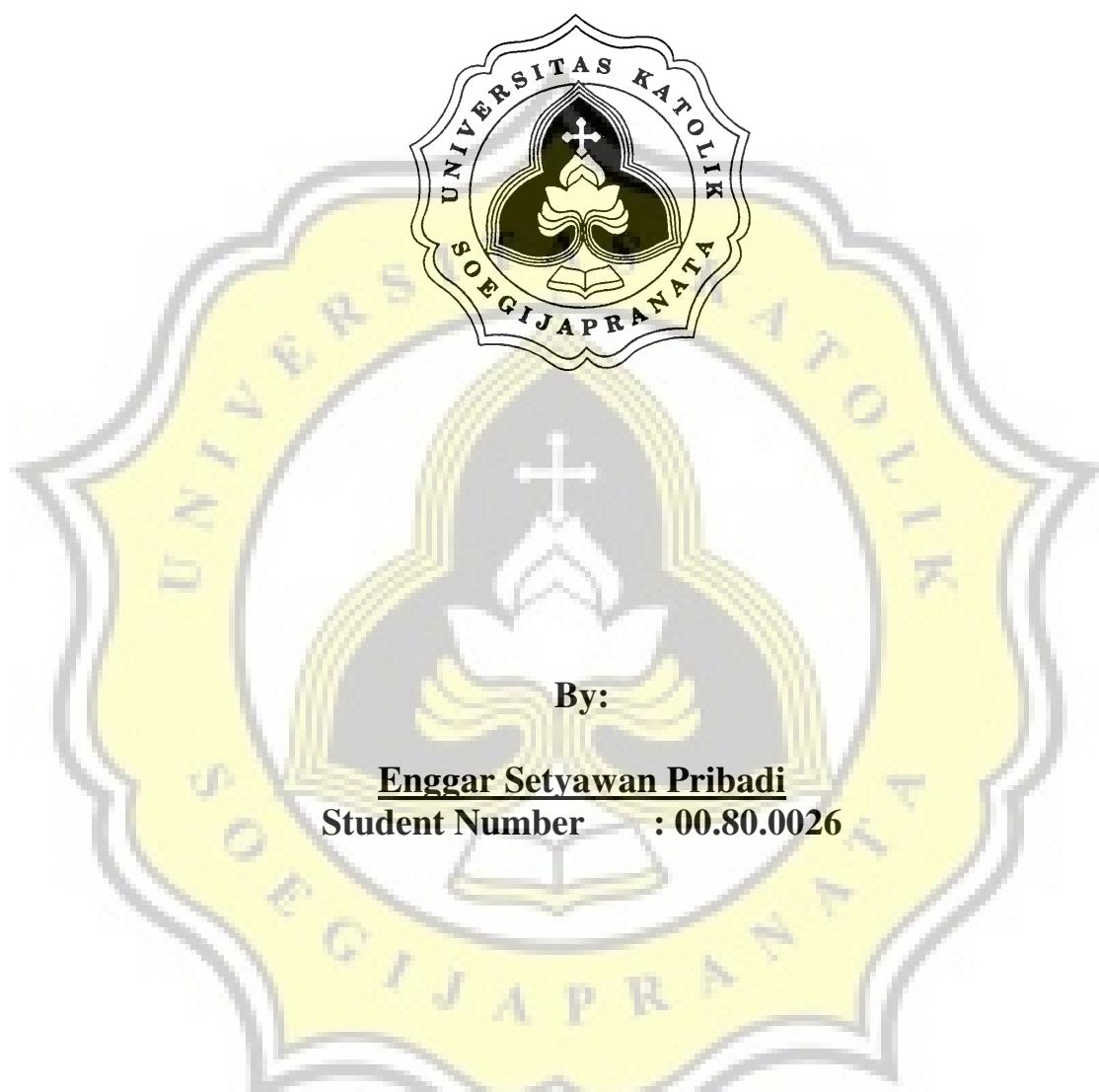


**STUDENT'S INTERPRETATION ON THE HIDDEN MESSAGE
IN PRINTED ADVERTISING**

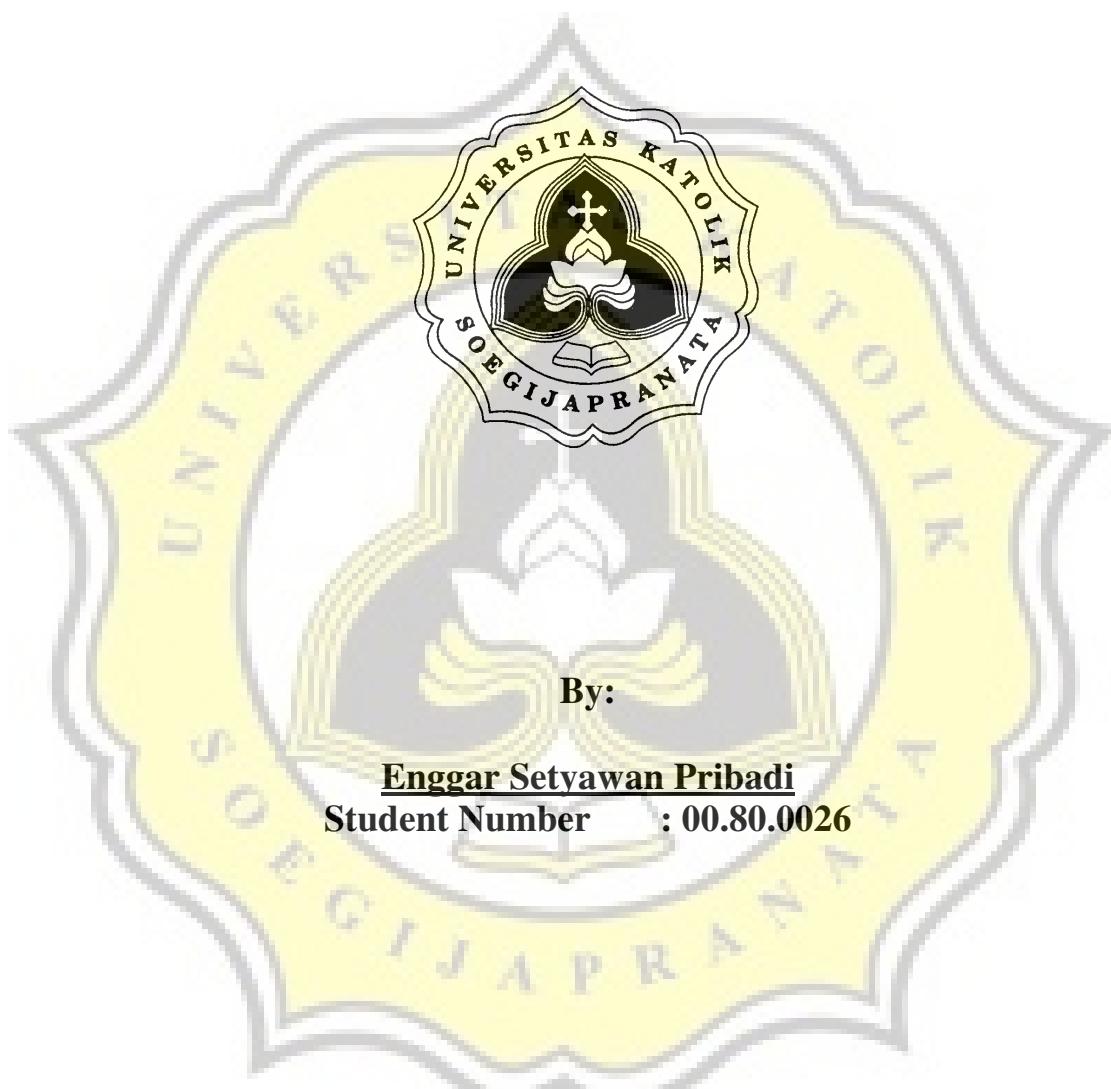
A THESIS



**ENGLISH LETTERS STUDY PROGRAMME
FACULTY OF LETTERS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG
2006**

STUDENT'S INTERPRETATION ON HIDDEN MESSAGE IN PRINTED ADVERTISING

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



**ENGLISH LETTERS STUDY PROGRAMME
FACULTY OF LETTERS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG
2006**

A THESIS ON
STUDENT'S INTERPRETATION ON HIDDEN MESSAGE IN
PRINTED ADVERTISING

By:

Enggar Setyawan Pribadi

Student Number : 00.80.0026

Approved by,

Angelika Riyandari, SS, M.A.
Major sponsor

07 July 2006

Heny Hartono SS, M.Pd.
Co-Sponsor

07 July 2006

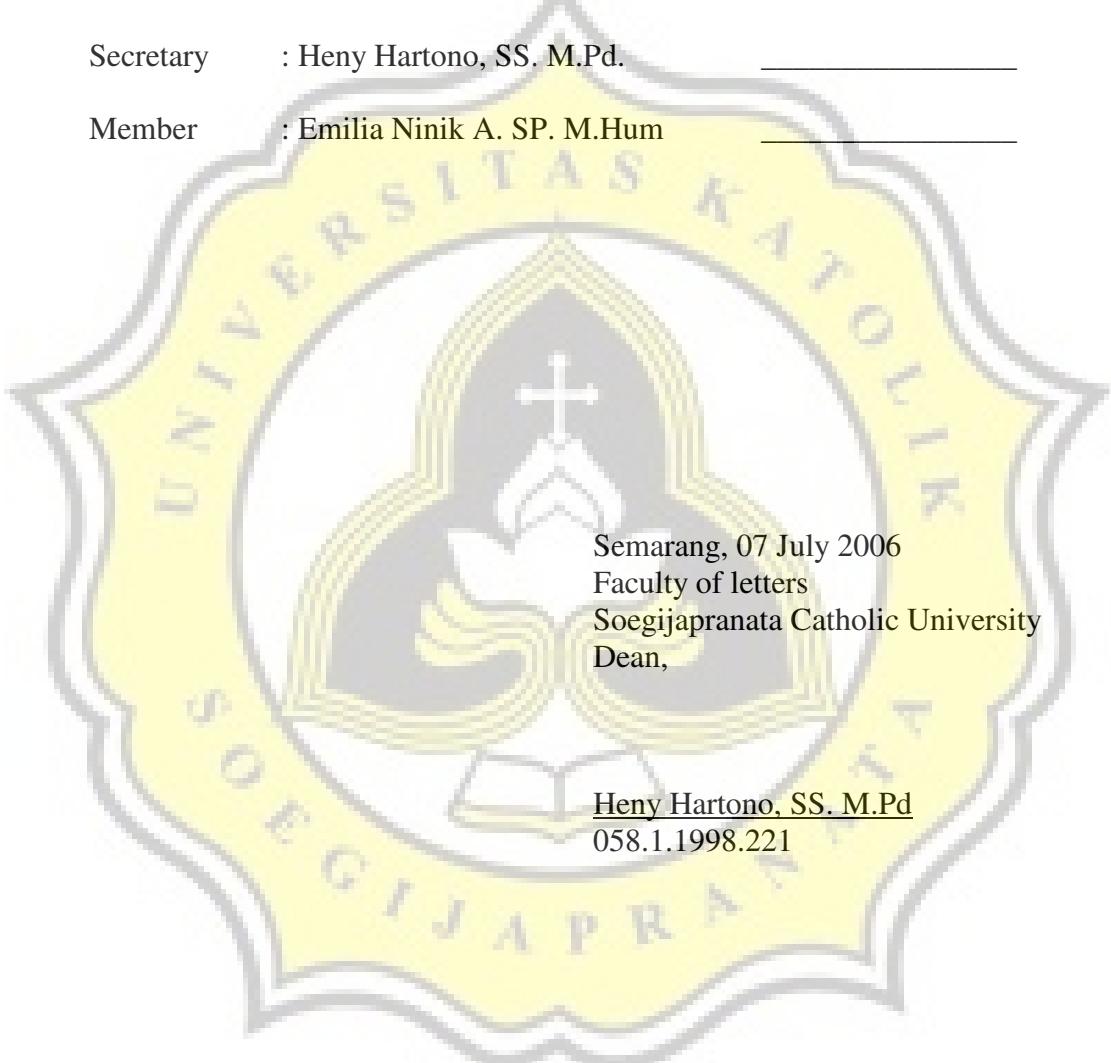
A thesis defended in front of the Board of Examiners on 07 July 2006 and declared acceptable.

BOARD OF EXAMINERS

Chairperson : Angelika Riyandari, SS. M.A. _____

Secretary : Heny Hartono, SS. M.Pd. _____

Member : Emilia Ninik A. SP. M.Hum _____



Semarang, 07 July 2006
Faculty of letters
Soegijapranata Catholic University
Dean,

Heny Hartono, SS. M.Pd
058.1.1998.221

ACKNOWLEDGEMENT

There are multitude people without them this thesis could never been written. The writer would like to endeavor to the most prominent people:

First, the writer would like to thanks to the greatest Allah SWT, the almighty, for all his mercy and blessing, who was been the best guidance during the making of this thesis.

The writer special thanks goes to his beloved family Subandi, Sri Maryunani, Anggie and Angga, who have supported spiritually and physically in completing this thesis, Hery Supriyadi family, Papa, Mama, Remy, and beloved Alm.Olga Yulvita, who always gives him inspirations. The writer is grateful surrounded by magnificent people

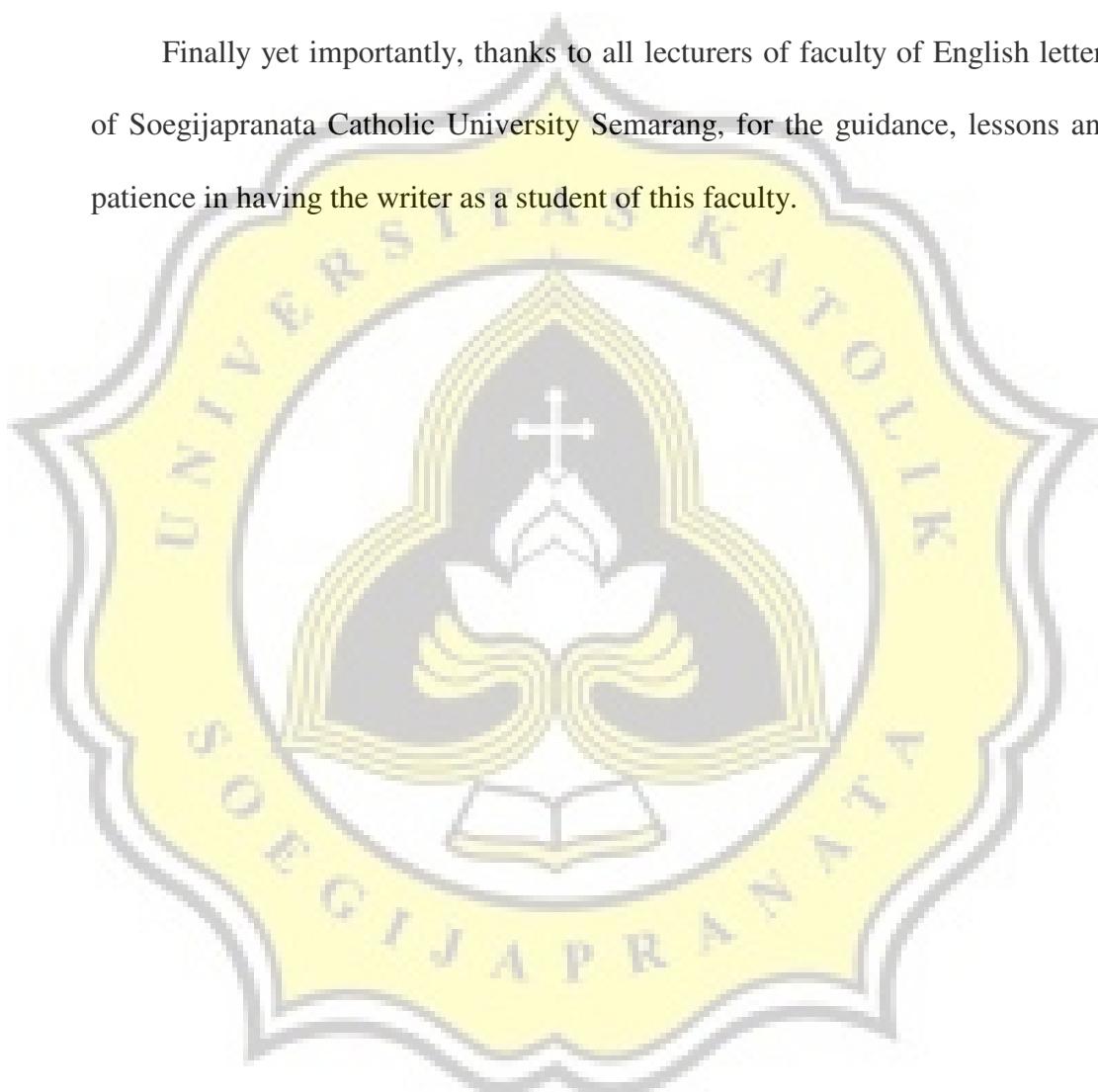
The writer's gratitude also goes to the major sponsor, Angelika Riyandari, SS. M.A who has given encouragement, time, her patience, and provides many ideas for the writer, and for the lovely word 'Belum' and 'Besok' as the magic words, The writer co-sponsor Mrs. Heny Hartono, SS. M.Pd. for her time and idea that has spent. Also for Mrs. Emilia Ninik A. SP. M.Hum. for the spirit she gives.

Thanks to Faculty of Letters' students, E-Blue Canteeners; dee_dee, Lenny, Kukuh, Tedjo who have helped the writer to distribute and fills up the questionnaires. The writer also thanks to all of the respondents S1 Faculty of letters Students at Unika Soegijapranata, who have been willing to fill out the questionnaires, so that reliable and comprehensive data finding are gathered.

The writer special thanks also directed to lovely Nolly Anggita, for her patience, in waiting the graduation day, thanks for the love. The writer's best

friend Jeffrey "Jupon" Yunanto and Donny "Omen", for all the best night that has been spent together. Adi, Kiki, Lina, Dina, Darrell, and Pujasera community for the smiles, Oom Yukana for the balcony, tim futsal sastra; Arwin, Tanjung, Martinus, Licco, Benny, "El Nino Soga Bonito", Arkhid A.W, and lots of friends that cannot named each, without them the writer is nothing.

Finally yet importantly, thanks to all lecturers of faculty of English letters of Soegijapranata Catholic University Semarang, for the guidance, lessons and patience in having the writer as a student of this faculty.



Abstract

Advertising is a text type, which is interpreted by the consumer on two levels of an overt or surface message and the level of a hidden message. Nowadays, many advertisers use hidden message in the advertising. The sentences Satu duluan yang lain ikutan and Ini baru PRO are said to be so complex so they can be associated with two or more different meanings of interpretation

In writing this thesis, the writer used some data taken from the sample of Strata 1 students of Faculty of Letters in Soegijapranata Catholic University Semarang, which consist of 20 students. The instrument used in this thesis is questionnaire to gather people's interpretation on chosen advertising. The questionnaires distributed to the respondents were made based on the printed advertising, which were taken from the magazines that contains hidden message. Two questionnaires are distributed, which contains text only and pictured text advertising. The questionnaires are distributed twice in order to get the respondent interpretation in the advertising on the questionnaires. After all questionnaires' result was gathered, the writer analyzed them in case of the relation of respondent's interpretation to the process of recognizing the product advertised.

The result of the study is; the respondents interpret Sampoerna A Mild and Gudang Garam Surya PRO advertising, which contains hidden messages as the product of food, milk, motorcycle, etc. The respondents can guess the meaning of the hidden messages because of its unique form and because they have ever heard about it before.

Abstrak

Periklanan adalah tipe tulisan yang di interpretasikan oleh konsumen dalam dua tingkat, pesan yang jelas dan pesan yang tersembunyi. Pada saat sekarang ini banyak pengiklan yang menggunakan pesan tersembunyi dalam iklan. Kalimat-kalimat satu duluan yang lain ikutan dan ini baru PRO sangatlah rumit sehingga dapat diartikan dengan dua arti interpretasi atau lebih.

Dalam penulisan skripsi ini, penulis menggunakan beberapa data yang diambil dari sampel mahasiswa strata 1 Fakultas Satra universitas katholik Soegijapranata yang terdiri dari 20 mahasiswa. Instrumen yang dipakai dalam skripsi ini adalah angket yang bertujuan untuk mengumpulkan interpretasi orang terhadap iklan yang dipilih. Angket-angket yang disebarluaskan kepada responden tersebut dibuat berdasarkan dari iklan tertulis dari majalah yang mengandung pesan tersembunyi. Dua angket yang disebarluaskan, iklan yang hanya mengandung teks dan iklan dengan teks dan gambar. Angket-angket disebarluaskan dua kali dalam rangka mendapatkan interpretasi responden tentang iklan dalam angket. Setelah hasil dari angket terkumpul, saya menganalisisnya dengan metode hubungan dari interpretasi responden dengan proses pengenalan produk.

Hasil dari analisa tersebut adalah, responden menginterpretasikan iklan Sampoerna A Mild dan Gudang Garam Surya PRO, yang mengandung pesan tersembunyi sebagai produk makanan, susu, kendaraan, dsb. Responden dapat menebak arti dari pesan tersembunyi karena formatnya yang unik dan karena mereka telah mendengar sebelumnya.

Jika kamu memancing ikan....

Setelah ikan itu terlekat di mata kail, hendaklah kamu mengambil ikan itu....

Janganlah sesekali kamu lepaskan ia semula ke dalam air begitu saja....

Karena ia akan sakit oleh ketajaman mata kailmu dan

ia akan menderita selagi ia masih hidup.

Begitulah juga setelah kamu memberi banyak pengharapan kepada seorang...

Setelah ia mulai menyayangim, hendaklah kamu menjaga hatinya....

Janganlah sesekali kamu meninggalkannya begitu saja....

Karena dia akan terluka oleh kenangan bersamamu dan mungkin tidak dapat

melupakan segalanya selagi dia mengingatmu....

*Jika kamu menadah air di tempayan, jangan terlalu mengharap pada takungannya dan
janganlah menganggap ia begitu teguh.... ambilah sekedar keperluanmu....*

*Apabila sekali ia retak.... tentu sukar untuk kamu menambalnya semula.... Akhirnya ia
dibuang....*

Sedangkan jika kamu coba memperbaikinya mungkin ia masih dapat dipergunakan lagi....

Begitu juga jika kamu memiliki seseorang teman, terimalah seadanya....

*Janganlah kamu terlalu mengaguminya dan janganlah kamu menganggapnya
begitu istimewa....*

Anggaplah dia manusia biasa....

*Apabila sekali dia melakukan kesalahan, bukan mudah bagi kamu untuk
menerimanya.... akhirnya kamu kecewa dan meninggalkannya....*

Jika kamu telah memiliki sepiring nasi... yang kamu pasti baik untuk dirimu....

Mengenyangkan, Berkhasiat.....

Janganlah kamu mencoba mencari makanan yang lain..

Terlalu ingin mengejar kelezatan....

Jika Kelak, nasi itu basi dan kamu tidak akan memakannya.

Kamu akan menyesal.....

*Begitu juga jika kamu telah bertemu dengan seorang insan..... yang kamu yakin pasti
membawa kebaikan kepada dirimu....*

Menyayangimu. Mengasihimu.....

Janganlah kamu mencoba membandingkannya dengan yang lain.

Terlalu mengejar kesempurnaan.....

Kelak, kamu akan kehilangannya apabila dia telah menjadi milik orang lain.....

*3nk Setyawan...
Sastra Unika 2000*

TABLE OF CONTENT

PAGE OF TITLE.....	i
PAGE OF APPROVAL.....	iii
ACKNOWLEDGEMENT.....	v
ABSTRACT.....	vii
ABSTRAK.....	viii
TABLE OF CONTENT.....	x
CHAPTER I INTRODUCTION.....	1
1.1. Background of The Study.....	1
1.2. Scope of The Study.....	3
1.3. Problem Formulation.....	3
1.4. Objective of The Study.....	3
1.5. Significance of The Study.....	3
1.6. Definition of Terms.....	4
CHAPTER II REVIEW OF LITERATURE.....	5
2.1. Advertising.....	5
2.2. Function of Advertising.....	6
2.3. Language in Advertising.....	7
CHAPTER III RESEARCH METHODOLOGY.....	11
3.1. Method of Data Collection.....	11
1. Participants.....	11
2. Instruments.....	11
3. Procedures.....	12
4. Method of Data Analysis.....	13
CHAPTER IV DATA ANALYSIS AND INTERPRETATION...	14
CHAPTER V CONCLUSION AND SUGGESTION.....	32
5.1. Conclusion.....	32
5.2. Suggestion.....	33
BIBLIOGRAPHY.....	34
APPENDICES	