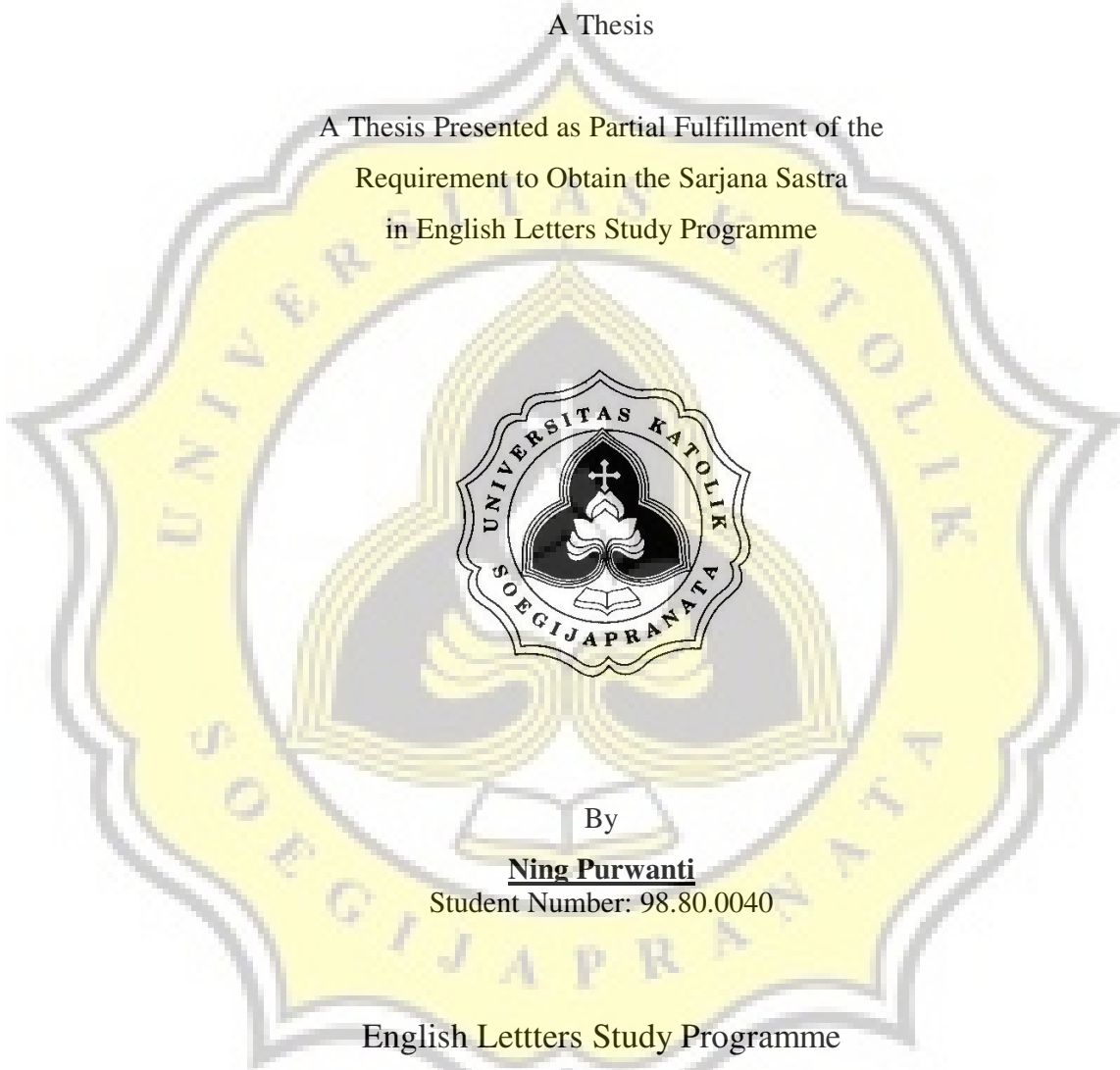


A STUDY OF THE FUNCTIONS OF QUESTION IN WRITTEN ADVERTISEMENTS

A Thesis

A Thesis Presented as Partial Fulfillment of the
Requirement to Obtain the Sarjana Sastra
in English Letters Study Programme



By

Ning Purwanti

Student Number: 98.80.0040

English Letters Study Programme
Faculty of Letters

Soegijapranata Catholic University

Semarang

2006

Pages Of Approval

NAME : NING PURWANTI

NIM : 98.80.0040

TITLE : **A STUDY OF THE FUNCTIONS OF
QUESTION IN WRITTEN
ADVERTISEMENTS**

Has finished her/his final thesis and is approved to be presented in the final examination.

Semarang, January 2007

Approved by

Wuryani Hartanto, Dra, MA

Co-Sponsor

Angelika Riyandari, SS, MA

Major Sponsor

ACKNOWLEDGEMENT

I would like to thank Alloh SWT for his grace and faithful love to me in completing this thesis. It is written in partial fulfillment of Sarjana Sastra in the Faculty of Letters, Soegijapranata Catholic University Semarang.

I am much grateful to the following people for their suggestions and encouragement in completing this thesis:

1. Heny Hartono, SS, MA, the Dean of Faculty of Letters.
2. Angelika Riyandari, SS, MA, the major sponsor of this thesis.
3. Wuryani Hartanto, Dra, MA, the co-sponsor of this thesis.
4. All lecturers in Faculty of Letters, Soegijapranata Catholic University.
5. My beloved parents, sister, brother, and Y who always give me a lot of support, love, spirit, and care.

Finally, hope this thesis will be useful for the readers.

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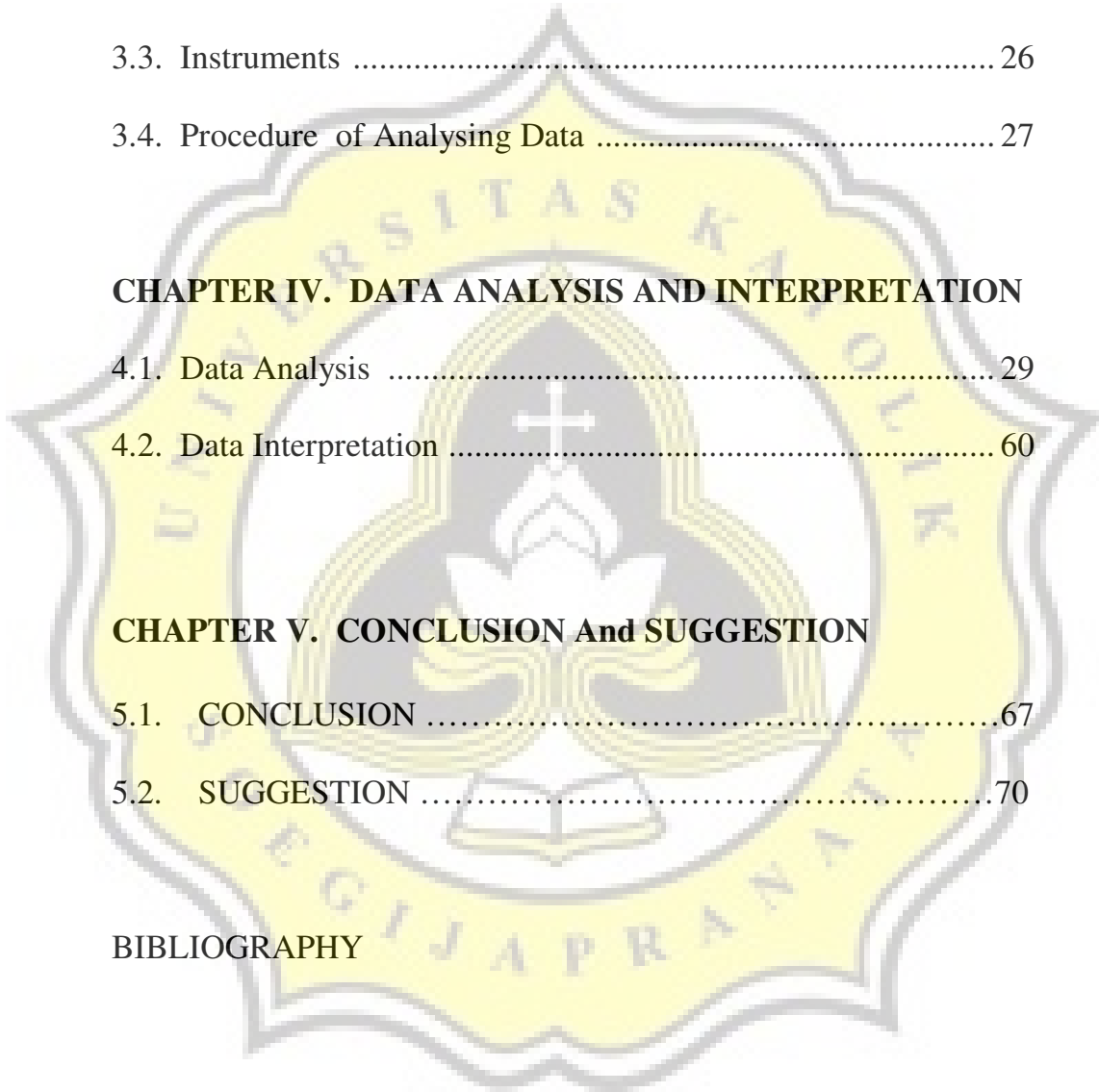
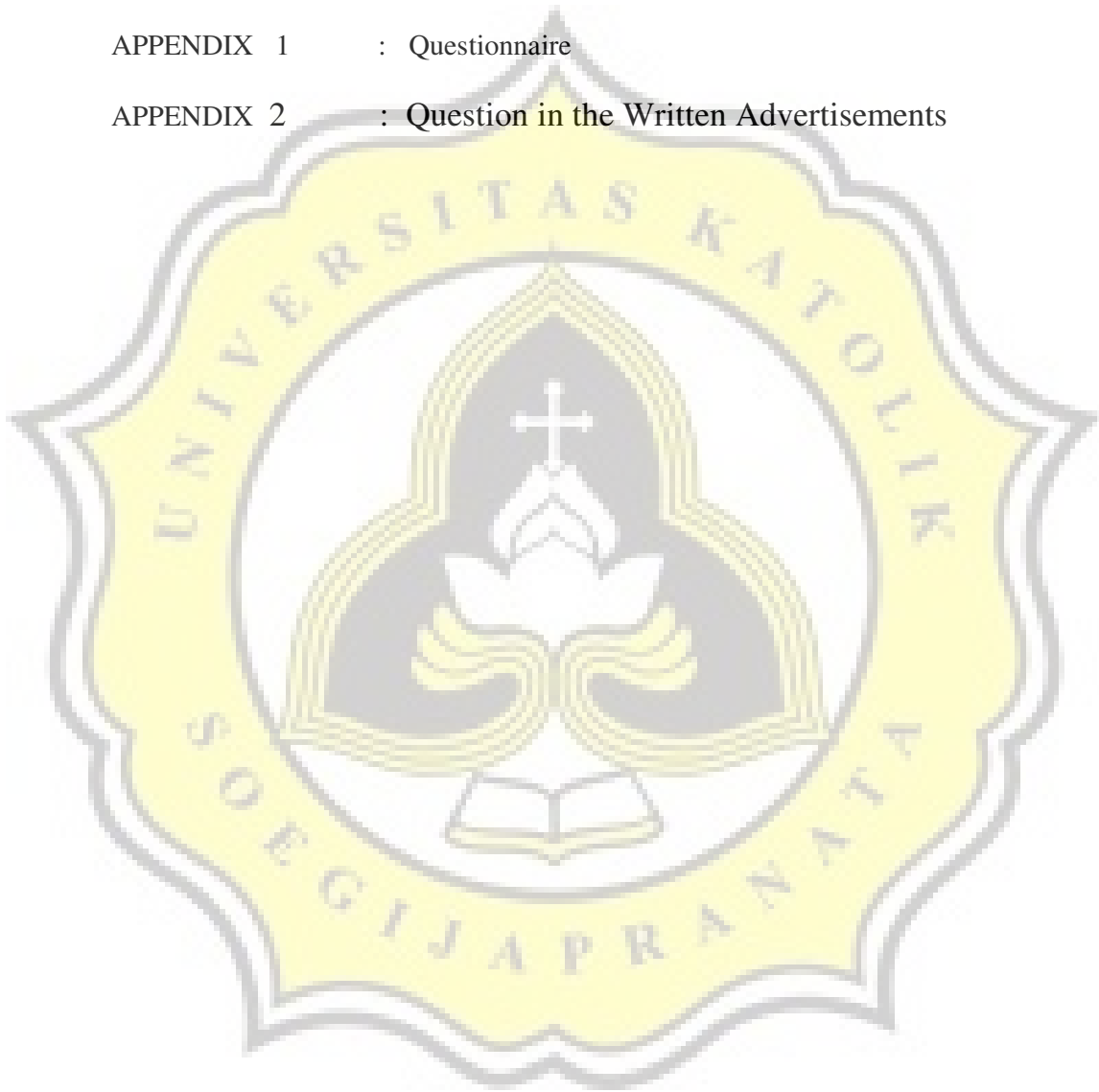


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ABSTRACT

We are familiar of question. We produce question everyday. Commonly, question is used to ask information. However, in the written forms, question functions variously. This research tries to examine the functions of question in written advertisements. By using a descriptive quantitative research technique, the writer tried to analyze the readers interpretations on the functions of question in written advertisements.

This analysis is based on The Language Functions proposed by Roman Jakobson and Dell Hymes, which reveals some functions of sentences. The sample of question was taken from four written advertisements in two magazines published in America. The writer also tried to find out the relationship between the respondents' backgrounds in education and occupation and their interpretations on the functions of question in written advertisements.

This research found out that there are many functions of question in written advertisements, such as emotive, referential, and contextual functions. Whatever function selected by the respondents enable them to derive the advertisers' messages. The similarity and difference in interpreting question in written advertisements might not merely be determined by the educational and occupational backgrounds of the respondents yet these might be influenced by the factors of the individual respondents' perception and opinions.

ABSTRAK

Kalimat tanya akrab dalam kehidupan kita. Setiap hari kita membuat kalimat tanya. Biasanya kalimat tanya digunakan untuk menanyakan informasi. Akan tetapi, dalam bentuk tulisan, kalimat tanya berfungsi macam-macam. Penelitian ini mencoba untuk menganalisa fungsi-fungsi kalimat tanya dalam iklan tertulis. Dengan menggunakan tehnik penelitian yang menguraikan secara kuantitatif, penulis mencoba untuk menganalisa interpretasi pembaca terhadap fungsi-fungsi kalimat tanya dalam iklan tertulis.

Analisa ini didasarkan pada pernyataan Roman Jakobson dan Dell Hymes yang mengemukakan beberapa fungsi kalimat. Contoh-contoh kalimat tanya tersebut diambil dari 4 (empat) iklan tertulis dari 2 (dua) majalah wanita yang terbit di Amerika. Penulis juga mencoba untuk menganalisa hubungan-hubungan antara latar belakang responden dari sudut pendidikan dan pekerjaan dengan interpretasi mereka terhadap fungsi-fungsi kalimat tanya dalam iklan tertulis.

Di penelitian ini penulis menemukan bahwa penggunaan kalimat tanya dalam iklan tertulis mengandung beberapa fungsi seperti fungsi yang bersifat emosi, menerangkan atau menyampaikan informasi, dan menciptakan suatu bentuk komunikasi tertentu kepada pembacanya. Fungsi apapun yang dipilih oleh responden dapat untuk mengetahui informasi sebenarnya dari pihak pembuat iklan. Persamaan dan perbedaan dalam menginterpretasikan kalimat tanya di iklan tertulis tidak bisa hanya ditentukan oleh latar belakang responden dalam bidang pendidikan dan pekerjaan akan tetapi hal ini juga dipengaruhi oleh faktor persepsi dan opini dari responden secara personal.