

**FIGURATIVE LANGUAGE ANALYSIS ON ADVERTISEMENT OF THE
JAKARTA POST NEWSPAPER**

THESIS

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM

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**FIGURATIVE LANGUAGE ANALYSIS ON ADVERTISEMENT OF THE
JAKARTA POST NEWSPAPER**

THESIS

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang in partial fulfillment of
the requirements for the degree of Sarjana Sastra (S.S)

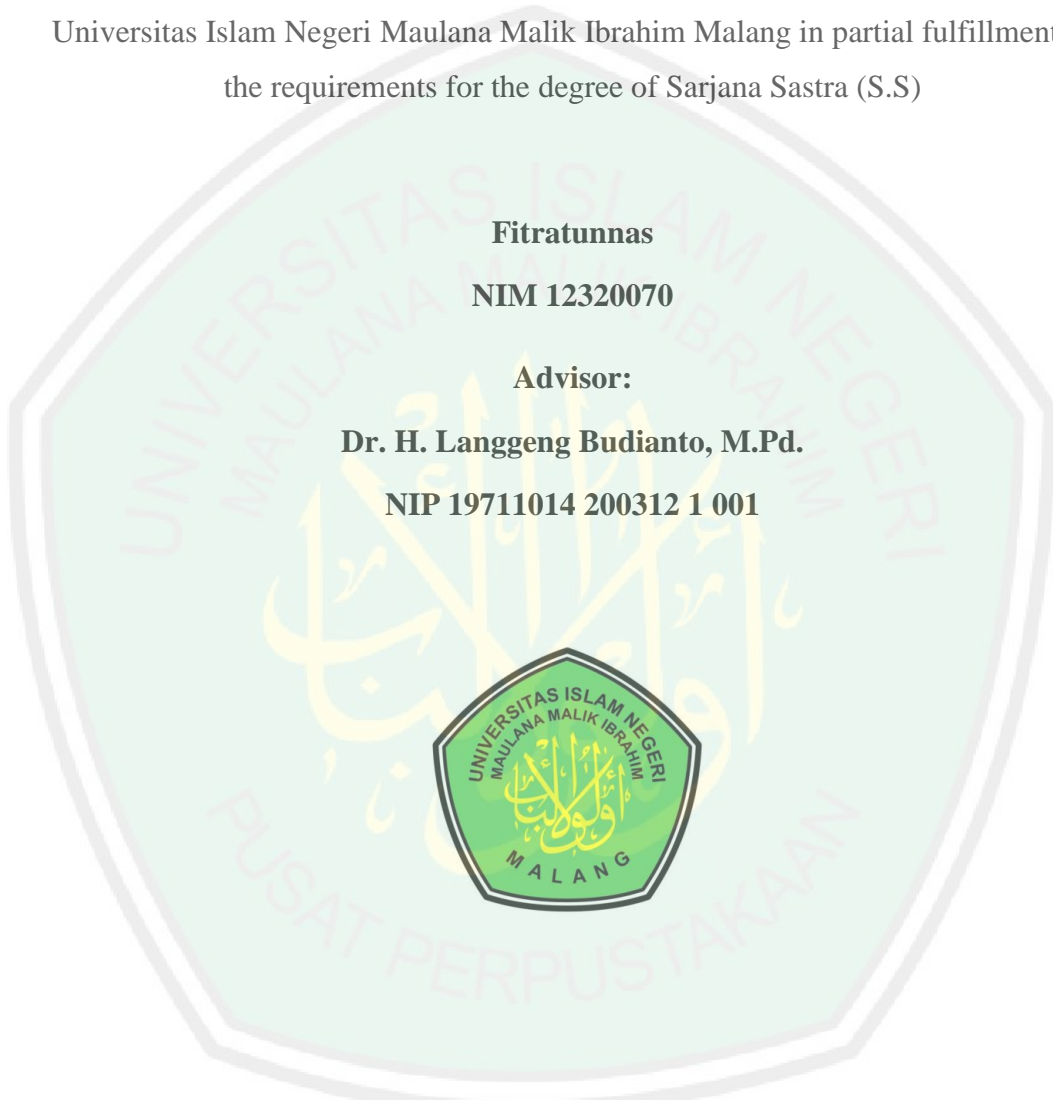
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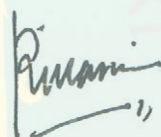
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MOTTO

“Learn from the past, live for the today, and plan for tomorrow”



DEDICATION

This thesis is especially dedicated to:

My beloved father, Junaid, my mother, Rukminin, my beloved sisters Nurrafa'ah and Utami and my beloved brother, Idhar and Muslimin.who always give me spirit, support, prayer, love, Thanks for your attention, support, scarifice and prayer.

I love you with all of my heart.



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All praises to Allah SWT, the only God in this universe, who always gives me guidance and blessing in completing this thesis, entitled “Figurative Language Analysis on Advertisement Issues of the Jakarta Post Newspaper“. Allah is also the one that I love the most and the one that I have when I have nothing to hold on. Sholawat and Salam are also always given to the most perfect creature in this universe, Prophet Muhammad SAW, who has brought Islam which is *rahmatan lil alamin*, from whom I can learn and choose Islam as my best choice.

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Syahrul, Fatih, Nisa, Hida, Rahma, Falah also those friends that I could not mention individually. You are my inspiration during my educational and professional adventure in my life. I will never forget the history we have made. Thank you for being parts of my life.

Malang, October 13, 2017

Fitratunnas



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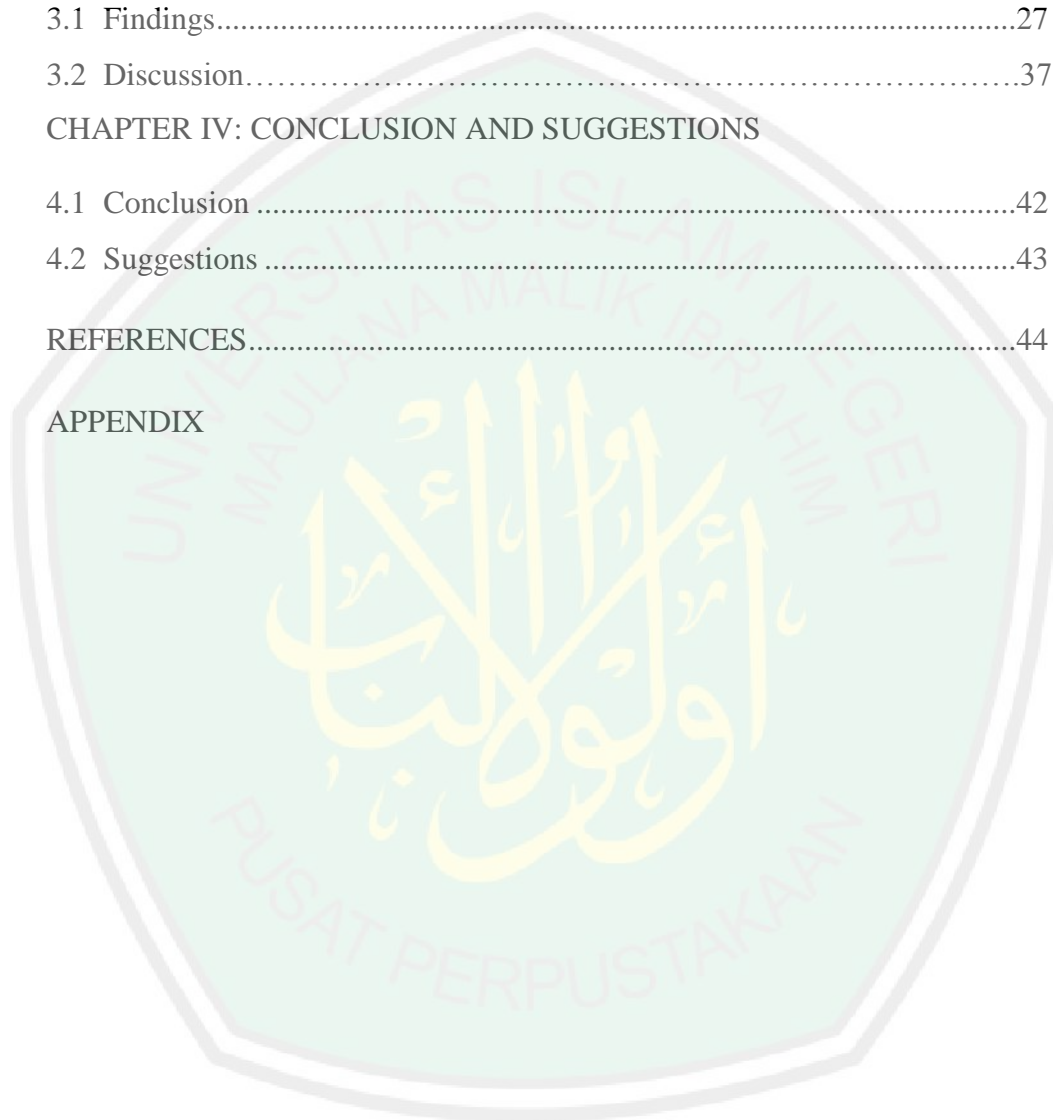
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ABSTRACT

Fitratunnas. 2017. *Figurative Language Analysis on Advertisement of the Jakarta Post Newspaper*. Thesis. English Letters Department. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. H. Langgeng Budianto, M.Pd.

Keywords: Figurative Language, Advertisement, the Jakarta Post newspaper.

Figurative language is using words to imply another meaning. In other words, figurative language is language style used by people to communicate. The benefit of figurative language in this study is for the reader to understand that the theory can be used to provide a clearer and better understanding of the meaning of figurative language.

The research questions are: (1) What are the types of figurative language of advertisement in the Jakarta Post Newspaper?, (2) How do the function of the types of figurative language on advertisement of the Jakarta Post newspaper?

This study was conducted to analyze the use of figurative language in advertisement of the Jakarta Post newspaper. This study focuses on observing the words which contain Figurative language by using Reask's theory that consists of simile, metaphor, metonymy, alliteration and hyperbole. The method of this study was descriptive qualitative because the research described the utterance of the sentence that is categorized into figurative language. Whereas, data source was taken from advertisements of the Jakarta Post newspaper which were published on Augustus 2, 2017 to Augustus 30, 2017.

The result of the data shows that there are 17 sentences which contain figurative language in advertisement of the Jakarta Post newspaper. The study has found that there are 5 kinds of figurative language which appeared in advertisement of the Jakarta Post newspaper, such as are alliteration, metonymy, metaphor, simile and hyperbole. In addition, the researcher also found the functions of figurative language used in The Jakarta Post newspaper is to attract the reader's attention.

ABSTRAK

Fitratunnas. 2017. *Figurative Language Analysis on Advertisement of the Jakarta Post Newspaper*. Skripsi. Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. H. Langgeng Budianto, M.Pd.

Kata-kata kunci: Figurative Language, Advertisement, Koran Jakarta post.

Bahasa kiasan menggunakan kata-kata untuk menyiratkan arti lain. Di sisi lain, bahasa kiasan adalah gaya bahasa yang digunakan orang untuk berpindah arah. Manfaat bahasa kiasan dalam skripsi ini adalah agar pembaca dapat memahami bahwa teori tersebut dapat digunakan untuk memberikan pengertian yang lebih jelas dan lebih baik tentang makna bahasa kiasan.

Rumusan masalah pada penelitian ini, adalah: 1) Apa jenis bahasa kiasan pada iklan koran Jakarta Post? 2) Bagaimana fungsi jenis kiasan iklan Surat Kabar Jakarta post?

Penelitian ini dilakukan untuk menganalisis penggunaan bahasa kiasan dalam iklan pada Jakarta post newspaper. Penelitian ini berfokus pada menganalisis kata-kata yang mengandung bahasa kiasan dengan menggunakan teori Reask yang terdiri dari simile, metafora, metonymy, aliterasi dan hiperbola. Metode penelitian ini menggunakan deskriptif kualitatif karena peneliti menjelaskan tentang kalimat ucapan yang dikategorikan ke dalam bahasa kiasan. Sedangkan, sumber data diambil dari iklan surat kabar Jakarta yang terbit pada tanggal 2 Agustus 2017 sampai 30 Agustus 2017.

Hasil data menunjukkan bahwa ada 17 kalimat yang mengandung bahasa kiasan dalam iklan pada Jakarta post newspaper. Penelitian ini menemukan bahwa ada 5 macam bahasa kiasan yang muncul dalam iklan pada Jakarta post newspaper. Diantaranya adalah metonymy, metafora, simile alliteration dan hiperbola. Selain itu, peneliti juga menemukan fungsi bahasa kiasan yang digunakan dalam koran Jakarta Post adalah untuk menarik perhatian pembaca.

مستخلص البحث

فطرة الناس. فطرة الناس ٢٠١٧. يحلل إستعمال اللغة التصويرية في إعلان الصحيفة بريدي جاكرتا. البحث الجامعي. اللغة الإنجليزية و أديها. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية بمالانج. المشرف: الدكتور الحاج لنغجينغ بودياننو الماجستير
الكلمات الرئيسية: اللغة التصويرية، إعلان، الصحيفة بريدي جاكرتا.

تستخد اللغة التصويرية مفردات ليدل المعنى الأخرى. من ناحية أخرى، اللغة التصويرية هي أسلوب التي تستخدم الإنسان لينتقل الوجهة. يستفيد اللغة التصويرية في هذا البحث الجامعي هو حتى أن القارئ يستطيع الفهم أن النظرية ينتقل على توفير فهم أكثر وضوحا و أحسن عن المعنى اللغة التصويرية.

أسئلة البحث في هذا البحث هو: (١) ما أنواع اللغة التصويرية في إعلان الصحيفة بريدي جاكرتا؟
(٢) كيف نوع الوظيفة التصويرية في إعلان الصحيفة بريدي جاكرتا؟

هذا البحث تنفيذ ليحلل إستعمال اللغة التصويرية في إعلان الصحيفة بريدي جاكرتا. هذا البحث يركز في يحلل مفردات الذي يحتوى اللغة التصويرية يستخدم النظرية الاستجابة تألف من التشبيه، مجازي، الكناية، الجناس و المبالغات. هذا طريقة البحث يستخدم نوعي وصفي لأن الباحثين يشرح عن الجملة تحية الذي مخصصة في اللغة التصويرية حيث أن مصدر البيانات استرجات من إعلان الصحيفة بريدي جاكرتا الذي يتضح في تاريخ ٢ أوغسطس ٢٠١٧ حتى ٣٠ أوغسطس ٢٠١٧.

حصل البيانات تبين أن هناك سبعة عشر الجملة الذي يحتوي في اللغة التصويرية في إعلان الصحيفة. هذا البحث يبتدع أن هناك خمسة أنواع اللغة التصويرية. بين هو الكناية، مجازي، التشبيه، و المبالغات. ثاني، ووجد الباحثين أيضا الوظيفة اللغة التصويرية الذي يستخدم في إعلان الصحف بريدي جاكرتا هي لجذب انتباه القارئ.

CHAPTER I

INTRODUCTION

This chapter serves to introduce the focus of this research, it provides background of the study, research questions, objectives of the study, scope and limitation of the study, significances of the study, research design, data source, research instrument, data collection, data analysis, and definition of key terms.

1.1 Background of the Study

Language is medium of cooperation on the relationship with others in line with the language function. Trudgil (1997: 14) states that language is simply a means of communicating about the weathers or other subjects, and it is very important means of establishing and maintaining relationship with others. Language has many functions, namely, for transferring ideas, sending and receiving information. Language as a means of communication is very important in people's daily life. Language people can interact and express their ideas, emotion as well as a desire to each other. Language is the main element in making a writing in the language, which shows their experience, and with that language people can feel experience just like what the writer of the news feed too. So, by language in the newspaper the communication can be created.

Basically, the function of language is to know and understand other people ideas. Chaika (1982) states the language and society are so intertwined and it is impossible to understand one without another. There are two kinds of language, spoken language and written languages. Spoken language is an utterance which is formed from sound, such as conversation, speech, storytelling, discussion, radio,

television broadcast, and etc. While written language is an utterance which is formed in the written form, such as novels, comics newspaper, magazines, letters, books, journals, and etc.

Figurative Language is using words to imply another meaning. In other words, figurative language is language style used by people to communicate. It can be written or oral language. Figurative language is a persuasive language. Persuasive language is used for many reasons, for example, to help, to sell products or services to convince people or to accept a view or idea. Perrine (1992:61) stated that it is another way of adding an extra dimension to language, which can attract the reader's attention. Thus, the use of figurative language can be used to attract the attention of the reader. Some literary devices such as similes, metaphors, and personification can help create word pictures for the reader.

Newspapers are an especially important advertising medium to major advertisers. They present detailed coverage of news as well as to supply other information and features that appeal to societies (Belch and Belch, 1998: 397). In accordance to this point, newspapers particularly try hard to serve the best services to present actual news that can be accepted very well by societies.

As far as we know that newspaper is a part of literature. According to Meyer (1997: 1), literature is a term used to describe written texts marked by careful use of language, including features such as creative metaphors, well-turned phrases, elegant syntax, alliteration, which are aesthetically read or intended by the author to be aesthetically read and are deliberately somewhat open in interpretation.

The Jakarta Post is a daily newspaper using English which is recognized about embassies in Indonesia since April 25, 1983, the first launched. It covers all aspects of life. (www.thejakartapost.com). The Jakarta Post always gives the up to date news, so that it is easy for a reader to get information. It appeals primarily to large national advertisements. They provide detailed coverage of news, events, and issues concerning with business, sports, and other relevant information and entertainment. Thus, they will find it in the columns of advertisements. It is because news mostly uses figurative language.

Figurative language has a special meaning because there are some kinds of connotative meanings, they are a metaphore, simile, antithesis and hyperbola. Actually, figurative language can be applied sociolinguistically and semantically. In this research, the research uses figurative language in a semantic area because the research wants to know the real meaning of news on Jakarta Post. It is important because by studying the text, the research does a research about figurative language on the Jakarta post, so it gives more knowledge about figurative language on Jakarta post and related to the uniqueness of writers the news.

In Indonesia, one of the most popular printed media is Jakarta Post. It is a newspaper largely published in an English version. Moreover, this newspaper has a great influence because it can be widely read by international society. One of the important issues that Jakarta Post has is education. Moreover, the research is interesting to be analyzed the linguistic manner in that newspaper.

The researcher chooses advertisements of the Jakarta Post newspaper because there are many kinds of figurative language in the advertisement. There are some reasons why the researcher uses figurative language as the theory in analyzing the semantics phenomenon. First, it is because the news on Jakarta Post consists of many figures of speech also and uses a connotative word, indeed, it is to make newspaper interesting and accepted by society. Second, newspaper on Jakarta Post became social phenomena in society. It has relationship between language and society (Wardhaugh, 1986: 09). Due to that the reasons, the researcher decides to choose this topic as his study.

In this research, the researcher wants to know deeply about the meaning of figurative language in advertisement. In other words, the researcher wants to increase knowledge about figurative language on advertisement of the Jakarta newspaper. Reask's theory of figurative language is used because the theory supports the problem of the research. Reaske (1996:27) states that figurative language is the language wich employs various figures of speech. Figurative language is a kind of language that separates from the language employed the traditional literal ways of describing persons of an object. It is usually immediately obvious whether a writer is using figurative language or literal language. Besides, according to Croft (2000:56), figurative language is a symbolic or metaphorical and it does not mean to be taken literally. Figurative language is the language that avoids speaking directly or plainly about the subject under examination. This theory helps the researcher question of this study. There are many kinds of figurative language in this theory. It makes the researcher be easier to analyses the figurative language in each advertisement issues.

The language appropriately means it can adapt to the particular occasion, reader and topic at hand. If the language is used appropriately in all respect. The newspaper on Jakarta post is much more likely to be successful. It has been considered that in some ways, the readers will interpret the meaning of utterances in terms of what the topic uses a figurative language in expressing.

Study of figurative language itself has been observed and investigated by a number of researchers. The first study was done by Nurita (2013) in her research entitled a stylistic-pragmatic analysis of figurative language in harper's bazaar magazine advertisement. The researcher used a descriptive qualitative method to analyze figurative language in harper's bazaar magazine advertisement. She used stylistic theory and pragmatic theory to support her research. The results of her research showed that there are six kinds of figurative language that found in harper's bazaar magazine advertisement. It consists of simile metonymy, metaphor, synecdoche, personification and hyperbole. Then, the most often used figurative language in this research is a metaphor.

The second researcher is from Anita (2012) by the title figurative language used in English Translation text of Surah Maryam by Yusuf Ali. She observed kinds of figurative language used in English Translation text of Surah Maryam by Yusuf Ali. She identifies some figurative languages based on Robert Frost's theory, and then she also identifies the contextual meaning of those expressions using contextual theory and truth-conditioning theory. The result of her research shows that there are eighteen kinds of figurative languages found in English translation text of Surah Maryam and the dominant type of figurative language is symbol.

Then, the last previous research is by Ayuningsih (2015). She proposed two research problems; those are the kinds of figurative language and the reason of figurative language in Hans Christian Anderson's fairy tales. In her research, she used Perrine's theory to find and classify the types of figurative language that appear in the Hans Christian Andersons fairy tales. She concluded that there were seven types of figurative language which were used in Hans Christian Anderson's fairy tales. They are simile, metaphor, paradox, hyperbole, personification, symbols and synecdoche. She counted the data and found the most often used figure of speech in her research is hyperbole.

Based on those previous studies of researchers above, all of the researchers concerned in an analysis of figurative language although they emphasized their researchers in different proposed theory and object. The first researcher conducted this study by using stylistic theory and pragmatic theory to explore the kinds of figurative language in harper's bazaar magazine advertisement. The second researchers conducted their study by use Robert Frost's theory to identifies some figurative languages used in English Translation text of Surah Maryam by Yusuf Ali. The third researcher conducted his study by use Perrine's theory to finding and classification the types of figurative language that appeared in the Hans Christian Andersons fairy tales.

1.2 Research Questions

Based on the background of the study above, this research is conducted to answer the following questions:

1. What are the types of figurative language of advertisement in the Jakarta Post Newspaper?
2. How do the function of the types of figurative language of advertisement in the Jakarta Post Newspaper?

1.3 Objectives of the Study

In line with the research questions stated above, the objectives of this research are formulated as follows:

1. To identify the figurative language used on advertisement in the Jakarta post Newspaper.
2. To describe the contextual meaning of the figurative language used on advertisement in the Jakarta Post Newspaper.

1.3 Significances of the Study

The result of this study research is expected to give both theoretical and practical contributions. Theoretical, the researcher hopes that this research can give valuable contribution to the study of language skills. It is also supposed that the result of this research can contribute to the world of knowledge and give data source about the figurative language study in Reask's theory.

Practically, this research is expected for that the reader to understand a newspaper that uses figurative language. The writer hopes the research can give significance to the reader especially those who will enjoy. Therefore, when they

read newspaper, they know what the meaning of any sentence in a newspaper. Besides, this research can give information to whom that will analyze newspaper more clearly and intently. Finally, this study provides the important thing for the semantics class. It can help the student in semantic class for analysis the kind of figurative language and the concept of figurative language is frequently used in semantic. In addition this study provides the contribution for other researchers who are interested in doing further research in this area.

1.5 Scope and Limitation of the Research

The research focuses on analyzing the figurative language found in Jakarta Post newspaper especially in an advertisement. Meanwhile, the limitation of the research is to investigate the word, sentence and phrase used in of Jakarta Post Newspaper. The data are from an advertisement of Jakarta Post Newspaper published on August 2, 2017 to August 30, 2017 because of the Jakarta Post Newspaper there is a lot of figurative language.

1.6 Definition of the Key Terms

To avoid misunderstanding and misinterpretation between the researcher and the readers, the following key terms are defined:

1. Figurative Language is used to create a special effect or feeling. It is characterized by figures of speech Language that compares, exaggerates, or means something other than what it first appears to mean.
2. The Jakarta Post is a newspaper using full English Language Published in Indonesia. The news content is associated with news and information either in national or international scale.
3. Advertisement is information that is publicly communicated through mass media communication to persuade or to influence an audience.

1.7 Research Method

This part discusses the method applied in conducting this research which consists of research design, data source, research instrument, data collection, and data analysis.

1.7.1 Research Design

Research design helps the researchers to conduct the study in reference to the objective, the method of data gathering and analysis the strategy to present the findings and conclusion. This study uses a descriptive qualitative research because the goal of this research is to describe the figurative language used in Jakarta Post Newspaper in advertisement issues.

This research is categorized as descriptive qualitative research because the data in this research are in the form of sentences containing figurative language to get the types and functions so that the researcher can get the description of the usage of the figurative language of the Jakarta Post Newspaper.

1.7.2 Data Source

The data source is the Jakarta post newspaper written by Indonesian and foreigner advertiser's on August 2, 2017 to August 30, 2017. It is English daily newspaper published in Indonesia. The research focuses on analyzing the advertisement of the Jakarta Post newspaper that uses figurative language. The research takes from online newspaper browsing from the official site of Jakarta Post. Besides, the research asks another friend which one on advertisement of the Jakarta Post that have figurative language, and this method can help the research for doing this research early.

1.7.3 Research Instrument

In qualitative research, the human investigator is the primary instrument for gathering and analyzing data. This research therefore, uses the instrument in conducting the research. The research instrument is research herself because the research does not need a questionnaire. The research directly observed the data from the advertisement of the Jakarta post newspaper, because it is easy to find the advertisement on this website. Jakarta Post is a daily English language newspaper in Indonesia. We can find a variety of news we requested.

1.7.4 Data Collection

In collecting the data, the research did several steps. First, the researchers browsed online advertisement from Jakarta Post Newspaper by opening the official site of Jakarta Post Newspaper that is www.thejakartapost.com. Second, the researcher also focused on certain issues concerning with the research topic that is the advertisement. Third, the research downloaded the headlines advertisement that relates to the analysis by searching about advertisement election articles on the official site of Jakarta Post Newspaper. Then, the researcher read the advertisement to understand the content. Fourth, the researcher identified the types of figurative language such as metaphor, simile, hyperbole, allusion, litotes, alliteration, metonymy, litotes, irony, onomatopoeia and synecdoche on advertisement of the Jakarta Post Newspaper based on Reak's theory.

1.7.5 Data Analysis

After getting the data from the Jakarta post, the researcher did several steps to analyze the advertisements of the Jakarta Post newspaper. The first step in the analysis is obtaining the data on advertisements of the Jakarta Post on August 2, 2017 to August 30, 2017 are selected as the data source. Secondly, discussing the data from each category based on Reask's theory. The third is reducing the 16 advertisements of the Jakarta Post newspaper. The fourth is intensive reading to analyze advertisements. The last step is drawing a conclusion based on the analysis.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

In this chapter, the research present review of related literature of this study. There are figurative language, kids of figurative language, the use of figurative language and previous study. The research wants to make easy in understanding to the readers so the researcher has divided each part which is related to the topic of this thesis.

2.1 Figurative Language

Figurative language is the use of words that go beyond their ordinary meaning. It requires you to use your imagination to figure out the author's meaning. When a writer uses literal language, he or she is simply stating the facts as they are. Figurative language, in comparison, uses exaggerations or alterations to make a particular linguistic point. Figurative language is commonly used in literary works, such as poem, prose and nonfiction writing as well.

The use of figurative language makes the literary works more interesting. This style of language makes the language more interesting and poetic, with the abundance of figurative language used by the author in the literary works, the better of his work to be read by the reader. It shows the ability and the creativity of the author in using the language. In addition, it also proves that the use of figurative language has made the language more colorful, rich, and aesthetic.

In this chapter, the researcher uses Reaske's (1996) theories. He said that there are many kinds of figurative language such: hyperbole, metaphor,

metonymy, simile, synecdoche, alliteration, litotes, irony and allusion. Reaske (1996:27) states that figurative language is the language which employs various figures of speech. Figurative language is a kind of language that separates from the language employed the traditional literal ways of describing persons of the object. It is usually immediately obvious whether a writer is using figurative language or literal language.

Figurative language is language that uses words or expressions with a meaning that is different from the literal interpretation. Figurative language is rarely used in our daily conversation. People may find many figurative languages such as in daily conversation rarely, articles in the magazine, advertisements, novels, songs, etc. Perrine (1974:49) defines a figure of speech is the unusual way of uttering something which can be said that the speaker intentionally refers to another meaning from one thing. In other words, figurative language is a way of saying something from the uncommon way. By using this type of language, the speaker wants to add some special effect to their words.

Figurative language is a language which uses words or phrases that different from the literal meaning. Figurative language is a language using figures of speech and it is language that cannot be taken literally or should not be taken literally only (Perrine, 1983:581). It means that figurative language is an expression used by the person or the author indirectly by using the comparison. Thus, it cannot be interpreted literally because the comparison in figurative language expression has the meaning.

The function of using figurative language is to create an interesting image. Wren (1981) states figurative language is a departure from the ordinary form of language or the ordinary course of ideas in order to produce a better effect. It means that figurative language is a language that can be substituted by the variations of ideas which successfully to imply a hidden meaning by giving an effect greatly different from what it literally. Or the other words we can say that figurative language is the expressive use of language in which words are used to give a particular emphasis or to generate a special effect.

Figurative language is another way of describing what more are commonly called "figures of speech." Robert Eaglestone in "Doing English" defines a figure of speech as "the use of words or a phrase in a way that isn't strictly true; the words have been 'turned away' from their literal sense and don't mean what a dictionary might say they mean." There are many different kinds of figures of speech, but they all share the same element in that they are not rooted in the factual. Recognizing this type of language is very easy with a little bit of practice.

According to Bradshaw, figurative language or figurative speech is combinations of words whose meaning cannot be determined by examination of the meanings of the word that make it up. Or, to put it in another way, a figurative language uses a number of words to represent a single object, person or concept (2002: 2)

Figurative language created by authors to provide aesthetics element in the stories. The authors also express their thoughts, feelings, and ideas use figurative

language in order to make the reader may be interested. While figurative language is a language style whose meanings of words that make it up (2010: 298)

Figurative language refers to words, and groups of words, that exaggerate or alter the usual meaning in figures of speeches of the component of words. A figure of speech may be said to occur whenever a speaker or writer, for the sake of freshness or emphasis, departs from the usual denotations of words (Kennedy, 1983: 479).

From the explanation above, the researcher concludes that figurative languages are a type of language that used words or expressions different from the literal meaning. It is one of many techniques are uses to express the inner feelings of the people.

2.1.1 Figures of Similarity

Figures of similarity are the figures of speech which are commonly thought be similar, while they are different (Muliono: 1989). Figures of similarity consist of Simile, metaphor, and allusion.

a. Simile

Simile is used to compare things that are essentially not the same. Simile comparison is expressed by the use of some word or phrase, such as like, as, than, seems, similar to, or resembles. According to Hatch (1995: 66) simile is a statement introduced by like or as. Briefly, simile is the comparison of two distinctly different things but it is considered the same as helped by the connective words. Similes are used in literature to make writing more vivid and powerful. In everyday speech, they can be used to convey meaning quickly and effectively.

Example: You are like a light in the darkness.

Simile is an explicit comparison of one thing to another, most of them linked by like or as. The purpose of simile is to give information about one object that is unknown to the reader by comparing it to something with which the reader is familiar. Simile can be either explicit or implicit depending on the way the simile is phrased. An explicit simile is a simile in which the characteristic that is being compared to between the two objects is stated. An implicit simile is a simile in which the reader must infer what is being compared.

b. Metaphor

Metaphor is the figurative speech, which compares one thing to another directly (Peter, 2002:12). They may express A is B, differs from the simile only on that comparison is implied rather than explicit. It is to be read in the same way a simile, but it is often more difficult to recognize since the comparison may be reduced to phrase or a single word. Metaphor is a name or descriptive term is transferred to some object different from, but analogous to, that to which is properly applicable.

Metaphor is an implied analogy which imaginatively identifies one subject with another and ascribes to the first one or more qualities of the second.

According to the critic R.P. Blackmur (1999), all metaphors are made up two parts: a tenor, which is the idea being expressed or the subject of the comparison, and a vehicle, which is the image by which the idea is conveyed or the subject is communicated.

It can be concluded that metaphors are a figure of speech that comparing something or situation with something or situation else directly that may have the same character, situation or attitude and comparing objects that have points in common but without the use of certain words such as; like or as.

Based on this discussion, metaphor is a figure of speech used to compare two unlike things by claiming that one is another.

Example: Dad is a bear when he is mad. In that sentence, dad is compared to as a bear and that sentence uses is to compare the two things.

c. Allusion

Allusion is special kind of comparison which invites the readers to bring into the context of the discussion something from their experience, such as references to a place, a person, or something that happened.

e.g. He is a real Sherlock Holmes.

In other words, allusion is another word reference. Many poets refer to other poet and their poem and these are always cases of allusion and sometimes one of the analyst's biggest puzzles is trying to discover what the allusion refers to. The research can conclude that allusion is a brief reference to a person, place, or event which will be known by the reader. It allows the writer a compression of ideas.

2.1.2 Figures of Contradiction

Figure of contradiction is the disagreement of two facts known to the system. For example, increase amount solution and decrease amount solution are the contradiction. Contradictions arise when the system operates with a domain theory that is incomplete or inconsistent. Contradictions are detected by monitoring the real world to gather relevant observations. Making predictions about how real world will behave based on the domain theory. Figures of contradiction consist of hyperbole, litotes, and irony.

a. Hyperbola

Hyperbole derived from the Greek. It is from two words, they are hyper which mean over and baleen which means throw. So hyperbole can be defined as a figurative expression, which exaggerates the number, size or quality of something in order to emphasize the certain point in a statement. When using hyperbole, a writer draws attention to a particular idea by saying something which cannot possibly be true.

According to Wren and Martin as quoted by Siswantoro stated that in hyperbole a statement is made emphatic by overstatement (2005:43). It can be concluded that hyperbole is a figure of speech that states something or situation excessive by using words contain greater meaning from the real taste or meaning.

e.g Shut up! My heart's bursting.

The hyperbole is perhaps one of the most widely recognized forms of figurative language and one that permeates everyday life the advertising and

entertainment industries. Hyperbole is the use of exaggeration for extra effect. The author can use hyperbole to add extra drama or comedy to a situation or even for the purpose of propaganda.

In short, hyperbole is the use of extreme exaggeration or extravagant statements, meant to create a strong impression, as well as to evoke or indicate strong feelings.

b. Litotes

Litotes is figurative language that contains a statement which made smaller from the original. Litotes is a figure of speech consisting of an understatement in which an affirmative is expressed by negating its opposite. It is meant that people usually use it to make it simple. So that they are not arrogant because they guess something invaluable although exactly is so valuable.

Example: I hope you can receive this invaluable giving. The invaluable thing that writer said in the fact is invaluable giving, but he says it as invaluable.

c. Irony

Irony is derived from the word irony that means deception or pretends. Irony is a satire of figures of speech that uses words that are contrary to the literal meaning. In general, this figure of speech used to quip. So. The irony will be successful if the listener is also aware of the literal meaning behind the series of words (Keraf, 2004: 143).

Verbal irony, saying the opposite of what one means, is often fused with sarcasm and satire, and for that reason may be well to look at the meanings of all

the three terms. Sarcasm and satire both imply ridicule, one on the colloquial level, the other on the literal level. Sarcasm is implied bitter or cutting speech, intended to wound the feelings. Perrine (1969: 113), argue that satire is a more formal term, usually applied to written literature rather than to speak and ordinarily implying a higher motive. Irony, on the other hand, is a literary device or figure that may be used in the service of sarcasm or ridicule or may not. Irony is an allusion that words can have opposite meanings. Irony can turn into sarcasm or cynicism that is the use of words spicy to quip. If irony must say the opposite of what want to say, then cynicism and sarcasm are not (Waluyo, 1987: 85).

The final kind irony is called situational irony. Situational irony is incongruence in what is expected to happen and what actually take places. It is sometimes referred to a twist of fate and usually has tragic consequence in literature. One example of situational irony is a pair of a sibling who is separated a young age, only to find out that they are living next door to one emphasize with the character or characters.

Example: your handwriting is very good so I can read it

The expression above can be considered as verbal irony when the expression wants to say that his handwriting is very bad.

2.1.3 Figures of Contiguity

Figures of contiguity are concerned with that space between words, but it would be that space that we would not be able to fathom. Figures of contiguity consist of metonymy and synecdoche.

a. Metonymy

Perrine (1969: 69) defines metonymy as a figure of speech that uses something closely related to the thing actually meant. In line with Perrine, Kovecses (2010: 175) states that there are two elements or entities that are closely related to each other in conceptual space in metonymy. In its application, Kovecses (2010: 172) also says that metonymy uses one entity or thing to indicate or to provide mental access to another entity. The name of the thing is substituted with another thing that is closely associated.

For example, in the sentence *Let me give you a hand*, the speaker means the object hand is 'help' while hand literally is a part of the human body. Here the word hand is a metonymy which illustrates an association between the hands as a part of human body with the act of giving help.

Metonymy is used to give a deeper meaning. By using metonymy, the text shows a deeper meaning that can draw the attention of the reader. In addition, the use of metonymy helps achieve conciseness. So, the research can conclude that metonymy is the use of a name of one thing to stand for the name of a closely related idea.

b. Synecdoche

Synecdoche is a part of something that represents the whole or it may use a whole to represent a part. The entity referred to as a container of constituents and one of these constituents is used to represent the entire entity as a whole (Lakoff, 1980:36). Synecdoche may also use larger groups to refer to smaller groups or vice versa. It may also call a thing by the name of the material it is made of or it may refer to a thing in a container or packing by the name of that container or packing. According to Reaske (1980:4), the technique of synecdoche uses apart in order to signify the whole. In other words, the use of synecdoche helps writers to shorten their writing.

Synecdoche is also a figure of speech which in mentioning a part signifies the whole or in which the whole signifies the part. In short, synecdoche is the use of a concrete noun, which is usually a part of the larger whole, to substitute for the larger whole.

Example: soldiers were equipped with steel. The writer prefers to use those statements because it is more concise than saying “The soldiers were equipped with swords, arrows, daggers, knives, etc.”

2.1.4 Figures of Sound

A figure of speech sound that relies primarily on the sound of a word or phrase or the repetition of sound to convey a particular effect is known as a figure are often found in poetry, they can also be used effectively. Figures of contradiction consist of alliteration and onomatopoeia.

a. Alliteration

Alliteration is a series of words that begin with the same letter or sound alike. In the other word, alliteration is language style that has a repetition of the same consonant sound follow each other, it is usually used in poem and prose create a beautiful sentence or emphasize a word.

Example: Fly away, my fine feathered friend!

b. Onomatopoeia

Onomatopoeia is sometimes called of the figure of sound rather than a figure of speech. Onomatopoeia is the use of words whose sound suggests its meaning that sounds like their meaning or mimics sounds. They add a level of fun and reality to writing.

For example, the cries of animals and birds, the natural sounds of wind and raindrops, the mechanical sounds of the object such as clocks, car trains, and so on.

2.1.5 The Use of Figurative Language

According to Perrine (1956: 58), figurative language often provides a more effective means of saying what we mean than does direct statement and it has some reason. First, figurative language affords us imagination pleasure.

Imagination, in one sense, might be described as that faculty or ability of the mind that proceeds by sudden leaps from one point to another. Figures of speech are therefore satisfying in themselves, providing us a source of pleasure in the exercise of the imagination.

Second, it is a way of bringing additional imagery into verse, of making the abstract concrete, of making advertisements more sensuous. Figurative language is a way of multiplying the sense appeal of advertisements. Third, figures of speech are a way of adding emotional intensity to otherwise merely informative statements and of conveying attitudes along with information. Fourth, figurative of speech is a means of concentration, a way of saying much in brief compass. Like words, they may be multidimensional.

Obviously one of the necessary abilities for understanding literature is the ability to interpret figurative language. Every uses figurative language involves a risk of misinterpretation, though the risk is well worth taking. For the person who can translate the figure, the dividends are immense. Fortunately, all people have the imagination to some degree, and imagination can be cultivated. By practice, one's ability to interpret figures of speech can be increased.

2.1.5 Previous Studies

The writer of this thesis attempts to present several related studies or researchers to this thesis. It is supposed to be a comparison and comprehension of the knowledge of figurative language. Therefore, the previous researches would be classified in the following below:

The first, study done by Nurita (2013) in their research entitled a stylistic-pragmatic analysis of figurative language in harper's bazaar magazine advertisement. The researcher used a descriptive qualitative method to analyze figurative language in harper's bazaar magazine advertisement. She used stylistic theory and pragmatic theory to support her research. The results of her research showed that there are six kinds of figurative language that found in harper's

bazaar magazine advertisement. It consists of simile metonymy, metaphor, synecdoche, personification and hyperbole. Then, the most often used figurative language in this research is a metaphor.

The second is from Anita (2012) by the title figurative language used in English Translation text of Surah Maryam by Yusuf Ali. She observed kinds of figurative language used in English Translation text of Surah Maryam by Yusuf Ali. She identifies some figurative languages based on Robert Frost's theory, and then she also identifies the contextual meaning of those expressions using contextual theory and truth-conditioning theory. The result of her research shows that there are eighteen kinds of figurative languages found in English translation text of Surah Maryam and the dominant type of figurative language is a symbol.

Then, the last previous research also has done by Ayuningsih (2015). She proposed two research problem, those are the kinds of figurative language and the reason of figurative language in Hans Christian Anderson's fairy tales. In her research, she used Perrine's theory to found and classification the types of figurative language that appeared in the Hans Christian Andersons fairy tales. She concluded that there were seven types of figurative language which were used in Hans Christian Anderson's fairy tales. They are simile, metaphor, paradox, hyperbole, personification, symbols and synecdoche. She counted the data and found the most often used figure of speech in her research is hyperbole.

Based on those previous studies of researchers above, all of the researchers concerned in the analysis of figurative language although they emphasized their researchers in different proposed theory and object. The first researcher conducted this study by using stylistic theory and pragmatic theory to explore the kinds of

figurative language in harper's bazaar magazine advertisement. The second researchers conducted their study by use Robert Frost's theory to identifies some figurative languages used in English Translation text of Surah Maryam by Yusuf Ali. The third researcher conducted this study by use Perrine's theory to finding and classification the types of figurative language that appeared in the Hans Christian Andersons fairy tales.



CHAPTER III

FINDINGS AND DISCUSSIONS

In this chapter, the researcher presents the result of the data that has been collected and analyzed using Reask's theory. It includes the types of figurative language used in the Jakarta Post newspaper and the function of figurative language used in The Jakarta Post newspaper.

3.1 Findings

In this section, the researcher presents the analysis of figurative language used in The Jakarta Post newspaper and the function of figurative language used in The Jakarta Post newspaper. The data are taken from the advertisement in The Jakarta Post Newspaper.

In this part, the researcher analyzed the Jakarta Post newspaper based on the theory that has been explained in Chapter II. Those are 11 kinds of figurative languages that consist of simile, metaphor, synecdoche, metonymy, allusion, hyperbole. It explains in some analysis below:

In the research, there are types of figurative language were analyzed. They are metaphor, simile, metonymy, hyperbole and alliteration. For further analysis, it is explained below:

3.2.1 Metonymy

It is a figurative language that is used to replace the name of a thing with the name of something else. Generally, metonymy is used to give a deeper

meaning. By using metonymy, the text shows a deeper meaning that can draw the attention of the reader.

Datum 1

Best Rates. Luxury pool villas. Jimbaran Bali. (The Jakarta Post, August 3, 2017).

Analysis:

A swimming pool in the villa of Jimbaran-Bali is being rent in this advertisement. In short, this advertisement tries hardly to invite readers to visit the villa with a large member of family, friends, or colleague's and enjoy the swimming pool which has good rates and satisfying services. In accordance with this point, "best rates" are the keyword which is being caught in this advertisement. "Best" means no other product which has the same quality. Explicitly, the words bring certainly a quality of services and low finance.

Datum 2

Free trips for commuter line users on Independence Day. (The Jakarta Post, August 11, 2017)

Analysis:

The advertisement is categorized into metonymy. Free trips for commuter line users who have rail journeys to commuter line operator KAI commuter Jabotabek are being offered in this advertisement. In fact, the people enjoy the train service. In detail, the advertisement directly shows that they will give free trips for on an independent day. In the other word, KMT or daily tickets try to improve its service to satisfy consumers. The keyword of "free trips for commuter

linen” in this advertisement exerts reader’s heart. Internal imagery is enticed by belief and satisfaction.

2.2.2 Metaphor

Metaphor is a figurative language which makes an implied or hidden comparison between two things that are unrelated but share some common characteristics. Metaphor does not use like or as to develop a comparison.

Datum 1

Nasi goreng, sate: Best-Sellers at Indonesia festival in Rusia. (The Jakarta Post, August 8, 2017).

Analysis:

Nasi goreng (Fried rice) and sate (satay) dominated sales at Indonesia Festival 2017 that was held at the Hermitage Garden, Moscow, and Russian from August 4 to 6. The data above is categorized as a metaphor. The advertisement brings assumption that the best-sellers bring prominent products. In other words, words are the largest place which food varieties. However, Indonesia festival is the one of many. In accordance to that, it brings prominent and high quality. The word “Best” is particularly supported by the word “Seller”. Something to be the seller is because its taste admitted by most of the consumers. Those strongly carry readers’ desire to taste it. In detail, reader’ internal feeling in the deepest heart is expressed as the feeling of prominent and satisfied.

Datum 2

Indonesian Arts and Cultural delegates will organize 360 events during the festival. (The Jakarta Post, August 30, 2017)

Analysis:

The data above is a metaphor. The metaphor here is indicated by arts and culture delegates will organize 360 events during the festival. In this sentence is compared arts and cultural which is usually used in references thing that alternately displays two different sides to their nature.

Datum 3

Arts, culture performance to vibe City Hall on Independence Day (The Jakarta Post, August 16, 2017)

Analysis:

The advertisement promotes the arts and culture activities at City Hal on Independence Day. The keyword in this advertisement is "performance" showcase of creativity, arts and culture at City Hall. It means that of creativity, arts and culture are as a hyperbole. It is as an expression and also the Centre of attention. It means that performance is as a beautiful culture, because something that is endured must be memorable, wonderful, or even concerning history that can be seen every time.

3.2.3 Simile

Simile is used to compare things that are essentially not the same. Simile comparison is expressed by the use of some word or phrase, such as like, as, than, seems, similar to, or resembles.

Datum 1

Changdeokgung Palace to open for night-time tour. (The Jakarta Post, August 10, 2017)

Analysis:

The data above is simile. The sentence uses the connecting words as to open for night-time tour. The advertisement promotes evening tours from Aug.31 to Nov. 5, the Cultural Heritage Administration with special offers. It aims to persuade readers' to visit the Changdeokgung which is intentionally bringing enjoyable service. The tour will include a photo shoot with palace guards clad in traditional garments, the performance of traditional music and tour of the palace grounds led by a tour guide. In short, the words "Changdeokgung palace" internally exert readers' interesting satisfaction. You will enjoy the panorama service and facilities.

Datum 2

Yogyakarta seeks to promote Indonesian spa a women enjoying spa massage. (The Jakarta Post, August 15, 2017)

Analysis:

Spa tourism in Indonesia is something that can't be taken for granted. Just take a look at the awards we received from 2009 and 2012. The International Wellness Awards has even named us 'the best spa destination in the world. This festival has a mission to develop, preserve and introduce Indonesian spa that uses local spices. The advertisement informs promotes a spa tourist in Indonesia as the

best spa destination in the world. The aim is to invite people to attract foreign tourist and act a form of preservation for the ethnic spa in Indonesia. This festival has a mission to develop, preserve and introduce Indonesia spa that uses local spices. Data above is a simile.

3.2.4 Alliteration

Alliteration is a series of words that begin with the same letter or sound alike. In other words, alliteration is language style that has a repetition of the same consonant sound that follows each other, it is usually used in poem and prose to create a beautiful sentence or emphasize a word.

Datum 1

Enjoy high-quality home entertainment with Samsung (QLEED TV). (The Jakarta Post, August 15, 2017)

Analysis:

Samsung QLED TV is a new type of TV technology and a major leap forward in picture quality. The model has 100 percent color volume and over a billion precise colors thanks to its exclusive Quantum Dots, enabling it to present diverse expressions of color that look really like the original ones. This advertisement promotes the entertainment with Samsung QLEED TV. The aim of this advertisement is to invite people to buy the product. You will not only get the product but also can enjoy the entertainment from the Samsung QLEED TV that is available for the consumer. In addition, the keyword in this advertisement is “High-quality” is categorized into Alliteration. The phrase “enjoy” has repetition

of words that is begun by the same letter or sound alike. Meanwhile, the function of Alliteration is to create a beautiful phrase or to emphasize a word.

3.2.5 Hyperbole

Datum 1

Sanur Village Festival 2017 generates billions of income (The Jakarta Post, August 15, 2017)

Analysis:

The data above is hyperbole. Sanur village festival 2017 is a being information in this advertisement. The diction of “Sanur Village Festival 2017” attentionally brings peoples imagination to extremely see it around. Sanur Village Festival is really fun. Moreover, Sanur Village Festival, it interests our attention to see. Finally, the words are absolutely effective and efficient to invite people to be agreed with the advertiser. The purpose of this Sanur Village Festival is to invite the foreign tourists to visit Bali.

Datum 2

Santika hotel premiere offers high-class integrated service with an Indonesian touch. The luxury and atmosphere the hotel provides create comfort and harmony at every passing moment. (The Jakarta Post, August 16, 2017)

Analysis:

The slogan the Santika hotel premiere “hotel and services with an Indonesian touch”. The luxury and atmosphere the hotel provides create comfort and harmony at every passing moment is categorized into hyperbole. The phrase the Santika premiere “Hotel and services with an Indonesian touch” the luxury atmosphere the hotel provide create comfort and harmony at every passing

moment implies something extravagant and obvious exaggeration because the advertisement writer used an exaggerated statement that is actually normal. For example the word offers high-class with has meaning everything necessary complete and without faults. At the word that is overstating the truth normal, in the fact are some places that have a better place than the hotel.

Datum 3

Visit Surabaya, Singapore or Bangkok. Get a discount of up to 50% from AirAsian. Merdeka. (The Jakarta Post, August 16, 2017)

Analysis:

The slogan Merdeka is categorized into hyperbole. The phrase Merdeka implies something extravagant and obvious exaggeration because the advertisement writer used an exaggerated statement to create a strong image in the slogan. At the slogan seen exaggerate something that is the word of Merdeka, actually human not yet Merdeka if them fly with Air Asian.

Datum 4

Thousands of Islands to Host Tidung Festival 2017 (The Jakarta Post, August 16, 2017)

Analysis:

The advertisement is categorized into hyperbole. The advertisement of islands to host Tidung Festival 2017 it is a feeling of beautiful capturing when sees it and the categorized into hyperbole. The advertisement promotes islands festival of Singapore. The aim of these advertisements is to persuade people to book the ticket immediately. Then you will touch your memory to save it in your

mind. To strengthen the advertisement, the advertisers use words “tidung vestival” as the Centre of readers’ attention. The word festival brings people’s imagination of seeing the performance of the festival.

Datum 5

Arts, culture performance to vibe City Hall on Independence Day (The Jakarta Post, August 16, 2017)

Analysis:

The advertisement promotes the arts and culture activities at City Hal on Independence Day. The keyword in this advertisement is "performance" showcase of creativity, arts and culture at City Hall. It means that of creativity, arts and culture are a hyperbole. It is as an expression and also the Centre of attention. It means that performance is as a beautiful culture, because something that is endured must be memorable, wonderful, or even concerning history that can be seen every time.

Datum 6

Fly to Kathmandu with AirAsian for only Rp.559, 000. Book while the promotion lasts! Fly from feb.28-August. (The Jakarta Post, August 23, 2017)

Analysis:

The advertisement is categorized into hyperbole. The advertisement offers the book while the promotion lasts! with AirAsian Indonesia special for holiday. The aim of this advertisement is to persuade to book the ticket quickly. The holiday will meaningful if they are able to spend the time in other countries by other experiences. Enjoy the holiday by mowing and visiting another country. It

makes us like a bird; “Book while the Promotion lasts!” is being the keyword in this advertisement. The word “fly” is the Centre of attention which their wings.

Datum 7

East Lampung promotes national park with camping tour, festival. (The Jakarta Post, August 29, 2017)

Analysis:

The advertisement is categorized into hyperbole. This ad promotes the national park with camping tour, festival. This advertisement invites you to join the camping tour and have personal experience of life. Furthermore, this will take you into the past and make sure that you never existed before. The Lampung Camping Tour tries to strengthen, then you decide to go there where cheap transportation and a good place is available, you do not have to think twice about it. Feel happy and satisfied with the phrase.

Datum 8

Get Eva Air special promotion fares at Kompas Travel fair on Sept. 1-3, 2017. (The Jakarta Post, August 31, 2017)

Analysis:

The advertisement offers the Get Eva Air Travel. Get Eva Air special promotion fares is primary the keyword that is caught in this advertisement. The words surely build readers attention to be the one and only who is being offered. It directly shows that the services always keep improvement within its facilities. Discovering services something special that is aimed to satisfy passengers and use the services of "get eva air".

4.2 Discussions

From the data findings above, it was found that many figurative languages used in the Jakarta Post Newspaper. There are five types of figurative language used in the Jakarta Post Newspaper, those are; simile, metaphor, metonymy, alliteration, and hyperbole. The Jakarta Post used almost all of the kinds of figurative language, except for antithesis. In addition, metonymy held the highest frequency of the types of figurative language used in the Jakarta Post newspaper.

Table 1 the result of analysis:

| Number | Advertisements | Keyword | Types of Figurative Language |
|--------|--|-------------------------------|------------------------------|
| 1 | Best Rates. Luxury pool villas. Jimbaran Bali. | Luxury pool villas | Metonymy |
| 2 | Nasi goreng, sate: Best-Sellers at Indonesia festival in Rusia. | Best-Sellers | Metaphor |
| 3 | Changdeokgung Palace to open for night-time tour. | Open for night-time tour. | Simile |
| 4 | Yogyakarta seeks to promote Indonesian spa. | Promote Indonesian spa. | Simile |
| 5 | Sanur Village Festival 2017 generates billions of income. | Sanur Village Festival 2017 | Hyperbole |
| 6 | Enjoy high-quality home entertainment with Samsung. | Enjoy high-quality | Alliteration |
| 7 | Find the cheapest flight. | Find the cheapest flight. | Hyperbole |
| 8 | Santika hotel premiere offers high-class integrated service with an Indonesian touch. The luxury and atmosphere the hotel provides | High-class integrated service | Hyperbole |

| | | | |
|----|---|---|-----------|
| | create comfort and harmony at every passing moment. | | |
| 9 | Visit Surabaya, Singapore or Bangkok. Get a discount of up to 50% from AirAsian. Merdeka. | Get a discount of up to 50% from AirAsian | Hyperbole |
| 10 | Thousands Islands to Host Tidung Vestival 2017. | Host Tidung Vestival 2017. | Hyperbole |
| 11 | Arts, culture performance to vibe City Hall on Independence Day | Arts, culture performance | Metaphor |
| 12 | Free trips for commuter line users on Independence Day. | Free trips for commuter line | Metonymy |
| 13 | Fly to Kathmandu with AirAsian for only Rp.559, 000. Book while the promotion lasts! Fly from feb.28-Augus. | Book while the promotion lasts! | Hyperbole |
| 14 | East Lampung promotes national park with camping tour, festival. (The Jakarta Post, August 29, 2017) | Camping tour, festival | Hyperbole |
| 15 | Indonesian Arts and Cultural delegates will organize 360 events during the festival. | Indonesian Arts and Cultural | Metaphor |
| 16 | Get Eva Air special promotion fares at Kompas Travel fair on Sept. 1-3, 2017. (The Jakarta Post, August 31, 2017) | Get Eva Air special promotion fares | hyperbole |

After discussing several types of figurative language in each text and classifying them into the types of figurative language, the research describes about the use of figurative language type:

1. Metonymy

The advertisements are classified into metonymy;

- 1) Best Rates. Luxury pool villas. Jimbaran Bali. (The Jakarta Post, August 3, 2017).
- 2) Free trips for commuter line users on Independence Day. (The Jakarta Post, August 11, 2017)

2. Metaphor

- 1) Nasi goreng, sate: Best-Sellers at Indonesia festival in Rusia. (The Jakarta post, August 8, 2017)
- 2) Arts, culture performance to vibe City Hall on Independence Day (The Jakarta Post, August 16, 2017)
- 3) Indonesian Arts and Cultural delegates will organize 360 events during the festival. (The Jakarta Post, August 30, 2017)

3. Simile

- 1) Changdeokgung Palace to open for night-time tour. (The Jakarta Post, August 10,2017)
- 2) Yogyakarta seeks to promote Indonesian spa a women enjoying spa massage. (The Jakarta Post, August 15, 2017)

4. Alliteration

- 1) Enjoy high-quality home entertainment with Samsung (QLEED TV). (The Jakarta Post, August 15,2017)

5. Hyperbole

- 1) Sanur Village Festival 2017 generates billions of income. (The Jakarta Post, August 15, 2017)
- 2) Find the cheapest flight. (The Jakarta Post, August 15, 2017)
- 3) Santika hotel premiere offers high-class integrated service with an Indonesian touch. The luxury and atmosphere the hotel provides create comfort and harmony at every passing moment. (The Jakarta Post, August 16, 2017)
- 4) Visit Surabaya, Singapore or Bangkok. Get a discount of up to 50% from AirAsian. Merdeka. (The Jakarta Post, August 16, 2017)
- 5) Thousands Islands to Host Tidung Vestival 2017. (The Jakarta Post, August 16, 2017)
- 6) Fly to Kathmandu with AirAsian for only Rp.559, 000. Book while the promotion lasts! Fly from feb.28-Augus. (The Jakarta Post, August 23, 2017)
- 7) East Lampung promotes national park with camping tour, festival. (The Jakarta Post, August 29, 2017)
- 8) Get Eva Air special promotion fares at Kompas Travel fair on Sept. 1-3, 2017. (The Jakarta Post, August 31, 2017)

In the advertisement of the Jakarta Post newspaper, it was found five types of figurative language. The five types of figurative language are simile, metaphor, metonymy, alliteration and hyperbole. The used figurative language used in the advertisement in the Jakarta Post newspaper is hyperbole, the second is metaphor

and metonymy. There are seven hyperboles that are found in the advertisement of the Jakarta post newspaper and also there are 3 metaphor and metonymy.

In daily conversation, the function of hyperbole is to emphasize for an amusing effect hyperbole is used to communicate ideas, emotions, and images in a more efficient way than through plain language. The purpose of hyperbole is to create a large effect and stress to a specific point. Such sentences usually convey an action or sentiment that is generally not realistically possible or plausible but helps emphasize an emotion and is not meant to be taken literally.

The function of metonymy is to replace a word with another. One, mostly, metonymy is used in developing literary symbolism and it gives more profound meanings to otherwise common ideas and objects. By using metonymy, the text shows deeper or hidden. In addition, the use of metonymy helps achieve conciseness.

Based on the most used figurative languages in the advertisement of the Jakarta Post newspaper that is, hyperbole, and metonymy, it can be concluded that the function of figurative language used in the advertisement in the Jakarta Post newspaper is to shorten the writing, to give a deeper meaning, to create a larger effect and stress to a specific point, and to stimulate ideas, associations, and give an extra information to the reader.

CHAPTER IV

CONCLUSION AND SUGGESTION

Having analyzed the figurative language found in the Jakarta Post, the researcher provides the conclusions and suggestion. All of the conclusions are explained based on the result of the analysis in the preceding chapter. Then, this thesis is accomplished with the suggestion in accordance with the study of this research.

4.1 Conclusion

As from the result of the data analysis that described in Chapter III, this research is concluded based on formulated research questions that will be described into two points. First is the type of figurative language used in The Jakarta Post Newspaper and the second is the how of figurative language used in The Jakarta Post Newspaper.

Firstly, the researcher uses the Reask's theory of figurative language that consists of simile, metaphor, metonymy, hyperbole, alliteration, and antithesis. In this case, the researcher found that there are 16 sentences which contain the figurative language in the advertisement of The Jakarta Post Newspaper. All of these terms are divided into five categories and found that alliteration consists of 1 sentence, metonymy and simile are 2 sentences, metaphors are 3 sentences, and hyperboles are 8 sentences.

Secondly, this research described the function of figurative language in The Jakarta Post newspaper is to shorten the writing, to give a deeper meaning, to

create a larger effect and stress to a specific point, and to stimulate ideas, associations, and give an extra information to the reader.

4.2 Suggestion

In this research, the researcher analyses the types of figurative language used in the Jakarta Post newspaper and the function of figurative language used in the Jakarta Post Newspaper. There are still many subjects of figurative language that can be analyzed such as novel, comic and movie. Another suggestion for the further researcher is to analyses using another theory of figurative language such as using the theory of figurative language by Rozakis or Verdonks. The researcher hopes that this research can give benefits to another researcher.

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APPENDIX

Advertisement Used in Figurative Language of the Jakarta Post Newspaper.

1. Best Rates. Luxury pool villas. Jimbaran Bali. (The Jakarta Post, August 3, 2017).
2. Nasi goreng, sate: Best-Sellers at Indonesia festival in Rusia. (The Jakarta Post, August 8, 2017).
3. Changdeokgung Palace to open for night-time tour. (The Jakarta Post, August 10, 2017)
4. Yogyakarta seeks to promote Indonesian spa (The Jakarta Post, August 15, 2017)
5. Sanur Village Festival 2017 generates billions of income (The Jakarta Post, August 15, 2017)
6. Enjoy high-quality home entertainment with Samsung (QLEED TV). (The Jakarta Post, August 15, 2017)
7. Find the cheapest flight. (The Jakarta Post, August 15, 2017)
8. Santika hotel premiere offers high-class integrated service with an Indonesian touch. The luxury and atmosphere the hotel provides create comfort and harmony at every passing moment. (The Jakarta Post, August 16, 2017)
9. Visit Surabaya, Singapore or Bangkok. Get a discount of up to 50% from AirAsian. Merdeka. (The Jakarta Post, August 16, 2017)
10. Thousands Islands to Host Tidung Vestival 2017 (The Jakarta Post, August 16, 2017)

11. Arts, culture performance to vibe City Hall on Independence Day (The Jakarta Post, August 16, 2017)
12. Free trips for commuter line users on Independence Day. (The Jakarta Post, August 11, 2017)
13. Fly to Kathmandu with AirAsian for Only Rp.559, 000. Book while the promotion lasts! Fly from feb.28-Augus. (The Jakarta Post, August 23, 2017)
14. East Lampung promotes national park with camping tour, festival. (The Jakarta Post, August 29, 2017)
15. Indonesian Arts and Cultural delegates will organize 360 events during the festival.(The Jakarta Post, August 30, 2017)
16. Get Eva Air special promotion fares at Kompas Travel fair on Sept. 1-3, 2017. (The Jakarta Post, August 31, 2017)

Tablet of Figurative language on Advertisements of the Jakarta Post newspaper

| Advertisement | Figurative Language | | | | |
|---|---------------------|----------|--------|--------------|-----------|
| | Metonymy | Metaphor | Simile | Alliteration | Hyperbole |
| Best Rates. Luxury pool villas. Jimbaran Bali. (The Jakarta Post, August 3, 2017). | √ | | | | |
| Nasi goreng, sate: Best-Sellers at Indonesia festival in Rusia. (The Jakarta Post, August 8, 2017). | | √ | | | |
| Changdeokgung Palace to open for night-time tour. (The Jakarta Post, August 10, 2017) | | | √ | | |
| Yogyakarta seeks to promote Indonesian spa (The Jakarta Post, August 15, 2017) | | | √ | | |
| Sanur Village Festival 2017 generates billions of income (The Jakarta Post, August 15, 2017) | | | | | √ |
| Enjoy high-quality home entertainment with Samsung (QLEED TV). (The Jakarta Post, August 15, 2017) | | | | √ | |

| | | | | | |
|--|---|--|--|--|---|
| Find the cheapest flight. (The Jakarta Post, August 15, 2017) | | | | | √ |
| Santika hotel premiere offers high-class integrated service with an Indonesian touch. The luxury and atmosphere the hotel provides create comfort and harmony at every passing moment. (The Jakarta Post, August 16, 2017) | | | | | √ |
| Visit Surabaya, Singapore or Bangkok. Get a discount of up to 50% from AirAsian. Merdeka. (The Jakarta Post, August 16, 2017) | | | | | √ |
| Thousands Islands to Host Tidung Vestival 2017 (The Jakarta Post, August 16, 2017) | | | | | √ |
| Arts, culture performance to vibe City Hall on Independence Day (The Jakarta Post, August 16, 2017) | | | | | √ |
| Free trips for commuter line users on Independence Day. | √ | | | | |

| | | | | | |
|---|--|---|--|--|---|
| (The Jakarta Post, August 11, 2017) | | | | | |
| Fly to Kathmandu with AirAsian for Only Rp.559, 000. Book while the promotion lasts! Fly from feb.28-Augus. (The Jakarta Post, August 23, 2017) | | | | | √ |
| East Lampung promotes national park with camping tour, festival. (The Jakarta Post, August 29, 2017) | | | | | √ |
| Indonesian Arts and Cultural delegates will organize 360 events during the festival.(The Jakarta Post, August 30, 2017) | | √ | | | |
| Get Eva Air special promotion fares at Kompas Travel fair on Sept. 1-3, 2017. (The Jakarta Post, August 31, 2017) | | | | | √ |