

ABSTRACT

Sabariah, 2007. *Experiential Function in Internet Advertisements*: English Applied Linguistic Program State University Of Medan (Thesis Unpublished)

The objectives of this study are to investigate the dominant type of process and circumstance used in internet advertisements. The sample of this study is 20 advertisements taken from www.yahoo.com especially in the page of shopping. In analysing the data, descriptive design was applied.

The findings indicate that the dominant type of process used in internet advertisements is the Material process. There are 111 clauses and it is equal to 63.07% out of the total clauses. The dominant type of circumstance used in internet advertisements is Location which covers two types: spatial and temporal. There are 49 circumstances of location, which is equal to 41.18% of all circumstances. From 49 circumstances of Location, 30 (25.21 %) circumstances are spatial and 19 (15.97) the dominant material process in the internet advertisements. The first explanation is that by using Material process, the product advertisers should describe the way their products work and how the products benefit for the customers. The second explanation is that by using Material process, the advertisers can describe the practicality of the products. The third explanation is that by using Material process, the advertisers can describe their former achievement using the products.

