

**ANALYSIS OF IDIOMS
IN PRINTED MEDIA ADVERTISEMENTS**



**A Thesis Presented to the English Department,
the Faculty of Letters, Widya Mandala University,
as a Partial Fulfilment of the Requirements
for the Sarjana Degree
in English**

By:

TIRTO YUDI SUSANTO
NIM: 21401060

Nomer Induk	510297 117
Tanggal Terima	11 DEC 2007
BELI	
HADIAN	
No. Kode Buku	2007/EN16/sus/a
Copy ke	
Selesai/oleh	11 Desember 2007

**THE FACULTY OF LETTERS
WIDYA MANDALA UNIVERSITY
MADIUN
2007**

STATEMENT OF ORIGINALITY

This is to certify that all of the ideas, phrases and sentences, unless otherwise stated, are the ideas, phrases, and sentences of the thesis writer. The writer understands the full consequences including degree cancellation if he or she takes somebody else's ideas, phrases or sentences without a proper reference.

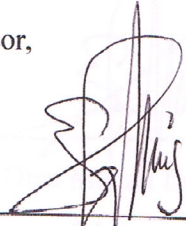
Tirto Yudi Susanto

APPROVAL SHEET I

This is to certify that the Sarjana thesis of Tirto Yudi Susanto has been approved by the advisors for further approval by the Thesis Examining Committee.

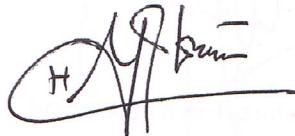
Madiun, 10 July 2007

Advisor,



Drs. Obat Mikael Depari, M.Hum.

Co-Advisor,



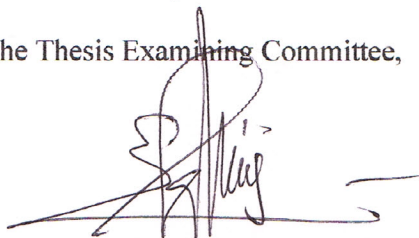
Yuli Widiana, S.S., M.Hum.

APPROVAL SHEET II

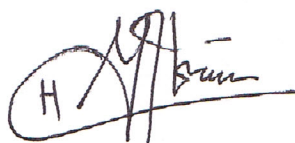
This is to certify that the Sarjana thesis of Tirto Yudi Susanto has been approved by the Thesis Examining Committee.

Madiun, 10 July 2007

The Thesis Examining Committee,



(Drs. Obat Mikael Depari, M.Hum.)



(Yuli Widiana, S.S., M.Hum.)



(Fransisca Dian Juanita, S.S., M.Pd.)

Acknowledged by, **09 AUG 2007**

The Faculty of Letters

Dean,



Drs. Obat Mikael Depari, M.Hum.

DEDICATION

This thesis is dedicated to:

The Almighty God, Allah SWT

My father and mother

My soul mate

My beloved friends

My WIMA basket ball club

My Alma Mater

All of lecturers of the English Department

ACKNOWLEDGMENT

MOTTO

Winner never quits.

Quitter never wins.

(Proverb)

ACKNOWLEDGEMENT

Above all, I dedicate my deepest gratitude to my Lord of the world, the benefaction, the merciful, Allah SWT. You are the Almighty God who always accompanies and helps me finish this thesis entitled *Analysis of Idioms in Printed Media Advertisements*.

On this occasion, I would like to express my sincerest gratitude to the Dean of the Faculty of Letters, Drs. Obat Mikael Depari, M.Hum, who has approved this thesis and my respect for him as my advisor, for his valuable guidance. Also, my special thanks go to my co-advisor, Ms. Yuli Widiana, M.Hum, who has supported and given me valuable guidance when I get some difficulties to finish this thesis. Furthermore, my thanks are due to all my lecturers of the Faculty of Letters: Ms. Siska, Ms. Lia, Mr. Aji, and Mr. Eko, who have supported me finishing this thesis.

Finally, I wish to deliver my great gratitude to my family and my dearest fiancée, Narti, who always supports and gives me love and affection. A thankfulness also goes to my WIMA Basket Ball Club, Mr. Tommy and Mr. Anton for their kindness to facilitate the founding of WIMA Basket Ball Club. A word of thanks is also extended to my best friends Putri, Stevy, Rio, Inan, Akbar, Arik Panx, Yudo, Didik Kape, Tia Mumut, Retno, Siku, Andri Ngawi, Frida, Indra Katrox Ngawi, and some others who are not mentioned one by one. Thanks for the support and happiness in warm friendship.

TIRTO YUDI SUSANTO

ABSTRACT

The research discusses idioms. Idioms contain two meaning that are denotative meaning and connotative meaning. The objectives of the study are to describe the meaning and the function of idioms in printed media advertisements.

The data of research are taken from the printed media advertisements. Therefore, the type of research in this thesis is descriptive method. And also, the researcher uses referential equivalent method to analyze the meaning of idioms used in printed media advertisements and the pragmatics equivalent method is used by the writer to analyze the function of idioms used in printed media advertisements.

The data analysis shows that the meanings of idioms used in printed media advertisements have two meaning that are literal meaning or denotative meaning and non-literal meaning or connotative meaning based on setting, context, and symbol. Then, the functions of idioms used in printed media advertisements are based on three categories of speech acts, namely representatives (which include the statement of fact, assertions, and descriptions), directives, and commissives.

ABSTRAK

Penelitian ini membahas idiom. Idiom mempunyai dua makna yaitu makna denotatif dan makna konotatif. Tujuan penelitian ini adalah untuk mendeskripsikan makna dan fungsi idiom yang digunakan di iklan media cetak.

Data penelitian diambil dari iklan media cetak. Oleh karena itu, jenis penelitian skripsi ini adalah metode deskriptif. Selain itu, peneliti menggunakan metode padan referensial untuk menganalisis makna idiom yang digunakan di iklan media cetak dan metode padan pragmatik digunakan oleh penulis untuk menganalisis fungsi idiom di iklan media cetak.

Data analisis menunjukkan bahwa makna idiom yang digunakan di iklan media cetak mempunyai dua makna yaitu makna sebenarnya atau makna denotatif dan makna yang tidak yang sebenarnya atau makna konotatif berdasarkan setting, isi, dan simbol. Selanjutnya, fungsi idiom yang digunakan di iklan media cetak berdasarkan tiga kategori dari speech acts, yaitu representatives (termasuk the statement of fact, assertions, and description), directives, dan commissives.

TABLE OF CONTENTS

TITLE	i
STATEMENT OF ORIGINALITY	ii
APPROVAL SHEET I	iii
APPROVAL SHEET II	iv
DEDICATION	v
MOTTO	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	viii
ABSTRAK	ix
TABLE OF CONTENTS	x
CHAPTER I INTRODUCTION	
1.1 The Background of the Study	1
1.2 The Statement of the Problems	3
1.3 The Objective of the Study	3
1.4 The Scope and Limitation	3
1.5 Source of the Data	4
1.6 Organization of the Thesis	5
CHAPTER II UNDERLYING THEORIES	
2.1 Semantics	6
2.2 Meaning	7
2.2.1 Denotative Meaning	8

2.2.2	Connotative Meaning	9
2.3	Idioms	9
2.4	Pragmatics	11
2.5	Speech Acts	11
CHAPTER III THE METHOD OF RESEARCH		
3.1	The Types of Research	16
3.2	Population	17
3.3	Sample	17
3.4	Technique of Data Collecting	17
3.5	Technique of Data Analysis	18
CHAPTER IV DATA ANALYSIS		
4.1	The Meaning of the Idioms Used in Printed Media Advertisements	21
4.1.1	The Advertisement of Cigarettes	22
4.1.2	The Advertisement of Vehicles	29
4.1.3	The Advertisement of Electronic Tools	31
4.1.4	The Advertisement of Fashion	33
4.1.5	The Advertisement of Shoes	34
4.1.6	The Advertisement of Perfume	34
4.2	The Function of the Idioms Used in Printed Media Advertisements	35
4.2.1	The Representatives	35
4.2.2	The Directives	41

4.2.3 The Commissives	41
CHAPTER V CONCLUSION.....	43
THE LIST OF DATA	45
BIBLIOGRAPHY.....	48