

**AN ANALYSIS OF TYPES OF FIGURATIVE LANGUAGE USED IN
INTERNET ADVERTISEMENTS**

PAPER

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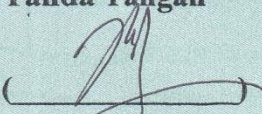
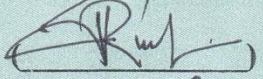

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ABSTRAK

Ratna Yuri. A (2013). “An Analysis of Types of Figurative Language Used in Internet Advertisement”

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Bahasa kiasan atau majas adalah jenis gaya bahasa yang digunakan untuk memperindah dan memberikan warna pada bunyi di tulisan yang mempunyai makna konotasi atau makna yang bukan sebenarnya. Jenis bahasa ini umumnya digunakan dalam karya sastra seperti novel, puisi, cerita pendek dan juga dalam iklan sebuah produk. Dalam makalah ini, penulis akan menganalisis majas-majas apakah yang paling sering digunakan oleh para pemasang iklan untuk menarik perhatian para pelanggannya.

Dalam menganalisis tentang tipe-tipe majas, penulis hanya fokus pada 4 (empat) tipe-tipe majas, antara lain: personifikasi, metafor, hyperbole, dan simile. Dalam teknik pengumpulan data, penulis menggunakan teknik mencatat (note-taking technique) Sudaryanto (1993:133). Penulis mengumpulkan data dari iklan yang diterbitkan di internet.

Tujuan dari makalah ini adalah untuk mengetahui jenis majas apa saja yang paling banyak digunakan oleh para pengiklan untuk mempromosikan produk mereka dan apa perbedaan dan persamaan dari penggunaan majas tersebut. Dalam makalah ini, penulis mengelompokkan produk-produk yang digunakan oleh pria dan wanita. Hal ini dimaksudkan agar pembaca dapat mengetahui jenis majas apa saja yang paling banyak digunakan dalam masing-masing produk yang digunakan oleh pria dan wanita.

Data dari makalah ini berjumlah 100 yaitu 50 data untuk produk wanita, dan 50 data untuk produk pria. Dari data tersebut ditemukan bahwa untuk produk pria, majas yang paling banyak digunakan adalah Personifikasi yaitu 25 data (50%), dan yang paling sedikit digunakan adalah Simile yaitu 7 data (14%). Untuk produk wanita, majas yang paling banyak digunakan adalah Personifikasi yaitu 22 data (44%), dan yang paling sedikit digunakan adalah Metafor yaitu 4 data (8%).

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Writer

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CHAPTER I

INTRODUCTION

A. Background of The Problem

Language plays an important role in human communication. Without language, we cannot communicate each other. Wardhaugh (1972:3) states that language is a system of arbitrary vocal symbols used for human communication. The main function of language is as a tool of communication. As a main tool of communication, language has a very important role in human's life. Language is a specific human's characteristic that makes them different from other. By using language, people can say their intents, wants, messages and informations to other people.

There are two kinds of language. They are literal language and figurative language. The literal language has meaning as it is uttered. Literal language refers to facts without any exaggerations or alterations of the subject. The figurative language has the implied meaning or we can say that the meaning of the figurative language is based on the context.

According to Perrine (1988:565) figurative language is the language that cannot be taken literally (or should not be taken literally) and say something other than ordinary ways or say one thing and mean another. Figurative language is used in imaginative rather than literal sense, it is used widely in daily speech and writing. Beekman and Callow (1974:94) say that figurative senses are based on associative relations with the primary sense. Figurative language is often used in

the daily communication, literary works (novel, poems, poetry, and short story), speech, and in advertisement.

Advertisements are known as media of communication where the advertiser delivers some messages to the reader through the advertisement. Advertising is the process of persuading potential customers to buy products or avail of services being offered to them. In delivering their ideas, the advertisers play with text. The producers use figurative language to deliver the message of the product. By using figurative language, the producers need to persuade the consumers to buy their products. Figurative language enables the producers to make the product sales quickly because they used the memorable sentence and distinguishing it from the competitor products. The producers publish their advertising not only in magazine, newspaper and in television, but also in internet.

Internet has been the most useful technology of the modern times that helps us not only in our daily lives, but also in our personal and professional lives developments. The internet helps us achieve this in several different ways. By using internet, we can find anything that we want to know about something. Internet is the effective way in finding information or doing something like home shopping for example online shopping. Many products sales in online shopping, the sellers use web to promote their products. Many of them use figurative language to persuade the consumers buy their product.

Christian Dior Addict Lipstick Polychrome Brown No 527



“Its steel-blue case is like a precious cult object - you wouldn't think of giving it up. Put it on. Your lips are drenched with color and shine, as luscious as forbidden fruit. The color is purer. The shine more intense. The look more alive”

The example above can be classified into simile. It can be seen that the word like compares steel blue case with precious cult object. It does not mean that the case of the lipstick is like something precious more than anything and we have to adore it every time, but its case is like a precious cult object. It only describes the beauty of the lipstick itself.

From the data above, advertisement can be more attractive by using figurative language and persuade the buyer to buy the product. The advertiser used similes in this advertisement because they want to compare the blue case of the lipstick with the cult object. The blue case describes the beauty of the lipstick, so when the consumers use the lipstick it can make their looks more beautiful.

Waterproof Rain Jacket Keeps You Dry When the Sky Unzips



Our men's rain jacket keeps you bone dry whether it's sparkling or raining cats and dogs. The waterproof PVC shell is lined polyester, which gives the jacket a much welcomed softer feels against the skin imported.

The use of this personification in this data can be seen in the sentence **“Keep you dry when the sky unzips”**. In this example, the advertiser personifies the sky as having the human action; “unzip” means open the zipper. It is done by human and this sentence “sky unzip” means raining. Beyond the sentence, advertiser actually wants to state his product which waterproof rain will protect the people from hard rain. This product addressed to men.

From two examples above, we can see that every advertiser has different way in using figurative language in their advertisement. In every product the advertiser uses different types of figurative language. There are certain reasons that make the writer choose to analyzed types of figurative language as the focus of the research. First, the writer search and reads the internet advertisement that is frequently expressed in the form of figurative language, because figurative language gives interesting and differentiate features to be analyzed particularly the word meaning. Second, the writer found that many product in internet advertisement used some types of figurative language to attract the consumers.

Third, the writer found different types of figurative language tend to be used in male and female product, and analyzed the meaning of the figurative language that used in the product.

B. Limitation of the Problem

The topic of this research is the study of figurative language in internet advertisement. The researcher would analyze especially figurative language that is used in internet advertisement. Figurative language is the way of people to say something other than the ordinary way different from the original one, as the result the people will get the meaning of it.

There are so many kinds of figurative language; they are litotes, simile, hyperbole, allegory, personification and metaphor are the effective ways to attract readers' attention, especially in internet advertisement. In this research, the researchers focused to analyze 4 types of figurative language (personification, simile, metaphor, hyperbole) that tend to be used in male and female product as found in internet advertisement and then to found the similarities and differences the used of figurative language in male and female products.

C. Formulation of the Problem

Related the background mentioned above the writer makes some main problems that could be formulated as follow:

1. What are types of figurative language tend to be used in male's and female's product in internet advertisement?
2. What are the similarities and differences of types of figurative language tend to be used in female's product in internet advertisement?

D. Purpose of the Study

By doing this research, the writer expects as follow:

1. To analyze the types of figurative language tend to be used in male's and female's product in internet advertisement
2. To analyze the similarities and differences of types of figurative language tend to be used in female's product in internet advertisement

E. Technique of the Data Collection

In doing this research, the writer collect the data in the internet advertisement in site and the online shopping site, then the writer searched products that the writer wants to looking for and it also support with other website. The writer also used note-taking technique (Sudaryanto 1993:133). The writer found the data in internet and then the writer takes notes of the data. Then, the writer classifies all figurative language that found and classified them.

F. Technique of Data Analysis

In analyzing the data, the writer follows some steps:

1. The writer classified all the figurative language that found in internet advertisement. The researcher classified all the data based on the kind of figurative language; they are simile, hyperbole, personification, and metaphor.
2. After classifying the types of figurative language the writer analyzed them based on theory used.
3. After analyzed them, the writer made the percentages of types of figurative language that are used in internet advertisement, both male and female product.