

An Analysis of Tropes Used in Electronic Appliances Advertisements in English Magazines

by

Anin Eka Sulistyawati*

Abstrak

Iklan adalah pemberitahuan publik untuk menawarkan atau meminta barang, jasa, dll. Salah satu faktor krusial dan penting untuk membuat iklan menjadi menarik dan mudah dipahami adalah kiasan. Selain itu, kiasan dapat membantu produsen dalam membujuk konsumen untuk membeli produk mereka. Ada dua hal yang diteliti dalam penelitian ini. Yang pertama adalah kiasan apa yang paling sering digunakan dalam iklan barang elektronik di majalah berbahasa Inggris dan yang kedua adalah di mana mereka sering digunakan. Tujuan dari penelitian ini adalah untuk menentukan jenis kiasan yang umum digunakan dalam iklan peralatan elektronik di majalah berbahasa Inggris dan untuk mengidentifikasi posisi kiasan tersebut. Penelitian ini juga bertujuan untuk memberikan masukan bagi pengiklan yang berniat untuk merancang iklan, khususnya dalam bentuk tertulis. Obyek penelitian ini adalah iklan peralatan elektronik di majalah berbahasa Inggris. Iklan-iklan tersebut diambil dari enam majalah bahasa Inggris, yaitu; Majalah *Connected* Mei/Juni 2004 dan Juli/Agustus 2004; Majalah *Time* edisi 22 Mei 2006 dan 26 Juni 2006, Majalah *Info Komputer* Agustus 2007, dan Majalah *The Jakarta Post Weekender* Agustus 2007. Untuk tujuan analisis, data disajikan melalui beberapa langkah. Pertama, iklan dikumpulkan dan dibaca. Kemudian mereka dimasukkan ke dalam kelompok-kelompok. Setelah itu, data yang telah diidentifikasi diinventarisasi dalam tabel. Langkah terakhir adalah mengklasifikasikan iklan dengan memilih data yang sesuai untuk menjawab pertanyaan-pertanyaan dari masalah penelitian. Pada tahap ini penulis mengklasifikasikan beberapa elemen dari iklan, yang terkait dengan topik tersebut. Hasil analisis itu dalam bentuk penjelasan secara rinci mengenai penggunaan kiasan dalam iklan peralatan elektronik. Kiasan yang digunakan dalam iklan adalah hiperbola, metonimi, sinekdok, personifikasi dan klimaks. Dengan melengkapi analisis, pertanyaan-pertanyaan dalam penelitian ini akan terjawab. Pertama, kiasan yang paling dominan digunakan dalam iklan peralatan elektronik adalah hiperbola. Persentase rinciannya adalah hiperbola 43,33%, sinekdok dan personifikasi 20%, klimaks 10%, dan metonimi hanya 6,67%. Dan kiasan sebagian besar ditempatkan pada judul.

Keyword: kiasan

I. Introduction

Modest economic growth was sustained in 2002 driven largely by private consumption spending while the Government made progress in improving both macroeconomic stability and fiscal sustainability. However, declining investment and limited advances in

* Penulis adalah Staf Pengajar di PBI UPS Tegal

overcoming underlying impediments to investor confidence constrain near-term growth potential.

Thus, the currency and stock market reacted sharply, but quickly recovered as confidence returned when the Government took well-publicized and effective steps to ensure security. Inflation then rose sharply in early 2002 in response to the impact of floods and hikes in electricity and transport prices. This condition gave the strong impact to the electronics selling. In that case people tend to be thrifter with their money. Furthermore, declining electronics selling has been happening, and it makes the situation getting worse since the monetary crisis in 2002 that knocked down most of the parts of the world, including Asia.

In raising their products, the electronics entrepreneurs look for the way to promote them. In fact, the product will be sold out and the company will get a great profit if public know the product itself. By using the interesting language, they gave good information of the product that they launched to the customers.

The good way to promote a product is by using advertisement. Today, there are many kinds of advertising used to attract the consumers. Advertising can be found in almost all mass media such as television, radio, magazine, newspaper, etc, either in written or spoken language. According to Erick and Roger (1991: 491) advertising is any paid, non-personal presentation and promotion of product, service or ideas by an identifiable individual or organization. The advertisers often exaggerate their product in order to get the positive reaction from the consumers. That is why the entrepreneurs will always be so careful in using language for their advertisement in which they persuade prospective consumers.

The language of advertising is normally positive and emphasizes on why one product stands out in comparison to another. Advertisement language may not always use the appropriate language in the normal sense. That situation also can be found in the electronics advertisement. The advertisers always use the good and bombastic words and sentences for attracting the customers; therefore they ignore the truth of the product.

Nevertheless, there are several elements used in making a good and standard advertisement. Bovee and William (1986:261) state that the appeals of advertisement are made up of several elements and components. They are (1) the headline; (2) subheads; (3) body copy; (4) boxes and panels; (5) slogan; (6) logotypes/logo, seals and signature.

Advertisement is regarded as literature. According to Rees (1), it is stated that literature is very often simply means anything

that is written, time tables, catalogues, text-books, travel brochures, and so on. If you are thinking of buying a bicycle or a motor car or a washing machine, you will probably want to see the literature about it. Based on that quotation, advertisement can be assumed as literature. Furthermore, there are some figurative meanings used in the electronics advertisement. Most of them are categorized as tropes. Trope is a word or phrase used in a figurative way (*Oxford Advanced Learner's Dictionary*). So, trope is like a branch of figure of speech, for example metaphor.

Considering the background of the study above, there were two statements of the problems arisen in this research as the followings:

1. What are the most dominant tropes used in English magazine advertisement?
2. Where are they commonly used in English magazine advertisement?

Based on the research problems, the purposes of this study were to decide what kind of trope commonly used in electronics English magazine advertisement, and to identify the position of trope used in electronics English magazine advertisement.

II. Underlying Theories

2.1. Advertisement

Advertisement is a communication media that gives such information from the advertisers to the public, which have several purposes. Most advertisements belong to persuasive forms. They are used to get many consumers in the market. So, the product will be sold out and the company gets a great profit. Dircksen and Arthur (1968: 55) state that advertisement consists of activities of a visual or oral nature directed to select publics for the purpose of informing or influencing them about product or service.

There are two classifications of advertisement, based on William and Ferrel (1987: 404). They are (1) commercial advertisement, and (2) non-commercial advertisement. Commercial advertisement is intended to inform the customers that the products are exists and to point out its benefits. Even non-commercial advertisement is not designed to promote specifically a certain product of the manufacturer. It is also used for public relations purposes and for public service advertisement, which involves sponsoring such public welfare activities.

In creating an advertisement, it is needed to consider the rules of making advertisement to get the best result. According to Evans and Berman (1987: 491) there are four fundamental decisions are involved in creating advertisement:

1. Determine message content and devise an advertisement. Each advertisement needs a headline or opening that creates consumer interest and copy that presents the message. Content decisions also involve the use of color and illustration, advertisement size or length, the source, and the symbols.
2. Outline a promotion schedule. This should allow for all copy and network and be based on the lead time needed for the chosen medium.
3. Specify the location of an advertisement in a broadcast program or print medium.
4. Choose how many variations of a basic message to utilize. This depends on the frequency of presentation and the quality of advertisement.

Advertisement reaches the public through various media, such as television, radio, newspaper, magazine, and billboards. Each of them has its own characteristics with its excesses and flaws. Sadler and Hayler (2000) stated that categorically, there are four kinds of media. They are printed, graphic, photographic, and electronic media.

This study discussed about printed or written media. According to Sleeman (1976: 16) printed media include any message that is composed and reproduced on paper. It uses what is called room or column of the medium and should pay for this use. Selecting the right medium in making an advertisement is not easy. One of the keys is about the effectiveness of a medium to be used for that purpose. A good advertisement should be arousing desire to get the reader's attention. And to persuade them, the advertisers can put some tropes into the advertisement. Here, the writer prefers to use the printed media that is magazine.

There are many basic considerations in developing advertisement. To create an effective advertisement, an appeal must be selected that will tend to persuade the consumer that the product or service will satisfy his wants and needs better than any competing product or service.

Bovee and William (1986: 261) state that the appeal of advertisement made up of several elements and components. These elements may be moved, enlarged, reduced, reversed, changed, or eliminated until a new look or approach is achieved. The key elements in printed advertisements are:

1. Headline

Headline is crucial in any advertisement. On average, four out of five readers do not read past the headline of an advertisement. A successful headline usually promises a benefit, breaks some news or offers some helpful information. Headline refers to the words in the leading position of the advertisement, that is, the words that will be read first or that are positioned to draw the most attention. Dircksen and Arthur (1968: 237) state that headline is that phrase or part of sentence that has been made to stand out in the advertisement by the size or style of type in which it has been set, the prominence of its location, or the white space surrounding it. The function of a headline is to attract the favorable attention of prospective purchases and to interest them so that they will read the copy.

2. Subheads

Subheads are misnamed because they come actually appear above or below the headline. They may also appear in the body copy or text of the advertisement. A subhead that appears above the headline is called a kicker. Subheads like little headlines. While they usually appear in smaller type size than headline, they are also almost invariably larger than the body copy or text in different ink color. The purpose of subheads to transmit key sale point-fast. The subheads should reinforce the headline and advertisement.

3. Body copy

Clearly, the language used in any advertisement will be carefully chosen to 'sell' the product or service. It will attempt to portray the desirable features of whatever it advertises, aiming to convince readers that they cannot live without it. Common words such as 'new', 'wonderful', 'fresh', 'special', 'delicious', 'bright' and 'great' continue to be effective, even though they are overused. Body copy, or text as it is sometimes called, tells the complete sales story. It is a logical continuation of a headline and subheads. The body copy is set in smaller type than headlines or subheads. Body copy also in where the sale is closed. The text should relate to the campaign appeal and to the reader's interest and it must be explained how the products or services being advertised satisfied to customers need.

4. Boxes and Panels

Boxes and panels are generally used in advertisement that contain coupons, special offers, contest rules, and order blanks to set those features apart from the rest of the advertisement specifically. A box is copy around which a line has been drawn.

A panel is an elongated box that usually runs the whole length width of an advertisement. Sometimes it may be shaded or completely black, with text or copy shown in reverse (white lettering). Boxes and panels are used to draw greater attention to a specific element or message in an advertisement.

5. Slogans

Many slogans (also called theme lines or taglines) begin as successful headlines. Through continuous use, they become standard statements, not just in advertising but for basic purposes; to provide continually for a campaign and to reduce a key theme or idea the company wants associated with its product or itself to a brief, memorable positioning statement.

6. Seals, Logotypes, and Signatures

The seals prove an independent valued endorsement for the advertised product. For others, the term seal refers to the company seal or trademark. This area actually called logotypes. Logotypes or logos and signatures cuts (sights) are special designs of the advertiser's company name or product's name.

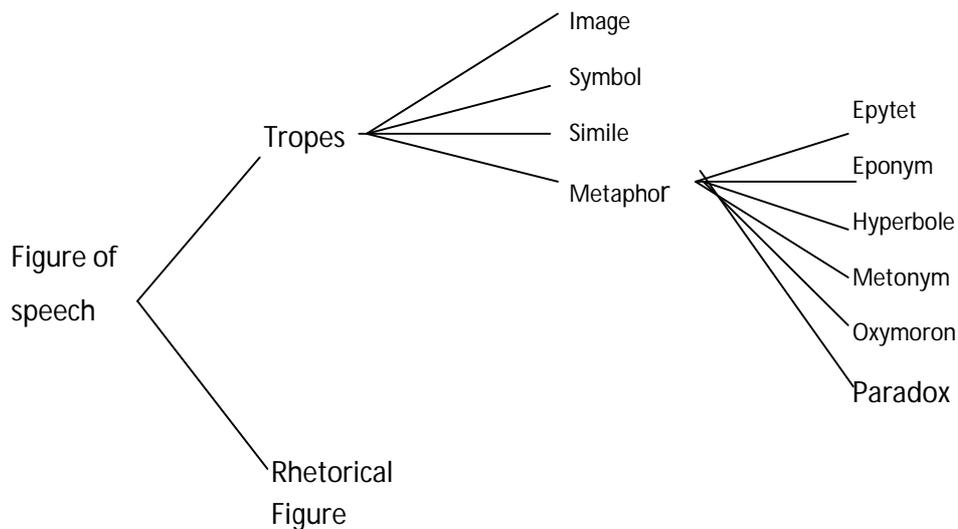
7. The Picture

The photograph or illustration that goes with an advertisement is another vital part of the overall impact. Many advertisements have been successful imply because they contain a striking photograph or piece of artwork that attracts attention. Successful advertisements often have a photograph with a good story appeal; in other words, it looks as if something interesting is happening, and readers want to know more.

2.2. Trope

'Figures of Speech' have traditionally been classified into two types in the study of rhetoric, tropes and figures. Dennis Freeborn (1996: 61) state that a trope is a device that involves meaning, and a figure one that involves expression, but the terms are not always clearly distinguished. Based on the *Oxford Dictionary (1995: 1278, Fifth Edition)* trope is a word or phrase used in a figurative way.

This study limits the discussion only about trope and its type. All of the names of tropes were taken from Greek. According to Holman (1986: 196) there is a classification of figure of speech. Below is the diagram to identify the kinds of tropes.



Tropes have four major kinds: Image, Symbol, Simile and Metaphor. Image, basically, a concrete representation of an object or sensory experience: “the track of a water snake as seen by moonlight”, is represented by the image flash of golden fire. Symbol, a trope that combines a literal and sensuous quality with an abstract or suggestive aspect: “land and sea” suggest timeless and eternity or as a voyage suggests life. Simile, a figure that involves an expressed comparison, almost always introduces by the word “like” or “as”. The two things being compared must be dissimilar; to compare similar things is merely to make a statement of fact, as “My house is like your house.” Metaphor, which is an implicate comparison between two dissimilar things-an analogy that imaginatively identifies one object with another and either ascribes to the first qualities of the second or invests the first with connotations inherent in the other. “I must embark on the feature on which this question hinges and iron out the roadblocks.”

The most familiar tropes in literary criticism today are *simile*, *metaphor* and *metonym*. Others that are commonly identified include *climax*, *hyperbole* and *irony*, which are also used outside literary criticism, and the less familiar *litotes*, *oxymoron* and *synecdoche*. Here are the kinds of Trope based on *STYLE, Text Analysis and Linguistic Criticism*.

a. Simile (Similitudo)

Simile describes a comparison of one thing with another, especially as an ornament in poetry or rhetoric. It may vary from a short, simple comparison. A simile is an explicit comparison of one thing to another, most often linked by *like* or *as*. Examples include “the snow was as thick as a blanket”.

b. Metaphor

Metaphor describes a name or descriptive term is transferred to some object different from, but analogous to, that to which it is properly applicable. George and Mark, as cited by Dennis (1996: 63) state that metaphor is not only 'a device of the poetic imagination and the rhetorical flourish' but 'persuasive in everyday life, not just in language but in thought and action'. Ordinary language and thought are metaphorical.

c. Metonymy and Synecdoche

Metonymy is a name or descriptive term is transferred to some object different from, but analogous to, that to which it is properly applicable. Synecdoche is a part is named but the whole is understood, or the whole is named but a part understood.

Metonymy and Synecdoche are similar tropes because figurative words are substituted for literal words, but they are distinguished as in the dictionary definitions above. In metonymy, a word or phrase related or contiguous to the other is used, whereas the essential feature of synecdoche is the substitution of a part for the whole, or the whole for a part.

d. Climax

Climax is a kind of tropes that belonged to series arranged in order of increasing importance; the last term in such a series.

e. Personification

Personification is a figure that endows objects, animals, ideas, or abstractions with human character, or sensibility.

f. Hyperbole

Hyperbole is exaggerated or extravagant statement, used to express strong feeling or produce a strong impression, and not intended to be understood literally. It gives greater emphasis. It is often used in poetry and is a literary device. For examples; "I told you a billion times not to exaggerate", means that "I" have told "You" for many times. "I could eat a horse", means that "I" was very hungry.

g. Irony

The intended meaning is the opposite of that expressed by the words used, usually taking the form of sarcasm or ridicule in which laudatory expressions are used to imply condemnation or contempt.

h. Litotes

Litotes is ironical understatement, especially expressing an affirmative by the negative of its contrary.

i. Oxymoron

Oxymoron is the joining of apparent contradictions.

III. Research Method

The object of this study was English magazine advertisements. It was a part of commercial printed English advertisement, which consisted of one or two phrases. It would be a part of a headline, subhead, or body copy, and all of them that contained trope. The advertisements were taken from English magazines. There were 30 advertisements as the samples which are collected from 4 English magazines; *Connected Magazine*, *Info Komputer Magazine*, *The Jakarta Post Weekender Magazine* and *Time Magazine*. The writer takes *Connected Magazine* May/June 2004 and July/August 2004 edition, *Time Magazine* April/17/2006, May/22/2006, June/5/2006, June/12/2006 and June/26/2006, *Info Komputer Magazine* August/2007, and *The Jakarta Post Weekender Magazine* May/2007 and August/2007 as the samples. They were chosen because they had the same characteristics with topic of this study.

The data would be in the form of words, phrases, sentences of the text in the *Connected* and *Time* English magazines, and certain kinds of trope used in those advertisements.

The procedures of collecting data in this study were divided into several steps as follows:

1. Collecting and Reading the Advertisement

In collecting the data, the writer looked for the electronics advertisement. They were easily found in magazines sold in the bookstores. Then, the writer read them repeatedly to understand the contents of the advertisement.

2. Identifying

Here, the writer had two steps. Firstly, the writer put some marks on the advertisement that will be analyzed. It could be circling or underlining the words or sentences of it. Then the writer put some numbers on the sentences in order to make it easier to be analyzed.

3. Inventorizing

After identifying the advertisement into two steps, the writer divided the advertisements that belong to the electronics advertisement, which contained trope or not. Then grouped them into six kinds of tropes, they were simile, metaphor, metonymy, hyperbole, irony, and litotes. The writer made a data card, and then filled it by ticking (√) on the columns.

No.	Type of Tropes	Data Form	Data Location			Answering Question
			Magazine	Edition	Page	

4. Classifying

In this step the writer classified some elements of the advertisements, which were related to the topic. The writer wanted to identify those which had the criteria or not. To make it easier, the writer used a table and filled the table by ticking (√) on the columns.

Question	Supporting Data	Classified Data

5. Simplifying

The last step was simplify the advertisement by taking the ones which contain the requirements of it, for example headline, subheads, body copy, boxes and panels, slogans and picture, and put away the one which did not contain the requirements.

While for the procedure to analyze the data, the writer collected the advertisement from the English magazine. Next, selecting the advertisements that contained tropes. After that, the advertisements were arranged in data cards as an attempt to know the trope, and separated based on the types. Finally, the classified phrases or sentences in the advertisements were identified and interpreted to get the final results.

IV. Result and Discussions

4.1 The Most Dominant Tropes in English Magazine Advertisements

The first question will be analyzed is about the dominant tropes used in English magazine advertisements. As the writer has discussed before, there are several kinds of tropes. But here, there are only five tropes that are found; metonymy, synecdoche, personification, hyperbole and climax. So the writer will only discuss them. Here are the complete analyses of the data:

a. **Metonymy**

Metonymy is a name or descriptive term is transferred to some object different from, but analogous to, that to which it is properly applicable. There are two advertisements using metonymy.

{38} View Sonic

Expand your view with view sonic 19" widescreen LCDS

{40} San Disk

I focus on the stars. I shoot them onstage and off. I am Frank Micellota and I choose SanDisk.

The advertisers mention the name of the product in advertisements above; {38} View Sonic refers to the name of the LCDS monitor, while San Disk {40} that is used by Frank Micellota to shoot the artists is the name of a camera. By mentioning the name of the product, the advertisers hope that their product will be an icon in their class. So, they will get great sales.

b. **Synecdoche**

Synecdoche is a part is named but the whole is understood, or the whole is named but a part understood. It is also called the metaphorical use of part of the referent to stand for the whole.

{11} DA-LITE

A Great Picture Deserves A Great Frame.

{12} SANUS System, Vision Mount

Great theater deserves a great setting.

{28} Konica Minolta

Stop seeing the world in black and white.

The advertisements above are belonging to Synecdoche. The words *picture* and *frame* in {11} DA-LITE are used to substitute the word television. As we know that a television set or home theater has several elements, two of them are frame and picture. And DA-LITE is a name of home theater product. While in the next advertisement is a flat panel TV wall product. The word *setting* here means the stuff or appliance that is used to handle the installation and positioning needs for a TV. The advertisers sure by using their product, the TV set will keep in save everywhere in the house. The sentence in advertisement {28} means there is a new technology from Konica Minolta that is able to copy all of the

documents not only in black and white, but also in colorings because the product here is a color copier.

{41} V-Gen Memory

When computer was invented nobody would ever expect that the future will come this fast.

{44}INTEL-Notebook

New Technology Has Come...

{46}ACER

Here's some good news you'll want to hear.

In advertisement {41}, the word *future* is used as a representative of the brain because the development of the future depends on the brain. The brain in the computer is a computer memory. The synecdoche in advertisement {44} is shown by the words *new technology*, as a substitution of computer since the most important technology is computer. And the newest computer is a notebook, which is wireless, everybody can bring it everywhere. The last advertisement is {46} ACER. *Good news* here means the development technology of a notebook product.

c. **Personification**

Personification is a figure that endows objects, animals, ideas, or abstractions with human character, or sensibility.

{4} Home Theatre takes you to the other worlds!

{13}Vidikron

Video that rocks

{18}Stewart

Most masking systems don't do justice to your picture.

The lines above are considered to have personification since the word *home theatre* can take us go to the other places. As we know that only human and live thing can take someone or something move from one place to another place. The second line is about the video named Vidikron that able to *rock*. Rock, here is a verb that usually only a human can do it. And the product mentioned in the line three is not alive thing that cannot do justice neither for itself nor another.

{19}Ultra Link

A Hi-def Signal travels thousands of miles.

{22}Audio Warehouse

The results speak for themselves...

{43}LIEBERT

Get ready to relax. The Global leader is protecting your IT system.

The word travels in advertisement {19} which is underlined indicate personification. Ultra Link is a product that cannot travel or move from its place, moreover until miles away. In advertisement {22}, the product seems to act like a human by speaking. While Liebert {43} also do protect, as if it is alive thing. Whereas it just a man made product.

d. Hyperbole

Hyperbole is exaggerated or extravagant statement, used to express strong feeling or produce a strong impression, and not intended to be understood literally. There are 13 advertisements using hyperbole.

{5} Sharp

The most advanced equipment for making movie magic.

{7} VOOM HDTV

The Whole world is going high definition.

The Whole world is going to need this.

{10} ZON Whole House Digital Audio

"It's Everything I Ever Wanted."

Advertisement {5} is hyperbolic that is shown by the exaggerated word *magic*. It is said that sharp is the most advanced equipment that can make magic for a movie. As we know that magic is the power of apparently using mysterious force to change the form of things or influence events (Hornby, 1995: 706). So that the word magic here is magnify out of proportion. The next is advertisement {7} that using the extravagant words *the whole word*. It means that all of the people in every part of the world need this stuff; in the sense of slow it is compulsory equipment. The advertiser uses the word everything in the advertisement {10}. It is said that everyone doesn't want anything, except this product because it is everything everyone need.

{15} DVDO

Video so clear and compelling, you won't be able to tear yourself away...

{21} JVC

In the Company of Greatness.

{26} Toshiba

Information and connectivity at your fingertips. Be with the players. Be with the world. Be part of the game.

The exaggerated word in advertisement {15} is *tear away*. It is said that the product is very enchant; everyone won't be able to leave it before he bought. The word *greatness* in the next advertisement means that the product comes from the best company in the world. The customers will have no fear to trust the best quality of the product. While in advertisement {26}, there are several extravagant words, like *fingertips*, *players*, *world* and *game*. Here, the advertisers try to explain that by using their product, everything will be so easy. All of the information and connection are at the customer's fingertips as if they can do everything just by rap with the fingers, like God.

{29} AX100

While others deliver only half, we deliver the full performance of core 2 duo and the biggest capacity storage with 160 GB.

{30} ATEN

We make all your connections simple and reachable.

{31} INTEL BENO

A delicate harmony of mobility, style and power.

The hyperbole in advertisement {29} shown by the word *biggest*. It is explained that the capacity of this product is the biggest one, so there is no product has capacity as big as it. The words *simple and reachable* in advertisement {30} mean that by using ATEN, everyone can do their connectivity simple and reachable, everywhere. The next is INTEL BENO {31}. The word *delicate* here means very carefully made or formed. It has the same meaning that the product is very good and perfect since the form process was so careful.

{33} GIGABYTE

Take a peek at the future

{35} SAMSUNG Wide Screen Monitor

Imagine perfect performance

{37} TOSHIBA

Navigate the Multimedia World.

{42} SAMSUNG-Printer

Imagine more performances at less cost, time and space.

The phrase *take a peek* {33} shows the exaggerate phrase. No one can see the future although a little. Even in the modern period, no scientist can make a time machine that helps us to see the future. In advertisement {35} there is an exaggerate word *perfect*. The advertiser tries to convince the readers that his product offers the best and perfect performance. It means that no disablement would be found in the product. The next hyperbole advertisement is number {37}. It is said that everyone could *navigate* or control the multimedia world, whereas we all know that multimedia world is very large and still develop. So, this word, *navigate* is too exaggerate. The last advertisement using hyperbole is Samsung printer {42}. The advertiser offers the product which has many surpluses as if it has no lack.

e. Climax

Climax is a kind of tropes that belonged to series arranged in order of increasing importance; the last term in such a series. There are three advertisements using Climax.

{2} Stewart Home Theatre

If a picture is worth a thousand words... then take a look at our vocabulary

{9} Fujitsu

With an award winning, high definition pic and new sizes to choose from...one line fits all

{23} In Focus-Screen Play

Spine-tingling...

Bone-jarring...

Adrenaline-pumping

Advertisement {2} is climax because there is a series of words that give us an explanation about an electronic stuff. The next are Fujitsu {9} and In Focus Screen Play {23}, which also has series of words and the importance meaning is located in the last line. So the levels are; the first line is important, the next is more important and the last is the most important.

After completing the analysis of tropes, we come to a conclusion. There are 5 kinds of tropes have found in the discussion above. They are metonymy, synecdoche, personification, hyperbole and climax. The following table presents the percentage of tropes finding.

No	Kind of Tropes	Found in Data No	Frequency	Percentage
1	Metonymy	(38), (40)	2	6,67%
2	Synecdoche	(11), (12), (28), (41), (44), (46)	6	20%
3	Personification	(4), (13), (18), (19), (22), (43)	6	20%
4	Hyperbole	(5), (7), (10), (15), (21), (26), (29), (30), (31), (33), (35), (37), (42)	13	43,33%
5	Climax	(2), (9), (23)	3	10%
Numbers of data			30 data	100 %

$$\text{Percentage: } \frac{\Sigma \text{ Frequency}}{\Sigma \text{ Numbers of data}} \times 100\%$$

There are 5 kinds of tropes found in the data (metonymy, synecdoche, personification, hyperbole and climax). Synecdoche and personification are found six times, metonymy twice, climax three times and hyperbole is found thirteen times. Based on the table above, we can answer the question no 1, which the most dominant tropes used in the advertisement are hyperbole, followed by synecdoche and personification, then climax, and the smallest frequency is metonymy.

4.2 The Position of the Tropes in the English Magazine Advertisement

The second question is about the position of the tropes in the English magazine advertisement. From the previous chapter, there is a discussion about the key elements in printed advertisements. They are (1) the headline, (2) subheads, (3) body copy, (4) boxes and panels, (5) slogan, (6) logotypes (logos), seals, and signatures, (7) the picture.

Here, the writer will present the result of the analysis on the key elements in printed advertisements, particularly in the electronic stuff advertisements.

1. *Headline*

Headline refers to the words in the leading position of the advertisement, that is, the words that will be read first or that are positioned to draw the most attention. The function

of a headline is to attract the favorable attention of prospective purchases and to interest them so that they will read the copy.

2. Subheads

Subheads are misnamed because they come actually appear above or below the headline. Subheads like little headlines. The purpose of subheads to transmit key sale point-fast. There are only six tropes were found in subheads. They are synecdoche, personification and hyperbole. While metonymy and climax located in the Head. For more details, here are the following data:

No	Tropes	Headline	Subheads
1.	Metonymy	No. 38 and 40	-
2.	Synecdoche	No. 11, 12, 28, 41, 44, 46	No. 41
3.	Personification	No. 4, 13, 18, 19, 22, and 43	No. 43
4.	Hyperbole	No. 5, 7, 10, 15, 21, 26, 29, 30, 31, 33, 35, 37, 42	No. 15, 26, 30 and 35
5.	Climax	No. 2, 9, and 23.	-
Total		30 items	6 items

V. Conclusion

There are some figures of speech found in the electronic appliances English magazine advertisements which belong to tropes. They are hyperbole, metonymy, synecdoche, personification and climax. Hyperbole or extravagant statement, used to get the reader's attention to the things stuck out or important information of the product, which are advertised. Hyperbole also gives greater emphasis. The use of personification in the advertisement can make the product looks like human or alive thing from character or sensibility. Synecdoche in the advertisement used as a message that can make the readers curious to the product. While climax used to increase the importance because it is arranged in such a series. And metonymy in the advertisement used to influence the readers to pay attention to the product that are advertised. It is shown by mentioning the name of the product without explaining the meaning of it. The point is the use of tropes in the advertisement is to create a dramatic image in the advertisement, so that the consumers are fascinated to buy the product. The most dominant trope used in the electronic stuffs advertisement in English

magazine is hyperbole. This exaggerated meaning used to express strong feeling and not intended to be understood literally.

Position of tropes in the advertisement can be found mostly in headline because it lies in the leading position of the advertisement. It can catch the reader's eye and attention directly because it usually uses bigger font and bright colors. Beside, tropes are also found in subheads. Subhead likes a little headline. The subheads should reinforce the headline and advertisement.

Bibliography

- Azar, Betty Schramper. 1989. *Understanding and Using English Grammar*. USA: Prentice Hall Regents.
- Berkowitz, Eric. N, Roger A. Kerin, William Rudelius. 1992. *Marketing* (3rd ed.). USA: Richard D. Irwin, Inc.
- Bovee, L. C and F. A. Williams. 1986. *Contemporary Advertising* (3rd ed.). Illinois: Division of Doubled and Company Inc.
- Britt, Steuart Henderson. 1997. 'Advertising' in *Encyclopedia Americana International Edition Vol.1*. Danbury: Grolier Incorporated.
- Dircksen, Charles .J and Arthur Kroegen. 1972. *Advertising Principles and Problems*. Illinois: Richard Irwin Inc.
- Evans, Ralph .T and Heidy R. Berman. 1987. *Marketing* (3rd ed.). London: Mac Millan Publishing Company.
- Freeborn, Dennis. 1996. *STYLE Text Analysis and Linguistics Criticism*. London: Macmillan Press Ltd.
- Grolier. 1963. 'Figure of Speech' in *American People Encyclopedia Vol.8*. New York: Grolier Inc.
- Holman, C. Hugh. 1986. "Figures of Speech" in *Encyclopedia Americana Vol.18*. New York: A Grolier Incorporated.
- Hornby, A. S. 1995. *Oxford Advanced Learner's Dictionary* (5th Ed). Oxford: Oxford University Press
- Lancaster, J. Theodore and Chris H. Reynald. 1995. *Marketing in Advertising*. New York: Taylor and Francis Ltd.
- Pride, William .M and O. C. Ferrel. 1987. *Marketing* (5th ed.). USA: Houghton Mifflin Company.
- Rees, R. J. 1973. *English Literature, an Introduction for Foreign Readers*. London: Macmillan Press Ltd.
- Ramelan. 1992. *English Phonetics*. Semarang: UNNES Press
- Sadler, R. K and T. A. S Hayllar. 2000. *Text in Action 1: An English Workbook*. Australia: Macmillan Education Australia.
- Sadler, R. K and T. A. S Hayllar. 2001. *Text in Action III: An English Workbook*. Australia: Macmillan Education Australia.

Sleeman, P. J. 1979. *Instructional Media and Technology*. New York: Longman Inc.

Stanton, J. Stanton. 1984. *Fundamental of Marketing* (7th ed.). USA: Mc Graw-Hill, Inc.

Wishon, George .E and Julia M. Burks. 1980. *Let's Write English* (rev. ed.). USA: Litton Educational Publishing, Inc.

http://en.wikipedia.org/wiki/advertising#product_advertising

<http://en.wikipedia.org/wiki/figure>

<http://en.wikipedia.org/wiki/trope>

<http://www.adb.org/Documents/Books/ADO/2003/ino.asp>