

**AN ANALYSIS OF LANGUAGE FUNCTIONS IN AIRASIA AIRLINE  
ADVERTISEMENTS**

**A GRADUATING PAPER**

Submitted in Partial Fulfillment of the Requirement for Gaining

the Bachelor Degree in English Literature



By:

**Miss. Saleesah Maerobah**

**STATE ISLAMIC UNIVERSITY  
SUNAN KALIJAGA  
YOGYAKARTA  
ENGLISH DEPARTMENT**

**FACULTY OF ADAB AND CULTURAL SCIENCES**

**STATE ISLAMIC UNIVERSITY SUNAN KALIJAGA**

**YOGYAKARTA**

**2018**

## A FINAL PROJECT STATEMENT

I certify that this research is definitely my own work. I am completely responsible for the content of this research. Other researcher's opinion or finding included in the research are quoted or cited in accordance with ethical standards.

Yogyakarta, 20 February 2018

The Researcher,



Miss. Saleesah Maerobah  
Student No. 13150075

STATE ISLAMIC UNIVERSITY  
**SUNAN KALIJAGA**  
**YOGYAKARTA**



KEMENTERIAN AGAMA  
UNIVERSITAS ISLAM NEGERI SUNAN KALIJAGA  
FAKULTAS ADAB DAN ILMU BUDAYA

Jl. Marsda Adisucipto Telp. (0274) 513949 Fax. (0274) 552883 Yogyakarta 55281

PENGESAHAN TUGAS AKHIR

Nomor : B-177/Un.02/DA/PP.00.9/04/2018

Tugas Akhir dengan judul : AN ANALYSIS OF LANGUAGE FUNCTIONS IN AIRASIA AIRLINE ADVERTISEMENTS

yang dipersiapkan dan disusun oleh:

Nama : MISS SALEESAH MAEROBAH  
Nomor Induk Mahasiswa : 13150075  
Telah diujikan pada : Jumat, 13 April 2018  
Nilai ujian Tugas Akhir : A-

dinyatakan telah diterima oleh Fakultas Adab dan Ilmu Budaya UIN Sunan Kalijaga Yogyakarta

TIM UJIAN TUGAS AKHIR

Ketua Sidang

Dr. Ubaidillah, S.S., M.Hum.  
NIP. 19810416 200901 1 006

Pengaji I

Bambang Hariyanto, S.S., MA  
NIP. 19800411 200912 1 003

Pengaji II

Eneng Hermiti, M.Hum.  
NIP. 19731110 200312 2 002

STATE ISLAMIC UNIVERSITY  
SUNAN KALIJAGA  
YOGYAKARTA





**NOTA DINAS**

Hal : Skripsi

Miss. Saleesah Maerobah.

Yth.

Dekan Fakultas Adab dan Ilmu Budaya  
UIN Sunan Kalijaga  
Di Yogyakarta

*Assalamu'alaikum Wr. Wb.*

Setelah memeriksa, meneliti, dan memberikan arahan untuk perbaikan atas skripsi saudara :

Nama	:	Miss. Saleesah Maerobah
NIM	:	13150075
Prodi	:	Sastrawirata Inggris
Fakultas	:	Adab dan Ilmu Budaya
Judul	:	

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*Wassalamu'alaikum Wr. Wb.*

Yogyakarta, 04 April 2018  
Pembimbing,

Dr. Ubaidillah, S. S, M. Hum.  
NIP 19810416 200901 1 006

## **AN ANALYSIS OF LANGUAGE FUNCTIONS IN AIRASIA AIRLINE ADVERTISEMENTS**

By: Miss. Saleesah Maerobah

### **ABSTRACT**

Advertising is a communication tool used to provide the information such as products, services, and ideas. The language used in advertising is very interesting because it is brief, easy to be remembered by the reader, and also attracting people's attention. The researcher analyzes AirAsia advertisements because the language used in the advertisement is very interesting and it makes the researcher giving attention. The researcher uses language function theory by Roman Jakobson. This research aims to describe the language functions that are used in the advertisement. The data are collected from the AirAsia's website and Facebook. This research uses descriptive qualitative method. Every advertisement uses various combinations of language functions. After analyzing the data, the researcher found six combinations in the object of this research. There are eight data using referential, conative, phatic, and emotive function; seven data use referential, conative, phatic, and poetic function; seventeen data use referential, conative, and phatic function; one datum uses referential, poetic, and conative function; six data use referential and conative function; one datum uses phatic and conative function. The researcher concludes that the advertisement is designed to attract attention (phatic function), to convince people and to get people to do something (conative function), to provide information to the addressee toward the context (referential function), to report feelings or attitudes of the addresser (emotive function), and to explore the aesthetic features of the language (poetic function).

**Keywords:** *language function, AirAsia airline, advertisements.*

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## **AN ANALYSIS OF LANGUAGE FUNCTIONS IN AIRASIA AIRLINE ADVERTISEMENTS**

Oleh: Miss. Saleesah Maerobah

### **ABSTRAK**

Iklan adalah alat komunikasi yang digunakan untuk menyediakan sebuah informasi seperti, produk, jasa, dan gagasan. Bahasa yang digunakan dalam iklan sangat menarik karena ringkas, mudah diingat oleh pembaca, dan juga menarik perhatian orang. Peneliti menganalisis iklan maskapai AirAsia karena bahasa yang digunakan dalam iklan tersebut sangat menarik dan membuat peneliti memberikan perhatian. Peneliti menggunakan teori fungsi bahasa dari Roman Jacobson. Tujuan dari penelitian ini adalah untuk mendeskripsikan fungsi bahasa yang digunakan dalam iklan tersebut. Data dikumpulkan dari website dan Facebook AirAsia. Penelitian ini menggunakan metode diskriptif kualitatif. Setiap iklan menggunakan berbagai macam kombinasi fungsi bahasa. Setelah menganalisa data, peneliti menemukan 6 macam kombinasi dalam objek penelitian ini. Ada delapan data yang menggunakan fungsi referensial, konatif, fatik, dan emotif; tujuh data menggunakan fungsi referensial, konatif, fatik, dan puitis; tujuh belas data menggunakan fungsi referensial, konatif, dan fatik; satu data menggunakan fungsi referensial, puitis, dan konatif; enam data menggunakan fungsi referensial dan konatif; satu data menggunakan fungsi fatik dan konatif. Peneliti menyimpulkan bahwa iklan tersebut dirancang untuk menarik perhatian (fungsi fatik), untuk meyakinkan orang dan membuat orang melakukan sesuatu (fungsi konatif), untuk memberikan informasi kepada penerima tentang konteks (fungsi referensial), untuk melaporkan perasaan atau sikap dari addresser (fungsi emotif), dan untuk mengeksplorasi fitur estetika bahasa (fungsi puitis).

**Kata kunci:** *fungsi bahasa, perusahaan penerbangan AirAsia, iklan.*

## MOTTO

"Start where you are. Use what you have. Do what you can."

— Arthur Ashe

(Mulai di mana Anda berada. Gunakan apa yang Anda miliki. Lakukan apa yang

Anda bisa)

(Translated by Idris Dawn)

(เริ่มต้นจากที่ที่คุณอยู่ ใช้สิ่งที่คุณมี ทำสิ่งที่คุณสามารถทำได้)

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## **DEDICATION**

I dedicated this research to:

My beloved mother and father,

My beloved sisters,

My beloved big family, and

My beloved lecturers.



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## **ACKNOWLEDGEMENT**

**In the name of Allah, the Most Gracious and the Most Merciful**

*Assalamua'alaikum wr. wb.*

*Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this research entitled *An Analysis Language Function in AirAsia Airline Advertisements. Sholawat and Salam* to our Prophet Muhammad saw. who has brought us from the darkness to the brightness. This research would not have been possible without those who have helped and supported. I would like to express my deep and sincere thanks to;*

1. Beloved mother and father, Mrs. Suenah and Mr. Abdurrahman.  
Thanks for their loving, praying, caring, supporting, motivation, hardworking, and everything.
2. Beloved sisters, my older sisters Mrs. Hasniyah and Mrs. Fairus, and my younger sister Ms. Arroyyan. Thanks for loving, helping, caring and always amuse when we are together.
3. My big family, grandmother, grandfather, aunts, uncles, brothers in law, nephews, and cousins. Thanks for loving.
4. Prof. Dr. H. Alwan khoiri, M.A. as the Dean of Faculty of Adab and Cultural Sciences.

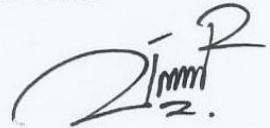
5. Dr. Ubaidillah, S.S., M.Hum. as the Head of English Department and my research advisor. Thanks sir for giving me the opportunity to do research and providing invaluable guidance throughout this research.
6. Mr. Bambang Hariyanto, S.S., M.A. as my academic advisor and also my first examiner. Thanks for your guidance and help sir.
7. Mrs. Ening Herniti, M.Hum. as my second research examiner, thanks mam for invaluable help of comments, corrections, and suggestions.
8. All lecturers in English Department: Fuad Arif Fudiyartanto, S.Pd. M.Hum., M.Ed, Arif Budiman, S.S., M.A, Danial Hidayatullah, SS., M.Hum, Dwi Margo Yuwono, M.Hum., Mrs. Ulyati Retno Sari, M.Hum., Jiah Fauziah M.Hum., Dr. Witriani, S.S M.Hum., Aninda Aji Siwi, S.Pd., M.Pd. thanks for giving me the knowledge.
9. My best friends forever
10. My friends in English Literature 2013
11. All my reviewers
12. My beloved Thai friends in Indonesia. Thanks for everything.

Finally, I extremely thank you so much for who have contributed to the success of this research. Hopefully, this research will be useful for those who interest in language functions.

*Wassalamu'alaikum wr. wb.*

Yogyakarta, 9 April 2018

The researcher



Miss. Saleesah Maerobah



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## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of Study**

Social coexistence is needed by people, whether they live with a family or friends to the larger level of society such as village, community and national level. When people live together in groups, they need language to communicate with others. A central feature of people is language because language is the most important aspect in life. People use language as a tool to communicate with others for understanding. People use the language to benefit their lives because it uses for accepting, recognizing, and understanding in communication. According to Trudgill, language itself consists of some functions which are to give information, deliver message, express feelings, persuade people, entertain people, and share opinion (1974: 99).

According to Finegan, language is “often viewed as a vehicle of thought, a system of expression that mediates the transfer of thought from one person to another. In everyday life, language also serves equally important social and emotional functions” (2008: 6). Based on the definitions, the researcher states that language is the way how to communicate or interact with others, through language people can deliver their expression, emotion, and message too.

Language is also stated in the Holy Quran of surah Ar rum in verse 22.

وَمِنْ آيَاتِهِ خَلْقُ السَّمَاوَاتِ وَالْأَرْضِ وَاحْتِلَافُ أَسْبَابِكُمْ وَالْوَانِكُمْ إِنَّ فِي ذَلِكَ لَآيَاتٍ  
 لِّلْعَالَمِينَ (٢٢)

*“And of His signs is the creation of the heavens and the earth and the diversity of your languages and your colors. Indeed in that are signs for those of knowledge”* (22) <https://quran.com/30/22>.

From the surah above, language is one of God's creations. There are many different languages in the world. Each language has its rule, and it also has its function, which is used to communicate. In this research, the researcher focuses on the language function based on the theory proposed by Jakobson. The theory of language functions describes the functions of language in the communication process. Through function, it can be known what language is used for by the user. According to Jakobson, there are six factors of communication that are needed to communicate. They are addresser, message, addressee, context, code, and contact. Each factor has a relation of function that works between the message and factor. Corresponding to the six factors are six major functions. The six functions of language are emotive (expressive), poetic (aesthetic), conative (appellative), referential (denotative, cognitive), metalingual (glossing), and phatic (1980: 81). Those are functions of language that is needed in communication.

Communication is a social interaction through symbols and information systems. According to Adler, communication refers to “the process of human beings responding to the symbolic behavior of other persons” (2006: 4). Based on the definition above, communication is the process of sending and receiving information among people. Communication can be conveyed by giving information through advertisement. Therefore, advertisement is one of communication forms by human to communicate through various media for their needs. According to Arens, advertising is “the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media” (2002: 7).

Advertising strategy consists of media strategy. Advertisers need to be creative in order to attract consumers through various media. According to Arens, the use of advertising media is divided into six media. First is print media, it points to magazines, newspaper, and others. Second, electronic media points to radio and television. Third, the digital interactive media points to internet and world wide web. Forth, out of home media points to bus and taxicab advertising, subway posters, and terminal advertising. Fifth, exhibitive media points to product packaging, trade show booths, and exhibits. Sixth, supplementary media includes specialty advertising, Yellow Pages directories, and emerging media like videotapes, movie, and others (2002: 474-599).

Hence, the researcher defines that advertisement is a marketing communication tool that has efficacy in providing information such as product,

services, and ideas to convince consumers to get attention. With such efficiency advertisement becomes an important tool that many businesses widely use. Most of businesses use advertisement to promote or sell a product, service or idea. Based on the definitions, the researcher concludes that language function is very useful in an advertisement because language function can make audiences catch and understand the message that conveyed through advertisement easily.

This research discusses the language functions in AirAsia airline advertisements. Airline is air transport service for those who want to travel. At present, many people start to think about traveling by a plane first because it is faster and more convenient than other types of vehicles. People cannot ignore that travel with a plane is very important for them who are going to travel whether in country or abroad. There are many airline carriers nowadays. So, there is more marketing competition. Which airlines able to attract customers, it depends on the quality of flight, service and marketing strategy.

The AirAsia airline found in 1993 by Malaysia and commenced operations in 1996. The carrier, which is formed out of Tune Air in 2001, is led by CEO Tony Fernandes. AirAsia is a pioneer airline and has grown into one of the largest low cost airlines in Asia. It also has been voted the World's Best Low Cost Airline in 2009 and 2010. The brand purpose is to make the people's dream become true by using the slogan "Now everyone can fly" (<https://www.airasia.com/>). AirAsia's slogan is a powerful sentence as it provides a clear image on their service's core idea. The language used in the slogan is attracted.

The language use in the advertisement has brevity and easy to remember by the reader. According to Kannan, the language of advertisement is visual content and design in advertising that have a very great impact on the consumers, and it also helps people to identify a product and remember it (2013: 3). Therefore, the researcher takes the data from advertisement.

The researcher analyzes the language functions in AirAsia airline advertisements. AirAsia's highlight is a low cost airline; especially the advertisement of the promotion is attracted all customers. Such the attractive, all-year-round promotions have always enticed travel interests among travel lovers. Since, the researcher is studying aboard, so the vehicle for travelling is a plane. Thereby, every trip, even from Thailand to Indonesia or Indonesia to Thailand, the researcher has always searched for some airlines that have an interested advertisement. Thereby, AirAsia is the airline that has an interesting advertisement and it makes the researcher giving attention. Hence, it makes the researcher want to know what language uses in AirAsia airline advertisements.

The researcher takes the AirAsia airline advertisements from social media; it is the website of AirAsia and Facebook of AirAsia. As cited in AirAsia, AirAsia has been one of the most inspiring success stories of using the social media by a corporation. Social media is a great way to connect with consumers like Facebook, Twitter, YouTube, Instagram, and Web page. AirAsia is not only giving the information through social media but they also want to have conversation with the consumers to feel closer and more emotional connection with them (<https://www.airasia.com/>).

This is an example to show how interesting is the use of language functions in AirAsia airline advertisements.

### **1. *Book seat now & fly free***

This advertisement is the contest that only open to AirAsia and AirAsia X guests who booked flights and booked either a Hot Seat or a Standard Seat. The language function used in this advertisement is referential, conative, and phatic function. The advertisement is oriented toward the context. Context is “the background, environment, setting, framework, or surroundings of events or occurrences” (<https://literarydevices.net/>). There is a setting of time in the advertisement because the addresser informs the reader that there is a contest for who book seat in the time and they may be lucky to get a free seat.

The advertisement uses the word *now* in a sentence; it is an adverb of time that tells consumers when things happen. According to Oxford dictionary, adverb *now* defines “(at) the present time” (2010: 1006). From the definition above, it may provide particular information about timing. Therefore, the referential function is applied in the advertisement.

Moreover, the addresser tries to convince the addressees or consumers to do something. The sentence *book seat now and fly free* is the imperative sentencing because it uses to advice the consumers to book the flight now. The adverb *now* can create urgency to the consumers and getting them to act now. The consumers may think that time is limit if they do not book now, it may be late. It also uses the word *free* in the advertisement. Generally, people do not refused a

free stuff because they do not have to pay. It can make the consumers hurry to book the flight. As a result, it can be identified that the conative function is showed in it.

Besides, the word *free* is also to attract the audience's attention too. When something is free, that means does not need to be paid for. According to Oxford dictionary, the adjective *free* is "costing nothing" (2010: 596). It can make the consumers interested and give attention. Hence, the phatic function also emerges in this utterance. In summary, the advertisement above, it has a very great impact on consumers. It helps to inform the consumers about the promotion or service available and it also attracts them to get the promotion or service.

Last but not least, this research would not try to persuade people to buy or use a product. The researcher only chooses AirAsia airline advertisement as an example to show what language function used in AirAsia airline advertisements are. The researcher hopes that the analysis can give a better understanding for the readers about language functions.

## **1.2 Research Question**

Based on the background above, the problem of the research is "what language functions in AirAsia airline advertisements are used?"

## **1.3 Objective of Study**

Based on the research question, the objective of the research is to find the language functions used in AirAsia airline advertisements.

## 1.4 Significances of Study

Theoretically, the results of this study are expected to be benefited for those who want to study language function. In addition, it is also become an example of the study of language function used in advertisement.

Practically, the result of this study is hoped to be useful and give more understanding about language function for the readers. Understanding language function can make the readers easier to catch the message from advertisement and conversation that is conveyed.

## 1.5 Literature Review

Before presenting the object to be analyzed in the research, it is necessary to firstly look at the prior researches related to this research.

The first is a graduating paper by Noberta Nissa from Satya Wacana Christian University Salatiga in 2012 entitled “Language Functions Used in the Clothing Advertisements in Suave Catalog Magazine”. They describe the language functions emerged from the slogan, headline, or text body of the clothing advertisements taken from Suave Catalog Magazine based on the theory proposed by Jacobson. There are 10 advertisements analyzed using descriptive qualitative method.

The result of this research is 1 datum appearing conative function; 1 datum appearing phatic, conative, and referential function; 2 data appearing referential and conative function; 1 datum appearing phatic and poetic; 1 datum appearing

emotive and conative function; 1 datum appearing referential function; 1 datum appearing emotive and referential function; 1 datum appearing phatic and conative function; 1 datum appearing emotive, referential, and conative function.

The second is a graduating paper by Istinganatun ‘Aliyah from state Islamic University of Sunan Kalijaga Yogyakarta in 2015 entitled “Language Functions of Toyota Advertisement Headlines”. She describes the linguistic features and language function of headlines in the Toyota India advertisements using Roman Jacobson’s theory. The method of this research is descriptive qualitative. There are 146 data from Toyota print advertisements but she selects the data that only use English language. Finally, she got 97 data that are analyzed in this study.

The result of this research is 5 data showing referential, conative, and emotive function; 17 data showing referential, phatic, and conative functions; 2 data showing phatic, emotive, and conative functions; 43 data showing referential, conative, phatic, and emotive functions; 2 data showing referential, conative, poetic, and phatic functions; 28 data showing referential, conative, poetic, phatic, and emotive functions.

The linguistic feature that demonstrate the use of each language function in the advertisement can be seen from the grammatical features including three sentence types (declarative, interrogative, and imperative) and the use of certain tenses (simple present tenses, present continuous tense, future tense, and present perfect tense), lexical features including (noun, adjective, verb, adverb, numeral

and figurative language), and the phonological features of musical devices including (consonance, assonance, rhyme).

The third is a journal by Delos from College of Arts and Sciences, Benguet State University Graduate School in 2016 entitled “The Functions of Language in Facebook posting”. He describes the language functions of Facebook posts among the Senior Teacher Education students of Urdaneta City University based on the theory proposed by Jacobson. The research focuses only to the text post (statuses) in determining the language function. The method of this research is descriptive qualitative.

There are six the status posts from Facebook in determining the language function. The result of this study shows 1 status uses referential, conative, and emotive function; 1 status uses referential function, phatic, and emotive function; 1 status uses referential and emotive function; 1 status uses poetic and emotive function; 1 status uses poetic and metalingual function; 1 status uses metalingual and emotive function.

The fourth is the journal by Ummi Fitriyah from state Islamic University of Sunan Kalijaga Yogyakarta in 2017 entitled “Language Function in Maybelline Advertisements”. She describes the utterances in advertisements using language function theory by Roman Jacobson. The method of this research is qualitative. There are 173 utterances are found among 20 Maybelline advertisements.

The result of this research is 5 utterances using referential, conative, phatic, and emotive functions; 2 utterances using referential, conative, phatic, and

poetic functions; 27 utterances using referential, conative, and phatic functions; 7 utterances using referential, conative, emotive functions; 55 utterances using referential, conative, and poetic functions; 76 utterances using referential and conative functions; and only 1 utterance using referential, emotive and poetic functions.

Based on the prior researches above, they are related to this research. The researcher and the prior researches use the same theory of the language function by Roman Jakobson. However, this research is different from the prior researches. The first prior research by Noberta Nissa E. R and Maria Christina E. S, they take the Clothing Advertisements in Suave Catalog Magazine as the object. The second prior research by Istinganatun ‘Aliyah, she takes Toyota Advertisement Headlines as the object. The third prior research by Delos, he takes the Facebook posting as his object. Then, the prior research by Ummi Fitriyah, she takes Maybelline Advertisements as her object. Whereas, this research is taken from AirAsia airline advertisements as the object of analysis.

## 1.6 Theoretical Approach

The researcher focuses on the language functions found in AirAsia airline advertisements based on the theory proposed by Jacobson. According to Jakobson, there are six factors of communication that are needed to communicate. They are addresser, message, addressee, context, code, and contact. Each factor has a relation of function that works between the message and factor (1980: 81). Corresponding to the six factors are six major functions. According to Jacobson,

the six functions of language are referential, emotive, conative, phatic, poetic, and metalingual function (1980: 82-86). Those are functions of language that are needed in communication.

Table 1. Factors of communication and functions of language

NO.	TARGET FACTOR	SOURCE FACTOR	FUNCTION
1	Context	Message	Referential
2	Addresser	Message	Emotive
3	Addressee	Message	Conative
4	Contact	Message	Phatic
5	Code	Message	Metalingual
6	Message	Message	Poetic

<http://www.signosemio.com>

From the definition above, it can be explained that the referential function is oriented toward the context, the emotive function is also known as expressive function; it is focused on the addresser/sender, the conative function is oriented toward the addressee, the phatic function which sets for contact, the poetic function is “the set (*Einstellung*) toward the message as such, focus on the message for its own sake”, the metalingual function is whenever the addresser or addressee needs to check up whether they use the same code.

## 1.7 Method of Research

This is the way of the researcher to find the answer and solve the problem of this research.

### 1.7.1 Type of Research

Sarwono describe that the process of conducting the research is an emphasis in qualitative research. Therefore in conducting the research, the researcher focuses on the process more than on the final result (2006: 193). According to Atieno, qualitative research is “descriptive in that the researcher is interested in process, meaning, and understanding gained through words or pictures” (2009: 13). The researcher aims to describe the language functions in AirAsia airline advertisements. Then this research uses a descriptive qualitative method because the data are collected in the form of words.

### 1.7.2 Data Sources

Source of the data is the subject where the data collected from (Sugiyono, 2009: 153). The data source of this research is AirAsia airline advertisements. This research collects the data source from the website of AirAsia ([www.airasia.com](http://www.airasia.com)) and Facebook of AirAsia ([www.facebook.com/AirAsia](http://www.facebook.com/AirAsia)).

### **1.7.3 Data Collection Technique**

There are some ways used by the researcher to collect the data. First, the researcher searches for airline advertisement on the internet, selecting and download the data of airline advertisement. Then, the researcher chooses and collects the data of the advertisements. The last is listing the data to be analyzed. The period in collecting data is one month. It is in November 2017.

### **1.7.4 Data Analysis Technique**

The researcher collects the data from the data source that can support the research. After the data are collected, the researcher finds the language functions that appear in the airline advertisement then classifies each of language functions based on Roman Jakobson's theory. After that analyzing and describing the language functions use in the airline advertisement. Finally, the researcher concludes the analysis to answer the problem statement and make conclusion of the research.

## **1.8 Paper Organization**

The researcher organizes the research paper in order to make the reader easy to understand. This research divides into four chapters. The first chapter is introduction which includes background of study, research question, objective of study, significances of study, literature review, theoretical approach, methods of research, and paper organization. The second chapter is theoretical background which includes language, communication, and language function (referential,

emotive, conative, phatic, metalingual, and poetic). The third chapter is analysis. This chapter describes the analysis of the data. Then, the forth chapter is conclusion and suggestions of the research.



## **CHAPTER IV**

### **CONCLUSION AND SUGGESTIONS**

#### **4.1 Conclusion**

From the explanations and discussions in the previous chapter, it can be concluded that language function is the function of the addresser utterance that uses in communication. According to Jacobson, the language function divides into six categories. There are referential, emotive, phatic, conative, poetic, and metalingual functions. Based on this research, there are only five functions of language used in the advertisements; there are referential, emotive, phatic, conative, and poetic functions.

In this research, the researcher analyzes the language function in Airasia airline advertisement. There are forty data from the advertisements. Twenty seven advertisements are from AirAsia's website and thirteen advertisements are from AirAsia's Facebook. Every advertisement uses various combinations of language functions. The researcher found six combinations in the object of this research. First is referential, conative, phatic, and emotive function. Second is referential, conative, phatic, and poetic function. Third is referential, conative, and phatic function. Forth is referential, conative, and poetic function. Fifth is referential and conative function. Sixth is phatic and conative function.

From forty data, there are eight data using referential, conative, phatic, and emotive function; seven data use referential, conative, phatic, and poetic function;

seventeen data use referential, conative, and phatic function; one data uses referential, conative, and poetic function; six data use referential and conative function; one data uses phatic and conative function.

In addition, the result of this research shows that the advertisements employ certain language functions that use to deliver particular messages with different kind of objective. The advertisement designs to attract attention (phatic function), to convince people and to get people to do something (conative function), to provide information to the addressee toward the context (referential function), to report feelings or attitudes of the addresser (emotive function), and to explore the aesthetic features of the language (poetic function).

#### **4.2 Suggestions**

Based on this research, it is only one problem statement to describe and analyze of the advertisements. Thereby, the researcher suggests to the next researchers who are interested to analyze the language functions to find more the problem statements. The next researchers can be combined between the language function used in AirAsia airline advertisement with other airline advertisement.

Another advertisement, the next researchers can apply this theory (language function by Roman Jakobson) to distinguish object like novel, movie, speech, and others. This research may be imperfect, yet it will be useful for the next researchers who are finding the prior research related the language function theory by Roman Jakobson.

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## APPENDICES I

### **AIRASIA AIRLINE ADVERTISEMENTS**

#### **1. AirAsia's Website**

No	Advertisements
1	Explore these exciting destinations with low fares
2	Up to 50% off unlocked the best holiday deals now!
3	Travel great with more savings
4	Save more when you buy more with AirAsia!
5	Fly now or fly later, always the lowest fares with AirAsia!
6	RM 1 lowest fares widest network
7	Fly and drive with AirAsia
8	20% off all seats, all flights
9	New Year new adventure
10	It all gets lower this New Year
11	Book seat now & fly free!
12	Stop daydreaming! with fares so low, it's time to plan for 2016
13	Year-end grand sale
14	AirAsia offers promo seats to Bali and Jakarta
15	It's back! free seats
16	Get your free seats now!
17	AirAsia's wi-fi on board free user trial
18	Airasia seats promo is back
19	Baby can't you see? The beach is calling
20	Last call! fly home for Raya with us
21	Start your adventure today
22	Last minute deals
23	Now everyone can fly to Maldives!
24	Fulfill your new year's resolutions with us
25	Time to explore Indochina
26	Join us for vivid Sydney 2015
27	What are you waiting for?
Total = 27	

#### **2. AirAsia's Facebook**

No	Advertisements
1	Awesome Chinese New Year sale!
2	Now is the time! awesome travels the AirAsia way!
3	Always a good time to fly

4	Enjoy extra 10% off hotels when you use promo code “AASE10”
5	Great deals, let's fly!
6	Come and enjoy up to 70% off AirAsia flight.
7	Stop dreaming, start flying!
8	Red hot sale
9	Listen! low fares up for grabs!
10	The brand new way to fly!
11	Don't stay home! fly further this Raya holiday!
12	Explore world heritage sites in Indochina
13	Go on a shopping spree!
Total = 13	



## APPENDICES II

### AN ANALYSIS OF LANGUAGE FUNCTIONS IN AIRASIA AIRLINE ADVERTISEMENTS

#### 1. Advertisements with referential, phatic, conative, and emotive

No	Advertisements
1	Awesome Chines New Year sale
2	Now is the time! Awesome travels the AirAsia way
3	Explore these exciting destinations with low fares
4	Up to 50% off unlocked the best holiday deals now
5	Enjoy extra 10% off hotels when you use promo code "AASE10"
6	Travel great with more savings
7	Come and enjoy up to 70% off AirAsia flight
8	Always a good time to fly
Total = 8	

#### 2. Advertisements with referential, conative, phatic, and poetic

No	Advertisements
1	Save more when you buy more with AirAsia
2	Fly now or fly later, always the lowest fares with AirAsia
3	RM 1 lowest fares widest network
4	Stop dreaming, start flying!
5	Fly and drive with AirAsia
6	20% off all seats, all flights
7	New Year new adventure
Total = 7	

#### 3. Advertisements with referential, conative, and phatic

No	Advertisements
1	It all gets lower this New Year
2	Book seat now & fly free
3	Red hot sale
4	Stop daydreaming! With fares so low, it's time to plan for 2016
5	Year-End Grand Sale
6	AirAsia offers promo seats to Bali and Jakarta
7	It's back! Free seats

8	Get your free seats now
9	AirAsia's Wi-Fi on board free user trial
10	Listen! low fares up for grabs
11	The brand new way to fly
12	Airasia seats promo is back
13	Baby can't you see? The beach is calling
14	Last call! Fly home for Raya with us
15	Start your adventure today
16	Last minute deals
17	Great deals, let's fly
Total = 17	

#### 4. Advertisement with referential, conative, and poetic

No	Advertisement
1	Now everyone can fly to Maldives!
Total = 1	

#### 5. Advertisements with referential and conative

No	Advertisements
1	Don't stay home! Fly further this Raya holiday
2	Explore world heritage sites in Indochina
3	Go on a shopping spree
4	Fulfill your new year's resolutions with us
5	Time to explore Indochina
6	Join us for vivid Sydney 2015
Total = 6	

#### 6. Advertisement with conative and phatic

No	Advertisement
1	What are you waiting for?
Total = 1	



## ORGANISATIONAL EXPERIENCE

2017

: Coordination Center of Thai Students in  
Yogyakarta.

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## HOBBIES

Playing Sports (Volleyball, Badminton)

Jogging

Swimming

Watching movie



STATE ISLAMIC UNIVERSITY  
**SUNAN KALIJAGA**  
**YOGYAKARTA**