

Abstract

Prihastini, F. 140511100094. *Critical Discourse Analysis of Djarum Cigarette Advertisement*. Thesis. English Study Program of The Faculty of Social and Cultural Science, University of Trunojoyo Madura. Advisor: Mohammad Halili, S.Hum., MLangSt.

This study focuses on Critical Discourse Analysis of *Djarum* cigarette advertisements. It aims to explain the way discourse in *Djarum* cigarette advertisements contribute the domination and persuasion to the customers by using Fairclough's three dimension framework (1989). Moreover, this study explains more about the effects toward the customers using media effect theory proposed by Potter (2012).

Descriptive qualitative was employed to explain the data by using words description. There are two steps in collecting the data, namely collection and interview. The data were the collection of vocabulary, grammar, and cohesion which categorized as the discourse from 15 *Djarum* cigarette advertisements and also the result of interview. The writer was the key instrument of this study and uses the other instruments such as questionnaire and interview guide to conduct this study. In analysing the data, the writer used five phased cycle of analysing data which proposed by Yin.

The data findings reveal the way discourse in *Djarum* cigarette advertisements influence the customers categorised in three different analysis forms in term of vocabulary (5 data), grammar (7 data), and cohesion (2 data). Meanwhile, the effects occurrences were consisting of cognitive media effect (5 data), belief (5 data), attitudes (2 data), and affects (3 data). As the results, various strategies used to influence the customers. By the discourse of the advertisement, the company tried to exercise their power by their persuasive discourse. They maintain their power by using various ideologies. Moreover, the effect from the influence results the public acknowledgement, public beliefs, judgmental statement and public opinion, and public moods by the word displays.

Keywords: Critical Discourse Analysis, Advertisement, Linguistics Elements, Media