AN ANALYSIS OF LEXICAL AND GRAMMATICAL COHESION
ON ADVERTISEMENTS OF THE JAKARTA POST
NEWSPAPER

A Thesis
Submitted to Letters and Humanities Faculty
In Partial Fulfillment of the Requirements for the Degree of Strata One (S1)

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ABSTRACT


The objective of this research is to know the kinds of cohesive devices which applied in seven texts and to describe the cohesiveness of the texts of *The Jakarta Post.*

The methodology of this research is a descriptive qualitative method. The writer takes seven texts of advertisements from *The Jakarta Post* published in August and September 2014. The writer reads and analyzes the texts using Halliday and Hasan’s theory.

The result of this research is that the highest percentage of lexical cohesive devices is reiteration. It consists of repetition which applies in the seven texts, then, superordinate which appears three times in the text 3, text 4, and text 7. General word shows once in the text 1. In contrast, the highest occurrences of grammatical cohesive devices are reference and conjunction. Both of them are discovered in the seven texts. Then, the second is ellipsis which shown in the text 1. On the other hand, there are some types of cohesive devices did not find in seven texts, they are collocation in the lexical cohesion and substitution in the grammatical cohesion. Although, some types of them did not find in seven texts, they did not affect the cohesiveness of the texts and the meaning of the texts which is delivered well to the readers.
APPROVAL

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JAKARTA

2015
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The thesis entitled above has been defended before the Letters and Humanities Faculty’s Examination Committee on June 25th, 2015. It has already been accepted as a partial fulfillment of the requirements for the degree of strata one.

Jakarta, June 25th, 2015

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I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Jakarta, May 2015

Muqorronatul Laeli
ACKNOWLEDGEMENT

In the name of Allah, The Most Beneficent, The Most Merciful.

All praises to Allah, the Almighty, and the lord of the world. It is hard to say by word for his mercy and blessing which have been given to us in this life. Peace and blessing be upon Prophet Muhammad, his families, his companions, and his followers.

In this occasion, the writer would like to say her greatest gratitude to her beloved parents mama H. Moh. Ishaq and mimi Hj. Masniyah, who have given their praying, cares, supports and everlasting loves. She loves them; they are the great parents she has. They always huge her in every step of her life. Unforgettable to say thanks so much for her parents in law Bapak Dardiri and Ibu Solikhah to their pray, spirit, and inspiration make she gets up from idleness.

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7. Special thanks to her roommate for everything, Fadhila Haqi, hope she can get the thesis exam soon. Zaimah, Nurul, and twins thanks for your spirit and your unforgettable togetherness.

8. Khilda N. M and Ernawati, thanks a lot for your help for this thesis. Your jokes and smile are waited forever. Siti Fatimah, Wiee Shantika, Merizka, and Zahra; thanks for your togetherness, spirit, and help one another.

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May Allah SWT, the Almighty and the Merciful, bless all of them. The writer realizes that this research is not perfect. Therefore, the writer would like to accept any constructive suggestion to improve this research.

Jakarta, May 2015

The writer
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CHAPTER I

INTRODUCTION

A. Background of The Study

Language is one of many ways human communicate. Human language means someone wants to express thoughts, feelings, and attitudes. With language, human culture can be evolved.  

Everyone realizes that the interaction and all sorts of activities in the community would be paralyzed without language. With the language as a means of communication, then all who are around humans: the events, animals, plants, the result of the work of human creativity and so on, got a response in the human mind, re-compiled and disclosed to other persons as communication materials.

Human always communicates to others in their daily activities. Communication is used by them in their speech community to interact with others in communicative event. The event itself may involve spoken (oral) language or written language. These kinds of language are called text. Text is used in linguistics to refer to any passage, spoken or written of whatever length, that does form a unified whole. Spoken or written text can be used in many different communicative purposes, spoken such as a sermon, a speech, a casual

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conversation, singing a song, and written text such as a reading textbook, a poem, an article in newspaper and online media, a wall poster, a novel, etc.

Advertisement as the other kind of written texts is a kind of literary works which is defined as representation of human life. It presents the social condition that happen to human being. Advertisement has a function as information media and many varieties of language style. To deliver its objectives, the advertisement should contain informative text. Advertisement must also be interesting, simple, and easy to understand.

Written texts are different from spoken interaction. According to De Beaugrande and Dressler that one of the seven standards of textually consists of cohesion. A text is considered to be well-formed one when the clauses and sentences within the text link one to another. A well-formed text will be created if the texts are mutually relevant to each other reveal major factors about the standards.  

Writing is discourse. Discourse is a unit of the largest or highest language above the sentence or clause with high coherence and cohesion that have sustained in the beginning and ending that delivered orally or in writing. A discourse or text uses cohesive devices to keep cohesiveness. According to Halliday and Hasan that cohesion is a set of possibilities in language to make text has a unity. 

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6Halliday and Hasan, loc.cit., p.5.
This study focuses on the cohesiveness of text in the advertisements. In this case, the writer is interested in doing this study on the advertisements of the *Jakarta post newspaper*. The aims of this study are to know the kinds of cohesive devices and cohesiveness which used in *the Jakarta Post* newspaper which is published every day.

**B. Focus of The Study**

Based on the background of the study above, the writer focuses on the advertisements of *The Jakarta Post* newspaper using cohesion theory from M.A.K. Halliday and Ruqaiya Hasan. The advertisements will be selected that contains texts that will be researched. The writer selected 7 advertisements starting from August and September, 2014.

**C. Research Questions**

Based on the focus of the study, the main questions of the research are:

1. What kinds of cohesive devices are used in the advertisements of *The Jakarta Post*?

2. How are these devices used in the selected advertisements of *The Jakarta Post* where pictures and texts are merged?

**D. Objective of The Study**

Related to the research questions above, the writer intends:

1. To know the kinds of cohesive devices which applied in advertisements of *The Jakarta Post* newspaper.
2. To describe the cohesiveness of the texts which used in seven advertisements of *The Jakarta Post* newspaper.

E. Significance of The Study

In this research, the writer intends to apply her knowledge in semantic study. The writer hopes that this can give some contributions for semantic field, especially in lexical and grammatical cohesion that often used in mass media. This research can give benefit for students who are interested in the research.

F. Research Methodology

1. Method of The Study

   In this study, the writer uses a qualitative research where the writer describes theory of lexical and grammatical cohesion of M.A.K. Halliday and Ruqaiya Hasan.

2. Unit of Analysis

   The units of this research are seven advertisements in The Jakarta Post taken from its editions from August to September 2014.

   1. The Jakarta Post, Monday, August 4, 2014 p. 5
   2. The Jakarta Post, Saturday, August 16, 2014 p. 5
   3. The Jakarta Post, Saturday, August 16, 2014 p. 3
   4. The Jakarta Post, Tuesday, August 19, 2014 p. 19
   5. The Jakarta Post, Sunday, September 28, 2014 p. 3
   6. The Jakarta Post, Monday, September 29, 2014 p. 3
3. **Instrument of The Research**

The writer herself is the main instrument to get the data. The processes of the collecting data in this research are: first, selecting advertisements in The Jakarta Post’s newspaper from August and September 2014 randomly. Second, reading the texts of advertisements. Third is analyzing the texts. The last is getting conclusion.

4. **Data Analysis**

In this research, the writer analyzes the data using descriptive analysis technique. The processes of analysis in this study are: first, analyzing the kinds of cohesive devices in the seven advertisements in *The Jakarta Post*; second, analyzing the cohesiveness the texts by using cohesion theory; the last, getting conclusion.
CHAPTER II

THE CONCEPT OF LEXICAL AND GRAMMATICAL COHESION

A. Previous Researches

This research is not only one that discusses lexical and grammatical cohesion because the writer found five previous studies in State Islamic University Jakarta.

The first research is by Abdul Rohim in 2009, in the thesis entitled *Cohesion Analysis on The Jakarta Post’s Editorial*. His data analysis technique adopted a library study and quantitative analysis. The result of this research showed that cohesion devices both the grammatical and lexical had the highest and lowest occurrence, the cohesion through the grammatical cohesive which had the highest occurrence was reference item especially personal reference. Substitution did not influence the cohesiveness of the text because its absence was changed by the other agency, reference. In the lexical cohesion, he found some repetition words stretched across several sentences in every text of the Jakarta Post’s editorial and it was the highest occurrence.\(^7\)

The second research is by Nurul Laili Mariani Fadjrin, entitled *An Analysis of Grammatical and Lexical Cohesion of Journalistic Text in Online Media VoAnews.com* in 2011. This thesis studied the journalistic texts in online media to know the dominant cohesion devices are used and to know the cohesiveness degree of cohesion markers. She used Halliday and Hasan’s theory about

\(^7\)Abdul Rohman, *Cohesion Analysis on The Jakarta Post’s Editorial, Thesis*, (Jakarta: UIN Syarif Hidayatullah, 2010), not published
cohesion. The result of the research was that all kinds of grammatical and lexical cohesion devices utilized in the journalistic texts which she analyzed. They are reference, substitution, ellipsis, and conjunction as grammatical cohesion device, while repetition, synonym, near-synonym, superordinate, general word, and collocation as lexical cohesion device. But generally lexical cohesion devices are very rarely utilized in the text, except repetition.8

The third research is entitled References As Cohesion Marker in Alice in Wonderland Script Movie by Cut Rosa Meilisa in 2012. Her object study is to find the reference types which are used within the script of Alice in Wonderland movie which was aired in 2010. She used Halliday and Hasan’s theory; it is reference in grammatical cohesion. the patterns of reference types used in the script are personal references (personal pronouns and possessive adjectives), demonstrative references (this and that function either as head or modifier; demonstrative adverb here, there, now, and then; definite article the). And comparative references (general comparison: as soon as, as happy as; and particular comparison: better, smaller, eldest).9

The next research is by Piccesius Yunki Pradana, entitled Cohesion Devices Use in News of Goal.com in 2012. He discussed the using of cohesion devices on editorial news of Goal.com to find out the kind of cohesion devices in the editorial news of Goal.com. He described some theories of cohesion, including theory of Halliday and Hasan. The result of the research was that he found that implementation of cohesion devices and its distance contributes to the unity.

Among the text, the existence of grammatical cohesion devices by the use of personal reference, demonstrative reference, comparative reference, substitution, ellipsis, and conjunction gave a major effect to the unity of texts. Then, the lexical cohesion: reiteration, used to describe the repetition of the same identical item, superordinate and collocation gave contribution to the continuity of lexical meaning within the text in order to create a cohesive tie as well. He viewed that the texture as the concept of tie clearly distinguished text from non-text and become an indicator to create sentence to be understood as a text.\textsuperscript{10}

The last research is \textit{A Grammatical Cohesion Analysis of reading texts in Get Along with English Published by Erlangga} in 2013, made by Karimatul Rofikoh. This research was aimed to study the types of grammatical cohesion found in the reading texts which were provided in the textbook ‘Get Along with English’, a textbook which was published by Erlangga and used in SMK Nusantara Ciputat. The method used in this research is descriptive analysis method by using qualitative approach. She took sample of reading texts randomly. The result of the research was that all four types of grammatical cohesion (reference, substitution, ellipsis, conjunction) were found in the reading texts. Cohesive items of reference were applied most in the reading text, and then it was followed by cohesive items of conjunction, ellipsis, substitution.\textsuperscript{11}

In this research, the similarity between the five researches and the writer’s study is theory of cohesion from M.A.K Halliday and Ruqaiya Hasan. The writer makes different from other researches that is from the subject of the study, the


\textsuperscript{11}Karimatul Rofikoh, \textit{A Grammatical Cohesion Analysis of Reading Texts in Get Along with English Published by Erlangga}, Thesis, (Jakarta: UIN Syarif Hidayatullah, 2013), not published.
writer uses text on the advertisements of The Jakarta Post, which means different from the first research because it uses The Jakarta Post’s editorial. The second research uses Journalistic text in media online. The third research subject is Alice in Wonderland script movie. The fourth is editorial news of Goal.com. the last is reading text Get Along with English published by Erlangga which used as the subject of analysis.

B. The Concept of Cohesion

The concept of Cohesion is a semantic one; it refers to relations of meaning that exist within the text and that define it as a text.\(^\text{12}\) Cohesion occurs where the interpretation of some elements in the discourse is dependent on that of another. The one presupposes the other, in the sense that it cannot be effectively decoded except by recourse to it. When this happens, a relation of cohesion is set up, and the two elements, the presupposing and the presupposed, are thereby at least potentially integrated into a text.\(^\text{13}\)

Cohesion is the formal aspect of language in discourse. Cohesion is a ‘syntactic organization’. Syntactic organization is the texts which are coherent and well-structured solid.\(^\text{14}\)Lexical cohesion is a guide to the organization of the flow of ideas in the text: Tracing groups of words with related meanings, one sees which semantic domains are used, to what extent and in what patterns.\(^\text{15}\)

Like other semantic relations, cohesion is expressed through the strata organization of language. Language can be explained as a multiple coding system

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\(^\text{12}\)Halliday and Hasan, Ibid., p.4.
\(^\text{13}\)Ibid.
\(^\text{14}\)Ibid., pp. 4-6.
comprising three levels of coding, or ‘strata’: the semantic (meaning), the lexicogrammatical (forms) and the phonological and orthographic (expressions). Meanings are realized (coded) as forms, and forms are realized in turn (recorded) as expressions. To put this in everyday terminology, meaning is put into wording, and wording into sound or writing.\(^\text{16}\)

Meaning  (the semantic system)

Wording  (the lexicogrammatical system, grammar and vocabulary)

‘Sounding’/writing  (the phonological and orthographic systems)

1. Text

According to Cambridge Advanced Learner’s Dictionary, text is the written words in a book, magazine, etc., not the pictures.\(^\text{17}\) The word text is used in linguistics to refer to any passage, spoken or written, of whatever length, that does form a unified whole.\(^\text{18}\)

Text is best regarded as a semantic unit: a unit not of form but of meaning. Thus it is related to a clause or sentence not by size but by realization, the coding of one symbolic system in another. A text does not consist of sentence; it is realized by, or encoded in, sentence.\(^\text{19}\)

The writer gets the conclusion that text is a unit of meaning based on the context. Text can be spoken and written. Spoken can be seen in a

\(^{16}\)Halliday and Hasan, \textit{op.cit.}, p.5.

\(^{17}\)Cambridge Advanced Learner’s Dictionary, 3\textsuperscript{rd} ed. (Singapore: Green Giant Press, 2008), p. 1503.

\(^{18}\)Halliday and Hasan, \textit{op.cit.}, p.1.

\(^{19}\)\textit{Ibid.}, p.2.
conversation, singing, etc., written can be seen in articles, novels, books, etc.

2. Texture

A text has a texture, and this is what distinguishes it from something that is not a text. It derives this texture from the fact that it functions as a unity with respect to its environment. Texture is if a passage of English containing more than one sentence that is perceived as a text, there will be certain linguistic features present in that passage which can be identified as contributing to its total unity and giving it texture. Texture is shown by the relations of the meaning which exist within a text. The study on relation of meaning which exist within a text is when called cohesion.

3. Ties

Tie is a term to refer to a single instance of cohesion, a term for one occurrence of a pair of cohesively related items. The concept of a tie makes it possible to analyze a text in terms of its cohesive properties, and give a systematic account of its patterns of texture.

C. Kinds of Cohesion

Halliday and Hasan state that cohesion is divided into two main parts: lexical cohesion and grammatical cohesion. Grammatical cohesion is the way that grammatical features are together across sentences boundaries. It contains of

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20 Ibid.
21 Ibid., p.4.
22 Ibid., p.3.
23 Ibid., p.4.
reference, substitution, ellipsis, and conjunction. Lexical cohesion is the way aspect of vocabulary link parts of texts together. It contains reiteration and collocation.\textsuperscript{24}

1. Grammatical Cohesion

a. Reference

Reference is the relation between an element of text and something else by reference to which it is interpreted in the given instance. Reference is a potentially cohesive relation because the thing that serves as the source of the interpretation may itself be an element of text.\textsuperscript{25}

Halliday and Hasan quoted that there are three types of reference: personal, demonstrative, and comparative reference.\textsuperscript{26}

1) Personal Reference

Personal reference is a reference by means of function in the speech situation, through the categories of person.\textsuperscript{27} According to the Marcella Frank, these are some function of personal reference in the field of structure that can be described in the following table:

<table>
<thead>
<tr>
<th>Semantic category</th>
<th>Existential</th>
<th>Possessive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grammatical function</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaker (only)</td>
<td>Head</td>
<td>Modifier</td>
</tr>
<tr>
<td>Noun (pronoun)</td>
<td>I</td>
<td>me</td>
</tr>
<tr>
<td>Determiner</td>
<td>Mine</td>
<td>My</td>
</tr>
</tbody>
</table>

\textsuperscript{24}Ibid., p.6.  
\textsuperscript{25}Ibid., pp. 308-309.  
\textsuperscript{26}Ibid., p. 307.  
\textsuperscript{27}Ibid., p. 37.  
\textsuperscript{28}Ibid., p. 38.
<table>
<thead>
<tr>
<th>Addressee(s), with/without other person(s)</th>
<th>You</th>
<th>Yours</th>
<th>Your</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker and the person(s)</td>
<td>We us</td>
<td>Ours</td>
<td>Our</td>
</tr>
<tr>
<td>Other person, male</td>
<td>He him</td>
<td>His</td>
<td>His</td>
</tr>
<tr>
<td>Other person, female</td>
<td>She her</td>
<td>Hers</td>
<td>Her</td>
</tr>
<tr>
<td>Other person; objects</td>
<td>They them</td>
<td>Theirs</td>
<td>Their</td>
</tr>
<tr>
<td>Object; passage of text</td>
<td>It</td>
<td>[its]</td>
<td>Its</td>
</tr>
<tr>
<td>Generalized person</td>
<td>One</td>
<td></td>
<td>One’s</td>
</tr>
</tbody>
</table>

Examples:
- Anna did not buy the novel because it was so expensive. (*It* as a subject personal pronoun refers to *the novel*).
- Annisa will visit her grandmother’s home soon. (*Her* as a possessive adjective refers to the subject *Annisa*).

2) Demonstrative Reference

Demonstrative reference is reference by means of location. They are *this, these, that, those*, definite article *the, here, now, and then*. Halliday and Hasan add *this, these, and here* imply proximity to the speaker; *that, those, and there* imply distance from the speaker.\(^{29}\)

For examples:
- Take *that* book, please!
- *These* students are diligent.

3) Comparative Reference

Comparative reference is indirect reference by means of identity or similarity.\(^{30}\) Comparative reference divided into two:

\(^{29}\text{Ibid.}, \text{pp. 58-59.}\)
\(^{30}\text{Ibid.}, \text{p. 58.}\)
general comparison that express likeness between things; then, particular comparison that express comparability between things in respect of a particular property.\textsuperscript{31} For example:

- She loves reading more than I do.

<table>
<thead>
<tr>
<th>Table 2 Comparative Reference\textsuperscript{32}</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comparison</td>
</tr>
<tr>
<td>General (deictic)</td>
</tr>
<tr>
<td>Identity</td>
</tr>
<tr>
<td>some equal</td>
</tr>
<tr>
<td>identical</td>
</tr>
<tr>
<td>identically</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Particular (non-deictic)</td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

b. Substitution

According to Cambridge Advanced Learner’s Dictionary, third edition, substitution is the use of one person or thing instead of another.\textsuperscript{33}

Halliday and Hasan stated that substitution is relation between linguistic items, such as words or phrases; whereas reference is a relation between meanings. In term of linguistic system, reference is a relation on the semantic level, whereas substitution is a relation on the

\textsuperscript{31}Ibid., p. 76.
\textsuperscript{32} Ibid.
\textsuperscript{33}Cambridge Advanced Learner’s Dictionary, 3rd ed. op.cit., p. 1453.
lexicogrammatical level, the level of grammar and vocabulary, or linguistic ‘form’. Substitution can be made by nominal, verbal, and clause. For example:

- A: I’ll have a cup of coffee, please.
- B: I’ll have the same.

(Substituted item is the same from a cup of coffee in the second clause).

c. Ellipsis

Ellipsis is style of language that omits a part of sentence which easily to be interpreted by reader and make the meaning of sentence become clear. For example:

- Have you read the journal? No, I haven’t.

(The ellipted item: read in the second clause)

d. Conjunction

Conjunction is a word that connects words, phrases, clauses in the sentences. Conjunction involves the use of formal indicates the way the writer wants the reader to relate what is about to be said to what has been said before. Halliday and Hasan offer the specific relatives conjunctive relation are those of and, yet, so, and then which used not just to turn, linking one speaker’s turn of the current speaker, or else marking a shift in topic or sub-topic (often with but). For examples:

- The student has studied hard. Yet he has not passed the examination.

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34 Halliday and Hasan, *op. cit.*, p. 89.
- Today, I have meeting. So don’t be late.
- I’d like to give some money. Then, you buy some food.
- My sister has visited in two countries, Singapore and South Korea.

2. **Lexical Cohesion**

   a. **Reiteration**

      a) **Repetition**

      Repetition is something that happens in the same way as something which happened before.\(^{36}\) For example:

      *There is a baby* crying in the sofa alone. *The baby* is going to fall if someone doesn’t take care of her soon.

      b) **Synonymy or Near-Synonymy**

      Synonymy is the word that has the same identical meaning with other word.

      Example: A *conference* will be held on national environmental policy. This *environmental symposium* will be held primarily a conference dealing with water.

      c) **Superordinate**

      Superordinate is a meaningful connection between the special words with a meaningful common word. The relationship superordinate or hyponym is between the more general term such as *color* and the more specific instances of it such as *red*.\(^{37}\) For example:

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\(^{36}\) Cambridge Advanced Learner’s Dictionary, 3\(^{rd}\) ed. *op.cit.*, p. 1207.

- My boyfriend gives me black forest in my birthday. It is my first cake from him.

d) General Word

General words are very commonly used with cohesive force. It is such as thing, person, do, and so on; these, although limited in number, are not clearly bounded and it is hardly possible to compile a definitive list of them, for example:

A: Would like to have some cakes?
B: yes, I like much of things.

b. Collocation

Collocation is a word or phrase which is often used with another word or phrase, in a way that sounds correct to people who have spoken the language all their lives, but might not be expected from the meaning. For example:

Red Cross helicopters were the resource persons in the water continuously. The blood bank desperately will soon be in need of donors.

D. Advertisement

1. Definition of Advertisement

\[^{38}\text{Ibid.}, \text{p.280.}\]
The word “advertise” originates from the Latin *advertere*, which means to turn toward or to take note of. Certainly, the visual and the verbal commercial message that are part of advertising are intended to attract attention and produce some responses by the viewer. Advertising is persuasive and virtually impossible to escape.\(^{39}\)

According to mass communication theory of the advertisements defines that “... a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. It includes the name of product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These messages are usually paid for by sponsors and viewed via various media. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action...”\(^{40}\)

The writer can conclude that advertisement is mass media to give information; to promote the products and services; to persuade people using and buying the products and services.

2. Functions of Advertisement

Primary objective of advertising are persuasions, it may achieve this objective in many different ways. An important function of advertising is the identification function, that is, to identify a product and differentiate it from the other, this creates an awareness of the product and provides a basis

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of consumer to choose the advertised products. The identification function of advertising includes the ability of advertising to differentiate a product so that it has own unique identity or personality.41

On the other hand, based on the advertisers there are seven basic functions of advertising:

a. Build awareness of products and brands;
b. Create a brand image;
c. Provide products and brands information;
d. Persuade people;
e. Provide incentives to take action;
f. Provide brand reminders, and
g. Reinforce past purchases and brand experiences.42

CHAPTER III
RESEARCH FINDINGS

A. Data Description

This chapter, seven texts of the Jakarta Post’s advertisements will be analyzed by applying the Halliday and Hasan’s theory. According to them, cohesion here is divided into two aspects, lexical and grammatical cohesion. The unifying text is seen from the connection among sentences expressed through grammatical agencies and lexical elements. The aims of this research are to know the kinds of cohesive devices which applied in advertisements of The Jakarta Post newspaper and to describe the cohesiveness of the texts which used in seven advertisements of The Jakarta Post newspaper.

The unit analysis in this research is seven texts of advertisements on August and September 2014 in the Jakarta Post newspaper which selected randomly. In this research, the writer limits analysis of synonym or near-synonym only the category of nouns. The data will be analyzed based on the topic units. In the data analysis, every sentence in each text will be abbreviated with “S” as a unit, for the example, sentence 1 (S.1). The data are as follows:

<table>
<thead>
<tr>
<th>Sentence</th>
<th>Text</th>
<th>Ties</th>
<th>Cohesive Items</th>
</tr>
</thead>
</table>
| 1        | As cities get **bigger**, **they** get **harder** to manage. | 3    | - Personal reference: they  
- Comparative reference: bigger, harder |
| 2        | That’s why **we** have developed new information technologies that collect **and** analyze big data on **so many** | 4    | - General word: things  
- Personal reference: we  
- Comparative reference: so many  
- Conjunction: and |
things that touch people’s lives.

For instance, if you know how many cars are on the road at rush hour or how much electricity and water are being used at any given time, you can make better decision.

And the more (0) you know, the easier it is to plane a tomorrow where cities feel like home no matter how big they get.

Table 4: The Units in the Text 2

<table>
<thead>
<tr>
<th>Sentence</th>
<th>Text</th>
<th>Ties</th>
<th>Cohesive Items</th>
</tr>
</thead>
</table>
| 1        | There is a lasting spirit; a spirit to unite to give a meaning to our nation’s independence. | 2    | - Repetition: spirit  
- Personal reference: our |
| 2        | So is our commitment as a total food solutions company to grow sustainably and to contribute to weathering the food security and self-sufficiently challenge. | 6    | - Repetition: food  
- Personal reference: our  
- Definite article: the  
- Comparative reference: as  
- Conjunction: and, so |

Table 5: The Units in the Text 3

<table>
<thead>
<tr>
<th>Sentence</th>
<th>Text</th>
<th>Ties</th>
<th>Cohesive Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Under waving red and white flag, the country’s sons and daughters’</td>
<td>4</td>
<td>- Synonym or near-synonym: nation – country, the nation’s</td>
</tr>
</tbody>
</table>
unyielding relentless spirit forge ahead in building the nation’s society.

For the future of the nation, the sons and daughters of Indonesia courageously sell across the ocean through the storms and surging wave.

In commemoration of the 69th Indonesia Day of the Republic of Indonesia, Astra invites all components of the nation to constantly cultivate and promote camaraderie to build the future of Indonesia.

Table 6: The Units in the Text 4

<table>
<thead>
<tr>
<th>Sentence</th>
<th>Text</th>
<th>Ties</th>
<th>Cohesive Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The unity of Indonesia and the true economic integration of this archipelago country can only be achieved through an end-to-end maritime logistic reform.</td>
<td>4</td>
<td>- Superordinate: country-Indonesia - Definite article: the, this - Conjunction: and</td>
</tr>
<tr>
<td>2</td>
<td>Without this, Indonesia is merely a collection of islands, not an archipelago economy.</td>
<td>2</td>
<td>- Repetition: Indonesia - Demonstrative reference: this</td>
</tr>
<tr>
<td>3</td>
<td>Our independence must be filled with hard work.</td>
<td>1</td>
<td>- Personal reference: our</td>
</tr>
<tr>
<td>4</td>
<td>We would like to achieve it by developing the largest port throughout</td>
<td>5</td>
<td>- Repetition: independence, Indonesia - Personal reference: we,</td>
</tr>
</tbody>
</table>
69 years of the independence of Indonesia.

5 If there is a will, there is a way.

6 WE CAN MAKE IT!!

7 There is so much work to be done with complicated problems, but with a strong will, we can get through it.

8 Simply talking is not enough.

9 We have to work hard and harder for better Indonesia.

**Table 7: The Units in the Text 5**

<table>
<thead>
<tr>
<th>Sentence</th>
<th>Text</th>
<th>Ties</th>
<th>Cohesive Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Since the year 1968 TOTAL E&amp;P INDONESIE has been operating in Indonesia and thereafter, with the support from SKK Migas has become the biggest natural gas producer commencing the year 2000 until today.</td>
<td>3</td>
<td>- Repetition: year&lt;br&gt;- Definite article: the&lt;br&gt;- Conjunction: and</td>
</tr>
<tr>
<td>2</td>
<td>Along with our partners, we have recorded a historical performance on energy industry in Indonesia.</td>
<td>4</td>
<td>- Repetition: energy, Indonesia&lt;br&gt;- Personal reference: we, our</td>
</tr>
<tr>
<td>3</td>
<td>And together with more than 3.800 professional employees, we are committed to fulfill the</td>
<td>5</td>
<td>- Repetition: energy&lt;br&gt;- Personal reference: we&lt;br&gt;- Demonstrative reference: the</td>
</tr>
</tbody>
</table>
needs of **the** domestic energy.

<table>
<thead>
<tr>
<th>Sentence</th>
<th>Text</th>
<th>Ties</th>
<th>Cohesive Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Technology is making <strong>the</strong> most of Indonesia’s energy <strong>resources</strong>.</td>
<td>1</td>
<td>- Definite article: the</td>
</tr>
<tr>
<td>2</td>
<td>Take <strong>the</strong> Duri oil field.</td>
<td>2</td>
<td>- Repetition: field - Definite article: the</td>
</tr>
<tr>
<td>3</td>
<td>After operating for more than 50 years, <strong>our</strong> advanced recovery techniques have <strong>it</strong> producing millions more barrels than expected.</td>
<td>3</td>
<td>- Personal reference: it, our - Comparative reference: more than</td>
</tr>
<tr>
<td>4</td>
<td>And extending <strong>the</strong> live of the field.</td>
<td>2</td>
<td>- Definite article: the - Conjunction: and</td>
</tr>
<tr>
<td>5</td>
<td>Through these types of innovations, <strong>we</strong> can all make <strong>the</strong> most of <strong>our</strong> resources to achieve progress for Indonesia.</td>
<td>6</td>
<td>- Repetition: resources, Indonesia - Personal reference: we, our - Demonstrative reference: these - Definite article: the</td>
</tr>
</tbody>
</table>

**Table 8: The Units in the Text 6**

<table>
<thead>
<tr>
<th>Sentence</th>
<th>Text</th>
<th>Ties</th>
<th>Cohesive Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Like an inspired virtuous, NEC orchestrates <strong>technology and</strong> expertise to create innovative <strong>IT &amp; networking</strong> solutions that improve the way we work, connect and collaborate.</td>
<td>4</td>
<td>- Superordinate: technology - IT &amp; networking - Personal reference: we - Definite article: the - Conjunction: and</td>
</tr>
<tr>
<td>2</td>
<td>NEC fine tunes its best-in-class <strong>technology and</strong></td>
<td>6</td>
<td>- Repetition: NEC, technology, business</td>
</tr>
</tbody>
</table>
services with our partner ecosystem to solve our customers’ most complex business challenges.

With 115 years of innovation and industry first, NEC empowers people, business and society for brighter world.

B. Data Analysis

1. Text 1: “Can We Make Big Cities Feel not so Big?” HITACHI
(The Jakarta Post, Monday, August 4, 2014 p.5)

S.1: As cities get bigger, they get harder to manage.

There are three grammatical cohesive devices in the text above. They are ‘bigger’ and ‘harder’ called comparative reference. The word ‘bigger’ refers to the cities. It can be seen from the context which explains about cities, and the word ‘harder’ refers to manage the cities itself. The word ‘they’ is personal pronoun as a subject. The word ‘they’ is called as an exophoric reference because it is reference outside the text. By contrast, there is no lexical cohesive device applied in the text above.

S.2: That’s why we have developed new information technologies that collect and analyze big data on so many things that touch people’s lives.
In this sentence, there are lexical and grammatical cohesive devices in the text above. First, the word ‘things’ is called general word; it is one of lexical cohesive devices. The word ‘things’ means every single thing can be handled by the people. Second, the word ‘we’ is called personal reference. It is as exophoric reference because its reference is outside the text but we can still understand that the word ‘we’ refers back to the company, Hitachi social innovation. Third, the word ‘so many’ is called comparative reference. Fourth, the word ‘that’ is called demonstrative reference, it refers to ‘harder to manage’.

S.3: For instance, if you know how many cars are on the road at rush hour or how much electricity and water are being used at any given time, you can make better decision.

There are grammatical cohesive devices in the text above. The first is reference. The word ‘you’ is personal reference as a subject, one of grammatical cohesion. It is called exophoric reference because its reference is outside the text. ‘You’ refers to the readers. The comparative reference in this text is expressed only by particular comparison numerative ‘many’ and ‘better’. The word ‘the’ is called neutral demonstrative represented by definite article. ‘The’ is showing for identifying ‘road’.

The second is conjunction. The word ‘and’ and ‘or’ are called additive conjunctions. ‘Or’ means an alternative, and ‘and’ connects nouns; electricity and water.
S.4: And the more you know, the easier it is to plane a tomorrow where cities feel like home no matter how big they get.

There is grammatical cohesion in the text above. The first is reference. The word ‘you’ is personal reference as a subject. It is called exophoric reference because its reference is outside the text. It refers to the readers. ‘The’ word ‘the’ is called neutral demonstrative represented by definite article. ‘The’ is showing for identifying comparative references, ‘more’ and ‘—er’.

The second is ellipsis. The first clause can be interpreted only as ‘and the more new information technologies you know ...’ the underlying ‘new information technologies’ is supplied in the preceding clause. And the third is conjunction. The word ‘and’ is additional conjunction; it adds information from preceding sentence.

Based on the analysis above, the writer finds there is one lexical cohesive device consist of general word. The writer also finds 20 grammatical cohesive devices consist of 16 items of references, one item of ellipsis, and 3 items of conjunctions.

2. Text 2:”Unite to Win” Indofood

(The Jakarta Post, Saturday, August 16, 2014 p.5)

S.1: There is a lasting spirit; a spirit to unite to give a meaning to our nation’s independence.
There are lexical and grammatical cohesive devices in the text above. The word ‘spirit’ is repetition, one kind of lexical cohesive device. It is used to repeat the important word that related to the topic. The repetition item existing within the text to contribute make it cohesive is nominal repetition. The word ‘our’ is personal reference as a possessive determiner. ‘Our’ refers to the company, Indofood. It is called exophoric reference because it reference is outside the text.

S.2: So is our commitment as a total food solution company to grow sustainably and to contribute to weathearing the food security and self-sufficiently challenge.

There are lexical and grammatical cohesive devices in the text above. The first is repetition. The word ‘food’ is repetition, one kind of lexical cohesion. It has connection from the topic of the text. The second is reference. The word ‘our’ is personal reference as a possessive determiner. It refers back to the company, Indofood. The word ‘the’ is called neutral demonstrative represented by definite article. ‘The’ is showing for identifying ‘Indofood’ as a company that handles the product of food.

The last is conjunction. The word ‘and’ is called additive conjunction; its function is adding information and as connector between phrases. The word ‘so’ is called causal conjunction. ‘So’ give signal that the result in the preceding sentence to do something.

Based on the analysis above, the writer finds that there is only one lexical cohesive device consist of reiteration. It is 2 pairs of repetition. The
writer also finds there are 6 grammatical cohesive devices consist of reference and conjunction: 4 items of reference and 2 items of conjunction.

3. Text 3 “Relentless Spirit in Developing The Nation with Astra” Astra International

(The Jakarta Post, Saturday, August 16, 2014 p.3)

S.1: Under waving red and white flag, the country’s sons and daughters’ unyielding relentless spirit forge ahead in building the nation’s society.

There are lexical and grammatical cohesive devices in the text above. The first is reiteration, one of lexical cohesive devices. The words ‘nation’ in sentences 1 and 2, ‘sons’ in sentences 1 and 2, and ‘daughters’ in sentences 1 and 2 are repetition. They are nominal repetitions. Repetition is used to repeat the important word that related to the topic. It is like illustrated by the picture with several people crossing the sea; it makes the text easier to understand because it fits with the picture.

The second is synonym or near-synonym. The words ‘country’ and ‘nation’ are synonym and have the same meaning as ‘a state’. The word ‘society’ is synonym ‘all components of the nation’ in sentence 3. The third is conjunction. The word ‘and’ is called additive conjunction. It connects words ‘red’ and ‘white’ in the text above. It relates in the picture the flag of Indonesia, ‘red’ and ‘white’. It makes the text cohesive because it appropriate with the picture. The fourth is reference. The word ‘the’ is
called neutral demonstrative represented by definite article. ‘The’ is showing for identifying ‘country’, Indonesia.

S.2: For **the future** of **the nation, the sons** and **daughters** of **Indonesia** courageously sell across the ocean through **the storms and surging wave**.

There are lexical and grammatical cohesive devices in the text above. The first is reiteration. The words ‘future’ in sentences 2 and 3 and ‘Indonesia’ in sentences 2 and 3 are repetitions. Repetition is used to emphasize the important words in the text. The second is conjunction. The word ‘*and*’ is called additive conjunction, one of grammatical cohesive devices, because it connects nouns ‘the storms’ and ‘surging wave’. It is the same manner as the picture printed. The picture describes several people are crossing the sea through the storms and surging wave. The connector ‘*and*’ makes the text cohesive and it is important to deliver the meaning well. The third is reference. The word ‘*the*’ is called neutral demonstrative represented by definite article. ‘The’ is showing for identifying ‘future’, nation; ‘the’ is showing for identifying ‘ocean’; and ‘the’ is showing for identifying ‘storms and surging wave’.

S.3: In commemoration of **the 69th Indonesia Day of the Republic of Indonesia**, Astra invites **all components** of **the nation** to constantly cultivate **and** promote camaraderie to build **the future** of **Indonesia**.
There are lexical and grammatical cohesive devices in the text above. The first is reiteration. The words ‘future’ in sentences 2 and 3 and ‘Indonesia’ in sentences 2 and 3 are repetitions. They have been mentioned in the previous sentences. The second is synonym or near-synonym. The words ‘Indonesia’ and ‘Republic of Indonesia’ are synonym. The third is conjunction. The word ‘and’ is called additive conjunction. ‘And’ connects phrases in the text above. The last is superordinate, ‘Indonesia’ and ‘nation’. ‘Indonesia’ is specific significance from ‘nation’. The fourth is reference. The word ‘the’ is called neutral demonstrative represented by definite article. ‘The’ is showing for identifying of celebration of Indonesia day.

Based on the analysis the text above, the writer finds there are 10 lexical cohesive devices consist of repetition, synonym or near-synonym, and superordinate. They are 6 pairs of repetition, 3 pairs of synonym or near-synonym, and one pairs of superordinate. The writer also finds there are 6 grammatical cohesive devices consist of reference and conjunction. They are 3 items of reference and 3 items of conjunction.

4. Text 4: “Indonesia Port, Progress of NewPriok Phase 1, Development of Container Terminal 1, Port of Tanjung Priok” Astra International
(The Jakarta Post, Tuesday, August 19, 2014 p.19)
S.1 : **The** unity of **Indonesia, and the** true economic integration of **this archipelago** country can only be achieved through an end-to-end maritime logistic reform.

There are lexical and grammatical cohesive devices in the text above. The first is reiteration, one of lexical cohesive devices. The words ‘**Indonesia**’ in sentences 1, 2, 4, and 9 and ‘**archipelago**’ in sentences 1 and 2 are repetitions. They are nominal repetitions. ‘**Indonesia**’ is illustrated by the flag of red and white in the picture and ‘**archipelago**’ is illustrated in the picture by the sea full of ship’s terminals. It makes sense to deliver the meaning of the text. The second is reference, one of grammatical cohesive devices. The word ‘**this**’ is called demonstrative reference. The word ‘**the**’ is called neutral demonstrative represented by definite article. ‘**The**’ is showing identity of country, Indonesia. The third is conjunction. The word ‘**and**’ is called additive conjunction. It has the function to connect phrases in the text above.

S.2 : Without **this, Indonesia** is merely a collection of islands, not an **archipelago** economy.

There are lexical and grammatical cohesive devices in the text above. The first is reiteration, one of lexical cohesive devices. The words ‘**Indonesia**’ and ‘**archipelago**’ are repetitions. They have been mentioned in the previous sentence. The second is reference, one of grammatical cohesive devices. The word ‘**this**’ is called demonstrative reference.
S.3: **Our independence** must be filled with hard **work**.

There are lexical and grammatical cohesive devices in the text above. The first is reiteration, one of lexical cohesive devices. The word ‘*independence*’ in sentences 3 and 4 and ‘*work*’ in sentences 3 and 7 are repetitions. They are important words so these words are repeated. The second is reference, one of grammatical cohesive devices. The word ‘*our*’ is called personal reference as possessive determiner. It refers back to the Indonesia. It is as exophoric reference because its reference is outside the text.

S.4: **We** would like to achieve **it** by developing the **largest port** throughout 69 years of the **independence** of Indonesia.

There are lexical and grammatical cohesive devices in the text above. The first is reiteration, one of lexical cohesive devices. The word ‘*independence*’ and ‘*Indonesia*’ are repetitions. They are nominal repetitions. They have been mentioned in the previous sentence. The second is reference, one of grammatical cohesive devices. The word ‘*we*’ is called personal reference as a subject. It refers to the government. It is exophoric reference because its reference is outside the text. The word ‘*it*’ is called personal reference as an object. It refers back to the true economic integration of this archipelago country. The word ‘*the*’ is called neutral demonstrative represented by definite article. ‘*The*’ in the text above is showing for port and independence of Indonesia.
S.5: If there is a will, there is a way.

There are lexical cohesive devices in the text above. The word ‘will’ in sentences 5 and 7 is called repetition, one of lexical cohesive devices. It is nominal repetition.

S.6: WE CAN MAKE IT!!

There are grammatical cohesive devices in the text above. The word ‘we’ is called personal reference as a subject. It refers to the government. It is exophoric reference because its reference is outside the text. The word ‘it’ is called personal reference as an object. It refers back to the true economic integration of this archipelago country.

S.7: “There is so much work to be done with complicated problems, but with a strong will, we can get through it.

There are lexical and grammatical cohesive devices in the text above. The first is reiteration, one of lexical cohesive devices. The words ‘work’ and ‘will’ are repeated. They have been mentioned in the previous sentences. The second is reference, one of grammatical cohesive devices. The word ‘we’ is called personal reference as a subject. It refers to the government. It is exophoric reference because its reference is outside the text. The word ‘it’ is called personal reference as an object. It refers back to the true economic integration of this archipelago country. The third is conjunction. The word ‘but’ is called adversative conjunction.
S.8 : Simply talking is not enough.

There are no lexical and grammatical cohesive devices appeared in the text above.

S.9 : We have to work hard and harder for better Indonesia.”

There are lexical and grammatical cohesive devices in the text above. The first is reiteration, one of lexical cohesive devices. The word ‘Indonesia’ is repetition. It has been mentioned in the previous sentences. The second is reference, one of grammatical cohesive devices. The word ‘we’ is called personal reference as a subject. It refers to the government, Indonesia. It is as exophoric reference because its reference is outside the text. Comparative reference in the text above is expressed by numerical comparison epithet ‘-er’, ‘harder’ and ‘better’. The third is conjunction. The word ‘and’ is called additive conjunction. It connects words, ‘hard’ and ‘harder’. It is represented by the picture.

Based on the analysis above, the writer finds there are 5 lexical cohesive devices consist of repetition and superordinate. They are 4 pairs of repetition and one pairs of superordinate. The writer also finds there are 17 grammatical cohesive devices consist of reference and conjunction. They are 14 items of reference and 3 items of conjunction.

5. Text 5: “Better Energy for Indonesia” TOTAL E&P INDONESIE

(The Jakarta Post, Sunday, September 28, 2014 p.3)
S.1 : Since the year 1968 TOTAL E&P INDONESIE has been operating in Indonesia and thereafter, with the support from SKK Migas has become the biggest natural gas producer commencing the year 2000 until today.

There are lexical and grammatical cohesive devices in the text above. First is reiteration, one of lexical cohesive devices. The word ‘year’ and ‘Indonesia’ are called repetition. They are nominal repetition. Repetition is used in sentence 1 and sentence 2. Second is conjunction. The word ‘and’ is called additive conjunction. It means additional information that it does not only operate right now, but also it operates in the future. Third is reference. The demonstrative reference that appears in the text is neutral demonstrative represented by definite article ‘the’. The word ‘the’ is cataporic, it refers back to ‘year’ in the following text, pointing forward to ‘Total E&P Indonesie has been operating in Indonesia and thereafter, with the support from SKK Migas has become the biggest natural gas producer commencing the year 2000 until today’. ‘The’ is showing for identifying ‘support’, and ‘the’ is showing for identifying ‘producer’.

S.2 : Along with our partners, we have recorded a historical performance on energy industry in Indonesia.

There are lexical and grammatical cohesive devices in the text above. First is reiteration, one of lexical cohesive devices. The word ‘Indonesia’ and ‘energy’ are repetition. They have been mentioned in the
preceding text. Second is reference. The word ‘we’ is personal reference as a subject and ‘our’ is personal reference as a possessive determiner. Both of them refer back to the company, ‘Total E&P Indonesie and 3.800 professional employees’.

S.3: And together with more than 3.800 professional employees, we are committed to fulfill the needs of the domestic energy.

There are lexical and grammatical cohesive devices in the text above. First is reiteration. The word ‘energy’ is repetition, one of lexical cohesive devices. It has been mentioned in the preceding sentence. Second is conjunction, one of grammatical cohesive devices. The word ‘and’ is called additive conjunction. It adds information in the previous sentence. Third is reference. The word ‘more than’ is called comparative reference. The word ‘we’ is called personal reference as a subject. It refers to the company, ‘Total E&P Indonesie’. The demonstrative reference that appears in the text is neutral demonstrative represented by definite article ‘the’. The word ‘the’ is cataporic, it identifies the domestic energy needs.

Based on the analysis above, the writer finds there is only one lexical cohesive device consist of reiteration. It is 3 pairs of repetition. The writer also finds there are 8 grammatical cohesive devices consist of reference and conjunction. They are 6 items of reference and 2 items of conjunction.


(The Jakarta Post, September 29, 2014 p.3)
S.1 : Technology is making **the** most of **Indonesia**’s energy **resources**.

There are lexical and grammatical cohesive devices in the text above. The word ‘**Indonesia**’ and ‘**resources**’ are repetition. They are nominal repetition. They are used in the preceding texts. Repetition used in the text above emphasizes the word is important. The demonstrative reference that appears in the text is neutral demonstrative represented by definite article ‘**the**’. The word ‘**the**’ is cataporic, it identifies the resources of Indonesia.

S.2 : Take **the** Duri oil **field**.

It is only repetition, one of lexical cohesive devices, shows in the text above. The word ‘**field**’ is nominal repetition. Thus, Demonstrative reference, one of grammatical cohesive devices, that appears in the text is neutral demonstrative represented by definite article ‘**the**’. The word ‘**the**’ is cataporic, it indicates the field of Duri oil.

S.3 : After operating for **more than** 50 years, **our** advanced recovery techniques have **it** producing millions **more** barrels **than** expected.

There is grammatical cohesive device in the text above. That is reference. The words ‘**it**’ and ‘**our**’ are personal references. The word ‘**it**’ is called personal reference as an object of the sentence. It refers to technology. Thus, the word ‘**our**’ is called personal reference as possessive determiner. It refers back to the company of energy, Chevron human energy. ‘**Our**’ is as exophoric reference because its reference is outside the
text. The word ‘more than’ is called comparative reference. The comparative reference in the text is particular comparison through only numerative ‘more (0) than’. It means compare the number of Duri oil which the products are so many expected after operating for 50 years.

S.4: And extending the live of the field.

There are lexical and grammatical cohesive devices in the text above. First is reiteration, one of lexical cohesive devices. The word ‘field’ is called repetition. It has been mentioned in the previous text. Second is demonstrative reference that appears in the text is neutral demonstrative represented by definite article ‘the’. The word ‘the’ is cataporic, it shows the live of field.

Third is conjunction. The word ‘and’ is called additive conjunction, one of grammatical cohesive devices. It is used to adding information from previous sentence, after operating for more than 50 years, and extending the life of the field.

S.5: Through these types of innovations, we can all make the most of our resources to achieve progress for Indonesia.

There are lexical and grammatical cohesive devices in the text above. First is reiteration. The word ‘Indonesia’ and ‘resources’ are repetition, one of lexical cohesive devices. They have been mentioned in the previous sentence. Second is reference, one of grammatical cohesive devices. The word ‘we’ is called personal reference as a subject and ‘our’
is called personal reference as a possessive determiner. Both of them refer back to the company, Chevron human energy. They are as exophoric reference because their references are outside the text. The word ‘these’ is demonstrative reference. It refers to something that has been mentioned before, ‘technology’ and ‘our advanced recovery techniques’. Demonstrative reference that appears in the text is neutral demonstrative represented by definite article ‘the’. The word ‘the’ is cataporic, it shows the resources.

Based on the analysis the text above, the writer finds there is only one lexical cohesive device consist of reiteration. It is 3 pairs of repetition. The writer also finds there are 11 grammatical cohesive devices consist of reference and conjunction; 10 items of reference and 1 item of conjunction.


NEC

(The Jakarta Post, September 30, 2014 p.3)

S.1 : Like an inspired virtuous, NEC orchestrates technology and expertise to create innovative IT & networking solutions that improve the way we work, connect and collaborate.

There are lexical and grammatical cohesive devices in the text above. First is reiteration. The word NEC is called repetition, one kind of
lexical cohesion. Repetition stretches across several sentences, as in NEC in sentence 1, 2, and 3. Repetition in the text above is nominal repetition. The second is superordinate. the word ‘technology’ is superordinate of ‘IT & networking’.

The third is reference, one kind of grammatical cohesive devices. The word ‘we’ is called personal reference as a subject. ‘We’ refers bact to the company, NEC. It is as exophoric reference because its reference is outside the text but the meaning of the text can still understand because the topic sentence talks about NEC in this article. Demonstrative reference that appears in the text is neutral demonstrative represented by definite article ‘the’. The word ‘the’ is cataporic, it means the meaning of ‘the’ way is in the following text, pointing forward to ‘innovative IT & networking solutions’. The last is conjunction. The conjuction item which demonstrates in the text is ‘and’, called additive conjuction.

S.2 : NEC fine tunes its best-in-class technology and services with our partner ecosystem to solve our customers’ most complex business challenges.

there are lexical and grammatical cohesive devices in the text above. First, the word ‘NEC’ and ‘technology’ are repetition, one of lexical cohesive devices, because they have been mentioned in the previous sentences. Second, the words ‘its’ and ‘our’ are reference, one of grammatical cohesive devices. The words ‘its’ and ‘our’ are called personal reference as a possessive determiner. ‘Its’ refers back to NEC fine
and ‘Our’ refers back to the company, NEC. ‘Our’ is called exophoric reference because its reference is outside the text.

The word ‘and’ is called additive conjunction, one kind of grammatical cohesive devices. ‘And’ in the text above connects between verbs. The word ‘and’ means adding information from preceding text.

S.3 : With 115 years of innovation and industry first, NEC empowers people, business and society for brighter world.

There are lexical and grammatical cohesive devices in the text above. First is reiteration. The word ‘business’ and ‘NEC’ are repetition, one of lexical cohesive devices. ‘Business’ and ‘NEC’ are nominal repetitions. They have been mentioned in the previous sentence. Second is superordinate. The word ‘people’ is specific significance from ‘society’. Third is reference. Comparative reference in the text is particular comparison epithet ‘–er’, ‘brighter’.

Based on the analysis above, the writer finds there are 2 lexical cohesive devices consist of repetition and superordinate. They are 3 pairs of repetition and 2 pairs of superordinate. The writer also finds there are 8 grammatical cohesive devices consist of reference and conjunction; 5 items of reference and 3 items of conjunction.
CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusions

The writer has analyzed the seven texts of advertisements in *The Jakarta Post*. There are one lexical cohesive device and twenty four grammatical cohesive devices in text 1; there are two lexical cohesive devices and six grammatical cohesive devices in text 2. In text 3, there are nine lexical cohesive devices and six grammatical cohesive devices; furthermore, in text 4 there are six lexical cohesive devices and seventeen grammatical cohesive devices. The lexical cohesive devices in text 5 are three items and the grammatical cohesive devices are eight items. There are three lexical cohesive devices in text 6 and eleven grammatical cohesive devices. Thus, there are five lexical cohesive devices and eight grammatical cohesive devices in text 7.

The result of the analysis, in the lexical cohesive device which has the highest occurrence is reiteration. Reiteration consists of repetition, superordinate, synonym or near-synonym, and general word. Repetition almost applied in seven texts, except in the first text. Second is superordinate which shows three times in the text 3, text 4, and text 7. Meanwhile, synonym or near-synonym appears only once, in the text 3. Thus, general word shows in the text 1. Collocation is not found in seven texts.

On the other hand, the highest occurrence of grammatical cohesion is reference, especially personal reference. It is different from other grammatical cohesive devices, such as substitution which does not occur in the seven texts.
The second is conjunction. Conjunction applied in the seven texts. The third is ellipsis. Ellipsis appears once in the text 1.

There are some of cohesive devices disappear in the seven texts, they are collocation in the lexical cohesion and substitution in the grammatical cohesion. Otherwise, both of them do not occur in seven texts, the meaning of seven texts can be delivered well.

**B. Suggestions**

The writer would like to suggest some points. First, Lexical and grammatical cohesion is the significant aspect in the text. The writer suggests to the other researchers take various texts as an object of the study because cohesion can be applied in every text.
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Appendix 1:

“Can we make big cities feel not so big?” HITACHI

(The Jakarta Post, Monday, August 4, 2014 p.5)

As cities get bigger, they get harder to manage. [1]

That’s why we have developed new information technologies that collect and analyze big data on so many things that touch people’s lives. [2]

For instance, if you know how many cars are on the road at rush hour or how much electricity and water are being used at any given time, you can make better decision. [3]

And the more you know, the easier it is to plane a tomorrow where cities feel like home no matter how big they get. [4]

Hitachi Social Innovation
Social_innovation.hitachi.com
Social innovation, it’s our future.
"CAN WE MAKE BIG CITIES FEEL NOT SO BIG?"

As cities get bigger, they get harder to manage. That’s why we’ve developed new information technologies that collect and analyse Big Data on energy, traffic, health — literally anything that affects people. But whatever the problem is, it can be solved if the right people work together. New ways to use data can help solve the problem in a way that makes sense, even for those who don’t understand it. Hitachi’s Social Innovation is making a difference by helping people feel like the future is no matter how big they get. hitachi.com/social-innovation
Appendix 2:

“Unite to Win” *Indofood*

*(The Jakarta Post, Saturday, August 16, 2014 p.5)*

There is a lasting spirit; a spirit to unite to give a meaning to our nation’s independence. [1]

So is our commitment as a total food solutions company to grow sustainably and to contribute to weathering the food security and self-sufficiently challenge. [2]

*Long live Indonesia*
Appendix 3:

“Relentless Spirit in Developing The Nation with Astra” Astra International

(The Jakarta Post, Saturday, August 16, 2014 p.3)

Under waving red and white flag, the country’s sons and daughters’ unyielding relentless spirit forge ahead in building the nation’s society. [1] For the future of the nation, the sons and daughters of Indonesia courageously sell across the ocean through the storms and surging wave. [2]

In commemoration of the 69th Indonesia Day of the Republic of Indonesia, Astra invites all components of the nation to constantly cultivate and promote camaraderie to build the future of Indonesia. [3]

Stride Forward with Indonesia
RELENTLESS SPIRIT
IN DEVELOPING THE NATION WITH ASTRA

Under the waving red and white flag, the country’s sons and daughters’ unyielding relentless spirit forge ahead in building the nation’s society.

For the future of the nation,
the sons and daughters of Indonesia courageously sail across the ocean through the storms and surging wave.

In commemoration of the 69th Indonesia Day of the Republic of Indonesia,
Astra invites all components of the nation to constantly cultivate and promote camaraderie to build the future of Indonesia.

Stride Forward with Indonesia
Appendix 4:

“Progress of NewPriok Phase I, Development of Container Terminal 1, Port of Tanjung Priok” Indonesia Port

(The Jakarta Post, Tuesday, August 19, 2014 p. 19)

The unity of Indonesia and the true economic integration of this archipelago country can only be achieved through an end-to-end maritime logistic reform. [1]

Without this, Indonesia is merely a collection of islands, not an archipelago economy. [2]

Our independence must be filled with hard work. [3]

We would like to achieve it by developing the largest port throughout 69 years of the independence of Indonesia. [4]

If there is a will, there is a way. [5]

WE CAN MAKE IT!! [6]

Development of Phase I, Part of container Terminal 1 NewPriok (Berth of 400 Meters) Has Reached 80%. Ready for Operation By End Of 2014.

“There is so much work to be done with complicated problems, but with a strong will, we can get through it. [7]

Simply talking is not enough. [8]

We have to work hard and harder for better Indonesia.” [9]

Dahlan Iskan, Menteri Badan Usaha Milik Negara
Energizing Trade. Energizing Indonesia
Progress of NewPriok Project Phase I
Development of Container Terminal 1
Port of Tanjung Priok

If there is a will, there is a way
WE CAN MAKE IT!!!
Appendix 5:

“Better Energy for Indonesia” TOTAL E&P INDONESIE

(The Jakarta Post, Sunday, September 28, 2014 p. 3)

Since the year 1968 TOTAL E&P INDONESIE has been operating in Indonesia and thereafter, with the support from SKK Migas has become the biggest natural gas producer commencing the year 2000 until today. [1]

Along with our partners, we have recorded a historical performance on energy industry in Indonesia. [2]

And together with more than 3.800 professional employees, we are committed to fulfill the needs of the domestic energy. [3]
Appendix 6:

“Human Energy” Chevron

(The Jakarta Post, Monday, September 29, 2014 p.3)

Technology is making the most of Indonesia’s energy resources. [1]

Take the Duri oil field. [2]

After operating for more than 50 years, our advanced recovery techniques have it producing millions more barrels than expected. [3]

And extending the live of the field. [4]

Through these types of innovations, we can all make the most of our resources to achieve progress for Indonesia. [5]

Learn more at chevron.com/INAweagree
Appendix 7:

“Orchestrating a brighter world, Innovations in harmony” NEC

(The Jakarta Post, Tuesday, September 30, 2014 p. 3)

Like an inspired virtuous, NEC orchestrates technology and expertise to create innovative IT & networking solutions that improve the way we work, connect and collaborate. [1]

NEC fine tunes its best-in-class technology and services with our partner ecosystem to solve our customers’ most complex business challenges. [2]

With 115 years of innovation and industry first, NEC empowers people, business and society for brighter world. [3]

nec.com
Orchestrating a brighter world

Innovations in harmony.

Like an inspired virtuoso, NEC orchestrates technology and expertise to create innovative IT & Networking solutions that improve the way we work, connect and collaborate. NEC fine tunes its best-in-class technology and services with our partner ecosystem to solve our customers’ most complex business challenges.

With 115 years of innovation and industry firsts, NEC empowers people, business and society for a brighter world.

nec.com

Empowered by Innovation

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