

**THE EFFECTIVENESS OF SAMPOERNA A MILD
AND DJIE SAM SOE CIGARETTE TV
ADVERTISEMENT**

A THESIS

**As a Partial Fulfillment of the Requirements for the Sarjana
Pendidikan Degree in English Language Teaching Faculty**



By :

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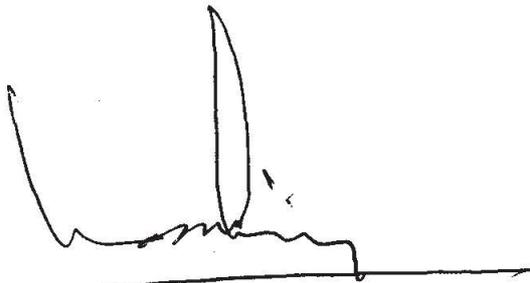
**UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
JURUSAN PENDIDIKAN BAHASA DAN SENI
PROGRAM STUDI BAHASA INGGRIS**

APRIL, 2002

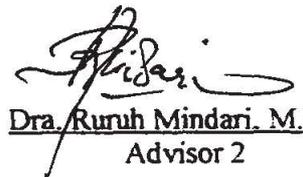
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This thesis entitled “ The Effectiveness of Sampoerna A Mild and Djie Sam Soe Cigarette TV Advertisement” which is prepared and submitted by Santi Dewi Agustina has been approved and accepted as a partial fulfillment of the requirements for the Sarjana Pendidikan Degree in English Language Teaching Faculty by the following advisors:



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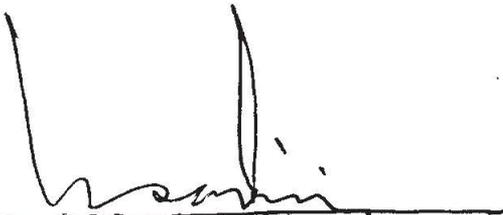
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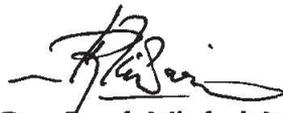
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AKNOWLEDGEMENT

The first and most prominent gratitude is addressed to my Almighty Lord Jesus Christ for His help all this time so that I am able to finish this final task in my study. I realize that without His will, what I have accomplished cannot be done and without His love and care, I could not survive during the hard time. My special thanks and gratitude also go to the following persons:

1. Drs. Martinus Paulus Soetrisno, M.A and Dra. Ruruh Mindari, M.Pd, my thesis writing advisors. Deeply thanks for your enormous patience and help, guidance and hospitality. I could not think of a better word to express my gratitude to you for believing in me and for being one-of-a kind advisor way above and beyond the call of duty. To them I owe my utmost gratitude and appreciation.
2. Dr. Ignatius Harjanto, Mr. Hendra Tedjasuksmana, M.Hum and Mr. Yohanes Leonardi Taloko, S.Pd who have been a tremendous help with their support, precious advice and input during the revision of this thesis.
3. Prof. Abdul Wahab, M.A, and Dr. Patrisius Istiarto Djiwandono who have been a tremendous help with their encouragement, companionship and most importantly for having tenacious faith in me since the very beginning.
4. Dra. Agnes Santi Widiati, M.Pd, Dra. Susana Teopilus, M.Pd and Dra. Lily Mitra for their attention and for ever sustaining and supporting me in a personal way.

5. The officer of Communication Department of PT. H.M Sampoerna Tbk, Mr. Richard Harto Kusmono who helped me to get the video cassette of Sampoerna cigarette advertisements.
6. Mr. Go Siang Chen, the director of Integrity Professional Management Consultant who has given his beneficial contribution such valuable ideas input and knowledge about advertisements for my thesis writing.
7. My dearly grandma, my dearly father and mother, my eldest brother Setio and his wife Tabitha, my beloved brothers Heriawan and Untung Putra Wijaya (Chia Wen), to whom this thesis is especially dedicated to. I could not have possibly made my thesis without love and support.
8. All my friends in GPdI Mur Serumbai who have given their deepest moral support and prayer.
9. The respondents whose names have not been mentioned here but have willingly helped me in contributing the data.
10. Each and everyone around me whom I failed to include but whom I respect very much.

Last, but definitely not least, I would also like to express my deepest gratitude to all my fabulous teachers and friends at the Faculty of Teacher Training in Widya Mandala Catholic University who have given me never-to-be-forgotten moments and memories of all time.

The Writer

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ABSTRACT

Agustina, Santi Dewi 2002. The Effectiveness of Sampoerna A Mild and Djie Sam Soe Cigarette TV Advertisement. S1 thesis. The Faculty of Teacher Training. The English Department of Widya Mandala Catholic University Surabaya. Advisors: Drs. M.P. Soetrisno, M.A and Dra. Ruruh Mindari, M.Pd.

Key words: symbol (general definition), symbol (in the advertisements), TV commercial advertisement, advertisement

Advertisement is a crucial part of business. It plays an important role in determining the success of business especially in marketing part. Television is the most effective media for advertisement. There are various styles of language advertising on television to persuade the viewers to purchase a product. However cigarette advertisers are forbidden to show their product on TV advertisement. Therein, the writer is interested in carrying out a study on this issue.

This thesis is aimed at answering two problems, namely: do the respondents recognize the Sampoerna A Mild and Djie Sam Soe cigarette advertisements and do the respondents understand the meaning of the Sampoerna A Mild and Djie Sam Soe advertisements. To answer these problems, the writer utilizes the data concerning the attitude of the consumers by collecting 100 respondents representing 3 group of people based on their educational background and their occupation. Furthermore, the instruments used in this study were questions in the questionnaires as well as questions in the writer's notes to make some interviews. The data from the questionnaires are used to verify the data gained by the notes. The finding of this research will be shown in the form of percentage. The respondents were considered recognizing the advertisement if the percentage of their recognition toward the advertisement is more than 50%. The respondents were considered understanding the meaning of the advertisement if the percentage of their understanding toward the meaning of the advertisement is more than 50%.

The ability of the respondents in group II and group III to recognize the advertisement and to understand the meaning of the advertisements is affected by the segmentation and the positive attitude of the respondents. Group I is alert so that the respondents in group I could recognize the advertisements and could understand the meaning of the advertisements. Although in general group II and group III failed to understand the meaning of the advertisements, the data shows that smokers of both groups were more capable to understand the meaning of the advertisements.

The writer suggests that further research need to be conducted to cover greater number of respondents to increase its validity and reliability.