ABSTRACT

This skripsi is entitled "The Language Characteristics and Goals in Headline of Cosmetics and Skincare Products Advertisements." It presents an analytical study of the language characteristics of English advertisements and their goals. The twelve advertisements from cosmetics and skincare products are taken as data, and are analyzed using descriptive method. This *skripsi* attempts to explore the language characteristics of English advertisements and their goals to understand English advertisement texts well. The results of this study show: first, unorthodoxies of syntax, coinage, unfamiliar vocabulary and semantic oddities which aim to fulfill the goals of attention value; second, simple, personal, an interactive addressing of the audience, a conversational mode, colloquial style and familiar vocabulary which are useful to fulfill the goals of readability; third, phonological devices of rhyme, alliteration, repetition and parallelism which are important to fulfill the goals of memorability; and fourth, abundant use, superlatives, hyperboles and imperatives which have purpose to fulfill the goals of selling power. These cosmetics and skincare products advertisements strive to fulfill the goals of attention value, readability, memorability and selling power in order to create good advertisement.

Key Words: Advertisement, Language, Characteristics, Goals.