FIGURATIVE LANGUAGE IN BEVERAGES’ ADVERTISING SLOGANS

THESIS

By:
Rachmad Wahyudi
NPM: 12620078

English Department Language and Science Faculty
Wijaya Kusuma Surabaya University
2019
APPROVAL SHEET I

This is to certify that sarjana thesis of Rachmad Wahyudi (NPM 12620078) under the title *Figurative Language in Beverages' Advertising Slogans* has been approved by the thesis advisors for further approval by the examining committee:

Surabaya, July 18, 2019

Advisor I

[Signature]

Dr. Ribut Surjowati, M.Pd

NIK: 94231-ET

Advisor II

[Signature]

Drs. Henry Kusmiharto, M.Pd

NIP: 195603091985031001
APPROVAL SHEET II

This is to certify that sarjana thesis of Rachmad Wahyudi (NPM 12620078) under the title
Figurative Language in Beverages’ Advertising Slogans has been approved by the thesis
advisors for further approval by the examining committee:

Surabaya, July 18, 2019

Thesis Examiner I
Dr. Ribut Surjowati, M.Pd
NIK: 94231-ET

Thesis Examiner II
Dra. Rida Wahyuningrum, M.Pd
NIP: 196704081994032001

Thesis Examiner III
Drs. Henry Kusmiharto, M.Pd
NIP: 195603091985031001

Acknowledged by:
The Dean Faculty of Language and Science

Dr. Fransisca Dwi Harjanti, M.Pd
NIK. 94239-ET
SURAT PERNYATAAN KEORISINILAN SKRIPSI

Yang bertanda tangan di bawah ini:

Nama : Rachmad Wahyudi
NPM : 12620078
Jurusan : Pendidikan Bahasa Inggris
Alamat : Jl. Kendung Indah gang 2 no.14

Menyatakan dengan sesungguhnya bahwa:

1. Skripsi yang diujikan benar-benar hasil kerja keras saya sendiri (bukan hasil jiplakan baik sebagian maupun seluruhnya)

2. Apabila pada kemudian hari terbukti bahwa skripsi ini hasil jiplakan saya akan menanggung resiko pekarakan oleh Program Studi Bahasa Inggris Fakultas Bahasa dan Sains Universitas Wijaya Kusuma Surabaya.

Demikian surat pernyataan ini saya buat dengan sebenar-benarnya.

Surabaya, 23 Juli 2019

Rachmad Wahyudi
NPM. 12620078
ACKNOWLEDGMENT

At first and foremost, I wish a prayer to Allah Subhana Wa Ta’ala the Almighty who gives inspirations and helps me while I lost courage in doing this thesis and Alhamdulillah for always loving, taking care, guiding me and Insya Allah blessing me until my last breath. Sholawah and salam may everlastingly be upon our adoration, Great Prophet Muhammad Sholallahu Alaihi Wasallam. I would like, furthermore, to express my sincere thanks to:

1. My dearest Mother and Father, Thanks for everything. This is only a little dedication that I can present to you. Hopefully, all I did make both of you proud of having me in this world. And Thanks to My Sisters and Brothers;

2. My Advisor, Mrs. Dr. Ribut Surjowati, M.Pd, for her continuous and valuable guidance, advice and encouragement in completing this thesis;

3. Mrs. Bekty, M.Pd, who always helps my thesis in giving moral support so that my thesis can be completed;

4. Dra. Rida Wahyuningrum, M.Pd, for her valuable guidance, advice and encouragement in completing this thesis;

5. All lecturers at the English Department of Wijaya Kusuma University, who have taught, motivated and given input during the writing of this thesis;

6. My beloved friends, Agus Al Faisal, Sendy Pamungkas and Deddy Ferman who have given me spirit to finish this thesis. Thanks for your support. I love you all.

Surabaya, 12 Juli 2019

Rachmad Wahyudi
ABSTRACT

Wahyudi, Rachmad. 2019. *Figurative Language in Beverages’ Advertising Slogans.* English Department of Language and Science Faculty, Wijaya Kusuma Surabaya University

**Keywords**: figurative language, advertisement, slogan

The research is aimed to describe the kinds of figurative language and the meaning of the slogan advertisement in the beverages’ advertising slogan. The theories in this thesis are figurative language. From those theories, this thesis has thirteen types of figurative language; they are simile, metaphor, personification, apostrophe, alliteration, synecdoche, metonymy, symbol, allegory, paradox, hyperbole/overstatement, understatement, and irony. The purposes of the research are: (1) To identify the types of figurative language in beverages’ slogan (2) To describe the meaning of figurative language used in beverages’ slogan. In this research, the writer uses descriptive qualitative method to analyze data, explains some theories that related to figurative language, and then collects the data from the internet. Based on the theories, the writer selects some slogan advertisements which are contained of figurative language and analyzes them one by one to know the kinds of figurative language used and also the meaning. As the result of analysis, this study shows that: first, there are four types of figurative language on the collected data namely: hyperbole, alliteration, personification, and metaphor; second the writer concludes the most used kind of figurative language on the collected data is hyperbole.
# TABLE OF CONTENT

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE</td>
<td></td>
</tr>
<tr>
<td>APPROVAL SHEET I</td>
<td>i</td>
</tr>
<tr>
<td>APPROVAL SHEET II</td>
<td>ii</td>
</tr>
<tr>
<td>SURAT PERNYATAAN KEORISINILAN SKRIPSI</td>
<td>iii</td>
</tr>
<tr>
<td>ACKNOWLEDGMENT</td>
<td>iv</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>v</td>
</tr>
<tr>
<td>TABLE OF CONTENT</td>
<td>vi</td>
</tr>
<tr>
<td>CHAPTER I: INTRODUCTION</td>
<td></td>
</tr>
<tr>
<td>1.1 Background of the Research</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Focus of the Research</td>
<td>5</td>
</tr>
<tr>
<td>1.3 Objectives of the Research</td>
<td>5</td>
</tr>
<tr>
<td>1.4 The significance of the Research</td>
<td>6</td>
</tr>
<tr>
<td>1.5 Scope and Limitation</td>
<td>7</td>
</tr>
<tr>
<td>1.6 Definition of some key terms</td>
<td>7</td>
</tr>
<tr>
<td>CHAPTER II: REVIEW OF RELATED LITERATURE</td>
<td></td>
</tr>
<tr>
<td>2.1 Pragmatics</td>
<td>9</td>
</tr>
<tr>
<td>2.2 Figurative Language</td>
<td>11</td>
</tr>
<tr>
<td>2.3 Types of Figurative Language</td>
<td>14</td>
</tr>
<tr>
<td>2.4 Advertisement</td>
<td>21</td>
</tr>
<tr>
<td>2.5 Beverage Advertisement</td>
<td>24</td>
</tr>
<tr>
<td>2.6 Previous Study</td>
<td>24</td>
</tr>
</tbody>
</table>