ABSTRACT

Melynda, Martha Julia Lovina. (2017). *The Analysis of the Language Style Used in Maybelline New York's Written Advertisements.* Yogyakarta: Sanata Dharma University.

Persuasive language is often used in our daily language to convince others to do something which a speaker wants. One of persuasive discourses which is often found in our daily lives is advertisement. It can be in a form of written advertisement such as magazines and brochures and in a form of spoken advertisement such as TV and radio commercial. There are two characteristics in advertisements which differentiate them from other persuasive discourses. Those are linguistic features and persuasion techniques.

This research aimed to analyse the linguistic features and persuasion techniques used in *Maybelline New York'*s written advertisements. The researcher used 18 *Maybelline New York*'s written advertisements as the main data sources. Those 18 brochures were representative of the newest and the best seller products.

There were two research questions analyzed in this research, namely (1) Which linguistic features are used in *Maybelline New York*'s written advertisement? and (2) What persuasion techniques are used in Maybelline New York's written advertisements?

This research used stylistic analysis which is categorized as qualitative research. To answer the first question which was related to the linguistic features, the researcher used the theory proposed by Grey (2008). Whereas, to answer the second question, the researcher classified the persuasion techniques based on the theory proposed by Kleppner (1986).

Based on the research, the researcher found that the copywriter of *Maybelline New York* did not use all the linguistic features. The linguistic features which were used by the copywriter were hyperbole, neologism, familiar language, simple vocabulary, repetition, glamorization, and potency which classified as lexical features. Whereas, the syntactic features which were used were short sentence, long-noun phrase, ambiguity, use of imperative, present tense, association, and incomplete sentence. The copywriter used certain persuasion techniques in the advertisements, namely pioneering stage and retentive stage, based on the goal of the advertised products. Furthermore, this research can be used as an authentic example for English learners and give more information for advertisers and also for future researchers.

Keywords: advertisements, Maybelline New York, linguistic features, persuasion techniques

ABSTRAK

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Persuasif sering digunakan dalam bahasa sehari-hari untuk meyakinkan orang lain untuk melakukan sesuatu yang diinginkan oleh pembicara. Salah satu wacana persuasif yang sering ditemukan dalam kehidupan sehari-hari adalah iklan. Iklan dapat berupa tulisan seperti majalah dan brosur dan dapat berupa lisan seperti iklan di televisi dan di radio. Ada dua ciri-ciri dalam iklan yang membedakan iklan dengan wacana persuasif lainnya. Ciri-ciri tersebut berupa aspek linguistik dan teknik persuasi.

Penelitian ini bertujuan untuk menganalisis aspek linguistik dan teknik persuasi yang digunakan dalam iklan tertulis *Maybelline New York*. Peneliti menggunakan delapan belas iklan tertulis *Maybelline New York* sebagai sumber data utama. Delapan belas brosur tersebut mewakili brosur dari produk terbaru dan terlaris.

Dalam penelitian ini ada dua rumusan masalah, yaitu (1) Aspek linguistik apa yang digunakan dalam iklan tertulis *Maybelline New York*? dan (2) Teknik persuasi apa yang digunakan dalam iklan tertulis *Maybelline New York*?

Penelitian ini menggunakan analisis gaya bahasa yang tergolong sebagi penelitian kualitatif. Untuk menjawab rumusan masalah pertama yang berkaitan dengan aspek linguistik, peneliti menggunakan teori dari Grey (2008). Sedangkan untuk menjawab rumusan masalah ke dua, peneliti menggolongkan teknik persuasi berdasarkan teori dari Kleppner (1986).

Berdasarkan penelitian yang dilakukan, peneliti menemukan bahwa *Maybelline New York* tidak menggunakan semua aspek linguistik. Aspek linguistik yang digunakan adalah *hyperbole, neologism, familiar language, simple vocabulary, repetition, glamorization,* dan *potency* yang tergolong dalam aspek leksikal. Sedangkan yang tegolong dalam aspek sintaksis adalah *short sentence, long-noun phrase, ambiguity, use of imperative, present tense, association,* dan *incomplete sentence*. Penulis menggunakan teknik persuasi tertentu dalam iklan, berupa *pioneering stage* dan *retentive stage,* berdasarkan tujuan dari produk yang diiklankan. Selanjutnya, penelitian ini dapat digunakan sebagai contoh asli untuk pelajar Bahasa Inggris dan memberikan informasi lebih untuk para pemasang iklan dan juga peneliti selanjutnya.

Kata kunci: *advertisements, Maybelline New York, linguistic features, persuasion techniques*