

ABSTRACT

Suryawati Merlinda The Implied Meaning of Cigarettes In Online Advertisements Thesis, Department of English Language Education, Faculty of Teacher Education and Training, University of PGRI AdiBuana Surabaya. Advisor I: Dr. Siyaswati, M.Pd and supervising lecturer II: Dra. Ec. Nunung Nurjati M.Pd

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The implied meaning on researcher opinion is the meaning of the text delivered not directly or not openly, but in a hidden meaning and can only be understood by the person who wrote the word, for example in a djarum super cigarette advertisement, meaning "my life my adventure" implied in this super djarum cigarette is Djarum super Provides a sense of pleasure in every suction. The meaning of this word has nothing to do with the writing of my life my adventure. The implied word looks more polite but hidden. Implied meaning will make it difficult for people to be able to understand the word.

This researcher uses a qualitative approach, researcher take data from The implied meaning of cigarettes in online advertisements. Researcher collect data from online cigarette advertisements, Search for online advertisements related to cigarettes, Look carefully at online advertisements, read online advertisements, watch cigarette videos Understand the implicit meaning of online advertising, analyze the implicit meaning and advertising language of the cigarette, found in online advertising and data documentation. Analysis techniques use indirect and direct methods to describe and clarify data collection and theory.

The results of this study found several findings on online cigarette advertising, which is shown in the implicit meaning in online cigarette advertising. A-Mild cigarette directs to the next step, by sucking GG's signature, the smoker's thinking is very inaccurate, also emotional. Djarum Super, giving pleasure to any cigarette suction you smokers feel happy, Magnum Cigarettes bring endless inspiration, and are always confident. Why do researchers have his view, because it's seen from the slogan that says "guys know better".

