

**LANGUAGE STYLES IN MEANING CONSTRUCTION OF
WWF (WORLD WILDLIFE FUND) ADVERTISEMENTS**

THESIS

**BY
MUHAMMAD SULUH JATI
105110100111005**



**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2014**

**LANGUAGE STYLES IN MEANING CONSTRUCTION OF
WWF (WORLD WILDLIFE FUND) ADVERTISEMENTS**

THESIS

**Presented to
Universitas Brawijaya
In partial fulfillment of the requirements
For the degree *Sarjana Sastra***

**by
Muhammad Suluh Jati
105110100111005**

**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2014**

ABSTRACT

Jati, Muhammad Suluh. 2014. **Language Styles in Meaning Construction of WWF (World Wildlife Fund) Advertisements**. Study Program of English, Universitas Brawijaya. Supervisor: Nurul Chojimah, Co-supervisor: Ida Puji Lestari

Keywords: Language styles, WWF Advertisements, three dimensional models

This research is intended to investigate the meaning construction in WWF advertisements to get reader's attention. The objectives are (1) to identify the language styles used in advertisements, (2) to find out meanings behind WWF advertisements and (3) to understand how texts are interpreted and how they affect reader's personality.

This CDA research used three dimensional model theory from Norman Fairclough which covered; text analysis, discursive analysis and social analysis. On the level of text analysis, it has purpose to analyze the language styles. Discursive analysis is used to get the interpretation of a reader when he or she reads and sees WWF advertisements; social analysis is used to find out the after effect towards readers. The writer used qualitative research method and content analysis as research design. The data were collected from advertisement texts, the answer of questionnaires and interviews results.

The results indicate that (1) there were fifteen language styles used in that advertisement; *irony, euphemism, hyperbole, metaphor, sinism, repetition, association, synecdoche pars pro toto, paradox, personification, symbolic, climax, anticlimax, and rhetoric*, (2) there were seventeen advertisements which aimed at persuading readers, (3) there were two meanings which the advertiser constructs, there were *stop killing animals* and *saving nature*, and (4) some readers were motivated to help save animals and nature or join the WWF's campaign.

The writer suggested for the next researchers to have deep understanding towards text analysis. Then, the next researcher also needs to follow the updated research in the field discourse analysis. By following the updated research in discourse analysis, he can conduct different research and can enrich the research in the field of discourse analysis, such as ecolinguistics.

ABSTRAK

Jati, Muhammad Suluh. 2014. **Gaya Bahasa dalam Konstruksi Makna Iklan WWF (World Wildlife Fund)**. Program Studi Bahasa Inggris, Universitas Brawijaya. Pembimbing I: Nurul Chojimah, Pembimbing II: Ida Puji Lestari

Kata kunci: Analisis Wacana Kritis (AWK), iklan WWF, model tiga dimensi

Penelitian ini dimaksudkan untuk mencari tahu konstruksi makna pada iklan WWF untuk menarik perhatian para pembaca. Tujuan penelitian ini adalah (1) untuk mengidentifikasi jenis-jenis bahasayang digunakan pada iklan, (2) untuk mencari tahu makna dibalik iklan WWF dan (3) untuk memahami bagaimana teks di interpretasikan dan bagaimana teks tersebut berpengaruh terhadap kepribadian pembaca.

Penelitian Analisis Wacana Kritis ini menggunakan teori model tiga dimensi milik Norman Fairclough yang mana melingkupi; analisis teks, analisis diskursif dan analisis sosial. Pada taraf analisis teks, mempunyai tujuan untuk menganalisa jenis-jenis bahasa. Analisis diskursif digunakan untuk mendapatkan interpretasi pembaca ketika dia membaca dan melihat iklan WWF; analisis sosial digunakan untuk mencari tahu efek lanjutan terhadap diri pembaca. Penulis menggunakan metode penelitian kualitatif dan analisis konten sebagai desain penelitian. Adapun data yang diperoleh diambil dari teks iklan, hasil jawaban kuisisioner dan wawancara.

Sebagai hasilnya, mengindikasikan bahwa (1) terdapat lima belas jenis bahasa dalam iklan tersebut; ironi, eufimisme, hiperbola, metafor, sinisme, repetisi, asosiasi, sinekdoke pars pro toto, paradox, personifikasi, simbolik, klimaks, antiklimaks dan retorik, (2) terdapat tujuh belas iklan yang mampu mempengaruhi pembaca, (3) terdapat dua makna yang dibangun oleh pembuat iklan yaitu stop pembunuhan satwa dan perlindungan alam, dan (4) beberapa pembaca termotivasi untuk membantu menyelamatkan sawa dan alam atau bergabung dalam WWF.

Penulis menyarankan kepada penliti selanjutnya agar memperdalam analisis teks. Lalu, peneliti selanjutnya juga perlu untuk mengikuti perkembangan penelitian terbaru pada analisis wacana. Dengan mengikuti perkembangan penelitian, ia dapat melakukan penelitian yang berbeda dan dapat memperkaya penelitian di bidang analisis wacana.

REFERENCES

- Ari, Donald et al. (2010). *Introduction to research in education 8th edition*. USA: Wadsworth
- Ayu, Joan Isma. (2013). *Female stereotypes presented in Cantiq tabloid*. Malang: Faculty of Cultural Studies, Universitas Brawijaya
- Brierley, Sean. (1995). *The advertising handbook*. London: Routledge.
- Christina, Berariu Elena. (2010). *Discourse analysis in romanian print advertising: summary of doctoral thesis*. Cluj-Napoca: Faculty of Letters, Babes-Bolyai University
- Creswell, John W. (1998). *Qualitative inquiry and research design; choosing among five traditions*. London: Sage Publishing
- Edginton, Beth & Montgomery, Martin. (1996). *The media*. UK: The British Council
- Faisal, Sanapiah. (1990). *Penelitian kualitatif: dasar-dasar dan aplikasi*. Malang: Yayasan Asih Asah Asuh (YA3 Malang)
- Fairclough, Norman. (1995). *Critical discourse analysis: the critical study of language*. London: Longman
- Fairclough, Norman. (1992). *Discourse and social change*. UK: Polity Press
- Fairclough, Norman & Wodak, Ruth. (1997). *Critical discourse analysis in T. van Dijk (ed.), discourse as social interaction: discourse studies: a multidisciplinary introduction vol.2*. London: Sage
- Hayati, A & Adiwardoyo, Drs. Winarno.(1990). *Latihan apresiasi sastra; penunjang pengajaran bahasa dan sastra Indonesia di SMTP dan SMTA*. Malang: Yayasan Asih Asah Asuh (YA3 Malang)
- Hadi, Prof. Drs. Sutrisno. (1990). *Metodologi research jilid I*. Yogyakarta: Penerbit Andi Offset.
- Jorgensen, Marianne and Phillips, Louise J. (2002). *Discourse analysis as theory and methods*. London: Sage
- Keraf, Gorys. (2009). *Diksi dan Gaya Bahasa*. Jakarta: Gramedia Pustaka Utama

- Litosseliti, Lia (ed.). (2004). *Research methods in linguistics*. London: Continuum
- Mack, Natasha et al. (2005). *Qualitative research methods: a data collector's field guide*. USA: Family Health International
- Makin, Mariam. (2003). *Collins english dictionary*. Great Britain: Harper Collins Publishers.
- Mills, Sara. (1997). *Discourse*. London: Routledge
- Oxford University. (2005). *Oxford learner's pocket dictionary; third edition*. Oxford: Oxford University Press
- Sarwiji, Suwandi. (1988). *Bahasa Indonesia dalam konteks*. Jakarta: Depdikbud
- Schiffin, Deborah. (1994). *Approaches to discourse*. Massachusetts, Oxford: Blackwell Publishing
- Taylor, John R. (1978). *How to start and succeed in a business of your own*. USA: Reston Publisher Company
- Tim Revisi Pedoman Skripsi FIB. (2011). *Pedoman penulisan skripsi FIB* Unpublished pdf. Fakultas Ilmu Budaya, Universitas Brawijaya
- Vahid, Hossein and Esmae'li, Saeedeh. (2012). *The power behind images: advertisements discourse in focus*. International journal of Linguistics, 4, 4, 36-51
- van Dijk, Teun A. (2008). *Discourse and context: a sociocognitive approach*. Cambridge: Cambridge University Press
- van Dijk, Teun A. (1993). *Discourse & society: principles of critical discourse analysis vol.4(2): 249-283*. London, Newbury Park and New Delhi: Sage
- World Wildlife Fund (n.d.). *World Wildlife Fund advertisements*. Retrieved September 10, 2013, from <http://worldwildlife.org/about/history>
- World Wildlife Fund: The History (n.d.). *World Wildlife Fund*. Retrieved November 27, 2013, from <http://worldwildlife.org/about>
- Williamson, J. (1978). *Decoding advertisements: ideology and meaning in advertising*. London: Marion Boyars
- Yule, George. (2010). *The study of language 4th edition*. Cambridge: Cambridge University Press