

**FINAL REPORT**

**THE USAGE OF NON - VERBAL COMMUNICATION  
ON TELEVISION ADVERTISEMENTS**



**This Final Report is written to fulfill one of the requirements for diploma III  
Education accomplishment at English Department**

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## **MOTTO**

*“Intelligence is not the determinant of success, but hard work is the real determinant of your success. So don't be afraid to move, because the distance of 1000 miles starts by a single step”*

Dedicated to :

- All of my big family
- My beloved father and mother
- My beloved brother and sister
- All of my lecturer in English Department
- All of my lovely classmate and all my friends
- And also my second family in BPBD Prov. Sum-Sel

## **PREFACE**

First of all, the writer would like to thank Allah swt for His blessing and health to this final report. The writer would also perform her deepest gratitude to the noble prophet Muhammad saw for bringing enlightenment to this world. This report is written to fulfill the requirement of Diploma III curriculum of State Polytechnic of Sriwijaya. The title is “The Usage of Nonverbal Communication on Television Advertisements”.

The final report discusses kinds of nonverbal communication used in fifty advertisements published on national televisions in Indonesia. The writer hopes that this final report can positively contribute and give information, even broaden the knowledge. The writer realizes that this report is still far for being perfect because of the limitation of sources, time and knowledge. Therefore, the constructive comments and suggestions are welcome to make this final report better.

Palembang, July 2014

The writer

## ACKNOWLEDGEMENT

Finally, this final report is completed. Therefore, the writer wants to thank to Allah SWT that gives chance for the writer to finish this final report. In this opportunity, the writer would like to express deep gratitude to the entire participants for their encouraging advice, valuable guidance during writing this report. The writer would like thanks to :

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9. My second family in BPBD Prov. Sum-Sel;
10. All parts who had performed any assistance in finishing this final report that cannot be mentioned one by one.

The writer expects that final report can give any influences in term of advantages and helpful even useful for all especially the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2014

The Writer

## **ABSTRACT**

### **THE USAGE OF NON – VERBAL COMMUNICATION ON TELEVISION ADVERTISEMENTS**

The purpose of this final report is to know the usage of nonverbal communication on television advertisement. The problems of this study are formulated in the following questions; “What kinds of nonverbal communication used on television advertisements?”. The data were collected through documentation. The data were analyzed by using some references to get theoretical bases and literature which support this final report project. Nonverbal communication has ten kinds, they are: facial expression, gaze, posture and position, proximity, gesture, physical appearance, paralinguistic, eye gaze, haptics, and proxemics. But it only has a difference in the kind of nonverbal communication because television advertisements do not use all kinds of nonverbal communication. Expression in television advertisement are smile, laugh, annoyed, shocked and surprised. Body language with appear in television advertisements are gestures and body movement. The use of nonverbal communication in television advertisements has each function according to the goal of television advertisement that stress on complete message. The writer concluded that all of the advertisements have already used nonverbal communication to know the message conveyed and understand the purposes hidden of television advertisements. And the writer would like to give suggestion to advertisers. They should organize everything about nonverbal communication used on television advertisements, so that the viewers can understand the purposes hidden of television advertisements.

**Keywords : Nonverbal communication, advertisement, viewers, message**

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