

# **AN ANALYSIS OF EMOTIVE LANGUAGE APPEAL ON FLIGHT ADVERTISEMENT IN ASIA WEEK MAGAZINE**



## **RESEARCH PAPER**

Submitted as a Partial Fulfillment of the Requirement  
for Getting Bachelor Degree of Education in English Department

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**APPROVAL**  
**THE ANALYSIS OF PERSUASION ON FLIGHT ADVERTISEMENT IN**  
**ASIA WEEK MAGAZINE**

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## MOTTO

- *Follow your minds till you find your purpose.*
  - *The dream will come true if you try to reach your dream.*
- (The writer)*

## DEDICATION

*This research paper is dedicated to:*

- *My beloved father (Mawardi) and Mother (Sum).*
- *My beloved brothers (Mas Giy, Is, Wandu) and sisters (Mbak Isti, Nunik).*
- *The unforgettable girl Eka Pujaningrum.*

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The writer realizes that the research is far from being perfect. Any criticism to improve their research is welcome.

Finally the writer still hopes that this research paper can contribute to useful reading for the people who want to develop the English knowledge.

*Wassalamu’ alaikum Wr. Wb.*

Udin

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## ABSTRACT

**Samsudin A. 320 000 112. AN ANALYSIS OF EMOTIVE LANGUAGE APPEAL ON FLIGHT ADVERTISEMENT IN ASIA WEEK MAGAZINE. Research Paper. Muhammadiyah University of Surakarta. 2004.**

This research is aimed at analyzing and describing the kinds of emotive language appeal that appear on flights advertisement in Asia Week Magazine. The problem of this research is what kinds of emotive language appeal that are in flights advertisement to persuade the readers.

In this research, the writer uses a descriptive qualitative. The writer collects the flights advertisement in Asia Week magazine as the data. He applies a documentation methods in collecting data. The method is proposed to describe analytically the kinds of emotive language appeal in persuading the readers. He also conduct analyzing the data by (1) presenting, arranging and numbering data based on kind of emotive language, (2) analyzing the data based on type of emotive language and interpreted the persuasive power intended. The data source of the research are flights advertisement taken from Asia magazine from January – September 1998.

Based on the result of analysis, the writer finds eight of emotive language appeal on flights advertisement in Asia Week magazine, they are rhetorical question, repetition, imperative, intensifier, figurative language, categorical statement and slogan. The advertiser uses that styles as a persuasive power to persuade the readers. Here, the advertiser chooses and uses some types of the style to affect the reader's feeling of a particular issue to make the readers are influenced and interested to use the product which offered.

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