

**TYPES AND FUNCTIONS OF FIGURATIVE LANGUAGE FOUND IN
THE ADVERTISEMENTS OF KOMPAS NEWSPAPER**

THESIS

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Degree at the English Department*



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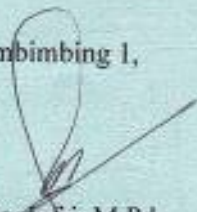
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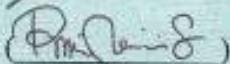
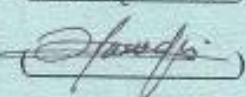
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ABSTRAK

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Bahasa yang digunakan didalam iklan harus mampu menarik perhatian para pembacanya. Untuk itu, para pembuat iklan banyak menggunakan majas didalam iklan. Majas sendiri merupakan serangkaian kata, frase atau klausa yang memiliki makna diluar makna harafiah. Rangkaian kata, frase atau klausa ini harus diinterpretasikan dengan cara mengimajinasikannya. Tujuan dari penelitian ini adalah untuk mengetahui tipe-tipe majas apa saja yang digunakan didalam iklan. Selain itu penelitian ini juga berdujuan untuk mengetahui fungsi komunikasi yang terdapat didalam iklan tersebut. Metode yang digunakan dalam penelitian ini adalah deskriptif. Metode ini digunakan untuk menganalisis data dalam bentuk tertulis dan juga lisan, serta menggambarkan dan mengolah data berdasarkan situasi, dokumen, transkrip atau bahkan rekaman yang diambil dari lapangan. Penelitian ini difokuskan pada iklan komersial yang terdapat pada koran harian *Kompas*. Dalam penelitian ini yang menjadi data adalah elemen-elemen iklan yang menggunakan majas. Data-data itu kemudian dianalisis untuk mengetahui tipe dan fungsi komunikasinya. Hasil penelitian ini menunjukkan bahwa iklan banyak menggunakan majas. Didalam satu iklan bisa terdapat lebih dari satu ekspresi yang menggunakan majas. Tipe-tipe majas yang paling sering digunakan adalah *parallelism*, *rhetorical question* dan *anaphora*. Selain itu, majas-majas ini juga berfungsi untuk mencapai tujuan dari iklan; yaitu untuk memberi informasi mengenai produk, membujuk konsumen dan menarik perhatian konsumen.

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CHAPTER I

INTRODUCTION

A. Background of the Problem

Advertisement has become a part of this modern life. People barely can go around without seeing an advertisement. Many types of advertisements appear in our daily life, they use electronic or printed media such as; television, radio, magazines, newspaper and brochure. They are used by the advertiser to promote a product or service to people.

As a tool of promotion, language used in advertisements have to be able to accomplish purposes of advertisement such as; to influence consumer's attitude and to form their perception toward product (Asmah, 1988:3). Because of that, language in advertisement should have special characteristics to achieve the purposes of advertisement and the special characteristic that is often used in advertisements is figurative language. Advertisers need to interest consumer to buy the product and use it as a technique to interest them, so they routinely use figurative language to promote the products.

Advertisers use figurative language to create uncommon, surprising, and interesting texts with catchy slogans or phrases. Guth (1975) says, figurative expressions make writing graphic and colorful by exploiting similarities between different things. It means that figurative language help someone to represent the idea in an interesting way.

In describing the quality of product, advertisers often use figurative language in advertisement to make it become powerful and interesting. For example, an advertisement has headline: *Living green in the middle of city*. In this example the advertisement use metaphor, a type of figurative language, because it compares the product with forest indirectly. As stated by Keraf (1991:131), metaphor is the implicit comparison between two things which are different in nature but similar in some characteristics. Moreover, it also gives information about the advantage of its product which means that it has informational function.

Advertisements appear in many different types of media, one of the medias which contain advertisements is newspaper. In newspapers, there are many indicators about figurative language used as a part of advertisement. The advertisements usually use figurative language in the headline and text. Headline is a part of printed advertisement that is capitalized in the advertisement while text is the description of the product. If the advertiser uses the figurative language in a headline of advertisement, he/she can describes the products and services with unusual way that is able to attract the consumer. The consumer will be attracted by the advertisement and curious to find out the information of the product or service.

One of newspapers that is published in Indonesia is *Kompas* newspaper. It is one of national newspapers in Indonesia. As a national newspaper that has central office at capital city of Indonesia, Jakarta, *Kompas* has wider range to distribute their newspapers to various region and as a result it has larger chance to be read by people in that country. As national newspaper also make it variate in

advertisements. By using a national newspaper as medium to promote products, the chance of the advertisements can be read by consumers is larger than local newspaper.

There are two main reasons why this topic is important to be studied. First, the advertiser often use figurative language in advertisements. Figurative language has many types and not all of the types are used in advertisements. Some types may be not suitable to put in advertisement. By identifying the types, it can give the knowledge about types of figurative language that is usually used in advertisements.

Next reason, when figurative language used in advertisements, it also has communicative functions related with the product or services of advertisement. It is because figurative language plays important functions in advertisements. It should be able to reach purposes of advertisements. Besides it is used to make advertisements attractive, there are some more language functions in it. In this case, the communicative functions of figurative language used in advertisement is needed to be studied. By identifying its communicative functions, it can give the knowledge about the functions of figurative language in advertisements.

B. Identification of the Problem

Language is the most important part to make an advertisement. Advertiser use language style to make it more interesting and to catch the reader or audiences' attention. Advertisements should have their own unique style out of mass amount of advertisements today to gain attentions (Shimp, 2003:413). In

order to make an interesting advertisement, advertisers use the language in the way that is unusual for common use.

Figurative language is a part of language style. It is related to diction of words advertisers need to make an advertisement become more interesting besides showing the availability of promoted products. Figurative language is divided into many classes and the most common classes are schemes and tropes.

There are some aspects that can be researched in figurative language such as semantic, morphological, and pragmatic aspects. In addition, there are some topics that can be discussed about figurative language, such as types, form, function and meaning. In this research, the writer only focuses on determining the types and functions of figurative language used in advertisement.

C. Limitation of the Problem

The research is limited on the types and communicative function of figurative language in advertisements of *Kompas* newspaper. This research is limited in determining the types and analyzing the communicative functions of the figurative language used in the advertisements. The kind of advertisements used in this research is commercial advertisement.

D. Formulation of the Problem

Based on the limitation above, the researcher formulates the problem of the research as follows: what are the types and communicative functions of figurative language used in advertisements of *Kompas* newspaper?

E. Research Questions

1. What are the types of figurative language used in advertisements of *Kompas* newspaper?
2. What are the communicative functions of figurative language used in advertisements of *Kompas* newspaper?
3. What is the most dominant type and communicative function of figurative language used in advertisements of *Kompas* newspaper?

F. Purposes of the Study

The purposes of this study are:

1. To identify the types of figurative language used in advertisements.
2. To explain the communicative functions of figurative language used in advertisements.
3. To find out the most dominant type and communicative function of figurative language used in advertisements.

G. Significance of the Study

This research is expected to give contribution for those who are interested in analyzing language style. This research also will be expected can enlarge the knowledge of linguistics student about figurative language and its function in advertisement. Finally, this research will be expected to be useful for the next

researcher to conduct a further study related to language style used in advertisement.

H. Definition of The Key Terms

Advertisement	: the medium to attract people attention in order to give information or introduce and promote products or services.
Commercial advertisement	: a type of advertisement that has intention to get profits from the reader.
Types of figurative language	: a group of figurative language which have particular qualities or features.
Communicative functions	: the functions of language in communicating the message between the speaker and the addressee.
<i>Kompas</i> Newspaper	: a national newspaper published in Indonesia. it has national and international news, business, finance, and sports section.

CHAPTER II

REVIEW OF RELATED LITERATURE

A. Semantics

The general definition of semantics is the study of linguistic meaning or the study of the meaning of words and sentences. According to Wikipedia (2011), semantics is the study of meaning that is used by humans to express themselves through language. The word semantics itself denotes a range of ideas, from the popular to the highly technical. It is often used in ordinary language to denote a problem of understanding that comes down to word selection or connotation. In semantics we are focus on meaning conveyed by used of words and sentences of languages. The aim is to combine the word meanings, given knowledge of the sentence structure, to obtain an initial representation of the meaning of the whole sentence.

Moreover, Leech (1981:2) also states that semantics is the study of the meaning of words, phrases, or sentences in the language. It is concerned with what sentences and other linguistic object express, not with the arrangements of their syntactic parts of with their pronunciation. Furthermore, a semantics theory should attribute to each expression in the language which the semantics properties and relations.

According to Murphy (2003:5), the main study of semantics is the relationship between object and linguistic symbols. In linguistic context, symbols are made up of sounds and characters. humans are able to create symbols and the symbols that created by humans will be used in the process of communication if all the symbols and the referent of the symbols have been approved by the people who are involved in the process of communication itself. Moreover, he also says that in semantics, words are described only with reference to their definitional meanings and those definitions relations with each other.

It can be concluded that semantics is only concerned with meaning as features in every utterance in a language. It is a basic study to study meaning especially literal meaning based on the text.

B. Language Style

Nordquist (2010) defines style as a way in which something is spoken, written, or performed. It represents a manifestation of the person speaking or writing. People put their thoughts into an effective form of style to make a good impression on the reader. Style is also known as *lexis* in Greek and *elocutio* in Latin. Moreover, he also explains that all figurative language fall within the domain of style. In short, style can be interpreted as those figures of speech that ornament discourse.

Generally, style is the arrangement of words in a way to express the individuality of the author. It is a way of the author to describe the idea and intent in his/her mind. According to Guth (1975:190), there are some elements that

determine the language style of someone. They are the diction, point of view, graphic image and the uses of humor. The diction is about how people choose the right word to describe the idea. A good diction can help the reader to understand about the topic and remember the major point.

The next element is point of view. Point of view shows the speaker or writer's perspective. It determines the topic of the talks. Another element is the graphic image. Graphic image is about the thought of the speaker. Before the speaker states his/her mind, the speaker makes a graphic image in his/her mind and then translates the idea to the language.

The last element is the uses of humor. A piece of writing or speech will be unattractive if it treats the content too seriously. The writer or speaker should make some humor in their works. Paradox and pun are often put in a writing to make a sense of humor from the text. An effective writer will not use a casual and ordinary type of writing but they will put a good style in it. A good style makes the reader pay attention to the writing without losing the point of the writing.

Style is used to get a way to express someone's ideas (Holman and Harmon, 1986:487). Style is considered as the way how something is said, done, expressed and performed. It is an instrument used by a speaker in speech and a writer in writing. Broadly, it represents a manifestation of someone's speaking or writing. In literature works, it is used to describe the author's thought about condition of human, things and environment vividly so it can give clear understanding for readers to get the meaning. Moreover, they also said that the

best style is a style that nearly approximates a perfect adaptation of language of someone's ideas.

In addition, Holman and Harmon (1986:487) also state that style is a combination of two elements, which are (1) the idea to be expressed and (2) the individuality of the author. Both of these elements are connected and influence each others. It means that how the idea to be expressed is determined by the individuality of the author. Different author have different way to express the idea. It is in a line with Keraf in Tarigan (1985:5) proposes, language style is the way of expressing idea or opinion through a particular language, which shows the soul, and the personality of the writer (language user). It should have the element of honesty, dainty, and attractiveness.

Aminuddin (1995:2-23) defines some concepts of style. First, he defines style as a rhetorical device. In this case, style is a way to explain the contain of utterances which is arranged through language. Usually, it emphasizes about how to use language beautifully without really consider its function. As an example, the use of metaphor in a poetry.

Second, style is a way to express the aesthetic. It means that style is used to arranged and describe something precisely and deeply until it can conveys the interesting point of subject. The topic must be suitable with speaker's purposes. In this concept, style is related with how someone should arranged the language to become interesting and attractive.

Third, style is a form to express the emotion. Based on this concept, Aminuddin describes style as a form of language expression based to the emotion

of the author and also things that the author wants to describe indirectly. Generally, this kind of concept can be seen in poetry because poetry often use language to reflects the emotion of the author.

Fourth, style as a deviation and a form of individual expression. Style, based on this concept, is determined by the creator. It means that style is used as an expressive form of a person. Different person has his own style. We can conclude that style as a deviation which is determined by the person who use the language itself. In addition, Holman and Harmon (1986:488) also state " no two personalities are alike, no two styles are exactly alike." An effective style makes reader catch the idea of message easily.

Language style is also related to stylistic. According to Wisniewski (2007), stylistic can be described as the study of style of language usage in different contexts, either linguistic, or situational. It concerns with the examination of grammar, lexis, semantics, as well as phonological properties and discursive devices. Moreover, he also says that this branch of linguistic is related to pragmatics and discourse analysis because it also dealt with the analysis of literary texts.

In conclusions, style is about how someone use language to express the ideas. It is related with the speaker's mind. Diction, point of view and the individuality of the author or personality are the elements that affect the language style of someone. Because of that, each person has different style and there is no two language styles which are exactly alike. Furthermore, language style is also

related with figurative language. The figurative language reflects a language style of someone.

C. Concepts of Figurative Language

In general, figurative language is an opposite of literal meaning. Literal language refers to words that do not deviate from their defined meaning while figurative language refers to words that exaggerate or change the usual meaning of the component words. Although figurative language can replace the meaning of literal language, it cannot be used randomly. The meaning should be related with literal meaning itself. Leech (1969:148) says that the figurative sense may replace to literal sense if figurative sense is related to literal sense in such a way. For example, 'Padang is still trauma with the huge earthquake that happened last year.'. In this expression, Padang means 'the people in Padang' which means figurative sense here is the people in Padang.

Figurative language deviates from the ordinary pattern or construction of words and common meaning to achieve some effects. Holman and Harmon (1986:202) state:

Figurative language is an intentional departure from the normal order, construction, or meaning of words in order to gain strength and freshness of expression, to create a pictorial effect, to describe by analogy or to discover and illustrate similarities in otherwise dissimilar things.

It means that figurative language use different language order or construction. It also has different meaning, the readers need to interpret the meaning of the statement used figurative language to get the message. It requires the readers to use their imagination to figure out what the writer or speaker means. The writer or

speaker describes something using unusual comparisons for the effect, to interest, and to make things clearer.

Figurative language may be used in common talk and writing. A statement becomes figurative when it contains one of the type of figures of speech. People derive their figure of speech from human experiences. Figurative language enables a speaker or writer to say precisely and concretely what he/she means because the description that used figurative language helps the addressee to create images in the mind. It make abstract statements appear concrete (Frederrik, 1988:37). Furthermore, the figurative language can help the writer or speaker to express their feeling.

In figurative language, people employ words in such a way so the word is somewhat different from their exact meaning in common speech. Figurative language helps reader or speaker to convey their ideas in a more vivid and impressive manner than by using literal language (Devlin, 2008:42). As an example, 'Fujiyama is a mountain', the sentence states the exact meaning without readers need to think deeply in order to understand the meaning. Figurative statement, in contrast, always has different meaning from the literal one. For example, 'I have mountains of work', this example also use the same word 'mountain' with the former example. Despite of it, the second example has figurative meaning that means, 'I have a lot of work'.

Figurative language departs from literal meaning to achieve a special effect or meaning. Abrams (2009:118) says that figurative language is the expression that deviate from standard order and meaning of in order to achive

some special meaning or effect. The standard meaning here refers to literal meaning.

It can be concluded that figurative language deviate the normal construction of words and meaning to obtain some effects. It helps people to describe their ideas more vividly and attractive. Figurative language can makes the readers to use their imagination in order to understand the message.

D. Types of Figurative Language

Leech (1969: 74) divides figurative language into two main classes; schemes and tropes. Leech states that schemes are described as abnormal arrangements lending themselves to the forceful and harmonious presentation of ideas. The types are alliteration, anaphora, and chiasmus. While trope, is identified as devices involving alliteration of the normal meaning of an expression. The types are metaphor, irony and synecdoche. In conclusion, schemes are dealt with fore grounded repetitions of expression and tropes with fore grounded irregularities of content. Scheme may be identified as a phonological, a graphological, or a formal pattern. In other hand, a trope may be identified as a formal or a semantic deviation.

Tarigan (1985:6) divides figurative language into four groups. The first group is comparison, at least there are ten types in this group; simile, metaphore, personification, depersonification, alegory, antithesis, pleonasme/tautology, perifrasis, proplesisi, coreksio. The next group is contrast, it is consists of twenty types. Among these types there are hyperbole, litotes, irony, oksimoron,

paranomasia, paralipsis, zeugma and satire. Other group is relationship. There are fourteen types in this group, such as; metonymy, sinecdote, alusion, eponim, epitete, antonomasia, erotesis and parallelism. The last group is repetition, it consists of thirteen types. In this group there are alliteration, assonance, antanaclasses, chiasmus, epizeukis, tautoses, anaphora and epistrophe.

According to Keraf (1991:129) figurative language based on its meaning is divided into two: figurative language of rhetorical and figurative language of analogy. Rhetorical is figurative language in which there is a deviation from the ordinary or expected pattern of words to get more effect, while analogy is deviation of general meaning of a term. Rhetorical definition is not much different with schemes that Abrams proposed above. Both of them are dealt with arrangement in pattern of words. The examples are prothesis, parenthesis, asyndeton, assonance and polyptoton. Analogy also has similar definition tropes, it is a kind of figurative language that deviates from literal meaning. The examples are simile, synecdoche, hyperbole, irony, understatement and personification.

Corbett and Connors (1999:73-75) also divide the forms of figurative language into two main groups; schemes and tropes. Schemes are divided into schemes of balance, schemes of unusual or inverted word order, schemes of omission and schemes of repetition. Furthermore, they argued that these types of figurative language are needed to be studied because they often occurred in prose.

Schemes of balance have two types of figurative language; parallelism and antithesis. *Parallelism* is the similarity of structure in a pair of series of related words, phrases or clauses. For example, 'He tried to make the law clear, precise,

and equitable. Meanwhile, *antithesis* is a contrast of ideas or words in a parallel construction. ‘Her face so ugly but she has a beautiful heart’ is example of antithesis

Schemes of unusual repetition are divided into three types. They are anastrophe, parenthesis and apposition. *Anastrophe* is the inversion of the natural or usual word order. For instance, ‘good musician of their type they are’. Next, *parenthesis* is the insertion of some verbal unit in a position that interrupts the normal syntactical flow of the sentence. For example, ‘there is even -and it is the achievement of this book- a curious sense of happiness running through its paragraphs. The last, *apposition* is a figure of speech which is placing side by side two co-ordinate elements, the second of which serves as an explanation. As an example, ‘John Morgan, the president of the Sons of the Republic, could not be reached by phone.

Schemes of omission have two types of figurative language. They are ellipsis, asyndeton and polysyndeton. *Ellipsis* is omitting a word implied by the previous clause. For instance, ‘The European soldiers killed six of the remaining villagers, the American soldiers, eight’. *Asyndeton* is the omission of conjunctions to coordinate phrases, clauses, or words where normally conjunctions would be used. For example, ‘there are no hills, dogs, walls, tracks’. *Polysyndeton* is the unusual repetition of the same conjunction. As an example, ‘This semester I am taking Structure and Listening and Translation’.

The last group of schemes is schemes of repetition. It divided into ten types. First type is *alliteration*. It is repetition of a consonant in multiple words

such as: ‘buckets of big blue berries’. The second is *assonance*. It is repetition of vowel sounds in multiple words but with different consonant such as, ‘gun, drum, trumpet, and thunder’. The third is *anaphora*. It is repetition of the same word or group of words at the beginning of clauses or sentences. For instance, ‘We shall not flag or fail, we shall go on to the end’. The fourth is *epistrophe*. It is repetition of the same word or group of words at the ends of successive clause. For example, ‘women are sacred, children are sacred, business are sacred.’

The next type of figurative language is *epanalepsis*. It is repetition at the end of a clause of the word that occurred at the beginning of the clause. As an example ‘Vanity, saith the preacher, vanity!’. The sixth is *anadiplosis*, the repetition of the last word of one clause at the beginning of the following clause. For example, ‘The crime was common, common be the pain’. The seventh type is *climax*, the arrangement of words, phrases or clauses in order of increasing importance. For example, ‘Let a man acknowledge his obligations to himself, his family, his country, and his God’.

Other types are antimetabole, chiasmus, and polyptoton. *Antimetabole*, the repetition of words in a successive clause where the grammatical order is reversed. For instance, ‘One should eat to live, not live to eat’. *Chiasmus* is a reversal of grammatical order but not involve the repetition of words. As an instance, ‘It is hard to make a money, but to spend it easy’. *Polyptoton* is the repetition of words that is derived from the same root. For example, ‘bends with the remover to remove’.

The next classification is tropes. Tropes are divided into seventeen types. The first type is *metaphor*. It is a figure of speech in which a comparison is implied by analogy but is not stated. For example, 'Heart of a lion'. The second type is *simile*. It is a way to compare two different things explicitly. For example, 'My heart is like a singing bird'. Next type, *synecdoche* is using a part of a physical object to represent the whole object. For example, 'Twenty eyes watched our every move'. Then, there is *metonymy*, a figure of speech in which one word or phrase is substituted for another that closely associated, as in the use of 'Washington' for 'the United States government' or 'the sword' for 'military power'.

Other types are antanaclasis, paronomasia, syllepsis, anthimeria and periphrasis. *Antanaclasis* is repetition of word in two different senses. As an instance, 'If we do not hang together, we will hang separately'. Next, *paronomasia* is a wordplay, using words that are written similarly or identically, but have different meanings. 'Johnny B. Good' is a wordplay for 'Johnny be good'. Other type is *syllepsis*. It is the use of a word that understood differently in relation to two or more other words, which it modifies or governs. For example, 'The ink, like our pig, keeps running out of pen'. The next type is *anthimeria*. It is the substitution of one part of speech for another. For instance, 'I will unhair your hair'. Next, *periphrasis* is when a descriptive word or phrase used instead of a proper name. For example, 'He rides Avanza to his office'.

The next types are personification, hyperbole, litotes and irony. *Personification* is when animals, ideas, abstractions or inanimate objects are

endowed with human characteristics. As example, 'Thunderstorm attacked Padang city last night'. Meanwhile, *hyperbole* is an obvious exaggeration for emphasis or for rhetorical effect. For instance, 'He run as fast as lightning'. Next, *litotes* is the deliberate use of understatement, not to deceive someone but to enhance the impressiveness of what we say. For example, 'Entertainer Frank Sinatra is not the slow-burn type. Other type is *irony*, an expression of something which is contrary to the intended meaning; the words say one thing but mean another, such as 'I could care less'.

The last types are rhetorical question, onomatopoeia and oxymoron. *Rhetorical question* is a figurative language which is asking a question, not for the purpose of eliciting an answer but for the purpose of asserting or denying something obliquely. As an example, 'What then? You better not play around with me'. Another type is *onomatopoeia*. It is the sound of words imitates the sound of the thing which that word denotes. For examples, 'clatter, bash, bang, rumble, sniff, howl'. Next type, *oxymoron* is a self-contradictory combination of words or smaller verbal units that conjoins two terms that in ordinary usage are contraries. It is usually noun-noun, adjective-adjective, adjective-noun, adverb-adverb such as in 'bittersweet', 'pleasing pains', and 'loving hate'. The last type is *paradox*, a figurative language in which a statement appears to contradict itself. For examples, 'war is peace', 'freedom is slavery'.

Devlin (2008:42) divides figurative language into four classes. First, figures of orthography which change the spelling of a word. Second, figures of etymology which change the form of a word. Third, figures of syntax which

change the construction of sentences. Last, Figures of rhetoric which also known as the art of speaking and writing effectively which change the mode of thought. Moreover, Devlin argued that the most important figurative language is figures of rhetoric since it is a fitting medium for the intercommunication itself.

Abrams (2009:118) group figurative language into two; figures of speech (scheme) and figure of thought (trope). Figures of speech or schemes is the departure of standard usage which is not primarily in the meaning of the words, but in the order or syntactical pattern of the words. Figures of thought or tropes is words or phrases used in a way that effects a conspicuous change in what we take to be their standard meaning. He lists the most common 'tropes' are simile, metaphor in its various manifestations, synecdoche, personification, and the practically obsolete kenning; and the most common 'figures of speech' are apostrophe, rhetorical question, chiasmus, and zeugma. In addition, certain linguistic patterns such as antithesis, alliteration, assonance, bathos and parallelism are sometimes also classified as rhetorical figures.

As conclusions, most of the theories divide figurative language into two main groups; schemes and tropes. Schemes deals with the construction of words, phrases, clauses and sentences while tropes deals with the meaning of the expression. Furthermore, schemes and tropes are divided into several types. From the theories mentioned above, the theory from Corbett and Connors is the most suitable theory for this research because their theory of types of figurative language are more complete and has brief definition.

E. Communicative Functions of Language

Basically, the main function of language is as a tool of communication. During process of communication, the sender use language to send message to listener. According to Wisniewski (2007), communicative functions of language are a description of how language is used to achieve its communicative purpose through speaking and listening, reading and writing. It also means to explain the nature of language in functional terms.

According to Leech (1981:40) there are five types of communicative function of language; informative, vocative, aesthetic, phatic and metalingual. The core of the *informative* function of language is external situation, the fact of a topic and reality outside language, including reported ideas or theories. The format of an informative text is often standard; a textbook, technical report, an article in a newspaper, a scientific paper, a thesis or agenda of meeting. The *vocative* function is a kind of persuasive writing. The core of vocative function of language is the reader. The typical texts of vocative text are instructions, publicity, propaganda, and popular fiction. The function of vocative function is allocated and directed to word the addressee.

Others types are aesthetic, phatic and metalingual functions. The *aesthetic* function of language is designed to please the sense, firstly through its actual or imagined sound, and secondly through its metaphor. The rhythms, balance and contrast of sentence, clause and words also play them part. The *phatic* function of

language is used for maintain friendly contact with the addressee rather than for imparting foreign information. In written language phaticism attempt to win the confidence and the credibility of the reader. The *metalingual* function of language indicates a language's ability to explain, name and criticize its own feature. The metalingual function deals with the code itself and used to examine the code. The metalingual is also predominant in question like "Sorry, what did you say?" where the code is misunderstood and needs correction or clarification.

Jakobson in Hebert (2006) proposes six language functions in communication. They are referential, emotive, conative, phatic, metalingual, and poetic. The *referential* function relates to thing that is spoken of. It deals with the truth value such as fact and information. The *emotive* function or also called *expressive* function is a self-expression of speaker or writer. The message in a statement with *emotive* function reveals the condition of its sender. The examples of this function are emphatic speech or interjections. The *conative* function is directed towards the addressee. It is used to ask or persuade the addressee to do something. The example of this function is a campaign speech. The *phatic* function helps to establish contact and refers to the channel of communication. Some of these utterances only serve to maintain contact between two speakers. The *metalingual* function deals with the language system. It is used to examine the code in the expression itself. The *poetic* function is allocated to the message. Messages convey more than just the content. Rhetorical figures, pitch or loudness are some aspects of the poetic function.

According to Wisniewski (2007) the functions of language might be divided into two categories, *micro* functions and *macro* functions. Micro function refers to a specific individual uses while macrofunctions serve more several aims for speaker. Furthermore, micro functions is divided into: (1) *physiological* function to release physical and nervous energy of the speaker (2) *phatic* function is used for socialibility (3) *recording* functions is using language to remember things (4) *identifying* function is to helps speaker to describe objects, (5) *reasoning* functions as instrument of thought (6) *communicating* function such as requesting, apologizing and informing and (7) *pleasure* function which is derive from unusual use of syntactic rules to gives pleasure both to the speakers and listeners. Meanwhile, macro function is divided into (1) *ideational* function that refers to the conceptualizing process involved in our mental activities, (2) *interpersonal* function to enable communication with other people and to represent the speaker, (3) *poetic* function to manipulate language in a creative way and (4) *textual* function that refers to our ability to create long utterances or pieces of writing.

While Archie (2009) proposes three basic communicative functions in language. First, *informational language function* which is the essential of language function. Its function as the communication of information is used to describe the world or reason. This function also has a truth value. Next, *expressive language function*. It reports feelings or attitudes of the writer or speaker. Literary works are examples of this function. Last, *directive language function*. Language

used for the purpose of causing or preventing overt action. It is most commonly found in commands and requests.

In conclusions, the communicative functions of language are to give information, to express the feelings or emotion and to command, request or persuade. Based on the theories above, communicative functions proposed by Jakobson are the most appropriate theory between the others for this research because his theory is clearer and more complete.

F. Advertisement

Advertisement is the act of advertising something to the public. Advertisement has purposes to promote a product, idea, or organization on the market with the aim to give information and persuade people with the advantage of the product and then to induce them to take any action. It is the activity of attracting public attention to a product or business. According to Winardi (1980:102), advertisements have four main functions: (1) to attract the attention, (2) to give an impression, (3) to raise the interest, and (4) to provoke the reaction of the reader. The first three functions mentioned before is using headline as a medium. While the last function is using body text to make reader's reaction as advertisers want to be.

According to Manohar (2008), there are several reasons of advertising. First, it is used to increase the sales of the product or service. Second, advertising is used to create and maintain a brand image. Third, as a device to introduce a new product or service. Fourth, to communicate a change in the existing product line.

In addition, the last is to increase the buzz-value of the brand or the company. The main function of advertisement itself is to raise the purpose of communication and to get the image of the product (Granat, 2003:3). Language that is used in advertisement is different from the words in the sciences or linguistics, because they are intended to persuade the readers to buy their products. The advertisement has specific words used in trade activity.

As conclusions, advertisement is used to promote a product or service, to persuade the readers or audiences, and to inform the people. Generally, the advertisement is used to increase the sales in the market.

1. Kinds of advertisement based on its medium

There are several types of advertisement based on its medium. Advertisement can use many different mediums like audio-visual media such television, radio, internet and print media such as brochures, pamphlets, magazines and newspaper. The medium that is used determines the elements of advertisement. According to Manohar (2008), there are several kinds of advertisement based on its medium and the most popular are broadcast and print advertisement.

a. Broadcast Advertisement

Broadcast advertisement is using television, radio and internet as its medium. It is a popular advertising technique. The advertisement on television are shown during a television program while on the radio the advertisements occurs between the switch of the program. The cost of this kind of advertisement often depends on its duration. Internet advertising is the newest kind of advertisement.

Advertisements occurred in internet often relate to the subject discussed in a website. Popularity of the website and the position of advertisement in a website determine the cost.

b. Print Advertisement

Print advertisement is advertising the products via magazines, brochures and newspaper. It allows the marketer's message to reach their target audience on the page. The popularity of the media used by the print advertisement also determines the effectiveness of the message or ideas delivered.

According to Winardi (1980:104), a print advertisement should have at least these three basic elements: headline, text and a name block.

1) Headline

Headline is the most important element in advertisement. Headline in advertisement is used to make people curious about the product. Headline has three functions; to attract attention, declare campaign theme and to raise interest of others part in advertisement.

2) Text

Text in advertisement is used to describe the product of advertisement. Its function is to provide information to the readers. Moreover, Sells (2010) said that text provides information about the product. It is an important element that is used to catch reader's attention by using short phrases. Texts in advertisement also use descriptive information about the product and the company.

3) Name block

A name block is an important part of advertisement. It is a space for the name of the product or services. It also includes the picture of the product or its logo. Usually, advertisers put a slogan of a product below its name block. Slogan is used to help a product or services easy to remember by customer. A product cannot use more than one slogan because it makes the slogan useless (Winardi, 1980:107)

Sells (2001) also divides components of a print advertisement into three: text, image and organization of element. He has the same theory about the text with Winardi. But, he puts two other components, image and organization as the components of print advertisement.

Image component in print advertisement is a scene, which provides the background for the entire advertisement. The image component may be more than just one scene. The scene in image component usually made variety of interpretation based on the readers'. An image usually has conjunction with the text. It is a representation of the product.

Another element is organization of element. It is how to put the image and text in right order to make a good advertisement of a product. The organization suggests coherence, some kinds of order in which the parts are interpreted, and relevances that determines the particular kind of the meaning that the advertisement has.

Another theory comes from Karr (2010), she divides elements of print advertisement into the body, the title and the artwork. The body is one of the elements of a print advertisement that forms a basic structure to the advertisement

itself. It is a place in advertisement where the advertisers put information of the product.

The second element is the artwork. The artwork is the picture or decorative background in advertisement. It adds the attractiveness into an advertisement it draws the reader's eyes to the advertisement and then to entice them to read the body text.

Another element is the title; it is also called as headline. The title is one of the elements of print advertisement that has more power than other elements. Some print advertisements can skip the body element and only shows the art and the title to provide the information of a product. A large and bold title can has the same role with art, to attract the reader's attention

As conclusions, advertisements can use many different mediums, and each medium has different important elements. An advertisement that occurred in radio has voices and tones of the actor/actrees as its the most important elements while print advertisement's is the headline. From the theories above, it can be concluded that the elements of print advertisement are: headline, body text, image and name block. And the element that contain figurative language is the headline and the text

2. Kinds of advertisement based on its purpose

Advertisement is a tool that is capable to reach and motivate large audience. It is not always used for commercial purpose. There are several kinds of advertisement based on its purpose (Nuraeni, 2008). First, *commercial advertising*. It is an advertisement that has purpose to promote the sales of a

commercial product or service. It is the most frequent and common kind of advertisement. We can find it in television and newspaper everyday.

For examples:

“Ponds: enlighten your skin in just one week.”

“Tipco: High nutrition in high quality juice.”

Second , *corporate advertisement*. It advertises the name and the positive image of the company rather than a product or a service.

As an example:

“Total E&P Indonesia: Present in Indonesia since 1968, it is currently the biggest gas producer in Indonesia”.

The last, *public service advertising*. It is a part of social campaign with the aim to message the ideas to the public. The message is to persuade people to do good things for the sake of society such as energy conservation, deforestation, and political integrity.

For examples:

“Make riding bicycle as your lifestyle”

“Do not want to pay taxes today? What would people say?”

As conclusions, the most common advertisement is commercial advertisement. It is easier to find the commercial advertisement than others because there are many companies that want to promote their peoduct and get profit. Commercial advertisement appears everyday through television, newspaper, radio and internet.

G. Related Previous Studies

There are several studies that related to this research such as: "An Analysis of Figurative Language found in *Kompas* Newspaper" written by Nurdewi (2003). She focused on types of figurative language as relationship in articles of *Kompas* newspaper. She found types of figurative language as relationship used in *Kompas* newspaper are metonymy, allusion and euphemism.

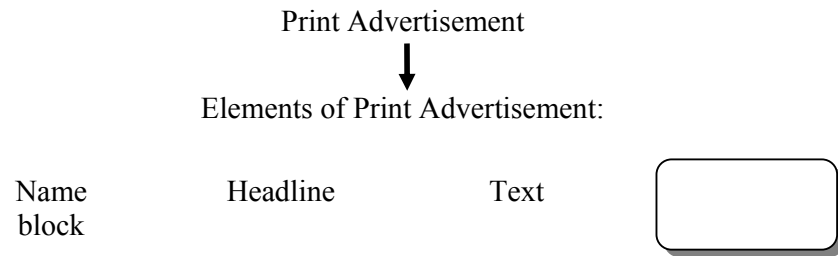
The next research were conducted by Fitria (2006), entitled "An Analysis of Figures of Speech in K.H Abdullah Gymnastiar Religious Speech". In her thesis, she investigate on kinds and contextual meaning of figures of speech in religious speech. She found that there are nineteen types of figures of speech and the most dominant is parallelism. She also found that there are some types of figures of speech that did not found in her research.

Another research were conducted by Hidayat (2006) which entitled "The Study of Figurative Language used as Comparison in Form of Simile and Personification as found in Daily Newspaper *Rakyat Merdeka*". He investigated the forms, meaning and communicative functions of figurative language in form of simile and personification used in opinion column of *Rakyat Merdeka* newspaper. He found that there were three types of meaning: affective, thematic and affective meaning; and three types of function expressive, informative and vocative function.

Syofriyatni (2008) did the research of figurative language which title "The Figurative Language Expression used as Comparison found in the Novel *the God of Small Things*". She investigated the types, meaning and communicative function of figurative language in form of comparison in a novel. They are simile, metaphor and antithesis. She found that the meaning in the novel is based on the whole context of the story and the communicative function of figurative language which are commonly found from the analysis are expressive function and informational function.

This research featured the differences with researches mentioned above. The researches above only limited the analysis in types of figurative language in form of comparison and relationship while this research identified the whole types of figurative language used in advertisements. The research above also did not research the figurative language in advertisements of *Kompas* newspaper.

H. Conceptual Framework



Figurative Language

- | | | | |
|-----------------|------------------|-------------------|-------------------------|
| 1. Parallelism | 10. Alliteration | 11. Polypoton | 20. Periphrasis |
| 2. Isocolon | 11. Assonance | 12. Metaphor | 21. Personification |
| 3. Antithesis | 12. Anaphora | 13. Simile | 22. Hyperbole |
| 4. Anastrophe | 13. Epistrophe | 14. Synecdoche | 23. Litotes |
| 5. Parenthesis | 14. Epanalepsis | 15. Metonymy | 24. Rhetorical question |
| 6. Apposition | 15. Anadiplosis | 16. Antanaclassis | 25. Irony |
| 7. Ellipsis | 16. Climax | 17. Paronomasia | 26. Paradox |
| 8. Asyndeton | 17. Chiasmus | 18. Syllepsis | 27. Oxymoron |
| 9. Polysyndeton | 18. Antimetabole | 19. Anaphora | 28. Onomatopoeia |

Types of Figurative Language in Advertisements

Functions

1. Referential
2. Conative
3. Emotive
4. Phatic
5. Metalingual
6. Poetic

Functions of Figurative Language in Advertisements

Figurative language is used as a part of language style in advertisements. The advertisements use figurative language in order to achieve its purposes. The components of print advertisement that can contain figurative language are

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. CONCLUSIONS

From the data analysis, it can be concluded that the advertiser often used the figurative language in the advertisements. It can be seen from the number of data that used figurative language. There are 136 expressions that using figurative language. Furthermore, an expression can have more than one type of figurative language. Although the expression has more than one type of figurative language, it does not disturb the message of the expression. In addition, in some advertisements there are more than one expression of figurative language can appear in an advertisement.

Most of the figurative language in advertisements have referential function. Referential function in the advertisements are used to describe the information of the product. The information given help the readers to know more about the product. Another communicative function that also dominant is conative function. Conative function persuades the readers to choose the product of the advertisement.

B. SUGGESTIONS

There are some suggestions from the researcher. First, it is suggested to other advertisers to use many more figurative languages in the headline and text of advertisements because the advertisements will be more exciting and interesting. The advertiser may use the rhetorical questions to influence the reader's mind or use parallelism to describe the information of the products. Other type of figurative language also help the advertisement to look more attractive. From this research, it can be seen that the more advertisements use figurative language will make the advertisements more interesting. In other word, it proves that figurative language can make the advertisement more attractive and interesting.

Second, it is suggested to the next researcher who wants to study about figurative language to extend their studies and get more comprehending about this study since the researcher only identify the types and communicative function of figurative language in this research. The researcher suggests that the next researcher will analyze the figurative language in the advertisements more deeply.

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