THE MEANING OF FIGURATIVE LANGUAGE IN ADVERTISEMENT
COLUMNS OF THE JAKARTA POST FROM NOVEMBER UNTIL
DECEMBER 2013

A Thesis
Submitted to Faculty of Letters and Humanities In Partial Fulfilment of the
Requirements for the Degree of Strata One (S1)

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ABSTRACT


The research is aimed to describe the kinds of figurative language and the meaning of the slogan advertisement in the column advertisement of the Jakarta Post starts from November to December 2013. The theories in this thesis are figurative language. From those theories, this thesis has eight categories of figure of speech: they are hyperbole, alliteration, personification, metonymy, ellipsis, metaphor, simile, paradox. The objectives of the research are: (1) to determine what kind of figure of speech are mostly used by the slogan advertisement (2) To describe the the meaning of the figurative language contained in advertisement slogan of The Jakarta Post on the edition in November 2013 to December 2013.

In this reseach, the writer uses qualitative method to analyze data, explains some theories that related to figurative language, and then collects the data from the Jakarta Post newspaper. Based on the theories, the writer selects some slogan advertisements which are contained of figure of speech and analyzes them one by one to know the kinds of figure of speech used.

As the result of analysis, this study show that: first, there are four kinds of figure of speech on the collected data namely: hyperbole, alliteration, metaphor, metonymy; second the writer concludes the most used kind of figure of speech on the collected data is hyperbole.
APPROVAL SHEET

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JAKARTA
2015
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Of The Jakarta Post From November Until December 2013.

The thesis entitled above has been defended before the Letters and
Humanities Faculty’s Examination Committee on February 5th, 2015. It has
already been accepted as a partial fulfillment of the requirements for the
degree of strata one.

Jakarta, February 5th, 2015

Examination Committee

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DECLARATION

I hereby declare that this submission is my own work and that, to my best knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the University or other Institute of higher learning, except where due acknowledgment has been made in the text.

Jakarta, December 2015

Bagus Nugraha
ACKNOWLEDGEMENT

In the name of Allah, the most gracious and the most beneficent, praise, and gratitude be to Allah for giving me ability and health to finish this thesis. Blessing be upon our prophet Muhammad SAW, his descendants and his followers.

This thesis is presented to the English Letters Department, Adab and Humanities Faculty, State Islamic University ‘Syarif Hidayatullah’ Jakarta as a partial of requirements for the Degree of Strata One. This thesis could not be completed without a great deal of help from many people, especially Drs. H. Abdul Hamid, M.Ed and Mohammad Iqbal Firdaus, M. Hum, as my thesis advisors, whose guidance, patience, support and encouragement from the initial to the final level enable me to develop an understanding of the subject. Without their guidance, this thesis would not be completed well.

The writer also would like to express his deepest gratitude to the individuals for helping him to finish this thesis and for their contribution in the process of writing until it had become a complete work. They are:

1. Prof. Oman the Dean of Adab and Humanities Faculty.
2. Drs. Saefudin, M. Pd, the Head of English Department
3. Mrs. Elve Oktafiyani, M. Hum, the Secretary of English Department.
4. All of the lecturers in English Department for teaching him many things during his study.
5. The writer’s beloved parents: Nana Yuhana and Endah Wahyuni who always give him spiritual and financial supports during the time of the study and the process of making this thesis and also my lovely sister Dara Melia.
6. The writer’s close friends: Bayu, Sultan, Agus, Ega, Noval, Samin, Fajwa, Bagas, Yanda, Hardi, Dwiki, Wendy, Adi (thanks for many things)
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8. All the people who have helped the writer during the process of conducting this research that whose names are not mentioned here.

May Allah SWT, The Almighty and The Merciful, bless them all. The writer also realizes that this thesis is still far from being perfect. Therefore, suggestions and criticisms will be accepted for the improvement of this thesis.

Jakarta, December 2015

The Writer
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CHAPTER I
INTRODUCTION

A. Background of the study

According to Kridalaksana, the language is meant to sound alert system agreed to be used by members of certain communities to collaborate, communicate, and to identify among themselves\(^1\). The definition needs to be explained and described as follows. First, language is a system, meaning that it is not the language of a number of elements collected irregularly. Secondly, the language is a system of signs, the sign is 'things or objects that represent something, or things that cause the same reaction when people respond (see, hear, and so on) what it represents'. Third, the language is the sound system. Basically the language in the form of sound. What we know as the writing is secondary, because people can speak without knowing the writing\(^2\).

In from the definition above we can know that language is a mean of communication in the form of sound sign generated symbol by human vocal organs. As we know, the language consisting of words or set of words. Language is a system; it means that the language systematically and also systematic. By the latter is meant that the language itself of several subsystems phonology, grammar


\(^2\)Ibid, P. 4.
subsystem and subsystem lexicon. In the three subsystems that meet the world's sound and meaning\(^3\). The science of sound in general is called phonetics; the sounds of language studied or described in phonological or phonemic. Science or system of so-called semantic meaning. Lexicon, grammar, and phonology as three parts of the structure in terms of meaning and language concerns in terms of the sound of the language; therefore also have an aspect of semantic and phonetic aspects. Subsystem covers the lexicon or vocabulary lexical structure. Subsystem grammar or grammar or grammatical structure consisting of morphology and syntax\(^4\).

Language is a system of arbitrary sound symbol used by the public for the purpose of communication. As a system, language is systematic and systemic. Systematically because the language is said to have a specific rule or rules. Systemic because language is said to have subsystem, namely phonological subsystem, subsystem grammatical and lexical subsystem. Sound in detail studied in science called phonology, being deeply studied meaning in science called semantic. Semantics is a field of linguistics that studies the meaning of sign language\(^5\). Meaning someone controlled vocabulary is a major part of semantic memory is stored in our brain called the denotative, or often called descriptive meaning or lexical meaning, which is a concept related words with object / events

\(^3\) Ibid, P, 6.

\(^4\) Ibid, P, 7.

\(^5\) Ibid, P, 114.
or circumstances are denoted by the word. Associative meaning of an association that appears in someone’s mind when they hear certain words. Affective meaning related to one’s feelings when they hear or read certain words. Etymological meaning of the word reflects the changes that occur with certain words.

The scope of the study of the meaning is very broad. According to Palmer Semantics is the technical term used to refer to the study of meaning\(^6\), which means that the semantics is the technical terminology that refers to the study of meaning and because the meaning is part of the language, then semantics is a part of linguistics. Figurative meaning (figurative meaning, transferred meaning) is the use of lexeme with no real meaning. Figurative language is actually a style of figurative language.

Figure of speech is anyway of saying something other than the ordinary way\(^7\). There are many of kinds of figure of speech, but in this case the writer will use some kinds the figurative language because the data that have been chosen from the slogan of advertisement consist of some figurative language or figure of speech. Among the types of figurative language that will be discussed and used by writer such as, hyperbole, personification, metaphor, simile, paradox, alliteration, ellipsis, metonymy.

---


B. Focus Research

This research is focused on analyzing the use of figure of speech that is used in advertisements in The Jakarta Post published from November 2013 to December 2013.

C. Research Question

Based on the background of the study above, the research questions in this study are:

1. What kinds of figure of speech that are often used in advertisement slogan of The Jakarta Post on the edition in November 2013 to December 2013?

2. What is the meaning of the figurative language contained in advertisement slogan of The Jakarta Post on the edition in November 2013 to December 2013?

D. Significance of the Study

The study is expected to become an additional contribution to linguistics research. Besides, it is hoped that the result of the study would be one of useful reference materials for the reader on the student who wants to do the similar research.
E. Research Methodology

1. Objective of the Research

Due to the research questions above, this research intends:

- To know any type of figure of speech that is often used in advertisements published in The Jakarta Post.

- To describe the meaning of the figurative language contained in advertisement slogan of The Jakarta Post on the edition in November 2013 to December 2013.

2. The Method of the Research

This research uses qualitative method to analyze data. Qualitative research involves data collection procedures that result primarily in open-ended, non-numerical data which is then analyzed primarily by nonstatistical methods. Data will be selected from the Jakarta Post, November and December 2013, and the writer will mark data to find out the language style in selected advertisements, and the last, data will be analyze to answer the research questions.

---

3. **Techniques of Data Collecting and Data Analysis**

This research uses bibliography research method. Bibliography method is using written sources to gain the data. In this research the data are collected by following steps:

a. Collecting the selected data from the Jakarta Post, November to December 2013.

b. Reading the data comprehensive and marking data to find out the language style in selected advertisements.

c. Analyzing the data to answer the research questions

4. **Instrument of the Research**

This research uses data card as instrument of research to identify and to classify the data which are needed from that newspaper. Then the identified and classified, data which contained figurative meaning are analyzed.

5. **Unit of Analysis**

The unit of analysis in this research is the selected advertisements, published in The Jakarta Post newspaper, during the month of November 2013 to December 2013.

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CHAPTER II
THEORETICAL FRAMEWORK

A. Previous Research

There are previous studies that also discusses the figurative meaning, namely the first one has been written by Ahmad Toriq, with the title of the study was an analysis of Stylistics in the advertisement columns of the Jakarta Post, 2012. The study he wrote to aim to know the conveyed message of the slogan in The Jakarta Post advertisement column to the readers\textsuperscript{10}.

The second previous research has been written by Aminah, with the title of the study was an analysis of Stylistics in the cigarette advertisements, 2013. That study aims to know what kinds of language styles that used in the selected cigarette advertisements, to know the dominance of language styles and the relationship between the message and the advertisement\textsuperscript{11}.

The third previous research has been written by Ferdows Aghagolzade and Masoud Dehghan, with the title of the study was Stylistics and Linguistic Variations in Forough Farrokhzadís Poems, 2012. That study aims to provide a

\begin{quote}
\textsuperscript{10}Toriq, Ahmad, “An Analysis Of Stylistics In The Advertisement Columns Of The Jakarta Post”, (Jakarta: Faculty of English Letters Departments, State Islamic University Jakarta, 2012).
\end{quote}

\begin{quote}
\textsuperscript{11}Aminah, “An Analysis Of Stylistics In The Cigarette Advertisements”, (Jakarta: Faculty of English Letters Departments, State Islamic University Jakarta, 2013).
\end{quote}
comprehensive theoretical background to the study of stylistics, to provide the person interested in the theory of stylistics and its practical application in literary text analysis, and as a bridging discipline between literary and linguistic courses. In general, this paper focuses on linguistic aspects of stylistic survey\textsuperscript{12}.

The fourth previous research has been written by Gesty Ernestivita, with the title of the study was language style used in the slogans of sampoerna advertisements, 2013. The study aims to find what style of language used in the ad slogan sampoerna views of diction. To find what style of language used in advertising sampoerna seen from the structure of the sentence\textsuperscript{13}.

Another previous research has been written by Cyrilla Setiastuti, with the title of the study was A Stylistics Study On McDonald’s Slogan During 1960s-2008, 2013. The study aims to investigate the language style used in McDonald’s slogan and to know how effective the style of slogan toward the sales\textsuperscript{14}.

The writer’s research is different from the two researches above, because it has different objective. To know any type of figure of speech that is often used in


\textsuperscript{13} Ernestivita, Gesty. “language style used in the slogans of sampoerna advertisements”, (Faculty Of Cultural Studies, Brawijaya University, 2013).

\textsuperscript{14} Setiastuti, Cyrilla. “A Stylistics Study On McDonald’s Slogan During 1960s-2008”, (Yogyakarta: Department Of English Letters, Faculty Of Letters, Sanata Dharma University, 2011).
advertisements published in The Jakarta Post and To describe the the meaning of the figurative language contained in advertisement slogan of The Jakarta Post on the edition in November 2013 to December 2013.

B. Semantics

1. Definition of Semantics

There are several definitions of the semantics from some linguists, including:

*Semantics is the technical term used to refer to the study of meaning*\(^\text{15}\).

*Semantics is the study of meaning in language*\(^\text{16}\).

From the explanations above, the writer interprets that semantics is a branch of linguistics that studies the meaning contained in the language and other types of representation. Semantics is the study of meaning. Semantics is a broad field of study because it also alludes to aspects of structure of and functions of language. It could be considered that the semantic refers to the real meaning word of a speaker or a writer.

English uses the meaning that refers to relationship involving at least one of three different types: language, the world (including people, objects, and everything outside of ourselves) and our minds or intention. In English, then, the


meaning in semantics is used to describe reference, linguistics meaning, intention, and general significance.\(^\text{17}\)

2. Concept of Meaning

In relation to the meaning of language, the concept of meaning is very familiar with the theory of semantics triangle.

Picture 1. Ogden and Richards Triangle

Picture above is the triangle theory of Ogden and Richards. The triangle consists of thoughts, symbols, and references. The word does not have a direct relationship with the object in the world, but which are linked through the concept of in human thought. Just as has been stated by Palmer:

According to the theory there is no direct link between symbol and referent (between language and the world) – the link is via thought or reference, the concept of our minds.¹⁸

There is a word at the top of the triangle is what Ogden and Richards called ‘thought’, this reflects the fact which language comes from human beings, and is therefore ultimately a product of processes in the mind of brain.

And then, at picture above there is ‘referent’, events or situations in the world the language about. In the world of experience, while ‘thought or reference’ is concept. Such as what said before that the word does not have a direvt relationship with the object in the world, but which are linked through the concept of in human thought.

Word of ‘symbol’ at the picture above is whatever perceptible token is chosen to express the speaker’s intended meaning. In the case of spoken language, symbols will be strings of speech sounds, in the case of written language, they will be marked on the page.

C. Figure of Speech

In the book Sound and Sense, Perrine explained that

*figure of speech is anyway of saying something other than the ordinary way.*

The sentence above means that the figure of speech is a way of saying something in a different way than the ordinary way. Figure of speech is also divided into two sections, including:

a) **Rhetorical Style**

Several types of rhetorical styles such as alliteration, assonance, ellipsis, euphemism, prolepsis, hyperbole.

b) **Allusion**

Some kind of allusion such as simile, metaphor, personification, metonymy. *Allusion is an indirect reference, by word or phrase, to a historical, literary, mythological fact or to a fact of everyday life made in the course of speaking or writing. The use of allusion presupposes knowledge of the fact, thing or person alluded to on the part of the reader or listener.*

---


D. Kinds of Figure of Speech

There are many of kinds of figure of speech, but in this case the writer will use some kinds the figurative language because the data that have been chosen from the slogan of advertisement consist of some figurative language or figure of speech. Among the types of figurative language that will be discussed and used by writer such as:

a) Hyperbole

Hyperbole is the disclosure that exaggerates reality, so that reality can be unreasonable. Hyperbole is the kind of style that contains an overstatement, to exaggerate something.

Examples of hyperbole:
This country will collapse.

b) Metaphor

Understanding Metaphor according to researchers who have been spread through journals:

*Metaphor is a device for seeing something in terms of something else; it brings out this-ness of that, or that-ness of this.*

---

Metaphor is a kind of analogy that compares two things directly, but in the short form. It could be said that the metaphor is a style that is compared with other things directly. As always when use Metaphor we should not to using like or as, such as state given from George Lakoff

It compares two subjects without using ‘like or as’.22

Example of metaphor expression:

He is a lion of the war.

c) Personification

Personification is a style that describe inanimate objects or item lifeless as if it has a human nature. The definition of personification from Perrine that

It is really subtype of metaphor, an implied comparison in which the figurative term of the comparison is always being.23

Examples of personification phrase:

Book dancing on the table.

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d) **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 repetition of the same consonant sound that follows each other, it is usually used in poem and prose to create beautiful sentence or emphasize word.

Example of alliteration:

Don’t dream it. Drive it

e) **Simile**

Understanding of the Simile according to researchers who have made its way through the journal:

Simile is a device that expresses likeness between different objects or events.²⁴

The intention explanation above that the simile is a direct comparison between the objects that are not always essentially similar. Another state about simile from Bradford that simile is metaphor’s partner.

Metaphor’s partner, “simile”, then, is the comparison of two things using like or as.²⁵

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Examples of simile phrase:

That girl was very pretty, her eyes like a morning star.

f) Ellipsis

Understanding of the Ellipsis also has been described by researchers through journals:

Ellipsis is a means of creating this brilliant brevity. This study is about the translation of ellipsis as stylistic feature; interestingly, even the above quotation from Hemingway on the art of fiction is itself elliptical which betokens the importance of this feature or device in his prose style.  

The point is that ellipsis is part of the the language style. Ellipsis also has a sense of style that removes an element of a sentence.

Example phrase ellipsis:

He looks cool and ....


g) **Paradox**

According to Perrine on understanding the paradox is:

> A paradox is an apparent contradiction that is nevertheless somehow true.\(^{27}\)

The intention explanation above is that the paradox is a contradiction still somehow true, easy style that paradox is contained contradictions between statements and facts.

Example paradoxical phrase:

Although he has a good brain but his quick thinking action very slow.

h) **Metonymy**

While understanding metonymy is the view of Yule:

> That close connection can be based on a container-containers relation (bottle/water, can/juice), a whole-part relation (car/wheels, house/roof) or a representative-symbol relationship (king/crown, the president/the white house. Using one of these words to refer to the other is an example of Metonymy.

---

The intention of the above understanding is that close relationships can be based on the relationship containers, in other words metonymy is the turn of words with other words that have similarities with what is meant.

Examples of metonymy expression:
Rudi went to college with his Suzuki.
CHAPTER III

RESEARCH FINDINGS

A. Table of Data Descriptions

First Data was collected by means of selecting the data of the newspaper The Jakarta Post, November and December 2013. Once the data have been then the data has been collected a number of 10 ads. The next step is data that has been collected amounting to 10 adverts are analyzed to determine which ads are figurative meaning. Once the data has been analyzed, there are four types of figures of speech are found in the ads they are: hyperbole, alliteration, personification, metonymy. The hyperbole is the most used of figure of speech on the column of newspaper advertisement.

<table>
<thead>
<tr>
<th>No</th>
<th>Industry</th>
<th>Slogan</th>
<th>Kinds of Figurative</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>KOREAN AIR</td>
<td>Excellence in flight.</td>
<td>Hyperbole</td>
</tr>
<tr>
<td>2</td>
<td>GE Imagination at work</td>
<td>They generate more than electricity. They generate opportunity.</td>
<td>Alliteration</td>
</tr>
<tr>
<td></td>
<td>Company/Event</td>
<td>Description</td>
<td>Example</td>
</tr>
<tr>
<td>---</td>
<td>--------------</td>
<td>-------------</td>
<td>---------</td>
</tr>
<tr>
<td>3</td>
<td>Asia Leader</td>
<td>follow them and people will follow you</td>
<td>Alliteration</td>
</tr>
<tr>
<td>4</td>
<td>The Bellezza suites</td>
<td>The bellezza suites (hotel and serviced apartment) the perfect place for your business and pleasure.</td>
<td>Hyperbole</td>
</tr>
<tr>
<td>5</td>
<td>Grand Nikko Bal</td>
<td>A stunning view</td>
<td>Hyperbole</td>
</tr>
<tr>
<td>6</td>
<td>METRO</td>
<td>six days of shopping celebrations in the hometown of batik</td>
<td>Metonymy</td>
</tr>
<tr>
<td>7</td>
<td>JW Marriott</td>
<td>The biggest party of the year</td>
<td>Hyperbole</td>
</tr>
<tr>
<td>8</td>
<td>La Luce wine and dine</td>
<td>white truffle season</td>
<td>Metaphor</td>
</tr>
<tr>
<td>9</td>
<td>Air Asia.com</td>
<td>discover the thread that runs through asia. subscribe to nikkei asian review</td>
<td>Hyperbole</td>
</tr>
</tbody>
</table>
A. Data Analysis

From the tabulated data above, the writer will analyze the data thoroughly as being described in the following analysis. In these analysis the writer uses “Gorys Keraf theory of figurative” that will answer the two proposed research questions.

Advertisement 1 : **Korean Air**

Slogan : Excellence in flight

Explanation :

The slogan *excellence in flight* is categorized into hyperbole. The phrase *excellence in flight* implies something extravagant and obvious exaggeration because the advertisement writer used an exaggerated statement to create a strong image in the slogan. The slogan looks too exaggerating something that can be seen in the use of the word *excellence* who has meaning “very good”\(^{28}\). While in reality there are many airlines better than KOREAN AIR.

Advertisement 2 : **GE Imagination at work**

Slogan : They generate more than electricity. They generate opportunity

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Explanation :

The slogan *They generate more than electricity. They generate opportunity* is categorized into Alliteration. The phrase ‘*They generate*’ has repetition of words that is begun by the same letter or sound alike. Meanwhile, the function of Alliteration is to create beautiful phrase or to emphasize word.

Advertisement 3: **Asia Leader**

Slogan: *follow them and people will follow you*

Explanation :

The slogan *follow them and people will follow you* is categorized into Alliteration. The phrase ‘*follow*’ has repetition of words that is begun by the same letter or sound alike. Meanwhile, the function of Alliteration is to create beautiful phrase or to emphasize word.

Advertisement 4: **The Bellezza suites**

Slogan: *The bellezza suites (hotel and serviced apartment) the perfect place for your business and pleasure.*

Explanation :

The slogan *The bellezza suites (hotel and serviced apartment) the perfect place for your business and pleasure* is categorized into Hyperbole. The phrase *The bellezza suites (hotel and serviced apartment) the perfect place for your
travel business and pleasure 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 actually normal, for example the word perfect which has meaning “having everything necessary; complete and without faults”\(^\text{29}\). At the word perfect slogan maker use the word that is overstating the truth normal, in fact there are some places that have a better place than the hotel.

Advertisement 5: **Grand Nikko Bali**

Slogan : A stunning view

Explanation : The slogan *A stunning view* is categorized into Hyperbole. The phrase *A stunning view* 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 actually normal, for example the word *stunning* which has meaning “very attractive”\(^\text{30}\). In stunning words using the slogan maker that is exaggerating so that readers would like to book a place in the hotel to enjoy a place that has a beautiful view.


Advertisement 6: **METRO**

Slogan: six days of shopping celebrations in the hometown of batik

Explanation:

The slogan *six days of shopping celebrations in the hometown of batik* is categorized into Metonymy. Terdapat kata hometown of batik pada slogan, dan hometown of batik merupakan representative dari sebuah kota di Indonesia yaitu Solo, dimana Solo telah terkenal sebagai kota batik sejak lama. Metonymy style is replacing the name of something by the name of thing which has the same character or substitution of word to suggest what is really meant.

Advertisement 7: **JW Marriott**

Slogan: The biggest party of the year

Explanation:

The slogan *the biggest party of the year* is categorized into Hyperbole. The phrase *the biggest party of the year* 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 actually normal, for example the word *the biggest party of the year*, and, for example the word *biggest* which has meaning “large in size, importance”\(^\text{31}\).

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Slogan maker looks exaggerating something that will be held by a hotel with using the word *the biggest party*, hoping readers want to spend a year at the hotel.

Advertisement 8: **La Luce wine and dine**

Slogan: white truffle season

Explanation:

The slogan white truffle season is categorized into Metaphor. Advertisers have compared all kinds of food in the restaurant directly but not using like or as. Advertisers compare all types of food in the restaurant with the word of *white truffle season*. Metaphor is a kind of analogy that compares two things directly, but in the short form. It could be said that the metaphor is a style that is compared with other things directly. As always when use Metaphor we should not to using like or as.

Advertisement 9: **Nikkei Asian Review**

Slogan: Discover the thread that runs through Asia. subscribe to Nikkei Asian Review

Explanation:

The slogan *Discover the thread that runs through Asia. subscribe to Nikkei Asian Review* is categorized into Hyperbole. The phrase *Discover the thread that runs through Asia* 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 actually normal, for example the word Discover the thread that runs through Asia. In the words Discover thread that runs through the Asia, slogan maker use the word that is exaggerating so that readers interested in subscribing to the company.

Advertisement 10: AirAsia.com

Slogan: Fly Now!

Explanation:

The slogan Fly Now is categorized into Hyperbole. The phrase Fly Now implies something extravagant and obvious exaggeration because the advertisement writer used an exaggerated statement to create a strong image in the slogan. At slogan seen exaggerate something that is word of Fly, actually human can not fly.
A. Conclusion

Based on the data analysis, the writer concludes that stylistics lies on almost every slogan advertisement column of The Jakarta Post starts from November 2013 until December 2013, which is the main data of this study. There are four kinds of figure of speech found there; they are: hyperbole, alliteration, metaphor, metonymy. The hyperbole is the most used of figure of speech on the advertisement column of newspaper.

The hyperbole ones are collected from seven data of several advertisement columns of The Jakarta Post. Although the three kinds other than the writer mention above are considered to be most popular, however the hyperbole is the highest data the writer found. The data which are categorized as hyperbole are Excellence in flight, The bellezza suites (hotel and serviced apartment) the perfect place for your business and pleasure, A stunning view, The biggest party of the year, discover the thread that runs through asia, subscribe to nikkei asian, Fly Now. The aim of hyperbole use is to make the readers impressed, interested to the offered product. So the readers may use the product.

Furthermore, there are three others figure of speech, such as alliteration for example They generate more than electricity. They generate opportunity, metonymy for example six days of shopping celebrations in the hometown of batik, Metaphor for example White Truffle Season. Therefore, the language styles
used in the advertisement have many purposes to get customers. The unique style of the language makes the customers impressed, interested, easy to remember, so the readers choose their product.

Therefore, the figure of speech are put in the advertisement to have some effect to the customers or clients to get their product by using the language style. That is the main reason why people use the language style in advertisement especially in column or rubric of newspaper.

B. Suggestion

Through this research, the writer suggests that figure of speech can be one topics for research study in future, especially for students of English Letters Department from Adab and Humanity Faculty of State Islamic University. Moreover, the writer suggests to all the readers to enrich the knowledge of linguistics and literary study especially stylistics, the linguistics study of style and to enlarge the research of linguistics and literary study.

Furthermore, the writer suggests that analyzing about stylistics in slogan advertisement is not only from the newspaper, but also it can be through the slogan advertisement in television, magazine, billboard, the internet and radio. Then, the writer also suggests to the advertiser has to use the interesting language to make the reader easily understand what the advertiser means and to make the reader easy to remember the slogan. Finally, the writer hopes this research will be usefull for him in the future, especially in improving the English language.
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APPENDICES

1. Picture 1

2. Picture 2
3. **Picture 3**

![Advertisement](image)

**THE 21 LAWS OF LEADERSHIP**

**FOLLOW THEM AND PEOPLE WILL FOLLOW YOU**

**Become a better leader now!**

Want to get the inside track on becoming a GREAT LEADER? And by getting so help your team members become better leaders, too?

When & Where:
- 8.30 a.m. – 4 p.m.
- December 4-5, 2013
- Four Seasons Hotel Jakarta
- Jl. HR. Rasuna Said, Jakarta

**Investment**
- Rp 3,750,000/person
- Rp 5,250,000/person *
  
  (Note: minimum 3 participants from same company)

Transfer to The Jakarta Post
Bank BCA Gajahmada A/C No. 012.320.263.8
on behalf of PT Bina Media Tenggara

**Registration and Information**
- Please contact The Jakarta Post
- Tel: 021-505-4176, 4097
- Direct Line: 021-519-0016
- SMS: 081 1199 3681
- Email: activations@jakpost.com

4. **Picture 4**

![Image](image)

**The Bellezza Suites (Hotel & Serviced Apartment)**

the perfect place for your business & pleasure.

9221.6008 | 081.1191.6008 | 2ACF3681

**Address:** Jl. Letten Soepeno No. 31, Jakarta, PO Box 1139, 12345 Jakarta

**Website:** www.thebellezzajakarta.com

**Email:** info@thebellezza.com
5. Picture 5

Elevate your stay with us. With the stunning view of the vast Indian Ocean and our warm Balinese hospitality, you will never want to leave.

www.grandnikkobali.com
6. Picture 6
7. **Picture 7**

![Image of an advertisement for an event called "The Biggest Party of the Year" featuring Tompi at the Royal Ballroom, JW Marriott Surabaya on Tuesday, December 31, 2013.](image1)

8. **Picture 8**

![Image of La Luce Wine & Dine advertising a special truffle season menu with the chef Alessandro de Boni.](image2)
9. Picture 9