

**AN ANALYSIS OF HOTEL ADVERTISEMENT AS FOUND IN
“NOW! JAKARTA MAGAZINE” : A PRAGMASEMIOTICS
PERSPECTIVE**

A Thesis

*Submitted in Partial Fulfillment of the Requirement
For the Degree of Sarjana Humaniora*

by:

SUCI FITRIANE
06185125



**ENGLISH DEPARTMENT-FACULTY OF HUMANITIES
ANDALAS UNIVERSITY
PADANG
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APPROVAL PAGE

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BY:

SUCI FITRIANE

06 185 125

This thesis was approved for examination

On Juneth, 2012

By:

Supervisor I

Supervisor II

Dr. Ike Revita, M.Hum
NIP.132229987000000000

Dra. Arwina Dharma, M.A
NIP.195204121985032001

**Head of English Department
Faculty of Letters Andalas University**

Dra. Eva Najma, M.Hum
NIP. 196208081989032005

DECLARATION

I hereby declare this thesis has not been submitted yet, either in the same or different form. To my knowledge there have not been any forms ideas written or published by others except those are referred to in this thesis and mentioned in the bibliography. I also state that all of mistakes in this thesis are mine.

Padang, June 2012

Suci Fitriane

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The writer

ABSTRAK

Dalam skripsi ini, penulis membahas tentang tanda linguistik dan non linguistik yang terdapat dalam iklan hotel. Selain itu, dibahas juga pesan yang ingin disampaikan dalam iklan hotel tersebut. Sumber datanya adalah majalah “Now!Jakarta” edisi Juni 2009. Data penelitian terdiri dari lima buah iklan hotel yaitu Aston Internasional Hotel, Aston Marina Hotel, Sheraton Bandara Hotel, Oakwood Premier Cozmo Hotel dan Kristal Hotel.

Dalam mengumpulkan data, penulis menggunakan metode observasi dengan teknik simak bebas libas cakap dan teknik catat. Dalam menganalisis data, penulis menggunakan metode padan pragmatik dan dihubungkan dengan pesan yang ingin disampaikan iklan tersebut. Penulis menggunakan teori Barthes (1975) yang mengatakan bahwa tanda dibagi atas tanda linguistik dan tanda non linguistik.

Dari penelitian ini penulis menemukan bahwa dalam iklan hotel digunakan tanda linguistik berupa tulisan, dan tanda non linguistik berupa gambar. Sedangkan maksud yang ingin disampaikan iklan tersebut adalah untuk menawarkan pelayanan yang disediakan oleh hotel sekaligus menunjukkan fasilitas yang tersedia. penulis menyimpulkan bahwa, setiap iklan hotel diterbitkan untuk media promosi dan iklan tersebut dibuat semenarik mungkin dengan warna mencolok.

LIST OF ABBREVIATIONS

AIH : Aston Internasional Hotel

AMH : Aston Marina Hotel

SBH : Sheraton Bandara Hotel

TABLE OF CONTENTS

DECLARATION	i	
ACKNOWLEDGEMENT	ii	
ABSTRAK	iii	
LIST OF ABBREVIATIONS	iv	
TABLE OF CONTENTS	v	
CHAPTER 1 INTRODUCTION		
1.1 Background of the Research	1	
1.2 Identification of the Problem	2	
1.3 Objective of the Research	2	
1.4 Limitation of the Research	2	
1.5 Method of the Research	3	
CHAPTER 2 REVIEW OF RELATED LITERATURE		
2.1 Review on Related Studies	5	
2.2 Definition of Key Terms	6	
2.3 Theoretical Framework	7	
CHAPTER 3 LINGUISTIC AND NON LINGUISTIC SIGNS USED IN HOTEL ADVERTISEMENTS		16
CHAPTER 4 CONCLUSION		38
BIBLIOGRAPHY		39

Telah dipertahankan di depan Tim Penguji Skripsi

Jurusan Sastra Inggris Fakultas Ilmu Budaya Universitas Andalas Padang

dan diterima untuk memenuhi salah satu syarat dalam memperoleh gelar

Sarjana Humaniora (S.Hum)

Hari / Tanggal : Kamis/ 14 Juni 2012

Waktu :11.00 WIB - Selesai

Tempat : Ruang Sidang Jurusan Sastra Inggris

Fakultas Ilmu Budaya Universitas Andalas

Susunan Tim Penguji

No.	NAMA	JABATAN	TANDA TANGAN
1.	<u>Prof. Dr. Oktavianus, M. Hum</u> NIP. 196310261990031001	Ketua	
2.	<u>Novalinda, SS, M.Hum</u> NIP.132309301	Sekretaris	
3.	<u>Laily Martin, SS, M. Pd. M. Hum</u> NIP. 197802282005012004	Anggota	
	<u>Dr. Ike Revita, S.S, M. Hum</u>	Anggota	

4.	NIP. 132229987		
5.	<u>Dra. Arwina Dharma, M.A</u> NIP. 195204121985032001	Anggota	

Disahkan oleh Ketua Jurusan Sastra Inggris

Fakultas Ilmu Budaya Universitas Andalas