

ABSTRACT

Aliyah, Himmatul. 13.05.111.00110. "A Study of Clipped Words in *Adweek* Online Advertisement". Thesis. English Study Program of Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Dr. Masduki, M.Pd.

This present study is morphological subject. The aim of this study is to investigate clipped words in *Adweek* online advertisement. The writer chose *Adweek* online advertisement as the source of the data because in *Adweek* there are many new words, terms and styles. The purposes of the study is to explain the forms of clipped words in *Adweek* online advertisement and explained parts of speech in clipped words found in *Adweek* online advertisement.

This study uses qualitative methodology by collecting the data from *Adweek* online advertisement. In addition, to analyze the data, this study uses the theory of Marchan (cited in Hossenzadeh 2014) to analyze the forms of clipped words. While, to analyze the parts of speech of clipped words, the writer used the theory of Tournier (cited in Jannet 2009).

In the finding, the writer had 40 data. The data analysis reveals the findings covering the formulated research questions. First, the forms of clipped words are demonstrated by 27 data which belong to back clipping, 3 data which belong to fore clipping, 1 datum which belongs to middle clipping and 9 data belong to complex clipping. Second, the parts of speech in clipped words are demonstrated by 37 data include into noun and 3 data include into adjective. Here the writer did not find the clipped words include into verb, adverb, preposition, interjection, and conjunction.

Keywords: Clipped words, *Adweek* online advertisement