AN ANALYSIS OF PEOPLE’S PERCEPTION ON THE USE OF
DIALECT IN TV COMMERCIALS:
A CASE STUDY IN DESA SRONDOL

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ABSTRACT

A commercial is one kind of communication whose goal is to influence people’s attitude. To attract viewers, a commercial uses some elements or factors such as interesting picture, actors or actresses, dialect, etc. The goal of this research is to know more about the influence and the importance of dialect in commercials.

This research tries to find out the people’s perception of the use of dialect in TV commercials and the importance of dialect in commercials. In this study, the writer uses quantitative method. Questionnaire is the main instrument used to collect data from fifty respondents.

In this research, the writer finds that the use of dialect in TV commercials can influence people’s attitude and decision to buy the product offered and encourage people to make a judgment of the product offered. Dialect also has an important role in TV commercials because it can make the commercials funnier, more interesting, memorable, attractive, communicative, special and unmonotonous for people or viewers. The use of dialect in commercials can even become identical with the product itself.