

ABSTRACT

Defisyani, Willia. 2018. The Use of Figurative Language Found in Commercial Advertisements for Different Sexes. Skripsi : Fakultas Bahasa Dan Seni. Universitas Negeri Padang.

Figurative language is the use of words that make a reader have to make a good interpretation not only by seeing what the words refer to or what it is said on the text, but also by interpreting it from the context. Because of that, it can be a misinterpretation. The researcher used a descriptive method because the data were taken from the advertisements as documentation method. The data were collected by downloading the data, reading them repeatedly, identifying and putting them on table. The data were also analyzed by tabulating the data, categorizing them, interpreting the meaning, and analyzing them based on theory of semantics, and sex and gender so that there is no misinterpretation. The results in this research are 3 types of figurative language found in commercial advertisements for different sexes such as personification, simile, and hyperbole. Personification and simile tend to be used in women's products while hyperbole is frequently used by men's products. Then, there are some differences between both sexes such as the choice of word and the vocabulary used by them.

Key words : figurative language, advertisements, sexes