

ABSTRACT

Fitriani, Rizki Ajeng 2020. A Semantic Analysis of The Figurative Speech in Cosmetics Advertisement Slogans From Internet (An analysis of twenty brands of cosmetic products). Thesis. Supervisor 1: Drs. Ashari, M.Pd. Supervisor 2: Kristianto Setiawan, S.S., M.A. Examiner: Dyah Raina Purwaningsih, S.S., M.Hum. Ministry of Research, Technology and Higher Education, Jenderal Soedirman University, Faculty of Humanities, English Department, English Literature Study Program, Purwokerto.

Keywords: Semantic, Figurative Speech, Cosmetic Advertisement Slogans

This research concern on the figure of speech in cosmetics advertisement slogans on the internet with two research questions. The first research question is *what the types of figure of speech are used in cosmetics advertisement slogan in the internet?* It mainly describes the various types of figure of speech in cigarette advertisement slogans on the internet. The second research question is *what are the purposes on the use of figure of speech in cosmetics advertisement slogans on the internet?* It presents some purposes on the use of figure of speech in cigarette advertisement slogans.

The first research question explores various type of figure of speech in cosmetics advertisement slogans on the internet. The second research question presents the result of the purposes on the use of figure of speech on cosmetics advertisement on the internet. The semantic theories by Harpham and Abram (2000), figure of speech and advertisement are required in this research to answer the two research questions. The data sources in this research are English cosmetics advertisement slogan texts on the internet. The researcher found more than 20 cosmetics slogan. After collecting and observing the data found, the researcher eliminate all slogan texts do not use English and do not have any figure of speech on the slogan texts. Finally the researcher got 20 English slogan texts which contained figure of speech to be analyzed.

The result of this research shows that there are types of five figure of speech used in cosmetics advertisement slogans. They are (1)anaphora 5%, (2)hyperbole 45%, (3)epithet 30%, (4)personification 5% (5)metaphor 15%.

The purpose on the use of figure of speech in cigarette advertisement can be categorized into four. They are (1)making the slogan memorable 5%, (2) creating strong impression and attractive 50%, (3)giving characteristics and symbol 30% and the last is (4)making the slogan lively and relatable 15%.

Learning the figure of speech can be done by analyzing cosmetics advertisement slogans which have figure of speech since their languages are different from the daily language and there must be intended meaning on the cosmetics advertisement slogans. The researcher hopes that this research could provide some information about cosmetics slogans and also semantic theory, particularly figure of speech, which used in this research. To get the perfection of the findings, future researchers might take another research related to cigarette slogans and figure of speech as well because there are always possibilities of different point of view.

ABSTRAK

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Kata Kunci : Semantic, Figurative Speech, Cosmetic Advertisement Slogans

Penelitian ini berfokus pada *figure of speech* dalam slogan iklan kosmetik di internet dengan menggunakan dua pertanyaan penelitian. Pertanyaan pertama adalah *ada figure of speech apa saja di dalam slogan iklan kosmetik di internet?* Ini akan menggambarkan macam ragam *figure of speech* dalam slogan iklan kosmetik di internet. Pertanyaan kedua tentang tujuan dari penggunaan *figure of speech* dalam slogan iklan kosmetik di internet.

Pertanyaan pertama mengeksplorasi berbagai jenis *figure of speech* yang ada dalam slogan iklan kosmetik di internet. Pertanyaan kedua menjelaskan tujuan penggunaan *figure of speech* dalam slogan iklan kosmetik di internet. Penelitian ini menggunakan teori *Semantics* yang dikemukakan oleh Harpham and Abrams (2000), *figure of speech*, dan periklanan. Peneliti menggunakan lebih dari 20 data slogan iklan kosmetik yang di ambil dari internet. Setelah mengumpulkan dan mengamati data, peneliti menyisihkan semua slogan yang tidak berbahasa Inggris dan tidak mengandung *figure of speech*. Akhirnya peneliti mendapatkan 20 slogan kosmetik berbahasa Inggris dan mengandung *figure of speech*.

Hasil penelitian menunjukkan bahwa terdapat lima jenis majas yang digunakan dalam slogan iklan kosmetik. Mereka adalah (1) *anaphora* 5%, (2) *hyperbole* 45%, (3) *epithet* 30%, (4) *personification* 5% (5) *metaphor* 15%.

Tujuan penggunaan majas dalam iklan rokok dapat dikategorikan menjadi empat. Mereka adalah (1) membuat slogan berkesan 5%, (2) menciptakan kesan kuat dan menarik 50%, (3) memberi ciri dan simbol 30% dan terakhir (4) membuat slogan lebih hidup dan menarik 15%.

Mempelajari *figure of speech* bisa dilakukan dengan cara menganalisisnya di dalam slogan iklan karena penggunaan bahasa dalam iklan sangat berbeda dengan bahasa yang digunakan dalam kehidupan sehari-hari dan di dalam bahasa iklan pasti ada pesan yang tersembunyi. Peneliti berharap bahwa penelitian ini dapat memberikan beberapa informasi sehubungan dengan slogan iklan kosmetik dan juga teori semantik terutama *figure of speech*. Demi kesempurnaan penelitian, peneliti selanjutnya dapat melakukan penelitian yang berhubungan dengan *figure of speech* dan slogan kosmetik juga karena hal ini memungkinkan adanya perbedaan dalam melihat suatu hal.