Figure of Speech English Advertisement
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ABSTRAK
Key Words: Figures of speech, English advertisement,

Advertisement uses language in such ways in persuading people. This can be seen in diction of the advertisement. One of the dictions is figures of speech. Figures of speech is a word that diverges from its normal meaning, or a phrase with a specialized meaning not based on the literal meaning of the words in it such as a metaphor, simile, and personification. The problem of the research is what figures of speech which are used in the advertisement, which figure of speech are often used. In this research, the writer used qualitative method. The results of the research are figures of speech which are used in the magazines are repetition, hyperbole, simile, rhetoric, irony, paradox, personification, and synecdoche, the figure of speech which often used is repetition with percentage 32%.

INTRODUCTION
Background of the Problem
Justification of the Research

Advertisement uses language in such ways in persuading people. This can be seen in diction of advertisement. The creativity of the advertisers in choosing words is used to attract people’s attentions.

One of dictions in advertisement is figure of speech. Figure of speech is a word that diverges from its normal meaning, or a phrase with a specialized meaning not based on the literal meaning of the words in it such as a metaphor, simile, or personification.

The writer is interested in discussing figurative of speech in advertisement because figurative of speech makes language in advertisement is not ordinary. It provides emphasis about the advertisement. So the advertisement is not only interesting but also easy to stick in people’s mind.
Previous Research

Tri Suci Cindaryani, 2003
She wrote *The Effective Language Devices Used in English Printed Advertisements*. A Thesis Submitted to the Faculty of Letters as a Partial Fulfillment of the Requirement for Undergraduate Degree in English Literature. She described kinds of language devices in printed advertisement such as pure and mixed languages, sentences (active voice, passive voice and imperative sentences), words (compound words and function words), the omission of function words, non words (abbreviations and punctuations) and explains the effectiveness of devices.

Linda Meilani, 2005
She wrote the *Delivery Way in Advertisement*. A Thesis Submitted to the Faculty of Letters as a Partial Fulfillment of the Requirement for Undergraduate Degree in English Literature. She analyzed the delivery way and function of diction in advertisement. The delivery way in advertisement presented in the research are statements, questions, invitation, admonitions, act of convincing and hasty statements. The diction is categorized mixed languages, the use of contrast.

Position of the Research
The research has a relationship with the previous research. All of these researches discussed the use of sentences and words in advertising. The writer adds some information about advertising. This research discusses on figure of speech in advertisement.

Problem Identification
The problem identifications in the research are:
1. What figures of speech are used in advertisement?
2. Which figures of speech are often used in advertisement?

Problem Formulation
1. What figures of speech are used in advertisement in *Star Magazine, People Magazine, Jakarta Java Kini Magazine, Jakarta Post Magazine*, and *Fortune Magazine*?
2. Which figures of speech are often used in advertisement in *Star Magazine, People Magazine, Jakarta Java Kini Magazine, Jakarta Post Magazine*, and *Fortune Magazine*?
Aim of the Study

1. To find out figures of speech which are used in *Star Magazine, People Magazine, Jakarta Java Kini Magazine, Jakarta Post Magazine*, and *Fortune Magazine*

2. To find out which figures of speech are often used in *Star Magazine, People Magazine, Jakarta Java Kini Magazine, Jakarta Post Magazine*, and *Fortune Magazine*

Scope of the Study

This research is focusing on English printed advertisement in *Star* (December 2008 and November 2009), *People* (December 2008 and October 2009) *the Jakarta Java Kini* (February 2009 and March 2009), *Jakarta Pos* (April, May, June 2008, October 2008 and December 2008), and *Fortune Magazine* (November 1996). The writer does not discuss about ellipsis, the picture, and color in the advertisement.

Significance of the Study

The research contributes examples of figures of speech. It can be used in studying. This research is also useful for students of English Department to give knowledge about figures of speech.

RESEARCH METHOD

Method of the Research

The method design of this study is a qualitative study. A qualitative research is concerned with collecting and analyzing information in as many forms, chiefly non-numeric as possible. It tends to focus on exploring, in as much detail as possible, smaller number of instances / examples, which are seen as being interesting / illuminating and aims to achieve ‘depth’ rather than ‘breath’: (Blaxter, 1996:60)

Source of the Data

The source of the data are taken from English magazines, there are *Star* (December 2008 and November 2009), *People* (December 2008 and October 2009) *the Jakarta Java Kini* (February 2009 and March 2009), *Jakarta Pos* (April, May, June 2008, October 2008 and December 2008), and *Fortune Magazine* (November 1996). There are 50 advertisements which used figurative of speech.

Techniques of Collecting Data

In collecting data, the writer took the following steps:

1. Looking for English magazines

3. Choosing the advertisement in the magazines
4. Reading the advertisement
5. Identifying the figure of speech in the advertisement
6. Underlining the figure of speech

**Techniques of Analyzing Data**

1. After getting samples from the magazines, the writer analyzed the sentences or phrases
2. Then, the writer classified the sentences or phrases into their figures of speech
3. The writer counted percentages of each figures of speech
4. The writer also presented the figures of speech by chart

**RESULT OF THE STUDY AND DISCUSSION**

**Result of the Study and Discussions**

The results of the research can be seen as follows:

![Bar chart showing figures of speech used in the magazines]

**Figures of Speech which are Used**

There are figures of speech which used in the magazines:

- a. Repetition
- b. Hyperbole
- c. Simile
- d. Rhetoric
- e. Irony
- f. Paradox
- g. Personification
- h. Synecdoche

**Repetition**

Repetition on purpose emphasizes (Hicks, 2007:95)

For example: 1. Why you regret what you but when you can love what you buy.
2. Talking about your bladder control problem doesn’t have to be problem.
4. The more you move, the more it works.
5. Sweets for my sweet.

In advertisement (1), there is repetition of “what you buy”. This emphasizes about something that is bought. In advertisement (2), there is repetition of “problem”. This emphasizes about problem of bladder control is not a problem anymore. In advertisement (3) there is a repetition of “sweet” This emphasizes about comfort. We cannot have sweet dreams if we do not sleep tight. We can not sleep tight if we are with a cold. In advertisement (4) there is a repetition of “more”. This emphasizes about how the product works when the readers are making many movements. In the advertisement (5) there is a repetition of “sweet”. The first sweet refers to patisserie and chocolates and the second sweet refers to someone who is loved.

**Hyperbole**
Hyperbole is extravagant and obvious exaggeration (Hicks, 2007:93)
For Example: 1. Undeliverable delicious. Introducing the taste that has never been delivered.
   2. Taste you can’t put down.
   3. The world famous melt in your mouth doughnuts just got better, taste the new Krispy Kreme Glaze made from natural sugar to give you the perfect taste sensation. Be ready to fall in love at first bite
   4. The finest ice cream in the world
   5. This changes everything

In advertisement (1), there is strong impression of the taste of the product. It is so delicious that no other food which can deliver the taste. In advertisement (2) there is also a strong impression about the taste of the coffee, which you cannot put down your cup when you drink the coffee. In advertisement (3), there is a strong impression about the taste of doughnuts. In advertisement (4), there is a strong impression about the ice cream that it is the finest ice cream in the world and no ice cream like it. In advertisement (5), there is a strong impression that the business aircraft can change everything.

**Simile**
Simile is likening something to something else (Hicks 2007:92)
For example: 1. Permata Dollar makes Dollar exchanges as easy as sending SMS
   2. Watch as night becomes bright as day
   3. Feel free like no other tree
4. Love is like a chocolate.
5. She makes one of the world’s most advanced aircraft feel like home

In advertisement (1), Dollar exchanges is easy, it is like sending SMS. In advertisement (2), watching in night is likening to watching in day. In advertisement (3), freedom of out bond in Ancol is likening to no tree in there. In advertisement (4), love which is likening to a chocolate. In advertisement (5), the aircraft is compared to home.

**Rhetoric**

Rhetoric is a general term for the art of using language to persuade or impress. It is asking a question as a way of asserting something. Or asking a question not for the sake of getting an answer but for asserting something (Hicks 2007:92). For example: 1. How can something so small be so smart?
2. Who says you can’t be big and nimble?
3. Will your hair pass the morning Frizz – test?
4. Are you sure you’re getting your full refund?
5. What’s the key to great nachos?

In advertisement (1), the question does not need an answer. It impresses that the product is so smart even it is so small. In advertisement (2), the question also does not need an answer. It impresses that the reader can be big and nimble. In advertisement (3), it does not need an answer. It persuades the reader for using the product so his / her hair will pass the morning Fizz – test. In advertisement (4), it also does not need an answer. It persuades the reader for using the product or service so he / she get the full refund. In advertisement (5), it does not need an answer. It impresses that the key to great nachos is the product.

**Irony**

Irony is either making a point in words that mean literally the opposite or a condition in which a person seems mocked by fate or the facts (Hicks 2007:93). For example: 1. We offer you a network, not a patchwork.

In advertisement above, it mocks the other products that they offer a patchwork. This is used to show superiority of the product by degrading the others.

**Paradox**

Taken from [http://en.wikipedia.org/wiki/Figure_of_speech](http://en.wikipedia.org/wiki/Figure_of_speech), Paradox is use of apparently contradictory ideas to point out some underlying truth.
For example: 1. we improve our productivity by producing less.
2. it’s unstoppable. Even on the day the earth stands still.

In advertisement (1), there is a contradictory idea to point out superiority of the product. The contrast between improving and producing less convinces the reader to use the product. In advertisement (2), the contrast between unstoppable and the earth stands still convinces the reader to use the product.

**Personification**

Taken from [http://en.wikipedia.org/wiki/Figure_of_speech](http://en.wikipedia.org/wiki/Figure_of_speech), personification is attributing or applying human qualities to inanimate objects, animals, or natural phenomena. For example: 1. It speaks for it.

In advertisement above, “it” refers to jeans. The advertisement is applying human quality to inanimate object. The human quality is “speak” and the inanimate object is jeans.

**Synecdoche**

Synecdoche is using the part for whole for the part (Hicks 2007:96)

For example: 1. Experience the “real taste of India”
2. We perfectly bring this Indonesian heart and soul to all our Santika Hotel & Resort.

In advertisement (1), it uses “India” refers to food of India. It cites the whole to stand for a part. In advertisement (2), Indonesian heart and soul refers to all the beauty of Indonesia. It cites a part to stand for the whole.

**Figures of speech which are often used in the magazines**

There are the figures of speech which are often used:
CONCLUSION AND SUGGESTION

Conclusion

From the result of the study in the previous chapter, the writer comes to the conclusion about the figures of speech in advertisement. There are repetition, hyperbole, simile, rhetoric, irony, paradox, personification, and synecdoche. The figure of speech which often used is repetition with percentage 32%.

Over all, figures of speech are useful in advertisement. It can add advertisement appeal so that purpose of the advertisement is done.

Suggestion

There are some suggestions from the writer:

1. The advertiser should consider about figures of speech. It can be effective in presenting the advertisement if it has connection with the purpose of the advertisement.

2. Another researcher can make research about spelling or other parts of language in advertisement.

BIBLIOGRAPHY


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