

**AN ANALYSIS OF PERSUASIVE LANGUAGE USED IN WRISTWATCH
ADVERTISEMENT AT TIME MAGAZINE**



Research Paper

**Submitted as a Partial Fulfillment of the Requirement
For Getting Bachelor Degree of Education in English Department**

By :

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MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

2007

APPROVAL

AN ANALYSIS OF PERSUASIVE LANGUAGE USED IN WRISTWATCH ADVERTISEMENT AT TIME MAGAZINE

by

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A 320 020 177

Approved to be examined by consultant

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(Drs. Sigit Haryanto, M.Hum.)

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**AN ANALYSIS OF PERSUASIVE LANGUAGE USED IN WRISTWATCH
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by

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Accepted by the board of examiners
School of Teacher Training and Education
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On, July 2007

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(Drs. H. Sofyan Anif, M.Si.)

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DEDICATION

From the deeply heart of the writer, she dedicates a simply creation to:

1. Her beloved parents, Ibu – Bapak who always cares, loves, and support her, thank for everything that has been do for her,
2. The one in only brother, Arif. Thank for your care for her,
3. Her lovely grand mothers and her grand fathers that has been peace in heaven. Thank for a billion loving and believing for her, and
4. All partner in scouts organization, thank for dreaming and real life experience.

MOTTO

Allah tidak membebani seseorang melainkan sesuai dengan kesanggupannya

(Q.S. Ali Imran:286)

When you want to stop please still remember to begin again

(Letto band)

Satyaku kudharmakan dharmaku kubhaktikan

(scout Movement)

Effort do the best in your life

(the writer)

STATEMENT

Herewith, I state that there is no proposed mark before in this research to get bachelor degree in a certain university, there is also no work idea that have ever been written or published by other people, except referred written. In this research paper and mentioned in the bibliography.

If it is proved there will be something wrong in my statement above later in the future, I will wholly be responsibility.

Surakarta, July 2007

EKO PUJI KURNIAWATI
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Wassalamu'alaikum Wr. Wb.

Surakarta, July 2007

Eko Puji Kurniawati

TABLE OF CONTENT

PAGE OF TITLE	i
APPROVAL	ii
ACCEPTANCE	iii
DEDICATION	iv
MOTTO	v
STATEMENT	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENT	xi
LIST OF APPENTICES	xiv
SUMMARY	xv
CHAPTER I : INTRUCUTION.....	1
A. Background of Study.....	1
B. Previous of Study	4
C. Problem Statement	5
D. Problem Limitation	5
E. Objectives of The Study	6
F. Benefits of the Study	6
G. Paper Organization	6
CHAPTER II : UNDERLYING THEORIES	8
A. Discourse	8
1. Discourse definition.....	8
2. Discourse Analysis.....	8

3. Types of Discourse.....	9
4. Text.....	11
5. Context	12
B. Persuasion.....	12
1. Persuasion Definition.....	12
2. Basic Factor of Persuasion.....	14
3. Persuasive Technique in Language.....	16
4. Elaboration Likelihood Model	19
C. Classification of Meaning	23
D. Advertisement	24
E. The Copywriter	25
CHAPTER III :RESEARCH METHOD	27
A. Type of Research Method	27
B. Object of Research	27
C. Type of Data and Source of Data	27
D. Method of Data Collection	28.
E. Technique of Data Analysis	28
CHAPTER IV : DATA ANALYSIS AND DISCUSSION OF FINDING	
A. Data Analysis.....	30
1. The Indicators to Express Persuasive Language Used In Wristwatch Advertisement in <i>Time</i> Magazine.	31

2. The Meaning of Persuasive Language Used in

Wristwatch Advertisement At *Time* Magazine.....36

B. Discussion of Finding 49

C. Recapitulation of Research Finding..... 53

CHAPTER V : CONCLUSION AND SUGGESTION

A. Conclusion.....53

B. Suggestion 53

BIBLIOGRAPHY

APPENDICES

LIST OF APPENDICES

1. Appendix 1: List of data
2. Appendix 2: Copies of wristwatch advertisement
3. Appendix 3: List of Letter

SUMMARY

Eko Puji Kurniawati A 320 020 177 **AN ANALYSIS OF PERSUASIVE LANGUAGE USED IN WRISTWATCH ADVERTISEMENT AT TIME MAGAZINE.** Research Paper School of Teacher Training and Education Muhammadiyah University of Surakarta. 2007

This observation has purposes to know the ways of persuasion language expressed in wristwatch advertisement in Time Magazine and to describe the meaning of persuasive language used in wristwatch advertisement in Time Magazine. In this research, the data are derived from the English text in wristwatch advertisement that containing word, phrase, clause or sentence. There are two techniques in collecting the data, firstly the writer reads the English advertisement in *Time Magazine* especially the wristwatch advertisement; secondly the writer lists and collects phrases or sentence of the wristwatch advertisement in *Time Magazine*. And then the writer uses persuasive technique in language to get the ways persuasive language expressed and using contextual meaning to know the meaning of persuasive language. Based on the data analysis, the writer draws conclusion that there are eight ways to express persuasive language in wristwatch advertisement at *Time* magazine. They are intensifier, imperative, rhetorical question, repetition, simile, metaphor, short cut, and temporal language. And then related to the meaning, the meaning used to express persuasive presents by using superiority of wristwatch, prestige of wristwatch, the quality of wristwatch and the freedom of wearer to set the wristwatch as their want.

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