ABSTRACT

The paper entitled "**Analyzing the Use of Present Tenses in Advertising Educational Poster on Facebook**" shows the result of how to use the present tenses in English educational poster advertisement appropriately.

The methods used are descriptive and qualitative. This is conducted through observation, collection, analysis and revision to the data taken. The description focuses on how to make the good advertisement language by analyzing the present tenses. This analysis is meant to replace several mistakes in advertising language in order to help the writer's problem in advertising the English educational posters in the field of entrepreneurship.

Based on result, the conclusion gained is that the most advertisement language uses simple present, present continuous, and present perfect which identifies general statements, facts and the progress at the moment of speaking and is also used to talk about activities happening in the near future, especially for planned future events. Thus, this report gives information for the readers to understand how to use appropriate particularly present tenses in advertising products and gives the information how to make the advertisement language correctly.