

ABSTRACT

Siti Zulaicha, 8106111031, Multiple Interpretation in Language Style of Facial Skin Care Product Advertisements Broadcasted on Televisions, A Thesis, Postgraduate School, English Applied Linguistics, State University of Medan, 2013.

This study aims to describe the language style used in facial skin care product advertisements broadcasted on television. This study was conducted as descriptive qualitative research with content analysis. The data was collected by using recording technique, listen and write down technique and interview. In developing the validity of the data this research used triangulation technique. The result of study is found that there are seven types of language style used by the advertisers to violate the language advertisement they are hyperbole, rhetoric, association, mesodiplosis, anaphor, climax, and alliteration and the interpretation of television watchers' to the language style used in facial skin care product advertisements broadcasted on television were that the language style used is very interesting and attractive that make them persuaded and interested to buy the product even though they have some consideration.

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Penelitian ini bertujuan mendeskripsikan gaya bahasa yang dilanggar oleh para pembuat iklan dan interpretasi para penonton televisi terhadap gaya bahasa yang digunakan pada iklan produk perawatan kulit wajah yang ditayangkan di televisi. Jenis penelitian ini adalah deskripsi kualitatif dengan kajian konten analisis. Pengumpulan data dengan menggunakan teknik rekam, teknik simak dan catat dan interview. Dalam mengembangkan validitas data, penelitian ini menggunakan tekni triangulasi. Hasil yang diperoleh dari penelitian ini bahwa terdapat tujuh jenis gaya bahasa yang digunakan oleh para pembuat iklan dan interpretasi penonton terhadap penggunaan gaya bahasa iklan produk perawatan kulit wajah yang ditayangkan di televisi bahwa penggunaan bahasa pada iklan tersebut sangat menarik sehingga membujuk para penonton untuk membeli produk tersebut meskipun mereka mempunyai banyak pertimbangan.

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