

ABSTRACT

Purba, Jasawitten Brando. Registration Number: 082188330096. **Thematic Realization of Car Advertisement in *Kompas* Newspapers.** A Thesis. English Applied Linguistics Study Program, Post Graduate School, State University of Medan. 2013.

This descriptive qualitative research investigated the thematic structures and thematic progressions of car advertisements in *Kompas* Newspapers. The objectives of the research were to (1) discover varieties of the Thematic Progressions used in car advertisements, (2) describe how Theme and Rheme were realized in car advertisements, and (3) explain why the thematic structures of car advertisements were realized the way they were. The data were obtained from the clauses of car advertisements written in English starting January to March 2013. There were 11 English car advertisements chosen from 8 brands. The analysis was conducted by analyzing the data as they were. The analysis was conducted based on the principles of Thematic Structures as proposed by Halliday (1994), Bloor and Bloor (1995), and Young (2006). The scope of thematic structures which are taken, Marked and Unmarked Theme, Textual Theme, Interpersonal Theme, Topical Theme, Mood : Declarative, Interrogative and Imperative, Constant Theme Pattern, Linear Theme Pattern, Split Theme Pattern, Derived Theme. The proportion of each type is converted into percentages in order to reveal the frequency of occurrence of each type. The data analysis reveals that the thematic structures are Unmarked Theme (89,77%), Marked Theme (10,23%), Simple Theme (94,32%), Multiple Theme (5,68%), Constant Theme Pattern was the dominant Theme with few Linear Theme Pattern. More Marked Themes were used by expensive price cars. Based on the findings, it can be concluded that the dominant theme of the three metafunctions was the Topical Theme with emphasis on Participant and Process which aimed at engaging the readers to read and to take action in buying the advertised products. The suggestions are directed to (1) advertisement producers to create good and effective advertisements, (2), consumers to have more knowledge in understanding the real meaning behind the advertisements, and (3) other researchers to conduct an in-depth research on advertisements.

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Penelitian descriptive kualitatif ini melakukan pengkajian atas thematic progressions iklan di koran *Kompas*. Tujuan penelitian ini adalah untuk (1) menggambarkan thematic structures and tipe thematic structures apa yang dominan. Data diambil dari klausa iklan mobil mulai Januari to Maret 2013. Ada 11 iklan mobil dari 8 merek. Analisis dilakukan terhadap data sebagaimana data tersebut adanya. Analisis Thematic structures didasarkan atas prinsip Theme and Rheme yang diajukan oleh Halliday (1994), Bloor and Bloor (1995), and Young (2006). Cakupan thematic structures adalah Marked and Unmarked Theme, Textual Theme, Interpersonal Theme, Topical Theme, Mood : Declarative, Interrogative and Imperative, Constant Theme Pattern, Linear Theme Pattern, Split Theme Pattern, Derived Theme. Porsi masing-masing tipe dikonversikan menjadi persentase untuk menggambarkan frekuensi kemunculan masing-masing tipe. Berdasarkan temuan yang ada maka didapat bahwa thematic structures adalah Unmarked Theme (89,77%), Marked Theme (10,23%), Simple Theme (94,32%), Multiple Theme (5,68%), Constant Theme Pattern sangat dominan dan diikuti oleh Linear Theme Pattern. Marked Themes lebih banyak dipakai oleh mobil yang lebih mahal. Dari temuan yang ada dapat disimpulkan bahwa tipe dominant atas tiga metafungsi adalah Topical Theme dengan penekanan pada Participant and Process yang tujuannya adalah melibatkan pembaca secara langsung dan sukarela beraksi untuk membeli mobil yang di iklankan. Saran-saran ditujukan kepada (1) pembuat iklan agar membuat iklan yang baik dan efektif, (2), konsumen agar memiliki pengetahuan dalam memahami makna sesungguhnya di balik iklan, dan (3) peneliti lain dalam melakukan penelitian yang mendalam.