

**ANALYSIS OF FIGURATIVE LANGUAGE IN THE
ADVERTISEMENT TAGLINES IN *INDONESIA TATLER*
MAGAZINE**

THESIS

**BY :
ZAKIYAH
10511010111121**



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ABSTRACT

Zakiyah. 2015. **Analysis of Figurative Language in the Advertisement Taglines in *Indonesia Tatler* Magazine.** Study Program of English, University of Brawijaya. Supervisor: Iis Nur Rodliyah; Co-supervisor: Didik Hartono

Keywords: figurative language, advertisement, *Indonesia Tatler* magazine.

Figurative language is related to the aesthetic of words. The writer conducted a research about figurative language in the advertisement taglines in *Indonesia Tatler* magazine. This study is aimed to identify: (1) the kinds of figurative language found in some selected advertisement taglines in *Indonesia Tatler* magazine. (2) the meanings of the figurative language of some selected advertisement taglines found in *Indonesia Tatler* magazine.

In this research, the writer uses qualitative approach. The data source is *Indonesia Tatler* magazine August 2013 edition, the taglines of analysis are from advertisement in *Indonesia Tatler* magazine. There were several steps to collect the data: taking advertisement from *Indonesia Tatler* August 2013 edition, Selecting, listing, identifying advertisement taglines which contain figurative language related with theory of Keraf. The writer analyzed it through the following steps identifying what kinds of figurative language used in the advertisement taglines with related theories, classifying the data and putting it into table, analyzing the meaning of the figurative language of some selected advertisement taglines.

The writer selected 20 advertisement taglines from *Indonesia Tatler* magazine as the object of her research by using the theories of figurative language, connotative and denotative approach about style in language. The writer has been finding: alliteration, personification, hyperbole, metonymy, and climax. Personification is preferred to use in some advertisements in *Indonesia Tatler* magazine. Personification is assumed to be the most effective way than others, this figurative language can support and create an interesting meaning since it is reflecting human's characteristics into the thing.

The writer suggests that the next researchers conduct similar research about figurative language by using different point of view or objects. Moreover, the next researchers are able to find other theories concerning the idea of figurative language.

ABSTRAK

Zakiah. 2015. **Analysis of Figurative Language in the Advertisement Taglines in Indonesia Tatler Magazine**. Study Program of English, University of Brawijaya. Supervisor: Iis Nur Rodliyah; Co-supervisor: Didik Hartono

Kata kunci: bahasa kiasan, iklan, majalah *Indonesia Tatler*.

Bahasa kiasan selalu terkait dengan estetika kata. Penulis melakukan penelitian tentang bahasa kiasan dalam slogan iklan di majalah *Indonesia Tatler*. Penelitian ini bertujuan untuk mengidentifikasi: (1) jenis-jenis bahasa kiasan yang ditemukan di beberapa slogan iklan yang dipilih di majalah *Indonesia Tatler*. (2) arti dari bahasa kiasan beberapa slogan iklan pilihan yang ditemukan di majalah *Indonesia Tatler*.

Dalam penelitian ini, penulis menggunakan pendekatan kualitatif. Sumber data adalah majalah *Indonesia Tatler* edisi Agustus 2013, beberapa slogan yang dianalisis berasal dari iklan di majalah *Tatler Indonesia*. Ada beberapa langkah untuk mengumpulkan data: mengambil iklan dari *Indonesia Tatler* edisi Agustus 2013, memilih, mendaftar, mengidentifikasi slogan iklan yang mengandung bahasa kiasan yang berkaitan dengan teori Keraf. Penulis menganalisis dengan langkah-langkah berikut: mengidentifikasi jenis bahasa kiasan yang digunakan dalam slogan iklan dengan teori-teori yang terkait, mengelompokkan data dan memasukkannya ke dalam tabel, menganalisis makna bahasa kiasan di beberapa slogan iklan yang telah dipilih.

Penulis memilih 20 slogan iklan dari majalah *Tatler Indonesia* sebagai data penelitiannya dengan menggunakan teori bahasa kiasan, pendekatan konotatif dan denotatif tentang gaya bahasa. Penulis telah menemukan: aliterasi, personifikasi, hiperbola, metonimia, dan klimaks. Personifikasi lebih disukai untuk digunakan dalam beberapa iklan di majalah *Indonesia Tatler*. Personifikasi diasumsikan menjadi cara yang paling efektif daripada yang lain, bahasa kiasan ini dapat mendukung dan menciptakan makna menarik karena mencerminkan karakteristik manusia dalam suatu benda.

Penulis menyarankan para penulis berikutnya untuk melakukan penelitian serupa tentang bahasa kiasan dengan menggunakan sudut pandang yang berbeda atau obyek. Selain itu, para peneliti selanjutnya dapat menemukan teori lain tentang gagasan bahasa kiasan.

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