

**FIGURATIVE LANGUAGE IN BEVERAGES'  
ADVERTISING SLOGANS**

**THESIS**



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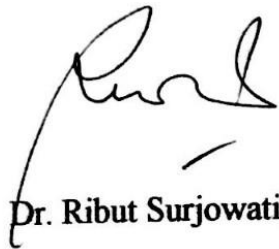
**2019**

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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:

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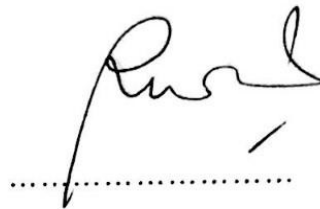
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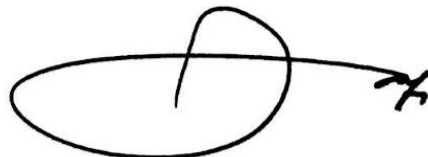
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## ABSTRACT

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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.

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