CONNOTATIVE MEANING RELATING TEXT TO PICTURE IN ADVERTISEMENTS ON TELEVISION

A THESIS

FARIDA HANIM SARAGIH

Registration Number: 032188330011

Submitted to the Magista Applied Linguistics Study Program in Partial Eulfillment of the Requirements for the Degree of Magista: Humaniora



ENGLISH APPLIED LINGUISTICS STUDY PROGRAM
POSTGRADUATE SCHOOL
STATE UNIVERSITY OF MEDAN
2009

A THESIS

CONNOTATIVE MEANING RELATING TEXT TO PICTURE IN ADVERTISEMENTS ON TELEVISION

FARIDA HANIM SARAGIH Registration Number: 082188330011

English Applied Linguistics Study Program
Post Graduate School
State University of Medan

This Thesis was examined on September 2, 2009 by the Board of Examiners

Approved By
Adviser Commission

First Adviser

Prof. Tina Mariany Arifin, M.A., Ph.D.

Dr. Busmin Gurning, M.Pd.

NIP. 130 344 775

Head of English Applied Linguistics
Study Program

Prof. Tina Mariany Arifin, M.A., Ph.D.

Prof. Dr. Belferik Manullang

NIP. 130 344 775

APPROVAL

This Thesis was examined on September 2, 2009 by the Board of Examiners

Board of Examiners

Prof. Tina Mariany Arifin, M.A., Ph.D.

Dr. Busmin Gurning, M.Pd.

Prof. Amrin Saragih, M.A., Ph.D.

Prof. Dr. Lince Sihombing, M.Pd.

Dr. Eddy Seiia, M.Ed TESP.

ACKNOWLEDGMENTS

In the name of Allah, the most gracious and most merciful. May greetings are shaded to our Prophet Muhammad, his family and the noble friends. First of all, the writer owes a real debt of gratitude to Prof. Tina Mariany Arifin M.A.,Ph.D., Head of English Applied Linguistics Study Program and also her first adviser, whose advise, encouragement, reviews, comments, suggestions and patience have been a feature of the writing process from the very beginning of this thesis. Her unerring ability to spot her problems and mistakes saved me from many mishaps and inspired me to go further than she might otherwise have done. She is also grateful to Dr. Busmin Gurning, M.Pd, her second adviser, for his robust criticisms, reviews and assistance were extremely helpful. He reminded me of what the data and the data analysis exactly that really need, his influence in final version of this thesis is strong. She is forever in his debt.

She would also like to thank to all lecturers of English Applied Linguistics Study Program for the treasure of knowledge they have transferred to her during the course of her studies. In particular, she would like to thank to Prof. Amrin Saragih, M.A., Ph.D., Prof.Lince Sihombing., M.Pd., and Dr. Eddy Setia., M.Ed., TESP who offered many valuable ideas and helped sharpen her observation.

Thanks are also due to her beloved husband Sadikin Saleh Siregar who provided me with references she could not find and all her family whose love, care and support gave her spirit to finish this thesis. She is also grateful to her dearest friends, Ade Aini Nuran, Feriyanti Elina Gultom, Hamka, Nazly, Puan, Kak Mei, K Debby, K Shanty, K Hetty, K Dini, Bang

Parlin, Apri, Purwati and Dessy, have generously answered questions, given her their time and also their sense of humor have helped her more than they can know. To them are due heartfelt thanks. She is also grateful to all of the students of Applied Linguistics Study Program intake XIII for their friendship.

Medan, August 26, 2009 The writer, Farida Hanim Saragih Registration Number: 082188330011