

**AN ANALYSIS OF FIGURES OF SPEECH AS USED IN
LANGUAGE OF COSMETICS ADVERTISEMENTS
ON FEMALE MAGAZINE**

A Thesis

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ABSTRAK

Dalam tesis ini penulis membahas tentang tipe-tipe majas yang digunakan oleh para pemasang iklan kosmetik yang terdapat pada majalah *Female* untuk menarik minat para pelanggannya, penelitian ini juga bertujuan untuk mengetahui makna majas tersebut.

Penulis menganalisis data berdasarkan teori *stylistics* yang dikemukakan oleh Widdowson (1975) dan teori *figure of speech* yang dikemukakan oleh Perrine (1988). Data yang dianalisis berjumlah 16 buah, yang diambil dari edisi majalah *Female* (Januari 2009 dan Mei 2009). Data disajikan dalam bentuk gambar dan bahasa deskriptif.

Dari analisis data ditemukan bahwa majas allegori 6 buah, personifikasi 4 buah, hiperbola 3 buah, metafor 1 buah, metonimi 1 buah, dan simile 1 buah. Makna gaya bahasa allegori yang ditemukan di sebagian besar iklan pada majalah *Female* adalah memberikan perumpamaan kepada lambang-lambang atau simbol-simbol.

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Advertisements have become important media for people's life today which are used to provide information about the latest products. Most of companies place advertisements everywhere to increase the sales of their products. Indeed, advertisements are obviously influential to society especially the consumers. It is due to the fact that advertisements come in a remarkable range of formats, media, shapes, sizes, and duration. It is, hence, extremely easy for people to get hold of advertisements since they may be conveyed via a variety of media. They can be placed in newspapers and magazines, displayed on billboards, aired during television and radio programs, or sent through mails.

However, the most important thing of the advertisement is the language on the advertisement itself. Thus, the use of persuasive and stylish language in the advertisements must be essential consideration because it is aimed to persuade the consumers to buy the products. One of the ways is to use figure of speech as a form of persuasive and stylish language in promoting certain product.

Basically, stylistics can provide a way of mediating language and literature (Widdowson, 1988). It does not mean that stylistics is only

applicable for literary works. It can also appropriately be applied in non-literary texts such as the language use in advertisements.

Figure of speech is a stylistic device "It is another way of adding extra dimension to language; which can attract the reader's attention" (Perrine, 1988). In other words, it means that figures of speech are additional way of saying something than the usual way. According to Perrine (1988:68), there are seven types of figures of speech, such as personification, metaphor or simile, synecdoche, metonymy, allegory, overstatement (hyperbole), and verbal irony. In addition, figures of speech are closely related to figurative meaning. They are linguistically used in analyzing a word, phrase, or sentence.

The writer is interested in analyzing the advertisements because almost everyone knows and sees advertisement in their daily life, and the language that is used in advertisement is very stylish.

The writer chooses cosmetics advertisements as the data because of the writer is a woman, whose life is closely related to cosmetics. She feels that a cosmetic is very important for women, and it has been a part of woman's life.

The writer is also interested in analyzing the figures of speech and its figurative meaning used in the language of cosmetics advertisements in magazine. In this research, the writer chooses women magazine as the object of investigation because it contains more cosmetics advertisements that usually use figures of speech.

Finally, through this study, the writer hopes that the result of this research can help the readers know the types of figures of speech used in

CHAPTER 4

CONCLUSION

The research focuses on the types of the figures of speech and meaning of the figures of speech. After analyzing figure of speeches that are taken from the *Female* magazine, the writer finds several types of figure of speech which consist of personification, allegory, hyperbole, metonymy, and simile. In accordance with the occurrence and percentage of those figures of speech, it is identified that allegory types are 6 times of all the data.

Based on the result of the analysis, allegory takes a major influence related to the use of figure of speech in cosmetic advertisement as found on the *Female* magazine. It is frequently used because most of the cosmetic products look more interesting when they are advertised by applying allegory. Moreover, this style is found effective to attract the interest of readers who read the magazines. Nevertheless, the other figure of speeches; hyperbole, metaphor, metonymy, and simile also take influential role in creating persuasive and interesting offers on cosmetic advertisement.

In sum, the use of figure of speech is helpful to promote cosmetic products on advertisement. It is able to modify a deep and impressive meaning on advertisements. Thus, it is a strategy for advertiser who takes magazine as promotion media.

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