

**THE USE OF FIGURATIVE LANGUAGE FOUND IN COMMERCIAL  
ADVERTISEMENTS FOR DIFFERENT SEXES**

**THESIS**

*Submitted as partial fulfillment of the requirements to obtain Strata One (S1) Degree in  
English Department*



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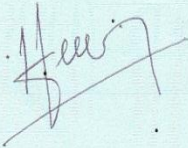
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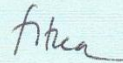
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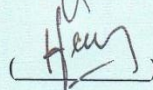
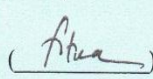
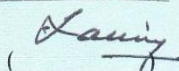
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## **ABSTRACT**

**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

## **ABSTRAK**

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

Bahasa kiasan atau majas adalah penggunaan kata-kata yang membuat pembaca harus membuat sebuah tafsiran yang baik agar tidak terjadi salah-tafsir dengan cara menerjemahkan berdasarkan konteks penggunaannya. Penelitian ini menggunakan metode deskriptif yang menggunakan iklan sebagai dokumentasi. Pengumpulan data dilakukan dengan cara mengunduh gambar, membacanya berulang-ulang, mengidentifikasi dan meletakkannya ke dalam tabel. Kemudian, data yang telah terkumpul dianalisis dengan cara mengelompokkan data pada tabel, menafsirkan maknanya dan menganalisisnya berdasarkan teori semantik dan teori bahasa dan seks (jenis kelamin) agar tidak terjadi kesalahpahaman. Setelah menganalisis data, peneliti menemukan lima tipe majas yang terdapat pada iklan komersial seperti produk untuk wanita dan pria yaitu majas personifikasi, majas simile, majas hiperbola, majas metonimi dan majas metafora. Hasil dari penelitian ini adalah iklan pada produk wanita lebih banyak menggunakan majas personifikasi dan simile sedangkan majas hiperbola lebih banyak digunakan untuk produk pria. Selain itu, peneliti juga menemukan ada beberapa perbedaan bahasa seperti pemilihan kata dan kosakata yang digunakan oleh pemasang iklan untuk membedakan kedua konsumen tersebut.

Kata kunci : bahasa kiasan; iklan; jenis kelamin

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I dedicate this thesis to my beloved parents and my younger brother. I would like to say thanks to everyone who has supported and helps me in finishing this thesis that could not be mentioned one by one .

Finally, this thesis is supposed to give much knowledge and benefits to the readers. I wish that it also can give many advantages to the people who are interested with this research.

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The reseacher

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# **CHAPTER I**

## **INTRODUCTION**

### **A. The Background of Research Problem**

Figurative language can be found in written and spoken language. In written language, it can be found in the book, novel, short story and advertisement while in spoken language, it can be found in song, speech, and tv program. Because of that, Hamzah (2012: 41) states that good language users are supposed to be able to express themselves both written and spoken language. Yuri. A and Rosa (2013) also states that the figurative language has the implied meaning or the meaning of the figurative language is based on the context. Figurative language is one of non-literal meaning using a comparison between what is said and what is meant or between an understanding or expectation of a reality and what actually happens.

Figurative language is the uses 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. If people cannot interpret the figurative language and get failure in analyzing them correctly, it will be misinterpretation about it. Larson (1998: 276-277) proposes some reasons why meaning is difficult to understand and cannot be translated literally. One of them is the image used may be unknown in the receptor language. For example, a metaphor “snow” to indicate the color “white” would be meaningless to people

living in tropical countries in which snow does not exist. In this case, to make a similar comparison, another image such as paper, tissue, and cotton should be taken. The use of figures of speech involves a risk “misinterpretation”. Moreover, it would be a challenge for a translator to be able to translate the meanings of figures of speech in language into meaning based on context.

Figurative language or figure of speech is not only used in literary works such as novel, poetry, short story, drama and poems, but it is also used in advertisements. Suryasa (2016) states one of linguistic devices which is used in advertising is the use of figurative language. Figurative language is commonly used in advertisement to make the product advertised to be more interesting. The use of figurative language can be a marketing strategy of the producers in promoting their products. In promoting products, Kotler (2000: 551) the producer may give explanation about the strength of their products in order that the customer knows much about a product they want to buy. Then, Suryasa (2016) also states that the figurative languages are frequently used in promoting products because they make the products become familiar and more interesting to the most potential consumers in a society.

From linguistic point of view, the language of advertising must be informative, instructive, distinctive and persuasive. Yuri. A and Rosa (2013) also notes that the language used in advertisement is very carefully chosen to have special effects. The word will create images to convey information and there will be more than one meaning. It means that the language of advertising is very influential to get the special effects and the right choice of language. Because of that, it is expected that the prospective consumers will change their mind and

behavior toward the product and buy it. Advertising slogans are short, often memorable phrases used in advertising campaigns. Slogan is used by the producer to catch consumers attention to buy the products. By using the slogan, the producer can deliver the message of the product. Brand slogans may have positive effects on their brands. Arens (2006:424) also states that slogans provide continuity to a series of advertisements in a campaign, and they reduce an advertising message strategy to a brief, repeatable, and memorable positioning statement. By using a slogan, consumers would always remember about the product, thus making it beneficial to both the advertiser and the consumer. By using slogans, it is easy for producer to deliver the message of their product to the consumers.

Advertisements can be categorized as visual medias because of using pictures to make it interesting. Fitrawati (2015) states that visual media are things or objects that can be seen. They can be categorized into two kinds such as projected visual media and non projected visual media. Projected visual media are OHP, slides, filmstrips, and motion pictures. Nonprojected visual media are teachers, display media, pictures, charts, real things, and models. The function of advertisement is promotional to draw people's attention. Rosa (2013) states that advertisements are known as media of communication to deliver some messages to the reader. Advertising is the process of persuading the potential customers to buy products. In delivering their ideas, the advertisers play with text. It must employ a style of language that will help in attracting people's attention. The producers publish their advertising not only in magazine, newspaper and in television, but also in internet. The producers use figurative language to deliver



the message of the product. By using the figurative language as a style of language, the producers can persuade the consumers to buy their products. Suryasa (2016) states that figurative languages can make the producer sell the products quickly because they use the memorable words, phrases and sentences.

In the research, a researcher is interested in analyzing the figurative expression found on advertisement, especially for different genders. The researcher is interested in products for different genders because there are some differences in using language between women's and men's products. There is a linguistic problem in their products. For example, in selling men's shampoo versus women's shampoo, men's shampoo like *CLEAR Men Ice Cool Menthol* and women's shampoo such as *CLEAR Women Sakura Fresh*. There are a few different reasons how men's shampoo are different than women's related to the language use on the products.

One main difference is the choice of word used to be the fragrance. In products of men's shampoo, they tend to use the noun phrase like as men, cool sport menthol and ice cool menthol; the adjective like cool, and the phrase such as "daily anti-dandruff shampoo for men" to indicate masculinity while women's shampoo tend to use the noun phrase like as women, herbal fusions and superfresh apple; the adjective such as sakura fresh, the phrase such as "complete soft care". They tend to use flowers and fruits as fragrance to be the image of femininity.

Another difference is the use of noun to indicate the different genders- female or male. Although both products are the same in the brand "CLEAR", they tend to use the word *women* or *men* in the products to differentiate the consumers

who use the products and make it easy to choose which products the consumers want to buy based on their genders.

As a matter of fact, there is a misinterpretation while looking at the products of the advertisements that consists of many figurative expressions. It is important to know the meaning of the figurative language so that people can imagine what is being said in the products and feel the emotion of the products. The focus on this study is some types of figurative languages, the way to understand figurative language based on comparative point of view between female and male products and explanations of each type in finding out what the meaning of the figure of speech and their solutions to prevent a misunderstanding.

## **B. The Identification of Research Problem**

Based on background above, there are many possible researches that can be related to the figurative found on the advertisement such as gender, consumer's ages, social economy, types of products.

First, researcher can analyze about gender's differences in product advertisement such as the differences between men's and women's products. There are some differences between women's and men's products. For example, in selling men's shampoo and women's shampoo, there are a few different reasons how men's shampoo are different than women's. One main difference is the language used to be the fragrance. In products of men's shampoo, they tend to use the noun phrase like as men, cool sport menthol and ice cool menthol; the adjective like cool, and the phrase such as "daily anti-dandruff shampoo for men" to indicate masculinity while women's shampoo tend to use the noun phrase like

as women, herbal fusions and superfresh apple; the adjective such as sakura fresh, the phrase such as “complete soft care”. They tend to use flowers and fruits as fragrance to be the image of femininity.

Second, the researcher can analyze the different consumer’s ages such as baby, teenagers, and adults. For instance, the powder for baby, the products tend to use figurative language such as in “cussons baby powder”, the product use the phrase like as “mild and gentle keeps baby’s skin fresh and comfortable”. From the sentence, you can find the product belongs to personification because of using the noun phrase “baby’s skin” and the adjective phrase like fresh and comfortable. The product gives the characteristics of human who feel “comfortable” to non-human “skin” to show that the product can be suitable with baby. The other product “Wardah” for female teenagers and adults. For teenagers, the product use the noun phrase like lightening two way cake with color “blue”. From the words such as lightening and two way cake, it shows that it is suitable for teenager who want to have white skin and need two things “foundation and powder” in one thing to make it easy to be used. On the other hand, female adults tend to use the phrase wardah renew anti-aging day cream with color “purple”. The use of adjective phrase “anti-aging” in the products showed that it is also suitable to female adults who want to be younger than their ages. The use of color “blue or purple” can be a metaphor to indicate their different ages. The blue is for young women while the purple one is to the old women.

Last, the researcher can analyze type of products that are commonly used by consumers. The different needs of consumer can create the different type of products. For instance, the products of shampoo for different kinds of hair such

garnier fructis damage eraser liquid strenght treatment with protein leave-in treatment. From the word “damage”, this product is made for distressed and damaged hair. Another example is garnier fructis sleek & shine anti-frizz serum. From the adjective “anti-frizz” and the noun “serum” in the products, it means that it is not a shampoo but a serum which is for frizzy, dry, and unmanageable hair.

The area of study about figurative language is semantics. In semantics, figure of speech usually has contextual meaning or connotative meaning. The phenomenon of figurative language has been accepted in society. There are many phrases in English which can be very confusing to people in trying to learn the language, especially sentences which people try to understand literally, but actually means something which is very different. These sentences are known as figurative language, or figure of speech.

In this approach, it is useful for understanding the figurative language based on the context of semantics. In the context of semantics, it is focused on the contextual meaning of figure of speech which are different from the literal meaning. Many figurative languages can create a different interpretation because of the form and the meaning of the figure of speech.

### **C. Limitation of Problem**

Based on identification above, phenomena about figurative language can be found in many aspects of life both literature and linguistics. Because of too large to discuss, it is important to limit the discussion.



The study is limited on analyzing the figurative language used in commercial advertisements, especially product for different sexes. The study of semantics covers the figurative language. This study focuses on the words, phrases and sentences that used the figurative languages. The analysis of the research is limited on the description of types of figurative language and the contextual meaning or different interpretation based on context in the advertisement so that people can prevent a misinterpretation by finding out some type of figure of speech, finding the differences and making a comparison between women's and men's product in term of their figure of speech.

#### **D. The Formulation of Research Problem**

Based on the limitation above, there are some questions that need to be answered through this research as follows:

1. What are the types of figurative language used in commercial advertisements for different sexes ?
2. What are the differences in vocabulary and the choice of word between women and men ?

#### **E. The Purposes of Research**

1. To find out the types of figurative language which is used in commercial advertisements.
2. To find out the differences of vocabulary and choices of word used in commercial advertisements for different sexes.

## **F. The Significance of Research**

The researcher analyzes the types and differences between female and male products in understanding figure of speech. Because of that, it is also supposed to be useful to avoid misunderstanding or misinterpretation in using figure of speech while looking at product advertisements for different genders.

An analysis can be benefit to develop knowledge. This analysis has two main significances which are involved to this study, there are theoretical and practical significance. The research of this study is useful to the readers, especially the students of English Department in Universitas Negeri Padang to get the deep knowledge about figurative language. The readers, by reading this research, they can learn the types of figurative language, understand the analysis of contextual meaning from each type clearly. Last, this study is expected to give a contribution to the users of figure of speech and student of English to use the figurative language in their daily conversation.

## **G. The Definition of Key Terms**

To avoid a misunderstanding about the terms in this study, the following terms defines :

**Figurative language** : The words, phrases, clauses and sentences in English which can create misinterpretation (Larson,1998) or the use of language in indirect ways.

**Advertisement** : The persuasive communication to influence someone else to change their ideas or the media of communication to persuade the consumers to buy the products.

**Sexes** : Female and Male differences in vocabulary or the choices of word