

ABSTRACT

Sembiring, Novalina. The Interpretation on Advertisement Language of Vocational High School on Billboard. Thesis: English Applied Linguistics Study Program, Postgraduate School, State University of Medan. 2011

This thesis deals with qualitative study to find out the interpretation on the advertisement language of vocational high school on billboard. The objectives of this research were to find out the content of the advertisement language written on billboard, to find out the readers' interpretation towards the advertisement language and to find their reasons interpreting the advertisement language in such a way. The subjects of this research were people who live on Bunga Sedap Malam III Street. The total subjects were nine (9) people who were chosen purposively with different ages, tribes, levels of economy and education. The data were obtained by doing in-depth interview. The result showed that people interpreted the advertisement language of vocational high school only for students who want to get a job straightly after graduate. The interpretation on the purpose of publishing the advertisement was not achieved as a consequence of a lack of interest of people to join the school and the way of they interpreted which was based on their experience. The socialization of the advertisement is needed to make the readers understand the purpose of publishing the advertisement of vocational high school, especially on billboard.