

ABSTRAK

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Skripsi ini membahas alat-alat kohesi—yang meliputi alat kohesi gramatikal dan alat kohesi leksikal—pada iklan kolom bidang jasa dari Tabloid *Nova* bulan Juli hingga Desember 2008. Skripsi ini menggunakan metode kualitatif dengan tipe deskriptif. Dari hasil penelitian pada skripsi ini ditemukan sejumlah alat-alat kohesi gramatikal pada iklan kolom bidang jasa, berupa referensi, substitusi, elipsis, dan konjungsi; serta reiterasi—yang meliputi repetisi, sinonimi, superordinat, metonimi, dan antonimi—dan juga kolokasi sebagai alat-alat kohesi leksikal. Pemakaian alat kohesi gramatikal paling dominan adalah elipsis (elipsis nominal), sedangkan pemakaian alat kohesi leksikal paling dominan adalah reiterasi, khususnya repetisi.

Kata kunci:

Antonimi, Elipsis, Kohesi, Kohesi Gramatikal, Kohesi Leksikal, Kolokasi, Konjungsi, Metonimi, Referensi, Reiterasi, Repetisi, Sinonimi, Substitusi, Superordinat

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Title : Cohesive Marker in Advertisement Column on Service: Case Study in *Nova* Tabloid from July—December 2008

This minithesis discusses cohesive markers—which cover grammatical cohesive markers and lexical cohesive markers—in advertisement column on service in the *Nova* tabloid from July—December 2008. This minithesis uses descriptive type on qualitative method. This research shows that there are has been found the numbers of grammatical cohesive markers in advertisement column on service, such as reference, substitution, ellipsis, and conjunction; also reiteration—which includes repetition, synonym, superordinate, metonym, and antonym—and collocation as the lexical cohesive marker. The most dominant use of grammatical cohesive marker is ellipsis (nominal ellipsis), while the most dominant use of lexical cohesive marker is reiteration, especially repetition.

Key words:

Antonym, Cohesive Marker, Collocation, Conjunction, Ellipsis, Grammatical Cohesive Marker, Lexical Cohesive Marker, Metonym, Reference, Reiteration, Repetition, Sinonym, Substitution, Superordinate