Abstract

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Advertisement is the process of communication with the purpose to interest the public to take the action, that could profit to the advertisement maker and the vendor. Advertisement becomes a method to know the product of vendor such as commodity, service, or concept to public.

In this research, the researcher analyzes advertisement in English magazine because of the variety of it. Based on that phenomenon, the researcher tries to analyze this topic as the material of research. This research takes the problems. They are: 1) What kind of meaning that usually appears in cosmetic advertisement? 2) What cosmetic advertisements that have contextual meaning within? The researcher has two purposes. They are: 1) To find the text of cosmetic advertisement which has contextual meaning, 2) To explain about the meaning which is contained in the text of cosmetic advertisement. The researcher takes the descriptive method, by describing, categorizing and exploring the data naturally to answer the research questions. For supporting the analysis, the researcher uses Parera’s theories, the theory of Saeed also used in this research to solve the questions.

The technique of analyzing data in this research are collected by English magazine, classifying the data about the cosmetic advertisement, interpreting data, the data needs to be interpreted before analyzing. The researcher interprets data which connected with this research based on the assumption and theory.

This research finds that based on thirty data, they have contextual meaning. The contextual meaning in every slogan basically is similar. They want to introduce their products and try to attract the readers attention.

Finally, the researcher yields some suggestions, they are 1) this research is expected to enrich the knowledge in this field 2) in advertising field, this research will result the clear image about contextual meaning which is formed by cosmetic advertisement.