ABSTRACT

An implied meaning of languages can create ambiguity and various assumptions that give some effects on them such as advertisement that covers persuasion messages in another connotation form through headline. The background of language education is not the significant factor of understanding the intended meaning in modified language usage.

The analysis of 12 A Mild advertisements focuses on speech act theory includes locutionary, illocutionary, perlocutionary act and Types of speech acts. This research is conducted in qualitative method and quantitative methods that count the numbers of respondents who have the same idea with copywriter.

The purpose of the thesis is to prove how far the two different language backgrounds of universities interpret the same idea with copywriter and its application to the real life. The result shows that different ideas arise diverse influences that occur in daily life. English Department students of Al Amin University Sorong is leading the same perceptions of locutionary, illocutionary, perlocutionary act refer to copywriter rather than Binus University Jakarta students. People do not always understand the whole meaning of language, but sometimes only in a part.

Keywords: Speech Acts, Language Educational Background, Advertisement.