

## ABSTRACT

Sabrina, Binar Prita.2011. The Variety of Style in Advertising Language in Jakarta Post Newspaper. Final project, English Department, Faculty of Languages and Arts. Semarang State University. First Advisor: Drs. Ahmad Sofwan, Ph.D. Second advisor: Sri Wuli Fitriati, M.Pd.

This final project is about the variety of style in advertising language. Because of its variation, the study is limited on the style lingual and visual level.

In explaining the concept of advertising language style, the procedure of collecting the data is reading, identifying, inventorying and classifying. In this case, the data were taken from *The Jakarta Post* Newspaper in October and November 2008. After getting the data, then she did interpreting and explaining the result of the analysis. The writer used references that she took from some sources such as books, internet, encyclopedias, and dictionaries and then she used the theory of Gorys Keraf (1988) to support data in her analysis. The writer use qualitative research because the data were in the form of words, phrases, clauses and sentences.

From the data analysis, it can be concluded that 1) various and almost all of the determined styles are used in the data collected. 2) the most used style in the data collected is hyperbole, which is related to the one of the characteristics of the observing advertising. 3) Hyperbole style is language style which is dominant found in various types of advertising. This language style is used to attract the consumers' attention. The functions of hyperbole style are to intensify and clarify that the ads product are selected and promised product that consumer want.