

AN ANALYSIS OF FIGURATIVE EXPRESSIONS AND THE MEANINGS USED IN THE ADVERTISEMENTS IN INSTYLE MAGAZINE

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ABSTRAK

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This thesis is entitled An Analysis of Figurative Expressions and the Meaning Used in the Advertisements in InStyle Magazine. This study directs to find the types of figurative expressions and the meaning used in the advertisements.

The researcher used a descriptive qualitative method during the research since the data engaged are displayed in the form of sting of words. Based on The writer found the figure of speech in InStyle advertisements on Dyerâ€™s frame work (1982:152), they are: Hyperbole 39 data (48.75%), Personification 15 data (18.75%), Alliteration 8 data (10%), Litotes 6 data (7.5%), Paradox 4 data (5%), Parallelism 3 data (3.75%), Simile 2 data (2.5%), Synecdoche, Alliteration and Repetition 1 data (1.25%). The rests are Metaphor, Metonymy and Irony which do not find in the advertisements.

Hyperbole is the most dominant in the advertisements, because it is used to persuade the customer to buy the products. The writer also found more connotative meaning than denotative meaning in advertisements. It proves that advertisers used figure of speech to make advertisements interesting and persuading.

Kata Kunci : Keywords: Advertisement, Figurative Expressions, Magazine, Purposes, Products.

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