

## THE USE OF FIGURATIVE EXPRESSION IN EBAY.COM ONLINE SHOP DEALS' DESCRIPTION

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### ABSTRAK

Vinia Nur Afifa. 2016. The Use of Figurative Expression in ebay.com Online Shop Deals' Description. English Study Program, Dian Nuswantoro University. Advisor: Sunardi

This thesis is entitled The Use of Figurative Expression in ebay.com Online Shop Deals' Description. This study directs to find the types of figurative expressions, to describe the meaning and the differences in using figurative expression in each category.

The researcher used a descriptive qualitative method in analyzing the data, since it is displayed in the form of words. The researcher found the figurative expression in October deals' description of ebay.com based on Dyer's framework (1982:152), they are: Anaphora 96 expressions (35%), Hyperbole 87 expressions (32%), Personification 54 expressions (20%), Litotes 16 expression(6%), Repetition 12 expressions (4%), Alliteration 4expressions(1.4%), Parallelism 3 expressions (1.1%), Metonymy 2 expressions (0.7%), Simile 1 expression (0.4%) and Metaphor 1 expression (0.4%). The rest are Synecdoche and Paradox. Anaphora is the expression that the most used by seller on ebay.com. It is used since the seller wants to make the description simpler. In addition, Hyperbole also shows high percentage. Hyperbole is used to persuade people since this expression show exaggerate.

The researcher also found that electronics is the category that provides most expression, since electronics developed in this era rather than other category. Moreover, Home and Garden category provides more complete figures, which show 8 figures from 10 figures that found. Any other category, Health & Beauty shows the least expression and Jewelry & Watches shows the least figure since the seller focuses on the features of the products. The last two-category show that Toys, Baby & Kids is more expressive rather than Sports and Fitness.

Kata Kunci : Ebay, Description, Figurative Expression, October's Deals, Products

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