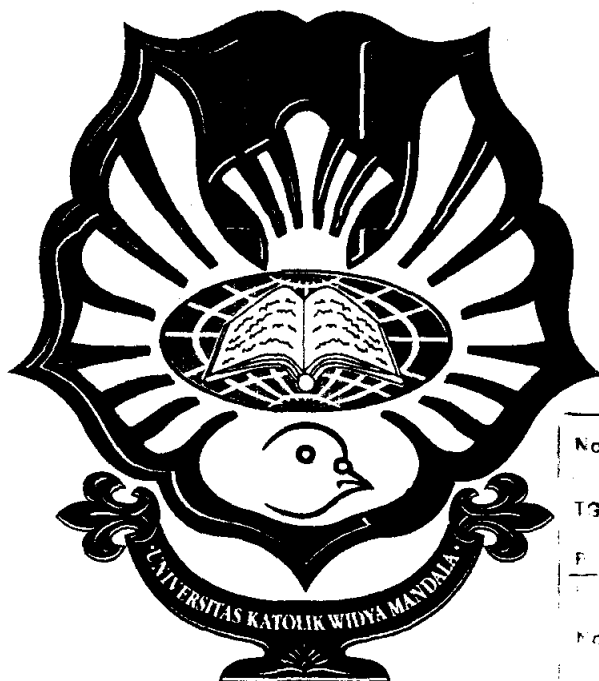


THE STUDENTS' OPINION ON THE IMAGES OF THE  
ADVERTISEMENTS IN INTERNET OF  
WWW.AMAZON.COM

A THESIS

As Partial Fulfillment of the Requirements  
For the Sarjana Pendidikan Degree in  
English Language Teaching Faculty



By :

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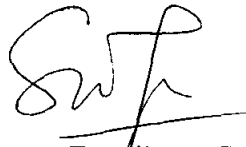
UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA  
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JANUARY, 2002

## **APPROVAL SHEET**

### **(1)**

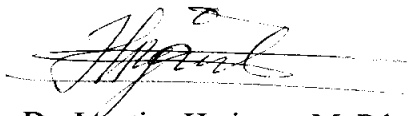
This thesis entitled: The Students' Opinion on the Images of the Advertisements in [www.amazon.com](http://www.amazon.com) prepared and submitted by Jovita Irma Susilo, has been approved and accepted as a partial fulfillment of the requirements for the Sarjana Pendidikan Degree in English Language Teaching by the following advisor:

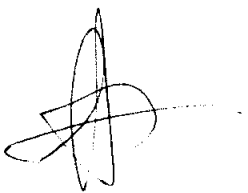


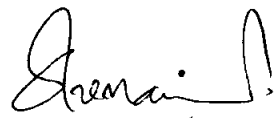
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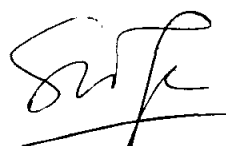
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This thesis has been examined by the committee on Oral Examination with a grade of \_\_\_\_\_, on January 17<sup>th</sup>, 2002.

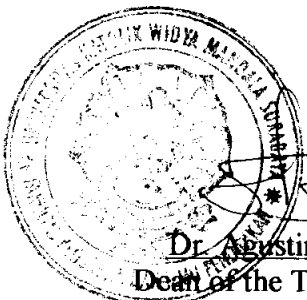
  
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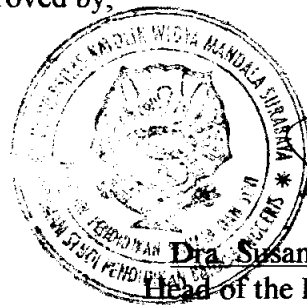
  
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## ABSTRACT

Susilo, Jovita Irma. 2002. The Students' Opinion on the Images of the Advertisements in the Internet of [www.amazon.com](http://www.amazon.com). S1 Thesis. The Faculty of Teacher Training. The English Department of Widya Mandala Catholic University Surabaya. Advisor :Dra. Susanna Teopilus, MPd.

Key Words : Maxim, Advertisement, Internet.

Advertisement already has so much influence on consumers nowadays. The consumers can easily be cheated or confused because of their lack of knowledge regarding the information in the advertisement or probably because of their false belief that they have in the advertisers. Realizing this matter, further review on language advertising should be carried out over and over again to obtain better awareness for the consumers.

In this study, the writer prefers analyzing the students' responses on the images of the advertisements in Internet of [www.amazon.com](http://www.amazon.com), considering that there has not been much study about internet advertisement so far. This thesis, however, will discover the the respondents' opinion on the advertisements in internet viewed on the aspects of the four maxims of Grice's theory namely ;maxim of quality, maxim of quantity, maxim of manner, and maxim of relevance.

The result of this study is aimed to give more awareness to the readers in discerning the truth of the language of advertisement in internet. Specifically, this study hopefully can help advertising agencies to stimulate sales and can also be used as the basic for other students who are interested in making further studies on advertising.

This study is based on the theory of cooperative principles of Grice's Maxims which concern on the theory of examining the linguistic messages.

The nature of this study can be categorized survey research. In this kind of research, the investigator selects a group of respondents, collects information, and then analyzes the information to answer the research questions. The data are collected from at least 90 sheets of questionnaires, which consist of ;30 respondents' answers for the first advertisement, 30 respondents' answers for the second advertisement, and also 30 respondents' answers for the third advertisement. After getting the data needed, the writer analyzed the data by first summarizing the respondents' answers from the questionnaires in a table and categorized them into maxim of quality, maxim of quantity, and maxim of manner. Next, the writer classifies the data into two main categories namely positive responses and negative responses and tallies them. Afterwards, the tallies are converted to percentage to obtain an overall description of how the respondents judge each advertisement.

After analyzing the data, the writer have found that the advertisements of [www.amazon.com](http://www.amazon.com) according to the negative responses given by the outmost respondents only violates one maxim, that is maxim of quality with the violation percentage of 60.9%, while the adherence of this maxim is estimated only in 39.1%. On the other hand, the rest three maxims, begins with the maxim of quantity, according to the positive responses given by the outmost respondentsis extremely followed with the percentage of 83.3%, next the

maxim of manner, is followed with the percentage of 78.9%, and the last maxim is also followed with the highest percentage of 91.1% in its adherence.

Based on the above result, the writer concludes that the advertisements of [www.amazon.com](http://www.amazon.com), which are merely concerned on the high percentage of the negative responses related to the violation of maxim of quality did not provide enough trustworthy information, moreover, these advertisement cannot magnetize the viewers and make them persuaded by the words as well as the pictures so that in the end they will decide to buy the product offered. On the other hand, realizing the high percentage of the positive responses given by the respondents to the adherence of the other three maxims, the advertisements of [www.amazon.com](http://www.amazon.com) are already considered informative as they are required, brief, clear and orderly, and also presented clear relation between each part.