

**INVESTIGATING STUDENTS' INTERPRETATION OF FEMININE CODED
LANGUAGE IN ENGLISH SUNSCREEN ADVERTISEMENTS**



A THESIS

“Submitted to the Faculty of Teacher Training Education in Partial Fulfilment of the
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Written By:

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**ENGLISH EDUCATION STUDY PROGRAM
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Investigating Students' Interpretation of Feminine Coded Language in Sunscreen Advertisements

THESIS

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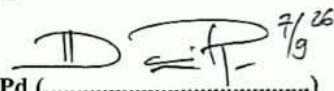
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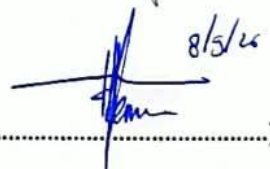
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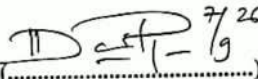
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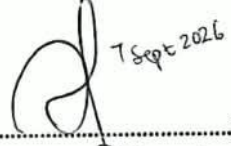
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State that :

1. All the data, information, interpretation, and conclusions presented in this thesis, except for those indicated by the sources, are the results of my observations, process, and thought with the guidance of my advisors.
2. The thesis that the writer wrote is original and has never been handed in another academic degree, neither at Indo Global Mandiri University nor at other Universities.

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DEDICATION

I sincerely dedicate this thesis to:

1. First and foremost, I dedicate this thesis to Allah SWT, whose infinite mercy, blessings, guidance, and strength have enabled me to overcome every challenge and complete this thesis. Without His will and grace, this achievement would not have been possible.
2. This thesis is lovingly and wholeheartedly dedicated to My Beloved Parents. Thank you for your endless love, sincere prayers, unwavering support, countless sacrifices, and unconditional belief in me. Your patience, encouragement, and strength have always been my greatest source of motivation. Every step I have taken and every achievement I have reached is because of your love and sacrifices. I hope this thesis makes you proud and becomes a small token of my gratitude for everything you have given me.
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MOTTO

“Do your best, let Allah do the rest.”

(Adinda RV)

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This thesis, entitled "Investigating Students' Interpretation of Feminine-Coded Language in Sunscreen Advertisements," is submitted as partial fulfillment of the requirements for obtaining the degree of Sarjana Pendidikan (S.Pd.) in the English Education Study Program, Faculty of Teacher Training and Education, Universitas Indo Global Mandiri.

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Finally, the researcher realizes that this thesis is not without limitations. Therefore, constructive suggestions are sincerely welcomed. It is hoped that this thesis will be beneficial for readers and future researchers, particularly in the fields of pragmatics, advertising language, and English language education.

Palembang, 22 July 2026

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ABSTRACT

This study aimed to investigate how students interpreted feminine-coded language in English-language sunscreen advertisements and to identify the lexical features that were most dominant in their interpretations. The study was motivated by the importance of understanding contextual meaning in advertising language, especially feminine-coded vocabulary that was often used to build a product's image and attract consumers' attention. This research used a qualitative descriptive method with a content analysis approach. The research participants were 16 sixth-semester students from the English Education Study Program at Indo Global Mandiri University, who were selected using purposive sampling. Data were collected through interpretation tasks on feminine-coded vocabulary found in ten English-language sunscreen advertisements. The data were then analyzed using the Pragmatic Interpretation Analysis Rubric to identify the types of student interpretations and to determine the dominant lexical features reflected in their responses. The research results showed that 10 students produced contextual interpretations, while 6 students produced literal interpretations. The study also found that students interpreted feminine-coded vocabulary through three categories of lexical features: functional words, emotional words, and persuasive words. Of these three categories, functional words were the most dominant lexical feature in students' interpretations. These findings provided insight into students' tendency to understand the meaning of feminine-coded vocabulary used in English-language sunscreen advertisements.

Keywords: feminine-coded language; interpretation; advertisements; lexical features; content analysis.

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