

**SUMBER BELAJAR PENUNJANG PLPG 2017**  
**MATA PELAJARAN/PAKET KEAHLIAN**  
**BAHASA INGGRIS**

**BAB V**  
**ADVERTISEMENT**



**Dr. Rahmad Husein, M.Ed.**  
**Dr. Anni Holila Pulungan, M.Hum.**

**KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN**  
**DIREKTORAT JENDERAL GURU DAN TENAGA KEPENDIDIKAN**  
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## **CHAPTER 5**

### **ADVERTISEMENT**

#### **5.1 Tujuan Komunikatif Teks Tertulis Fungsional Pendek Berbentuk Advertisement**

KI: Menguasai materi, struktur, konsep, dan pola pikir keilmuan yang mendukung mata pelajaran yang diampu.

KD: Menguasai bahasa Inggris lisan dan tulisan, reseptif dan produktif dalam segala aspek komunikatifnya (linguistik, wacana, sociolinguistik dan strategis).

#### **ADVERTISEMENT**

The word 'advertisement' is derived from 'advertise' originated from Latin 'advertere', which means "informing somebody about something" or "drawing attention to something". The important thing is that it functions to inform and draw attention, and it can be stated that an advertisement is information which functions to persuade people.

Advertisement is a notice or publication promoting a product, service, or event. Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action. The purpose of advertisement text is to announce about a case of a product to the public, or in other words to introduce a product to the public in order to buy and attracted to the product being advertised. In general, an advertisement consists of five parts: headline, subheads, bodycopy, slogan, closing. They play different roles and serve different purposes and hence may not be equally important, but none is dispensable. For Example:



The purpose of the writer is to persuade the customers to visit Irena's Boutique 20<sup>th</sup> anniversary by giving them special price up to 70 % off for shoes, bag, jacket and many more items. This is the way how the shop attracts the customers; special price and gift for them if they visit the shop on 20<sup>th</sup> Nov – 20<sup>th</sup> Dec 2015.

## 5.2 Makna Kata Teks Tertulis Fungsional Pendek Berbentuk Advertisement

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Advertisement can be defined as typical information used to persuade audience (readers or listeners) to do something or to take some action. The language use is important in discussing the advertisement. The following language features are commonly intended to raise the audience or customer's interest:

- a. The use of simple and informal words.

The examples can be found in the advertisement of a microwave oven and an automobile respectively. Such as "I couldn't believe it, until I tried it! I'm

impressed! I'm really impressed! You've *gotta* try it! I love it!". And also "*Buy one, get more*".

b. Misspelling and Coinages. For example: We know *eggsactly*, How to sell eggs, Give a *Timex* to all, and to all a good time (time and excellent)

c. Frequent use of particular verbs.

The most common verbs used in product advertisement are try, ask, get, take, let, send for, use, call, make, come on, hurry, see, give, come, remember, discover, serve, introduce, choose, and look for.

d. The use of "positive" adjectives

For advertisements, words with strong emotive power are preferable since they communicate products powerfully. Adjectives with positive connotation are commonly selected to influence customer's behavior. The most common adjectives found in some products are new, crisp, good/better/best, fine, free, big, fresh, great, delicious, real, full, sure, easy, bright, clean, extra, safe, special, rich, strong, stylish, etc.

For example, *what's on the Best-Seller list in IBM personal Computer Software?* (Advertising for IBM), Kent. *Fresh. Calm. Mild* (Kent informs the taste you'll feel good about the Mild International cigarette)

e. Frequent use of compounds (*Chocolate-flavored cereal, fresh-tasting milk, "top-quality bulbs*)

f. More simple sentences, fewer complex sentences such as *It comes with a conscience* (Honda cars); *Stouffer's presents 14days to get your life, on the right course* (food)

g. More interrogative sentences and imperative sentences (*What's so special about Lurpark Danish butter? Have a little fruit after dinner*)