

ABSTRACT

Triutami, Dian. 2015. **Language Features in Maybelline New York Advertisements**. Yogyakarta: English Language Education Study Program, Department of Language and Arts Education, Faculty of Teachers and Training and Education, Sanata Dharma University.

People can find various kinds of advertisements everywhere and anytime: whenever people read a newspaper or a magazine, turn on the TV, look at the board in train station, airport or even street. Moreover, nowadays, when people open their social media there are always some advertisements that appear on their page. One of the advertisements is *Maybelline New York*. *Maybelline New York* is the biggest cosmetics company from United States. The product is well-known with the use of tagline “*Maybe she is born with it, maybe it’s Maybelline*”. This is interesting because all *Maybelline New York* advertisements use that tagline at the end of the advertisement.

This research aimed to analyze the language features of *Maybelline New York* advertisements. There were two research questions: (1) Which language features are used in *Maybelline New York* advertisements? (2) What are the functions of the language features in *Maybelline New York* advertisements?

The research was qualitative research and it used discourse analysis to analyze the data source. The data source of this research was the commercial video advertisements of the *Maybelline New York* and the transcript of the advertisements.

Based on the analysis, the language features of *Maybelline New York* advertisements were various. The language features which are used in *Maybelline New York* advertisements are lexical features, grammatical features and information structures. The use of those language features had several functions such as to emphasize the name of the products, benefits of the products, and to show that the products exist anytime.

Keywords: *language features, advertisements, Maybelline New York.*

ABSTRAK

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Orang dapat menemukan bermacam-macam jenis iklan di manapun dan kapanpun: kapanpun orang membaca koran atau majalah, menyalakan TV, melihat papan di stasiun kereta api, bandara atau bahkan di jalan raya. Terlebih lagi, sekarang ini, ketika orang membuka jejaring sosial media selalu ada beberapa iklan yang muncul di dalam akun mereka. Salah satu dari iklan-iklan tersebut adalah Maybelline New York. Maybelline New York adalah perusahaan kosmetik terbesar yang berasal dari Amerika Serikat. Produknya terkenal dengan penggunaan tagline “Maybe she is born with it, maybe it’s Maybelline.” Hal ini menarik karena semua iklan Maybelline New York menggunakan tagline ini diakhir iklannya.

Penelitian ini bertujuan untuk menganalisa fitur bahasa dari iklan Maybelline New York. Terdapat dua rumusan masalah: (1) Fitur bahasa manakah yang digunakan dalam iklan Maybelline New York? (2) Apakah fungsi dari penggunaan ciri bahasa tersebut dalam iklan Maybelline New York?

Penelitian ini adalah penelitian kualitatif dan menggunakan metode analysis wacana untuk menganalisis sumber data. Sumber data berasal dari video komersial dari Maybelline New York dan transkrip iklan tersebut.

Berdasarkan hasil analisa, fitur bahasa dari iklan Maybelline New York sangatlah bervariasi. Fitur bahasa yang digunakan adalah lexical cohesion, grammatical cohesion, dan Information structure. Penggunaan fitur-fitur tersebut memiliki beberapa fungsi, seperti menekankan nama produk, keunggulan produk, and menunjukkan bahwa produk tersebut akan ada sepanjang waktu.

Kata kunci: *language features, advertisements, Maybelline New York.*