

Abstract

In nowadays, many producers of a pharmacy and cosmetic products has intensively made some advertisement that referred to the information of “halal” predicate that the company has acquired. These commercials then bring the halal word to become very popular among the public. But then, what do the public does not know is that the word “halal” is actually forbidden to use as the main point of message at advertising. But this regulation is also may has come into invalid or unprevailed when the advertising creators modified this halal word so it would not make it to be as the regulation has called it for a law violation. So by those statements, the position of the “halal” term when it was at the advertising discourse can have a contextual meaning, if we look by the discourse structure that built the overall meaning of the message itself.

At this research, the method that used in it is the qualitative method with the critical paradigm. The methodology at the research is a qualitative method featuring the critical discourse analysis by Teun A. van Dijk. The purpose of this research is to find the contextual meaning of the “halal” term that in a advertising discourse, that in this case is at the Wardah television commercial with halal dari awal –purity version.

The meaning of this “halal” term of this research will be looked at this commercial discourse from the text aspects that consist with three elements of structure which are the macro structure, superstructural and micro structure. Then it will be looked by the context aspect of a discourse that became popular among the public nowadays. This research is using the observation and documentary technics to gathered the data that needed.

Keywords: Meaning, Contextual, Halal, Commercial.