

**LANGUAGE FUNCTIONS OF TOYOTA ADVERTISEMENT
HEADLINES**

A GRADUATING PAPER

**Submitted in Partial Fulfillment of the Requirements for Gaining the Bachelor
Degree in English Literature**



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A FINAL PROJECT STATEMENT

I certify that this graduating paper is definitely my own work. I am completely responsible for the contents of this graduating paper. Other writer's opinions and findings included in this graduating paper are quoted and cited in accordance with the ethical standards.

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LANGUAGE FUNCTIONS OF TOYOTA ADVERTISEMENT HEADLINES

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ABSTRACT

A headline is the most important element in a print advertisement. The headline brings particular messages that lead the target audiences to read the entire advertisement. It will be read first so that it should be attractive and persuasive. This research describes linguistic features and language functions of Toyota advertisement headlines. To describe the linguistic features of the headlines, the analysis uses grammar, lexical semantic and phonology, whereas to classify the function, Roman Jakobson's language function theory is applied. This research is descriptive qualitative. The data are taken from Toyota India website <http://www.toyotabharat.com>. This research finds that the headlines use grammatical features including three sentence types (declarative, interrogative, and imperative) and the use of certain tenses (simple present tense, present continuous tense, future tense, and present perfect tense) for expressing different language functions. Similarly, the lexical features including nouns, adjectives, verbs, adverbs, numerals, and figurative language (personification) express the different language functions too. The phonological features like special diction and musical devices (including consonance, assonance, rhyme) express poetic and phatic functions. This research also finds that to deliver particular messages, the headlines employ various combinations of language functions. The language functions are categorized into 6 categories. They are 5 data showing referential, conative, and emotive functions; 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.

Keywords : *headlines, language functions, linguistic features, print advertisement.*

LANGUAGE FUNCTIONS OF TOYOTA ADVERTISEMENT HEADLINES

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ABSTRAK

Headline adalah elemen yang terpenting dalam iklan cetak. Karena *headline* berisi pesan khusus yang menuntun target pembeli untuk membaca iklan secara keseluruhan. *Headline* akan dibaca pertama kali oleh target pembeli sebelum elemen iklan yang lain, sehingga *headline* bersifat atraktif dan persuasive. Penelitian ini membahas fitur-fitur linguistik dan fungsi bahasa dalam *headline* iklan Toyota. Untuk mendiskripsikan fitur-fitur linguistik, penelitian ini menggunakan gramatika, leksikal semantik dan fonologi, sedangkan untuk mendiskripsikan fungsi bahasa menggunakan teori Roman Jakobson tentang fungsi bahasa. Penelitian ini bersifat kualitatif deskripsi. Datanya diambil dari *website* Toyota India <http://www.toyotabharat.com>. Penelitian ini menyimpulkan bahwa dari segi gramatika, data tersebut menggunakan 3 tipe kalimat (kalimat deklaratif, kalimat pertanyaan dan kalimat perintah) dan bentuk kata kerja (*simple present tense, present continuous tense, future tense, and present perfect tense*) menunjukkan perbedaan fungsi *headline*. Dari segi leksikal semantik seperti kata benda, kata sifat, kata kerja, kata keterangan, kata bilangan dan *figurative language (personification)* juga menunjukkan perbedaan fungsi *headline*. Dari segi fonologi seperti *special diction* dan *musical devices (consonance, assonance, rhyme)* menunjukkan fungsi estetik and fatik. Penelitian ini juga menyimpulkan bahwa dalam menyampaikan pesan khusus, *headline* iklan Toyota menggunakan berbagai fungsi bahasa. Fungsi bahasa tersebut digolongkan menjadi 6, yaitu 5 data menggunakan fungsi referensial, konatif dan emotif; 17 data menggunakan fungsi referensial, fatik dan konatif; 2 data menggunakan fatik, emotif dan konatif; 43 data menggunakan referensial, konatif, fatik dan emotif; 2 data menggunakan referensial, konatif, estetik dan fatik; 28 data menggunakan referensial, konatif, estetik, fatik dan emotif.

Kata kunci : *headline*, fungsi bahasa, fitur-fitur linguistik, iklan cetak.

MOTTO

Someone told me something that stuck in my mind: ***“Plan Your Life. Live Your Plan”***. I thought that motto for some weeks. That motto make me realize that I need a dream of my life. I thought the dream over but I was pessimistic to reach it. One day I found two mottos in my *twitter* ***“If you are always trying to be normal you will never know how amazing you can be”*** (Maya Angelou) and ***“Do something today that your future self will thank you for”*** (Juliet of the 21st Century). Both mottos guide me in living my plan. I believe that ***“my efforts will never deceive me, they will give me appreciation”***. Someday soon I will get my dream, I promise!

DEDICATION

I dedicate this paper to:

My beloved mother and father,

My beloved big family,

My beloved lecturers,

and anyone who get interest in linguistics.



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I realize that perfection belongs to Allah SWT. Some mistakes are possible found in this research paper, thus there is need to revise them. Finally, I expect the readers to give the advice and criticism to improve my research paper.

Yogyakarta, 4th of June 2015

The writer

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LIST OF ABBREVIATIONS

- Abbreviation 1. CALD : Cambridge Advanced Learner's Dictionary
- Abbreviation 2. OALD : Oxford Advanced Learner's Dictionary
- Abbreviation 3. WNCD : Webster's New World College Dictionary



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CHAPTER I

INTRODUCTION

1.1 Background of Study

Communication cannot be separated from life. Communication can be between two people or more. By communication the people can share ideas, information, opinion, and even ask or order something. The purpose of communication is to deliver the message. Humans as well as animals have different strategies in doing communication. They communicate to each other to deliver the messages. The people may use good sentence, good intonation, good voice, expression, gesture, etc.

In communication, people should deliver the message that does not offend the hearer. The message should be easy to understand so that the hearer gets the message. Islamic religion gives the moral value in communication. It is covered in Quran *surah* An-Nisa 63. It teaches the human that in communication, they should give benefit to hearer when they communicate to others. They also should use the language that affects the hearer.

أُولَٰئِكَ الَّذِينَ يَعْلَمُ اللَّهُ مَا فِي قُلُوبِهِمْ فَأَعْرِضْ عَنْهُمْ وَعِظْهُمْ وَقُلْ لَهُمْ فِي أَنْفُسِهِمْ قَوْلًا بَلِيغًا

“Those men, -God knows what is in their hearts; so keep clear of them, but admonish them, and speak to them a word to reach their very souls” (Q.S An-Nisa: 63).

From the verse above, the writer concludes that Islam teaches its followers to deliver the message using effective words. The message should

give benefit to the hearer. Regarding this matter, communication also can be found in advertising.

Advertising is the process delivering information about products such as goods, services, and ideas from the company to the target audiences. David Bernstein in his book *Creative advertising* states that “advertising is the origination and or communication of ideas about products in order to motivate consumers towards purchase” (as cited in Jefkins, 1992: 5). Mihalicek in *Language Files* indicates that “the advertising is activity of delivering the message from a company to the audience using language” (2011: 657). Since language is used to convey messages, the company must pay attention using language in the advertisement. The company may notice the function of the language that is used in advertising. The function of the language is very important while delivering a message.

Delivering messages relate to language. The language of advertising is different from daily language. Generally, it is very attractive and persuasive. Institute of practitioners in advertising, the trade association of British advertising agencies states “advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost” (Mihalicek, 2011: 657). From this statement, it is clear that advertising contains persuasive messages. Besides, the language of advertising is attractive. It is used to attract the target audiences. So that the messages can be achieved by the target audiences.

Like communication, advertising needs a medium to deliver its message. In *The Dynamics of Mass Communication* medium is defined as “the way of connection between the company and the target audiences” (Dominick, 1990: 369). It means that a medium is the important tool in advertising in connecting the company to get customers. The medium in advertising is known as mass media. Mass media are “institutions of public communication such as television, radio, newspaper, magazines, etc” (Hiebert, 1982: 4). Since it is public communication, it has large audiences, public or group of people.

Arens classifies mass media into six major categories; (1) print media including magazine and newspaper, (2) electronic media including radio and television, (3) digital interactive media including internet, (4) out-of home media including outdoor advertising like billboards, and transit advertising like bus, taxi, and subway advertising, (5) direct mail media including E-mail, sales letter, postcard, catalog, etc, and (6) other media including DVD and CD (2008: 127-130).

Most of companies use all mass media to promote their product, but there are some that use some mass media to promote the product. It depends on their strategies in the aim of the advertisement. Mass media become main part in advertising because without mass media the advertisement does not conveyed to the audience. Since it is very important thing in advertising, Bovée and Arens call mass media as “the bridge between the company and the audience” (Bovée, 1982: 144).

One of the mass media is print media that includes magazines and newspapers. Print media is one of strategies to promote the product or service. Many companies advertise their products through print media. The print advertisement has key format elements such as “headline, illustration, subhead, body copy, captions, boxes and panels, slogans, logotypes (logos), seals, and signatures” (Bovée, 1982: 307).

The headline is the most important element of print advertisement because it will be seen firstly by the target audiences. The target audiences read the headline first before reading other elements of the advertisement. Hence, the headline should be attractive and clear because it brings an important message. In the *Advertising in the Marketplace*, “the headline is so important because of its function: the headline must attract the attention of those target audiences who can be considered to be prospective customers for the advertised product or service” (Burke, 1987: 357). Bovée and Arens define a headline as “the words in the leading position in the advertisement—that is, the words that will be read first or that are positioned to draw the most attention” (1982: 307). From those definitions, it can be concluded that the headline attracts the target audiences to read the entire of the advertisement and buy the product.

This study discusses Toyota advertisement headlines in Toyota India website. The target of the advertisement is all class society that is able to buy the product. Therefore, the advertisement does the best to create effective print advertisement within its headlines. A headline may contain certain

function but the same function can be presented in different word in part of headline. The company of Toyota in India has created many print advertisements which have different headlines. The headlines use various words that may contain different function. Due to the topic, the writer is curious to analyze it. The writer wants to find language functions used in the headlines.

By knowing the language function of the headlines, the audiences will know the message strategy of the company delivering the message through the headlines. They will be aware also that every headline in the advertisement has different functions but the same aim. The most important of the advertisement is the message is being delivered to the audiences. If the audiences get the message then buy the product, it means that the advertisement achieves the aim.

The writer limits the study to make it more focused. The data of this study is ninety seven Toyota advertisement headlines that are found in the Toyota India website <http://www.toyotabharat.com> during February 2015. The writer chooses the headlines from Toyota India's website because almost all the advertisement headlines use English language, whereas India has formal language, Hindi language. Hence, the advertisements are global that not only can be understood by Indian but also people around the world. Besides, this Toyota advertisement is different from Toyota advertisement in other countries. In other countries like in Indonesia, most of Toyota advertisements use *Bahasa Indonesia* and in Thailand, the advertisements use *Thai* language.

In addition, Toyota is one of the best cars in India. It has been ranked the number one car in customer satisfaction by the TNS automotive – 2012 India total customer satisfaction study. This information is cited in body copy of Toyota Etios Liva advertisement that has headline “No.1 in customer satisfaction”. Other headlines that indicate the best car in India are “1,000,000 happy customers. Unlimited happy experiences,” “63402 smiles across India,” “One year 10,000 A happy customers. A limited edition to celebrate it,” and “India’s favourite. India’s No 1”. These shows that Toyota has many customers in India.

1.2 Research Questions

This study is going to analyze Toyota advertisement headlines. This study addresses these questions.

1. What linguistic features demonstrate the use of each language function in Toyota advertisement headlines?
2. What language functions are used in Toyota advertisement headlines?

1.3 Objectives of Study

The objectives of study that the writer wants to achieve through this research are to describe:

1. the linguistic features that demonstrate the use of each language function in Toyota advertisement headlines
2. the language functions that are used the in the Toyota advertisement headlines.

1.4 Significances of Study

Theoretically, this study becomes comprehensive understanding of language function of advertisement. It becomes also an additional source to the study of language function used in advertisement.

Practically, this study gives some contributions for the people who concern in advertisement area, linguistic students, and other researchers. First, for the people who concern in advertisement area, it gives new insight related to the advertising. They are supposed to become more creative in creating headlines of advertisement by paying attention to the words and the language function of the headline.

Second, for the linguistic students, this study can be used as a reference to comprehend application of Jakobson's theory in advertisement texts. Third, for other researchers, this study can be used as a reference of related linguistic research especially research related to the advertisements based on linguistic analysis.

1.5 Literature Review

Advertisement is a subject that has been observed and investigated by a number of writers. The first one is study done by Ari Astuti (2013). She was a student of Ahmad Dahlan University. She wrote a study entitled “An Analysis of Language Varieties used in Yogyakarta Billboards”. She conducted the study by analyzing Yogyakarta billboards. The data of her research were language varieties in Yogyakarta billboards such as the

register, slang, and jargon which were in the form of words, phrases, and sentences.

She analyzed 94 data in her research. The research questions of her study are: “(1) What kinds of language varieties are used in Yogyakarta Billboards? (2) What are the functions of language that is used in Yogyakarta Billboards?”. The method employed in her study was descriptive qualitative research. She did not use any statistical procedure or calculation. She used the noting technique to complete the data. The researcher used a descriptive qualitative method to analyze the data. She classified the kinds of language varieties and the functions of language in Yogyakarta billboards and drew conclusion.

In conducting her study, she used two theories. First, theory of language varieties was cited from “Dasar-Dasar Linguistic Umum” by Soeparno (2002:71). She mentioned seven kinds of language varieties in her study; (1) chronological variety (2) geographical variety (3) social variety that includes acrolect, bacilect, vulgar, slang, jargon, register, colloquial, accent, (4) functional variety (5) style variety (6) culture variety that includes pidgin, creole, vernacular, lingua franca (7) individual variety. Second, she used the theory of language function by Roman Jakobson. She divided six types of language functions in her study; (1) referential function (2) expressive function (3) conative function (4) poetic function (5) phatic function (6) metalingual function. The result of her research showed the kinds of language varieties used in Yogyakarta billboards were register (56.38%), jargon

(27.66%), and slang (10.64%) and the functions of language were the emotive function (14.89%), the referential function (29.79%), the poetic function (24.47%), the metalingual function (12.77%), and the rhetorical function (18.09%).

Her data were various because she did not limit it. She did not categorize the elements of the billboards and the period of the billboards that made the data was unclear. Actually she analyzed the data well but she only mentioned the kinds of language varieties and language functions with simple analysis without mentioning the relation between the utterances and the context of the billboards. She only categorized one function in one utterance, however it may be used more than one function.

The second one is a journal done by Noberta Nissa E. R and Maria Christina E. S (2012). They were students of Satya Wacana Christian University Salatiga. They wrote a study entitled “Language Functions used in the Clothing Advertisements in *Suave* Catalogue Magazine”. They conducted the study by analyzing the slogans, headlines, or text body of the clothing advertisements taken from *Suave* magazine volume 06 68th edition April 2010. The data were 10 advertisements. They focused on language functions based on the theory proposed by Jakobson.

The research questions of their study was: “What are the language functions that emerge from the slogan, headline, or text body of the clothing advertisements taken from *Suave* catalogue magazine?”. The method employed in their study was descriptive qualitative. The data for their study

were clothing advertisements taken from *Suave* catalogue magazine. They collected the data which have headlines, slogans, or body copy. After collecting the data, they analyzed the data based on the criteria of the theory.

The result of their study showed that the advertisements' slogans/headlines (there was no advertisement which has a text body in this study), employed certain language functions that were used to deliver particular messages with different kinds of objectives. The slogans/headlines were designed to attract attention (phatic function), to report feelings or attitudes of the addresser (emotive function), and to explore the aesthetic features of the language (poetic function). The study also found that an advertisement may employ a various combination of language functions. Considering Noberta and Maria's journal of language functions used in Clothing Advertisements in *Suave* Catalogue Magazine, there will be similar from this study that the data were taken from the headline of advertisements.

This research is different from all those prior research. Here, the writer takes Toyota advertisement headlines in Toyota India website as the subject of this research. The writer uses the language functions of the Toyota advertisement headlines. The same theories as the writer used are theory of language functions by Roman Jakobson.

1.6 Theoretical Approach

This study focuses on analyzing the headlines of Toyota advertisement. Since the writer analyzes the linguistic features of the language functions and the language functions itself, the analysis is involved

in linguistic studies. Linguistics “is the scientific study of language” (Lyns, 1971: 1). Linguistics is distinctive study to analyze language of advertising.

According to Roman Jakobson, language functions consist of emotive, conative, metalingual, poetic, referential, and phatic (Jakobson, 1985: 144). The Language functions can be identified from the linguistic features. The linguistic features can be seen from grammar, lexical semantic, and phonology. The grammar includes sentence types and tenses. The semantics covers meaning of lexical items which include the use of nouns, adjectives, verbs, adverbs, numerals, abbreviations, and figurative language. The phonology includes special diction and musical devices.

1.7 Method of Research

1.7.1 Type of Research

The two objectives of this study are to describe the linguistic features that demonstrate the language functions and the language functions used in Toyota advertisement headlines. To answer the research questions, a qualitative research is applied in this study. Bogdan & Biklen propose that “qualitative research is descriptive that the data collected is in the form of words or pictures rather than numbers” (1982: 28). The data of qualitative are “descriptive, personal documents, field notes, and photographs” (Bogdan, 1982: 47). The writer analyzes the data descriptively in the form of words, not in numbers.

1.7.2 Data Sources

The sources of the data are Toyota advertisement headlines taken from Toyota India website *<http://www.toyotabharat.com>* during February 2015 that become the main data. Other sources such as internet, books, newspapers, journals, magazines relate to Toyota advertisement become supporting data.

1.7.3 Data Collection Technique

In collecting the data, the writer employs several techniques. The techniques are:

1. searching Toyota advertisements text in internet (Toyota's website, magazines, newspapers), and journals;
2. choosing the Toyota website that provides Toyota advertisement texts which uses English language, namely *<http://www.toyotabharat.com>*;
3. downloading Toyota advertisement texts from the website;
4. selecting the advertisements that use English language as the data;
5. identifying the headlines of the advertisements;
6. eliminating the data which has the same headline;
7. listing all the headlines on the table.

1.7.4 Data Analysis Technique

According to Bogdan & Biklen, "analysis involves working with data, organizing it, breaking it into manageable units, synthesizing it, searching for patterns, discovering what is important and what is to be

learned, and deciding what will tell others” (1982:145). Considering the statements, after collecting the data, the writer analyzes the data using the following steps to get the finding:

1. classifying each linguistic features of the headlines based on grammar, lexical semantic, and phonology;
2. interpreting each the linguistic feature;
3. classifying each of language functions based on Roman Jakobson’s theory;
4. grouping the same functions into six categories;
5. interpreting each language function;
6. checking the context of the headlines;
7. drawing conclusion based on the finding.

1.8 Paper Organization

This paper is arranged into four chapters. The first chapter is introduction which contains the background of study, research questions, objectives of study, significance of study, literature review, theoretical approach, methods of research and paper organization. The second chapter is theoretical background. The third chapter is discussion which contains the analysis. The last chapter of this paper is conclusion and suggestion where the discussion of this study will be summed up.

CHAPTER IV

CONCLUSION AND SUGGESTIONS

4.1 Conclusion

From the analysis above, two primary conclusions can be drawn.

1. From ninety seven data, the linguistic features that demonstrate the use of each language function in Toyota advertisement headlines can be seen from the grammatical features (sentence types and tenses), the lexical features (nouns, adjectives, verbs, adverbs, numerals, abbreviation, and figurative language), and/or the phonological features of musical devices (consonance, assonance, and rhyme).
 - a. The referential function grammatically uses three kinds of sentences and the use of four tenses (simple present tense, present continuous tense, future tense, and present perfect tense). This function lexically is identified by the use of adjectives, nouns, adverbs, verbs, and numerals.
 - b. The conative function grammatically also uses three kinds of sentences and four tenses (simple present tense, present continuous tense, future tense, and present perfect tense). This function lexically uses adjectives, pronouns, nouns, and numerals.
 - c. The emotive function grammatically uses three kinds of sentences and four tenses (simple present tense, present continuous tense, future tense, and present perfect tense). This function lexically can be identified by the use of adjectives, verbs, nouns, and numerals.

- d. The poetic function grammatically is demonstrated by the use of three kinds of sentences and two kinds of tenses (simple present tense and present continuous tense). This function lexically shows the use of figurative language (personification), abbreviation, and some words showing certain phonological features of musical devices (consonance, assonance, and rhyme).
 - e. The phatic function grammatically uses three kinds of sentence and four tenses (simple present tense, present continuous tense, future tense, and present perfect tense). This function lexically uses certain nouns, adjectives, numerals, abbreviations, and figurative language (including personification). Besides, this function can be seen from the poetic function such as the special diction of musical devices (including consonance, assonance, and rhyme). From the analysis of the phatic and poetic functions, it can be concluded that the headlines which use the poetic function use phatic function too, for the poetic elements also attract the target audiences' curiosity.
2. The headlines employ some language functions to deliver their messages. The analysis shows also that a headline uses various combinations of language functions. The use of language functions are categorized into six categories. They are five data showing referential, conative, and emotive functions; seventeen data showing referential, phatic, and conative functions; two data showing phatic, emotive, and conative functions; forty three data showing referential, conative, phatic, and emotive functions;

two data showing referential, conative, poetic, and phatic functions; twenty eight data showing referential, conative, poetic, phatic, and emotive functions.

In addition, throughout the analysis, all toyota advertisement headlines use the conative function. It relates to the aim of the headlines that persuade the target to buy the product.

4.2 Suggestions

From the conclusion above, all the headlines show the conative function. To result in deeper analysis of the language function of Toyota advertisement headlines, the writer suggests other researchers to conduct research focussing on one function, conative function, so that other characteristics and special features of the conative function can be found.

This study only analyzes one element of the advertisement, headline. The writer suggests other researchers to conduct research, especially about the language functions used in all elements of the advertisement. It will be deeper analysis because all elements of advertisement is a unity in building a message.

This study only analyzes the advertisements from Toyota Company in India, the writer suggests other researchers to analyze the advertisements from other Toyota Companies. Other researchers can analyze the language functions of two advertisements (For example, advertisement from Toyota India and America) so that it will show the differences. In that manner, the deficiency and the advantages of two Toyota advertisements can be known.

The language of advertising has persuasion from the company, in order to get customers. This research only finds the messages from the language functions. It will be better if other researchers analyze the language of advertising by the use of the theory of language functions and theory of persuasion, so that it will be better result.

Other researchers may also conduct analysis of advertisements using other theories such as discourse analysis. In discourse analysis, the ideology of the advertisement will be shown. It is important to know the ideology of the advertisement because sometimes, an advertisement has ideology in persuading the target audiences. It may result in better finding than language functions only.

The writer also suggests Toyota company to create the headline which is more attractive by using various dictions in gaining target audiences' attention.

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APPENDICES

LANGUAGE FUNCTION OF TOYOTA ADVERTISEMENT HEADLINES

1. Headlines with Referential, Conative, and Emotive Functions

1	This <i>Navaratri</i> , let the celebration continue for a lifetime
2	Celebrate goodness with Innova
3	This <i>Durga Puja</i> celebrate the triumph of goodness
4	Bring your family together this <i>Janmashtami</i>
5	Make everyday her day
TOTAL = 5	

2. Headlines with Referential, Phatic, and Conative Functions

1	New altis diesel
2	Introducing the new benchmark in style
3	Automatic intelligence. The 2012 corolla altis
4	Diwali with a difference
5	Introducing the feature-loaded toyota liva diesel
6	For a prosperous new beginning
7	This <i>Ayudha Pooja</i> , pray for a safe and prosperous tomorrow
8	Do you care about clean air?
9	Reassurance is knowing that someone there for you, no matter what
10	Luxury beyond excellence
11	All-terrain luxury
12	Toyota fortuner A league of its own
13	There's no stopping the suv of the year
14	Everyone's talking about etios. Test drive it to discover why.
15	Offers <i>Ki Barsaat</i>
16	Are You Ecology Conscious?
17	It's their world next
TOTAL = 17	

3. Headlines with Phatic, Emotive, and Conative Functions

1	Why do I work so hard?
2	Why am I driven to paint?
TOTAL = 2	

4. Headline with Referential, Conative, Phatic, and Emotive Functions

1	63402 smiles across India
2	The stunning new corolla altis
3	Stop at signals. just so others can admire it
4	Being real starts with inner transformation
5	the new look toyota etios
6	Why work your way up to comfortable legroom?
7	So spacious, you'll always feel at home.
8	Luxury that brings joy to your family
9	Make your family feel special this diwali
10	No. 1 in style in comfort in space
11	make the festival of <i>Eid</i> even more memorable
12	Every day. many joys. one car
13	Belong to a new class
14	This <i>dussehra</i> . Experience more than just happiness
15	Only comes once A year. December celebrations make the most of it.
16	Our commitment to growth goes beyond quality cars
17	Live tomorrow 2day
18	Leadership is the art of persuasion, not domination. Presenting the all new Camry
19	Ahead in performance
20	Ahead in style
21	Ahead in comfort
22	One year 10,000 A happy customers. A limited edition to celebrate it.
23	The art of power makes headlines yet again
24	Why work your way up to sufficient boot space?
25	Introducing a car that believes it needs no introduction
26	We know! Mrs. malini Sharma likes a dash of lemon juice in her Russian salad.
27	We know! Mr. Sunil Mahaveer travels J class, desires aisle seats and has only jain food
28	My first achievement
29	It thinks before it acts
30	We know! Ms. Rima Seshadri prefers dancing to bowling
31	My first pride and joy

32	to make the journey special, we first commit to understand the roads
33	why choose, when you can have it all?
34	For 5 year it has been the car for all occasions. This year, make the occasion special
35	Celebrate freedom like never before
36	10 years of being India's No.1 MPV in style, space, safety and comfort
37	The festive collection from Toyota
38	Customer first. Always. Everytime
39	No. 1 car in customer satisfaction
40	Experience the brand new Liva
41	Best EMII down payment interest rate exchange price you deserve nothing but the best
42	Experience the incridible Etios
43	Celebrate the triumph of goodness
TOTAL = 43	

5. Headline with Referential, Conative, Poetic, and Phatic Functions

1	New land cruiser. Now in india
2	Remember Desember
TOTAL = 2	

6. Headline with Referential, Conative, Emotive, Phatic, and Poetic functions

1	The new toyota etios. The real sedan
2	Love to celebrate? love Liva
3	Love to play? love Liva
4	This <i>Onam</i> , welcome a new member to your family
5	Celebrate the new year with the most celebrated car
6	Toyota's quality, Durability and realiability celebrated by 1 million Happy customers
7	Toyota. It makes your heart go <i>Waku-doki</i>
8	Presenting the art of power
9	the art of power gets an overwhelming response
10	Introducing etios xclusive. Made xclusively for you
11	Commitments have to be honoured, in every breath with every step.
12	Add more joy to the festival of colours
13	With luxury comes responsibilty
14	The limited edition Corolla altis
15	A heartfelt thank you

16	Limited edition. Unlimited applause
17	India's favourite. India's No 1.
18	A special bond deserves a special car
19	we are enjoying the Qclass experience
20	Limited edition. Unlimited exhilaration
21	Why did we call it xclusive?
22	Introducing Liva xclusive ... An xclusive experience
23	Irresistible offers on. Incomparable performers
24	Incredible drive. overwhelming success
25	The planet's favourite hybrid
26	Charismatic. automatic.
27	The new toyota liva built on Qdr
28	1,000,000 happy customers. Unlimited happy experiences.
TOTAL = 28	

CURRICULUM VITAE

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- f. Hobbies : Listening to radio, reading news, travelling,
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2. Educational Background

- a. MI MA'ARIF NU Batuanten, Banyumas (1999 - 2005)
- b. MTs MA'ARIF NU 1 Cilongok, Banyumas (2005 – 2008)
- c. MA Alhikmah 2 Benda, Brebes (2008 – 2011)
- d. UIN Sunan Kalijaga Yogyakarta (2011 – 2015)

3. Working Experiences

- a. Tutor at *Sanggar belajar* Naura (December 2013 -
February 2014)
- b. Worker at laundry (2012)
- c. Worker at catering (2011 – 2012)
- d. Internship program at Rakosa FM (December 2014 -
January 2015)

4. Competition Experiences

- a. Radio Announcer (Swaragama Fm) at Atmajaya University
Yogyakarta 2012
- b. Radio Announcer (Swaragama Fm) at STIE YKPN Yogyakarta 2012
- c. Finalist of Indonesian Idol RCTI Yogyakarta 2012
- d. Finalist of IMB Trans Tv at Satya Duta Wacana University 2012
- e. Finalist of Idola Jogja competition at TVRI Yogyakarta 2012
- f. Radio Announcer at STMM MMTC Yogyakarta 2013
- g. Radio Announcer (Dimas Diajeng Bantul) at AKRB Yogyakarta 2014

- h. Radio Announcer (Swaragama FM) at Gadjah Mada University 2015
 - i. Radio announcer, news, and reportage at UNY (UNY FEST) 2015
6. UKM
- a. INKAI (September - December 2012)
7. Organization
- a. OSIS Mts Ma'arif NU 1 Cilongok (2008-2009)
 - b. HISBAN (2010-2011)
 - c. PMII (2011-2012)
 - d. FORSIMA (2011-2012)