

ABSTRACT

Megawati. 2017. A Study of Gender Differences in Pond's Beauty Product Advertisements. Thesis. English Study Program of Faculty of Social and Cultural Science. University of Trunojoyo Madura. Advisor: Iqbal Nurul Azhar, S.S., M.Hum.

This study aims to explain the vocabularies differences and social status differences found in Pond's beauty product advertisements slogans. This study focuses on gender differences especially vocabularies differences and social status differences in Pond's beauty product advertisements. There are two significances of the study; theorytically and practically. The scope of this study is sociolinguistics, which focused on gender.

This study was conducted by using descriptive qualitative design. The sources of data of this study were Pond's beauty product advertisements slogans. The data were the sentences in Pond's beauty product advertisements slogan. The research instrument of this study was the writer herself supported by laptop, pen, book, the internet and dictionary. This study used content-analysis method as the method of data collection. This study used interactive data analysis model which was proposed by Miles and Huberman (1994) as the method of analyzing data.

In this study the writer found 5 vocabularies differences, those are color word (2 data), adjectives (10 data), adverb (2 data), nouns (6 data) and verb (6 data). Total. There are two types of social status differences in this study; those are men dominance (13 data) and women inferior (13 data).

Keywords: *Gender Differences, Advertisements, Vocabularies Differences, Different Social Status.*