisements (80 %).

In contrast, informal language style is different from formal language style. The character of informal language in the written text is usually marked by the appearance of incomplete sentences to make intimate and closer situation to

the readers. Most of data use informal languages in which are signed with the contraction, informal expressions such as the use of idiom, archaic and slang word, the mixing the sentences with symbols, and the like. As seen in the table 6, there are 33 data employed the informal style. First, the form of contraction (75.7%) is found in data 1, 2, 3, 4, 6, 8, 9, 11, 12, 13, 14, 21, 23, 28, 30, 31, 32, 33, 35, 37, 38, 39, 40, 41, 42. Second, other informal expressions (36.3%) are conveyed by data 10, 15, 16, 22, 14, 16, 19, 30, 32, 33, 34, 35. They consist of the mixing of the sentences with symbols (27.2%) in data number 10, 15, 16, 29, 30, 32, 33, 34 and 35, the use of idiom (3.03%) in datum number 26, archaic word (3.03%) in datum number 22, and slang word (3.03%) in datum number 24.

### ***Sentence Structure***

The written texts of English movie advertisement cover many terms of language varieties in the form of phrases and sentences. The findings reveal that each data may consist of both the phrases and sentences. The phrase is a group of words without a verb in sequence that form a syntactic unit that is less than a complete sentence. It can be found in data numbers 1, 2, 5, 6, 9, 10, 11, 12, 13, 14, 18, 22, 31, 32, 34, 38, 39, 40, 41, and 42.

Meanwhile, the sentences are determined whether they are simplex or complex sentence structures. The simplex sentence structure only contains one main process which is explained by the use of verb. In other words, the characteristic of simplex sentence structure is the use of one subject and one predicate followed by object or complement. The simplex sentence structure itself

is divided into three parts. They are question, imperative, and statement. There are 32 data using the simplex sentence structure. The simplex question is only found in data number 10 and 12. The simplex imperative can be found in data number 1, 8, 13, and 16. The last type is simplex statement which is found in data number 4, 7, 8, 9, 10, 11, 15, 16, 17, 19, 20, 21, 22, 24, 25, 26, 28, 30, 32, 33, 34, 36, 37, 39, 40, and 43.

Second type of sentence structure is complex structure. The complex sentence contains more than one main process. This can be noticed that the characteristic of complex sentence structure is the use of more than one subject and predicates linked with conjunction and followed by adverb of time or others. The complex sentence structure itself can be divided into two parts. They are paratactic and hypotactic. The complex paratactic is marked with the conjunction 'and, but, or' and 'nor'. Meanwhile the complex hypotactic uses the structural conjunction, such as 'so, because, when, after, whenever, and etc'. In this movie advertisement, there are 8 data employ the complex sentence consisting of 3 data of complexes paratactic (3, 23, and 29) and 5 data of complexes hypotactic (9, 10, 30, 35, and 43).

From the analysis, it can be seen that the use of phrases and simplex sentences in the register of English movie advertisement are more dominated than complex one. It follows general rule that an advertisement should be simple, compact & clear enough.



*Figure of Speech*

Table 4.7

The Figure of Speech in the Register on English Movie Advertisement

Figure of Speech	Data Number	Total	Percentage
Hyperbole	2, 4, 9, 17, 19, 20, 26, 30, 33, 39	10	23.26 %
Synecdoche	3, 7, 15	3	6.97 %
Metonymy	5, 22, 25	3	6.97 %
Personification	32, 36, 37, 42	4	9.30 %
Simile	10	1	2.33 %
Climax	1, 6, 16, 31, 40, 41	6	13.96 %
Anti-climax	8	1	2.33%
Paradox	24, 29, 35	3	6.97 %
Repetition	13 and 34	2	4.65 %
Parallelism	14, 18, 27, 38	4	9.30 %
TOTAL		37	86.04 %

A figure of speech is an expression in which the words are used in a non literal sense to present a figure, picture, or image (Leahy, 1963: 18). In movie advertisement, the advertiser often employs certain figure of speech in his/her language to attract the readers to watch the film.

As seen in table 7 above, among all types of figure of speech, the hyperbole figure obviously has the highest number (23.26%). The next figure that is mostly employed is climax (13.96 %). The personification and parallelism (9.30%) figure places in the third sequence. Then, the fourth rank is placed by the figure of synecdoche, metonymy and paradox (6.97 %). Next position is placed by

the repetition figure (4.65 %). The rest figures which are simile and anti-climax have the lowest number (2.33 %).

## **C.2 The Characteristics of Non-Linguistic Factors Applied by the Register on English Movie Advertisement of *www.21-cineplex.com***

Besides the linguistic factors, the non-linguistic factors also play an important role in the register on English movie advertisement since the language cannot be separated from the speaker. The linguistic factor is the language itself. Meanwhile, the non-linguistic factor is social and situational factor.

In creating a movie advertisement, the advertisers rely on the types and synopsis of movie. From the previous subchapter, the researcher has found out that a movie advertisement is made by considering the target consumers and the kind of movie genre to help the advertiser in choosing the proper expression for promoting their movie products. This can be seen from lexical and syntax terms. The kids' movie advertisement, for example, has special characters. It employs simpler lexis and is dominated with the simplex sentence structure.

The followings are the table of movie classification which is divided into four type of movie genre.

Table 4.8

## The Types of Movie Based on Story Themes

Types of movie based on the themes story	Data Number	Total
Romantic drama	4, 9, 12, 19	4
Comedy drama	2, 17, 21, 32, 33, 35, 38	7
Tragedy drama	23, 31, 43	3
Suspense drama	3, 5, 14, 15, 28, 29, 30, 34, 41	9
Mystery drama	22, 26, 40	3
<b>TOTAL</b>		<b>26</b>

Table 4.9

## The Types of Movie Based on Story Substances

Types of movie based on the story substance	Data Number	Total
Crime story	7, 16, 24, 27	4
Adventure story	8, 36, 39	3
Horror story	6 and 37	2
Historical story	20 and 25	2
War story	18	1
<b>TOTAL</b>		<b>12</b>

Table 4.10

## The Types of Movie Based on the Target Consumers

Types of movie based on the target of consumers	Data Number	Total
Kids movie	10 and 11	2
Adult movie	1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43	41
<b>TOTAL</b>		<b>43</b>

Table 4.11

## The Types of Movie Based on the Performances

Types of movie based on the performances	Data Number	Total
Cartoon movie	1, 13, 42	3
Man movie	2, 3, 4, 5, 6, 7, 8, 9, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 43	40
<b>TOTAL</b>		<b>43</b>

Based on the tables above, the movie classifications are shown systematically. First, table 8 displays the movie classification based on story themes. It ranks the suspense drama as the highest number of movie drama genre. Second, the movie classification based on story substances is shown in table 9. It places the crime story movie as the first position. Third, table 10 shows the movie classification based on target consumers which are divided into kids' movie and adult movie. The last table displays the movie classification based on the

performances. Based on the table 10, there are only two movies belonging to kids' movie. Meanwhile, the table 11 shows that there are only three cartoon movies movie. The remaining of both tables 10 and 11 is adult movie and non-cartoon movie which might be categorized into several types of film genre either in table 9 or 10.

### **C.3 How both Language Varieties and Figure of Speech Characterize the Register of English Movie Advertisement of *www.21-cineplex.com***

The researcher has found that in English movie advertisements of *www.21-cineplex.com* are employed more informal styles (76.75%) rather than formal styles (23.25%) in their written advertisement.

The informal language in the movie advertisement that looks friendly indicates that the advertisers have intention to tell the simple story of the movies to the readers. In other words, by employing the informal style, the advertisers indicate to close to the readers in order to attract them to watch the movie.

On the other hand, the formal style in the movie advertisement seems to aim at building elite impression and also respecting the target consumers. In this case, the formal style used in the movie advertisement indicates to show the story of movie seriously.

In terms of figure of speech, the hyperbole figure is mostly employed in the movie advertisement. It indicates that in movie advertisement, the advertiser tries to attract the readers through the exaggeration of expressions. Moreover, based on data analysis, these expressions are mostly employed in the romantic and

comedy drama movie advertisements which is found in data number 4, 9, 19 (romantic drama) and 2, 17, 33 (comedy drama). Besides, there are 6 data (13.96%) that do not employ the figure of speech in their language. It is due to those advertisements only revealing the conclusion or the fact of the movie story.

## **CHAPTER V**

### **CONCLUSIONS AND SUGGESTIONS**

#### **A. Conclusions**

Register is an interesting sociolinguistics topic to discuss. Conclusion in this chapter is written down to answer the problem statements in Chapter I based on the analysis in the Chapter IV. The conclusion is represented in the followings:

1. The characteristics of linguistic factors, such as diction, language variety and figure of speech in the register of English movie advertisement have particular point of views that can be differentiated from other types of register. Consequently, those factors are able to create a register in English movie advertisement. The diction factors have important role in advertisement to attract the consumers since the purpose of advertisement is to influence the consumers to use or buy the product. Moreover, the diction factors give the information of movie story and aim at arising the consumers' intention to watch the movie. In terms of language variety, the written texts of English movie advertisement cover many terms of language varieties in the form of phrases and sentences. Moreover, the sentences are determined whether they are simplex or complex sentence structures. Then, the use of language style in register of movie advertisement is also

interesting to discuss. Informal style used by the advertiser aims at building an intimate and casual impression. Meanwhile, the formal style tends to give an elite impression of movie story, and has purpose to respect the consumers. The figures of speech factor applied in the register of English movie advertisement aims at making the consumers become curious. The advertisement using the exaggeration of language, for example, purposes to increase the consumers' curiosity.

2. a) Types of movie based on the story themes

***Romantic Drama: 4 data***

Romantic drama usually draws about love story among the characters and usually has a happy ending. In the register of English movie advertisement, this is marked with the expressions that reveal about 'love' or 'time'.

***Comedy Drama: 5 data***

Comedy is a dramatic work that contains humorous story and usually has a happy ending. In the register of English movie advertisement, it applies some humor expressions, such as the use of lexis 'laughing' or 'joke'.

***Tragedy Drama: 3 data***

Tragedy drama involves events which undergo an unhappy climax which is somber and pessimism. It means that the main character is brought to ruin or suffers an extreme sorrow. In the movie advertisement, this is marked by



something which indicates the end of life time, such as 'run out' and 'last life'.

***Mystery Drama: 3 data***

Mystery movie reveals the phenomenon of supernatural story that causes the consumers' heart to beat quickly. Meanwhile, its application in the movie advertisement is signed by the mysterious expressions, such as 'devil's work'.

***Suspense Drama: 8 data***

Suspense movie contains the straining theme from the beginning until the end of story. Based on the data analysis, this kind of movie genre is the most played movie in the cinema. It indicates that this movie genre is the most interesting movie for the consumers since it gives apprehension to them. In the register of English movie advertisement, this is usually employed by the lexis containing the threatening expressions.

b) Types of movie based on substance story

***Crime Story: 5 data***

The substances story of crime movie depicts about the criminal actions which are related to the law enforcers. This kind of movie genre employs the expressions indicating a criminal lexis, such as the use of 'killer', 'the gun', or 'heist' in the register of its movie advertisement.

***Adventure Story: 3 data***

Adventure movie stories contain exciting stories, with new experiences or exotic locales. These are very similar to or often paired with the action movie genre. In the adventure movie advertisement, this is signed with the challenging statements that indicate the adventure story.

***Horror Story: 2 data***

Horror movie depicts the stories that make the audiences freak out. Consequently, this employs the frightening and dreadful lexis in the register of horror movie advertisement.

***Historical Story: 2 data***

Historical movie story describes an historical or imaginative event, and mythic, legendary, or heroic figures. In the register of historical movie advertisement, it applies the expression indicating as the legendary events, such as the use of lexis 'freedom', 'defiance', and etc.

***War Story: 1 datum***

A war movie describes the battle situation in mostly scenes of movie story. Meanwhile, its application in the war movie advertisement is signed by the war expressions to show what kind of movie it is.

c) Type of movie based on the target consumers

There are two classifications of type of movie based on target consumers consisting of kids and adult movie. However, since the adult movies might belong to several types of movie genre, the researcher only displays the kids' movies.

***Kids' Movie: 2 data***

Kids' movie describes the story of children's life which is mostly performed by children as the actors. In the register of kids' movie advertisement, it employs the simple lexis which has a close relation to the children's life and is easily understood by them, so that they are interested to watch the movie. For example, a movie advertisement text employs a diction contains special event like 'Christmas Day'.

d) Type of movie based on the performances

In this phase, the kinds of this movie are divided into two types consisting of cartoon and non-cartoon movie performances. Based on the data analysis, there are only three cartoon movies and the remaining belongs to non-cartoon movies. Hence, the researcher only shows the cartoon movies.

***Cartoon Movie: 3 data***

Cartoon film is a film made by photographing a series of drawings which are viewed in rapid succession to give the impression of a moving picture. In the register of cartoon movie advertisement, it is marked by the simple

expressions that can be easily understood by the children who mostly like this kind of movie.

3. Based on the data analysis, it is found that the register of English movie advertisements mostly applies phrases and simplex sentences structures in their written texts. This is based on the principle that reveals an advertisement should be simple, compact and clear enough. The analysis also proves that most of language style employed by English movie advertisements is informal style (76.7%). It is assumed that by applying informal styles in movie advertisement, the advertiser has a purpose to create an intimate and casual impression toward the target consumers in order to attract them to watch the movie. Meanwhile, the formal style (23.2%) employed in register of English movie advertisement aims at building the serious situations. It is assumed that the advertiser has a purpose to describe the movie story seriously and to respect the target consumers implicitly.

From the data analysis, it is also found that among 37 data, the hyperbole figure (10 data) is preferable for the advertiser to promote the movie story. It is based on the advertisers' effort to attract the consumers through the exaggeration of meanings, so that the target consumers are curious to watch the movie. Besides, there are 6 data that do not contain the figures of speech in their language. It is because those advertisements only reveal the conclusion or the fact of the movie story.

## **B. Suggestions**

Register is language variety based on its use. There are still many cases on the study of register. This field can still be studied from different point of view. It is suggested to the other researchers to conduct a research about register with different point of view and different source of data. Besides, the students are able to use this research as a reference to improve their knowledge in sociolinguistics study. There is also a suggestion to the public, especially those who work in advertising company to pay attention to the use of diction, language style and figure of speech in creating an effective advertisement. It is suggested to them to master those factors properly for attracting and encouraging the readers to make use of the company with its product and services.



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# **APPENDICES**

# THE LIST OF MOVIE POSTERS

*DECEMBER 2008*

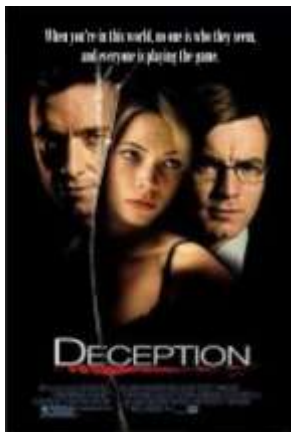
1. Bolt : Data 1/D/Crtn—Advn—Kds/INFRL/Clmx



2. Balls of Fury : Data 2/D/Comdy—Mn—Adlt/INFRL/Hyp



3. Deception : Data 3/D/Spnc—Mn—Adlt/INFRL/Syn



4. Nights in Rodanthe : Data 4/D/Rmtc—Mn—Adlt/INFL/Hyp



5. Quantum of Solace : Data 5/D/Spnc—Mn—Adlt/FRL/Mtny



6. Quarantine : Data 6/D/Hrr—Mn—Adlt/INFRL/Clmx



7. The Contract : Data 6/D/Hrr—Mn—Adlt/INFRL/Clmx



8. Tropic Thunder : Data 8/D/Advn—Mn—Adlt/INFRL



9. Twilight : Data 9/D/Rmtc—Mn—Adlt/INFRL/Hyp



**JANUARY 2009**

10. Bedtime Stories : Data 10/J/Kds—Advn—Mn/INFRL/Smil



11. City of Ember : Data 11/J/Kds—Advn—Mn/INFRL



12. Feast of Love : Data 12/J/Rmtc—Mn—Adlt/INFRL





13. Madagascar 2 : Data 13/J/Crtn—Advn—Kds/INFRL/Rept



14. Red Line : Data 14/J/Spnc—Mn—Adlt/INFRL/Prall



15. Transporter 3 : Data 15/Spnc—Mn—Adlt/FRL/Syn



16. I Know Who Killed Me : Data 19/F/Crm—Spnc—Adlt/INFRL/CImx

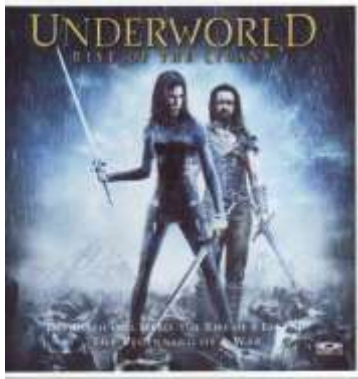


17. Yes Man : Data 17/J/Comdy—Mn—Adlt/FRL/Hyp



***FEBRUARY 2009***

18. Underworld 3 : Data 18/J/Wr—Spnc—  
Adlt/FRL/Prall



19.

Vicky Christina Barcelona : Data 16/J/Rmtc—Mn—

Adlt/FRL/Hyp



20.

Defiance : Data 20/F/Hist—Mn—Adlt/FRL/Hyp

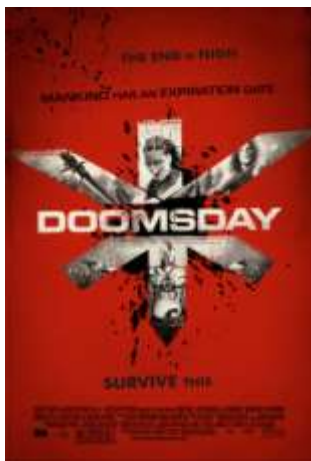


21.

Bride Wars : Data 21/F/Comdy—Mn—Adlt/INFRL



22. Doomsday : Data 22/F/Mys—Mn—  
Adlt/INFRL/Mtny



23. The Curious Case of Benjamin Button : Data 23/F/Tgdy—Mn—Adlt/INFRL



24. The Bank Job : Data 24/F/Crm—Mn—Adlt/INFRL/Prdx



25. Valkyrie : Data 25/F/Hist—Mn—Adlt/FRLMtny



26. Whisper : Data 26/F/Mys—Spnc—Adlt/INFRL/Hyp



**MARCH 2009**

27. Righteous Kill : 27/M/Crm—Spnc—Adlt/FRL/Prall



28. The Strangers : 28/M/Spnc—Mn—Adlt/INFRL/Aclmx



29. Crank 2 : Data 28/M/Spnc—Mn—Adlt/INFRL/Aclmx



30. The Traitor : Data 30/M/Spnc—Mn—Adlt/INFRL/Hyp



31. Seven Pounds : Data 31/M/Tgdy—Mn—Adlt/INFRL/Clmx



32. Disaster movie : Data 32/M/Comdy—Mn-Adlt/INFRL/Prsf



33. King of California : Data 33/M/Comdy—Mn—Adlt/INFRL/Hyp





34. The International : Data 34/M/Spnc—Mn—Adlt/INFRL/Rept



35. Over Her Dead Body : Data 35/M/Comdy—Mn—Adlt/INFRL/Prdx





*APRIL 2009*

36. Dragon Ball Evolution : Data 36/A/Advn—Spnc—Adlt/FRL/Prsf



37. Solstice : Data 37/A/Hrr—Mn—Adlt/INFRL/Prsf



38. Four Christmases : Data 38/A/Cmdy—Mn—Adlt/INFRL/Prall



39. Push : Data 39/A/Advn—Spnc—Adlt/FRL/Hyp



40. Passengers : Data 40/A/Mys—Mn—Adlt/INFRL/Clmx



41. Fast & Furious : Data 41/A/Spnc—Mn—Adlt/INFRL/Clmx



42. Monsters Vs Aliens : Data 42/A/Crtn—Kds/INFRL/Prsf



43. Knowing : Data 43/A/Tgdy—Mys—Adlt/FRL

