



**FINDING MEANING of FIGURATIVE LANGUAGE USE in
ADVERTISEMENTS for FOREIGN
LANGUAGE EDUCATION**

THESIS

Presented as One of the Requirements to Obtain the S-1 Degree
English Education Program, Language and Arts Education Department,
Faculty of Teacher Training and Education,
Jember University

By:

**SUCI APRIS N. D. N
NIM 080210491061**

**ENGLISH EDUCATION PROGRAM
LANGUAGE AND ARTS EDUCATION DEPARTMENT
FACULTY OF TEACHER TRAINING AND EDUCATION**

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2015

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DEDICATION

This thesis is honorably dedicated to:

- 1. My beloved parents, Ali Faizal Mu'alam and Yanin Sri Wilujeng, thank you for your boundless love and sacrifice.*
- 2. My husband, Muhammad Syaifulloh, who kept my spirit up when the troubles failed me.*
- 3. My sister, Gilita Puji Ferdyaningrum, thank you for your support and motivation.*

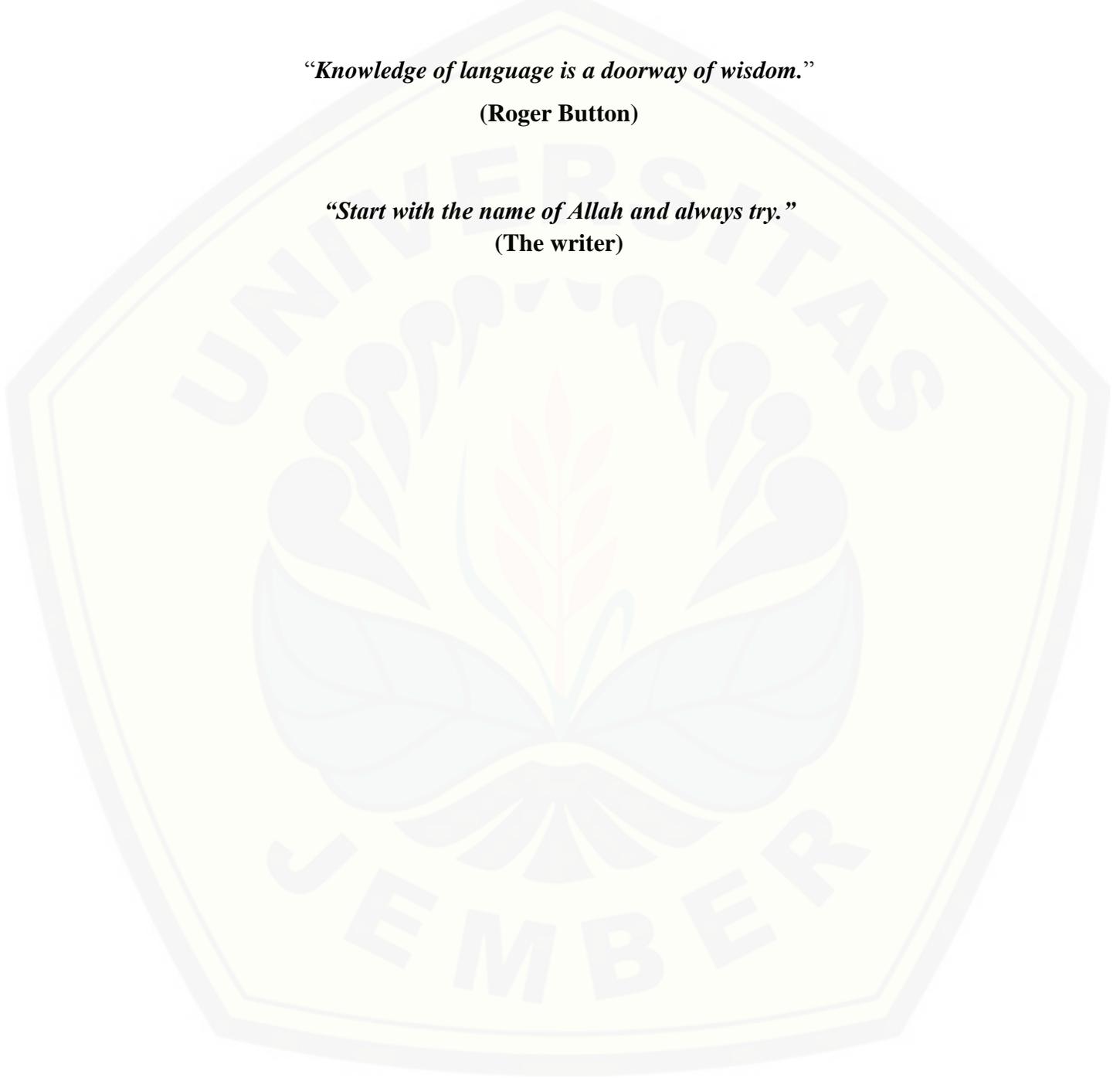
MOTTO

“Knowledge of language is a doorway of wisdom.”

(Roger Button)

“Start with the name of Allah and always try.”

(The writer)



CONSULTANT APPROVAL

**FINDING MEANING of FIGURATIVE LANGUAGE USE in
ADVERTISEMENTS for FOREIGN
LANGUAGE EDUCATION**

THESIS

Composed to Fulfill One of the Requirements to Obtain the Degree of S1
at the English Education Program, Language and Arts Education Department,
the Faculty of Teacher Training and Education
Jember University

Name : Suci Apris N. D. N
Identification Number : 080210491061
Level : 2008
Place and Date of Birth : Jember, March 27th, 1988
Department : Language and Arts Education
Program : English Education

Approved by:

Consultant I

Consultant II

Dr. Aan Erlyana F, M.Pd
NIP. 19650309198912 2 001

Dra. Made Adi Andayani T, M.Ed
NIP. 19630323 198902 2 001

APPROVAL OF THE EXAMINER COMMITTEE

The thesis entitled *Finding Meaning of Figurative Language Use in Advertisements for Foreign Language Education* is approved and accepted by the Faculty of Teacher Training and Education, Jember University on:

Date :

Place : The Faculty of Teacher Training and Education, Jember University

The Committee

The Chairperson

The Secretary

Dra. Musli Ariani, M.App.Ling.

Dra. Made Adi Andayani T.

M.Ed

NIP. 19680602 199403 2 001

NIP. 19630323 198902 2 001

Member I

Member II

Dra. Wiwiek Istianah, M.Kes, M.Ed. App. Ling

Dr. Aan Erlyana F, M.Pd

NIP. 19501017 198503 2 001

NIP. 19650309198912 2 001

Acknowledged by

The Faculty of Teacher Training and Education

The Dean,

Prof. Dr. Sunardi, M.Pd

NIP.19540501 198303 1 005

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Jember, 17 June 2015

Writer

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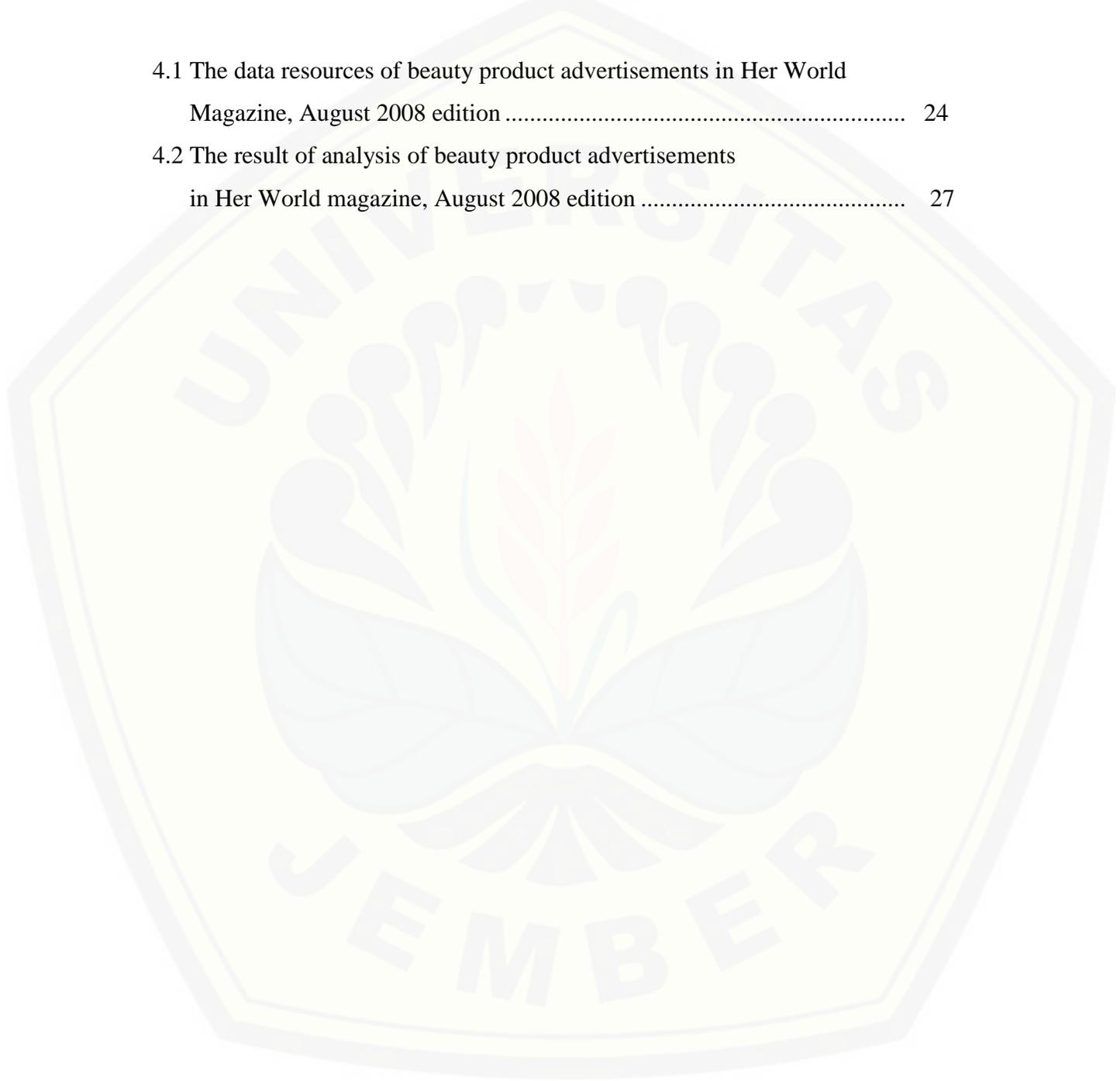
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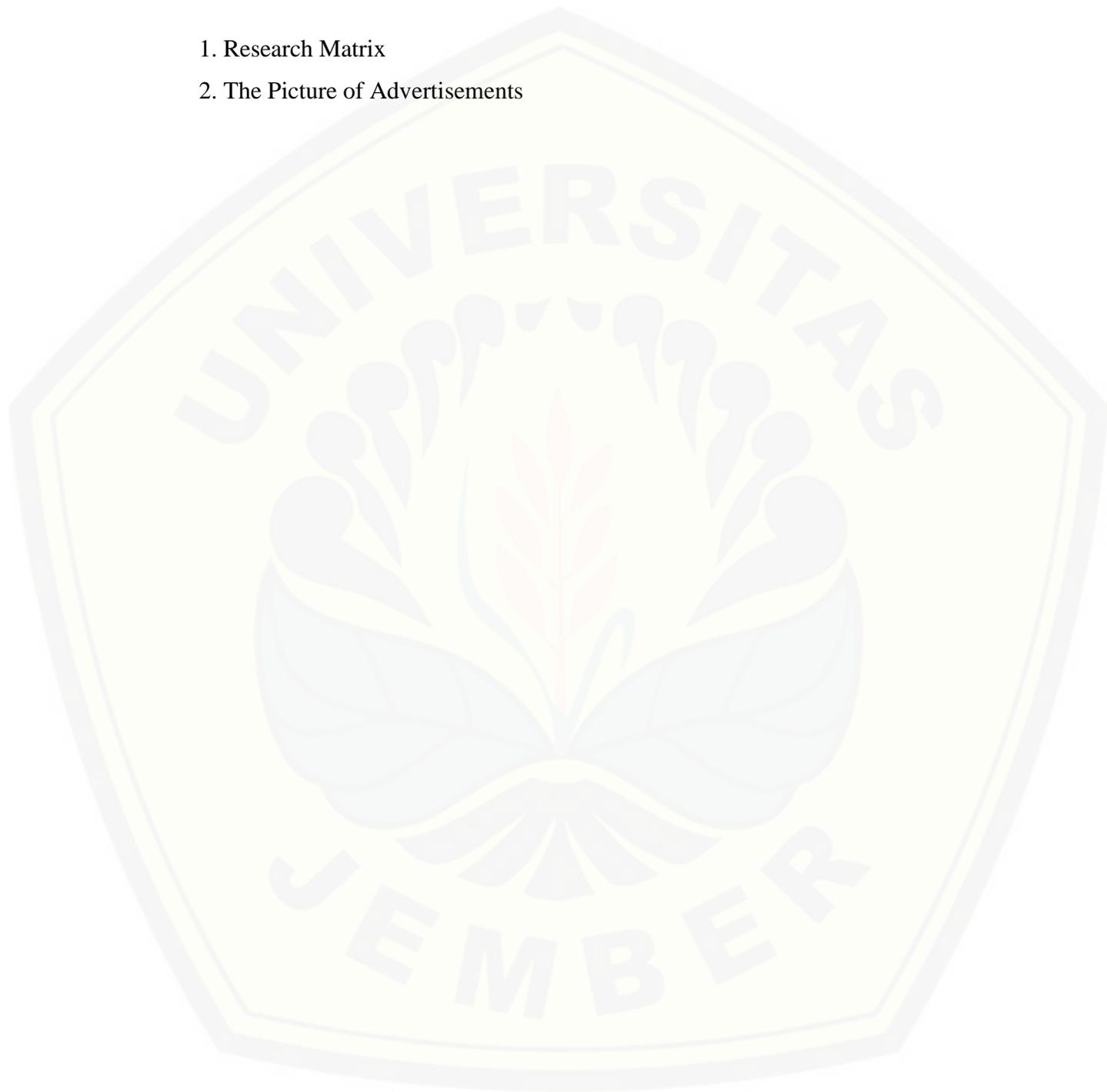
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SUMMARY

Finding The Meaning of Figurative Language Use in Advertisements for Foreign Language Education; Suci Aprisnindianningrum, 080210491061; 2014. English Education Program of Language and Arts Education department, the Faculty of Teacher Training and Education, Jember University.

This descriptive research was conducted in order to describe the kinds of figurative language use in English written advertisements of beauty product. The intention of this research was to describe the figurative language used that covered apostrophe, hyperbole, metaphor, metonymy, paradox, paronomasia, personification, simile, synecdoche, transferred epithet, and understatement. The data used in this research was beauty product advertisements taken from *Her World* magazine, August 2008 edition. *Her World* magazine was chosen because it presented beauty product advertisements. The type of data in this research was qualitative data because the data were in the form of words, phrases and sentences. The researcher used Critical Discourse Analysis (CDA) to analyze the meaning of figurative language use in advertisements for foreign language education.

The research result found thirty-one English written advertisements of beauty product in *Her World* magazine. The consideration of choosing the advertisements was based on the common values in education, especially in the language expressions and the pictures of the objects. Thus, the researcher only took fifteen advertisements of *Her World* magazine. From the selected advertisements above, not all the types of figurative languages were included in the advertisements. The types of figurative languages were hyperbole, metonymy, personification, simile and transferred epithet. The highest frequency of figurative languages found in *Her World* magazine was hyperbole expression because its purpose was dramatizing the selling point.

From the research result and discussion above, it can be concluded that there was significant use of various kinds of figurative language in English written advertisements found in *Her World Magazine*. In addition, learning figurative language could be done through reading advertisements.

Then, it was suggested to the future researcher to use advertisements as references to conduct further research dealing with similar problems. This research result could be used for teachers and lectures as the authentic materials in teaching reading interpretation. Besides, the result of this research was expected to make the students of foreign language more critical in analyzing the meaning of advertisements by connecting the relationship of the meaning of verbal and non verbal language.

CHAPTER I. INTRODUCTION

This research concerns with discourse analysis, focusing on finding the meaning of figurative language of English used in advertisements, especially the advertisements taken from *Her World* magazine. This chapter presents research background, research problem, research objective, scope of the research, and significance of the research. The details of its subjects are as follows:

1.1 Research Background

Language plays an important role as communication. Without language, we find difficulties to communicate. According to Jackson (in Mustofa, 2006:71), human beings have been given the capacity to talk, to communicate with each other, to make meaningful utterances so that they are understood by other human beings.

The main function of language is as a tool of communication. According to Hatch (1992:1), language is a system arbitrary symbol used for human communication. As a main tool of communication, language has a very important role in human's life, because by using language, people can express their intentions, wants, messages and informations to other people whether it is spoken or written language. There are two kinds of language, literal language and non-literal language. According to Palmatier (2000), literal language means what is said and non literal language means something other than what is said. Literal language refers to facts without any exaggerations or alliterations of the subject. Besides, non-literal language has an implied meaning which is not stated directly in the text. Non-literal language is also known as figurative language.

Figurative language is a language which uses figure of speech as a way of saying something and another meaning. Perrine (1988:565) says that figurative language is a language that cannot be taken literally and say something other than

the ordinary ways or says one thing and means another. It is used in imaginative sense rather than in literal sense. Figurative language is often used in daily communication, literary works (novel, poems, poetry, and short story) and also in advertisements. Actually, there is no absolute classification about the types of figurative language. Each linguist has their own opinion of its classification. For example:

Mc Arthur (1996:72) categorizes the types of figurative language into thirteen types; antithesis, euphemism, hyperbole, idioms, irony, metaphor, metonymy, paradox, personification, pleonasm, simile, sarcasm and synecdoche.

Keraf (1998:129) divides figurative language into two classifications. The first is rhetoric figure of speech which consists of illiteracy, assonances, anastrophe, asyndeton, polycyndethon, chiasmus, ellipsis, euphemism, litotes, paradox, hyperbole and oxymoron. The second covers simile, metaphor, allegory, personification, allusion, metonymy, irony and synecdoche. Besides, Heitman (1995) divides the types of figurative language into ten types. They are imagery, simile, metaphor, adage, cliché, personification, allusion, symbolism, hyperbole and also synecdoche.

According to Kennedy (1991:587-595), the types of figurative languages were classified into eleven types namely metaphor, simile, metonymy, synecdoche, transferred epithet, personification, apostrophe, hyperbole, understatement, paradox, paronomasia. Related to the usage of figurative language to arise interest of the language expressions, it can be seen in the advertisements.

Advertisements are known as media of communication where the advertiser delivers some messages to the consumers. It is a tool for selling ideas, goods, or services by using media to capture consumers' attention (Anwar, 2006:1). According to Longman Dictionary of English Language & Culture (2006:1), advertising is a process of persuading potential customers to buy products which is offered to them. Meanwhile, an advertisement is also called ads

or advert which is used for advertising things, such as a notice on a wall, or in a newspaper, or short film shown on television.

There are many kinds of advertisements, but the researcher only focused on beauty product advertisements. Incidentally reading *Her World* magazine, the researcher was interested in the language used in the advertisements. It used variety of words, phrases and sentences to attract the customers' attention to promote the product. The researcher chooses beauty product advertisements in *Her World* magazine because it presents the language expressions of the advertisements through figurative language. Thus, the researcher used a beauty product advertisements of *Her World* magazine published in August 2008 edition as the main material of the research.

In delivering their ideas, the advertiser commonly used persuading expressions in a text including figurative language. Figurative languages not only have special interpretation but also the extended meaning, because its expressions intend to deliver messages to promote their services and products. The advertisements expressions used figurative languages usually raise difficulties for the consumers to interpret because of its extended meaning. The consumers must know the context to get the right interpretation.

Discourse analysis is useful and is a meaningful instrument to analyze the language expressions of the advertisements because it supplies the contexts to help the interpretation of the language expression of advertisements. The consumers can catch and comprehend the messages which is sent through the advertisements. By the definition, discourse analysis is the study of the language use in interpreting both written and spoken language. Furthermore, McCarthy (1991:10) states that discourse analysis is fundamentally concerned with relationships between language and the contexts of its use.

There is a tool in Discourse Analysis called Critical Discourse Analysis (CDA) which is used to analyze the language expressions in the advertisements.

Critical Discourse Analysis (CDA) can be used to analyze verbal and non-verbal language. The form of verbal language concerns with words or text. The form of non-verbal language includes pictures, facial expressions, the tone and pitch of the voice, gestures display through body language (kinesics), behavior and colors. In this research, Critical Discourse Analysis (CDA) was used to analyze the beauty product advertisements.

In this research, the researcher analyzes the language expressions of figurative language use in advertisements which includes English text (verbal language) and context (non-verbal language). In foreign language education, learning figurative language of the advertisements as authentic material is beneficial for students concerning with figurative language on advertisements to learn the language used in real life. Thus, the researcher conducted a research entitled “**Finding Meaning of Figurative Language Use in Advertisements for Foreign Language Education**”.

1.2 Research Problem

Based on the background of the research above, the research problem can be stated as follows:

“What is the meaning of figurative language used in advertisements for foreign language education?”

1.3 Research Objective

Based on the research problem above, the objective of this research is to find the meaning of figurative languages in beauty product advertisements in *Her World* magazine published in August, 2008 edition.

1.3 Scope of the Research

There are many kinds of advertisements both in audio-visual and printed form. However, in this research, the research scope was limited on beauty product advertisements. The beauty products advertisements were taken from *Her World* magazine, August 2008 edition.

1.4 Research Significance

The research results are expected to provide benefits for the following people:

1. For Future Researchers

The results of this study are expected to be useful for future researchers as reference to conduct further research dealing with similar problems especially in finding the meaning of figurative language in advertisement for foreign language.

2. For Teacher and Lecturers

This research results can be used for teacher and lecturers as the authentic materials in teaching reading interpretation.

3. For Students of Foreign Language

The results of the research are expected to be useful for the students of English as a foreign language to practice their language. Besides, this research can be useful for learners of English as a foreign language when they work with advertisements.

CHAPTER II LITERATURE REVIEW

This chapter presents the review of the theories that related to the topic of this research. It involves figurative language functions, the concept of figurative language, types of figurative language, the purpose of using figurative language, discourse analysis, critical discourse analysis, advertisements, types of advertisements, the characteristics of advertisements and the interpretation of the advertisements.

2.1 Figurative Language

Language in general is used as a tool of communication. According to Hatch (1992:1), language is defined as a system of arbitrary symbol used for human communication. People use language as a tool to communicate with other people. Language is divided into two, literal language and non literal language (figurative language).

Literal language refers to the words that do not deviate from their defined meaning. It is the normal meaning or the ordinary meaning. For example: *Grass looks green*. This sentence exactly tells the truth that grass is green. Besides, non-literal refers to the words or groups of words, which exaggerate the common meaning of the expression. The example of non-literal language is: *Her face is as red as an apple*. This expression tells us about uncommon meaning which is associated with the color of an apple. The color of the face is exaggerated by comparing it with an apple. This is a deviation language within figurative language. Furthermore, the language which uses non-literal language is called figurative language.

Figurative language has a meaning which is different from its original meaning. Shaw (1972:159) notes that figurative language means not literal. Moreover, Kurschner (2009:2) notes that figurative language is a word or specific

actions are taken out of their correct meaning. The explanation implies that figurative language is language expressions that deviate from their ordinary meaning.

2.2 The Purpose of Using Figurative Language

The purposes of using figurative language are to attract attention, to arise interest, to stimulate desire, to create conviction and to get action (Vestergaard and Schroder, 1986:25). So that, the consumers will be curious and interested to know further about what has been read. For example: *These shoes are killing me* (Weed, 2013). In fact, it is impossible that the shoes can kill a human being. This phrase does not give the ordinary meaning or the real meaning but it uses figure of speech in term of the word “killing”. In this case, the real meaning of the sentence is the shoes are too small or the person’s foot is too big or too long to wear the shoes. The word “killing” in the sentence “*These shoes are killing me*” makes the sentence more interesting.

Besides, figurative language creates imagination to the consumers, when they read the sentence, for example: *I am so hungry; I could eat a horse* (Caldwell, 2011). By reading this sentence, the consumers will imagine the writer is greedy till he could eat a horse. *I could eat a horse*; this sentence is an analogy that *he is very hungry*. He could eat as much as he can. Therefore, the figurative language makes the consumers think imaginatively, only by reading the language of advertisements. The ordinary meaning of the sentence is *the man is very hungry*. Another example is *the wind is whispering to her* (Brackett, 2009:248). This sentence uses personification, it is exaggerated by associating the word *whispers* which actually done by human, not by an object. In other word, this sentence does not describe the real meaning that the wind can whisper. In this case, it represents the wind which is actually cannot whisper. The word whisper is represented the

way the wind blows. The original meaning is the wind blows softly like the way a human whispers to others. Those are the purposes of using figurative language.

3.3 Types of Figurative Language

There are several types of figurative language which are usually used in a daily life. According to Kennedy (1991:587-595) the types of figurative languages were classified into eleven, they are apostrophe, hyperbole, metaphor, metonymy, paradox, paronomasia, personification, simile, synecdoche, transferred epithet and understatement.

2.3.1 Apostrophe

Kennedy (1991: 594) defines that apostrophe is a way of addressing someone or something invisible or not ordinarily spoken to. Apostrophe is a way of addressing inanimate things as though they were alive.

2.3.2 Hyperbole

Hyperbole is a figurative language which uses an extravagant statement; the use of exaggerated terms for the purpose of emphasis or heightened effect. It is a device that we imply in our daily speech. According to Kennedy (1991: 594), hyperbole is a figurative language that emphasizes the point with a statement containing exaggeration. Hyperbole is an unreal exaggeration to emphasize the real situation.

2.3.3 Metaphor

Metaphor is a comparison between two unlike things that actually have something important in common. Kennedy (1991:587) states that metaphor is a statement that one thing is compared to something else which in literal sense they are different and creates new meaning. In other words, resemblances of two

contradictory or different objects are made based on a single or some common characteristics.

2.3.4 Metonymy

A figure of speech in which one word or phrase is substituted for another which is closely associated. According to Kennedy (1991: 595), metonymy is figurative language in which the name of thing is substituted for that another closely associated with it. In a metonymy, the words are used to describe another thing which is closely linked to that particular thing, but it is not a part of it.

2.3.5 Paradox

Paradox is a statement that appears to contradict itself. It is a statement that appears to be self-contradictory or silly but may include a latent truth. In line with it, Kennedy (1991:595) says that paradox occurs in a statement that at first strikes us self-contradictory but that on reflection makes some sense. It is also used to illustrate an opinion or statement contrary to accepted traditional ideas.

2.3.6 Paronomasia

Paronomasia is defined as the words played or used are similar in sounds but with different meaning. It is like a word play and is also known as a pun.

2.3.7 Personification

Personification is a figure of speech in which a thing, an idea or an animal is given human attributes. According to Kennedy (1991: 593), personification is a figurative language in which a thing, an animal, or an abstract term is made by

human. The non-human objects are portrayed in such a way that we feel they have the ability to act like human beings

2.3.8 Simile

It is a stated comparison between two unlike things or objects using some connectors such as like, as and a verb like resemble. Kennedy (1991: 587) states that metonymy is a comparison of two things, indicated with some connectors usually like, as, than, or word like resemble. We can find simile examples in our daily speech.

2.3.9 Synecdoche

It is a figurative language which uses a part of something to represent the whole or vice versa. Kennedy (1991:595) defines that synecdoche is the use a part of thing to stand for the whole and vice versa. 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.

2.3.10 Transferred Epithet

According to Kennedy (1991:595), transferred epithet is a device of emphasis in which the poet attributes some characteristics of a thing to another thing closely associated with it. Transferred Epithet is a figurative language in which adjective is used for describing the quality of something or somebody.

2.3.11 Understatement

It is the opposite of hyperbole. Kennedy (1991:595) says that understatement is implying more than is said. Understatement is a form of humor

or irony in which something is intentionally represented less strongly or strikingly than facts would warrant.

2.4 Discourse Analysis

Related to the function of language as means of communication, Hoffman (1993:3) says that the language function as a tool to express an idea and sends a message. This function can be seen in the advertisements either in newspapers, leaflets, magazines or brochures. The advertiser uses advertisements to let other people know about something they produce, sell and need by using figurative language. Sometimes, the usage of figurative language in advertisements is difficult to understand. Therefore, the advertisements add relevant pictures, gestures and language variety to make it easier to understand. So, when the consumers read the advertisements which contain figurative language, they will be able to get the messages from the advertiser. The figurative language in the advertisements could be analyzed by using discourse analysis.

Discourse analysis is a branch of linguistics which analyzes language larger than a sentence. Hatch (1992:1) defines that discourse analysis as the study of a language, either in written or spoken. Cook (1989:10) states that discourse as a language used for communication, either in written or spoken, and has unity. So, Hatch and Cook has the same opinion about discourse analysis. In short, discourse analysis is a study which analyzes language both written and spoken. There are two kinds of language: verbal language and non verbal language. The details explanation of verbal and non verbal language is as follows:

2.4.1 Verbal Language

Verbal language is simply communication that is expressed through words or something we say. Verbal language includes not only oral discussions, but also written messages and even mediated language. According to Kalmus (2014) there are three types of verbal language. Those are:

1. Oral. The spoken or oral word is the original form of verbal language. The examples of oral or spoken language are oral tradition of storytelling, song, spoken prayer and common, everyday conversation, etc.
2. Written. After the spoken word came the written word. The examples of written verbal language are books, newspapers and magazines, love letters, billboards, street signs, price tags, diaries and journals, personal identification, to-do lists and faxes.
3. Digital is a type of verbal language in which in the form of electronic language. Social media is the example of digital verbal language to the next level by automatically creating webs of interconnections through verbal messages. The examples of digital verbal language are Facebook, Twitter, Whatsapp, etc.

2.4.2 Non Verbal Language

Nonverbal language is a language without words or the process of sending and receiving messages without using words, either spoken or written. Kliyeni (2009:2) states that advertising pictures have increased considerably in importance. Non verbal language includes pictures, facial expressions, gestures and colors.

2.4.3 Paralinguistic

Paralinguistic refers to the non-verbal language which is used to modify meaning and convey emotion. Paralanguage may be expressed consciously or unconsciously, and it includes the pitch, volume, and, in some cases, intonation of speech. According to Reid (2013:3) paralinguistic cues are non verbal language elements that have the ability to make even good news sounds horrible or bad

news more palatable. Paralinguistic is concerned with how words are spoken, the volume, the intonation, the speed etc. For example body language, gestures, facial expressions, tone and pitch of voice.

2.5 Critical Discourse Analysis (CDA)

Critical Discourse Analysis is a type of discourse that primarily studies the way social power abuse. Critical Discourse Analysis (CDA) views language as a social practice. Fairclough (1993:1) describes Critical Discourse Analysis as follows:

“CDA as discourse analysis which aims to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony”.

In a similar definition, Critical Discourse Analysis (CDA) concerned with studying and analyzing written and spoken texts to reveal the discursive sources of power, dominance, inequality and bias. It examines how these discursive sources are maintained and reproduced within specific social, political and historical contexts (Van Dijk, 1998:3). Critical Discourse Analysis aims at making transparent the connections between discourse practices, social practices, and social structures, connections that might be opaque to the layperson.

The aim of Critical Discourse Analysis is to describe, interpret and explain such relationships. Critical Discourse Analysis is different from other discourse analysis methods because it includes not only a description and interpretation of discourse in context, but also offers an explanation of why and how discourse works. The object of CDA is public speech, such as advertisement, newspaper,

political propagandas, official documents, laws and regulations and so on. This research used Critical Discourse Analysis as a tool to analyze and interpret the text and the context of beauty product advertisements in *Her World* magazine. Fairclough sketches out a version of the three dimensional Critical Discourse Analysis framework. According to him, Critical Discourse Analysis is intended to establish connection between properties of texts, features of discourse and wider socio-cultural practice (Fairclough, 1995:87). This research used Fairclough's three dimensional frameworks as a tool of analysis. Janks (1997:27) states Fairclough's three dimensional frameworks are as follows:

1. Text (text analysis/ description)
2. Discourse Practice (processing analysis/ interpretation)
3. Social Practice (Social analysis/ explanation).

The first dimension represents the object of analysis including verbal. The second dimension can be described as the processes by the object which is produced and the last dimension is social practice. It is containing the socio-historical conditions of producing and receiving.

2.6 Discourse of Advertisements

An advertisement is often defined as non personal communication because the advertisements present a message to consumers whether it is in the form of text or context. It is very important to know more about text or context. Text is used to mean linguistic forms, temporarily and artificially separated from context for the purposes of analysis. Context is everything surrounds text which has relationship with the text.

Discourse analysis does not ignore context. Cook (1992:1) views prints advertisements as discourse; text and context together, interacting in a way which is perceived as meaningful and unified by the participants. However, the main focus of discourse analysis is in language not only concerned with language. It

also examines the context of communication which presents in the advertisements. In the previous chapter, it is stated that language is not only in the forms of words, phrases and sentences but also in other forms of object of civilization. It becomes language because it constructs the sign system of object. Therefore, we can read advertisement as language, discourse. Since, it becomes the product of civilization that communicating message in the form of words, sentences, pictures, etc. As a discourse, of course it cannot view as the text only, but context is also an important thing to be examined.

2.7 Advertisement

Advertisement is a kind of information and media of communication which is used for advertising products. Advertisement is also called ads or advert. Anwar (2006:1) says that an advertisement is a tool for selling ideas, goods, and services by using media to capture consumers' attention so that the actual purchase can be achieved. According to Oxford Advanced Learner's Dictionary (1995:19) the definition of advertisement is a public notice offering asking for goods, service, etc. So, the advertisement is a tool for offering ideas, goods, and services to capture consumer's attention. Whereas advertising is simply as any type or form of public announcement intended to direct people attention to the availability, qualities and cost of specific commodities or service (Beasley and Danesi, 2002:1). In line with it, Fletcher (2010:1) says that advertising is a process and advertisements are the end of the result of that process, but the words are often used interchangeably.

An advertisement presents in almost every aspect of daily life. It can be found in the audio-visual that appears on the television, film, or video. Besides using audio-visual form, advertisements are presented through brochures, newspaper, magazines, and labels of product, catalogues, etc. The language of advertisement is a key to convince the customer about the quality of the product.

The language of advertisement should be creative, simple, attractive, and communicative, so that the consumers can understand the meaning of the language in the advertisements and buy the products. It influences the consumers' interest to take a look at the products and finally being convinced by the quality of the product which is advertised, and then decides to buy. Besides, the usage of the language in advertisements must be informative and persuasive.

An informative advertisement informs the consumers about goods, service, or ideas and tells how to get them by means of an identifying sponsor (Bolen, 1984:6). Informative advertisements emphasize to give information about the service and the product, which builds a trust to the customers. Bolen (1984:6) says that persuasive advertisements should try to persuade the potential consumers that they need to buy the new product. It persuades the customers that they really need the products and will purchase for it. From those explanations above, the main purposes of the advertising are to appeal, to inform, to promote new products or services and to persuade consumers to believe and finally to buy their product or service being advertised.

2.7.1 Types of Advertisements

Advertisements in general can be classified into several types. Trehan and Trehan (2006:15) classify advertisements on the basis of media used for publication into three types: (a) *Print advertising* which refers to ads in newspapers, magazines, journals, pamphlets, banners, etc. (b) *Audio-visual advertising*. It refers to ads in TV, Cable-networks, internet, cinema-slides, etc. (c) *Audio advertising* which refers to ads through radio, telephone, public announcements, etc. Those are types of the advertisements. According to Trehan and Trehan (2006:15) this research belongs to print advertising focused on magazines.

2.7.2 The Characteristics of Advertisements

The characteristic of advertisements are shown through the usage of the language. The languages of advertisements are the main key of the success in advertising. The choice of appropriate words or phrases or sentences in advertisements can attract consumers' attention. Sharma and Sigh (284) say that the choice of language to convey specific messages with the intention of influencing people is vitally important. Furthermore, Keiko (1994:43) notes that the language used in advertisements are very carefully chosen to have special effects. The words, phrases or sentences will persuade the consumers to buy the product.

The advertisements can be said as good and successful if they fulfill some characteristics. In this case, each of linguists has their own opinion and classification. Those are the characteristics of advertisements based on Trehan and Trehan (2006:15), in order to purchase and to promote the services and products.

Leech (1966:25) also presents a sequence of characteristics for an advertisement to be successful:

1. It could draw attention.
2. It could sustain the interest.
3. It could be remembered.
4. It could prompt the right kind of action.

According to Trehan and Trehan (2010: 148-149) describe some characteristics of advertisements, are as follows.

1. Attractive: It should be attractive to catch the attention of target audience.
2. Interesting: It should create interest of target audience to read/ view the advertisement.
3. Retention value: The message given in the advertisement should be easy to memorize.

4. Suggestion: It suggests the target audience that how industries' product will help them to solve their problem.
5. Creative: It should give unique, real and different selling idea.
6. Educative: It should educate the target audience regarding uses of new product, improvement in existing product, place of availability of product, possibilities risks by using the product.
7. Believable: It should be believable and trustworthy.
8. Appropriate appeal. It should include appropriate and appeal to influence the feelings/ emotions of target audience.
9. Miscellaneous characteristics: The language must be brief, understandable and confirm rules.

The language of advertisements is very important to attract consumers' attention. The advertisements can be said as good advertisements when the languages of the advertisements are: unique, creative and persuasive and also arouse interest of the consumers. Additionally, there is another concern in choosing the advertisements based on education value. Since it intends to be used as authentic materials as in instruction, it will be useful for the foreign language student to know how the language used in a real life. The uniqueness and creativity in the advertisements are contained in the selecting words, phrases and sentences. The advertisements must be persuasive so that the consumers will be convinced about the quality of the product. As the results, they tend to decide buying or using the products. The examples of persuasive words which are usually used in the advertisements are underlined in the following phrases:

1. 100% original product,
2. the best seller;
3. the quality is number 1,
4. International product and so on.

Those underlined words make the consumers believe and convince that the products have a good quality. Then, they tend to buy the products.

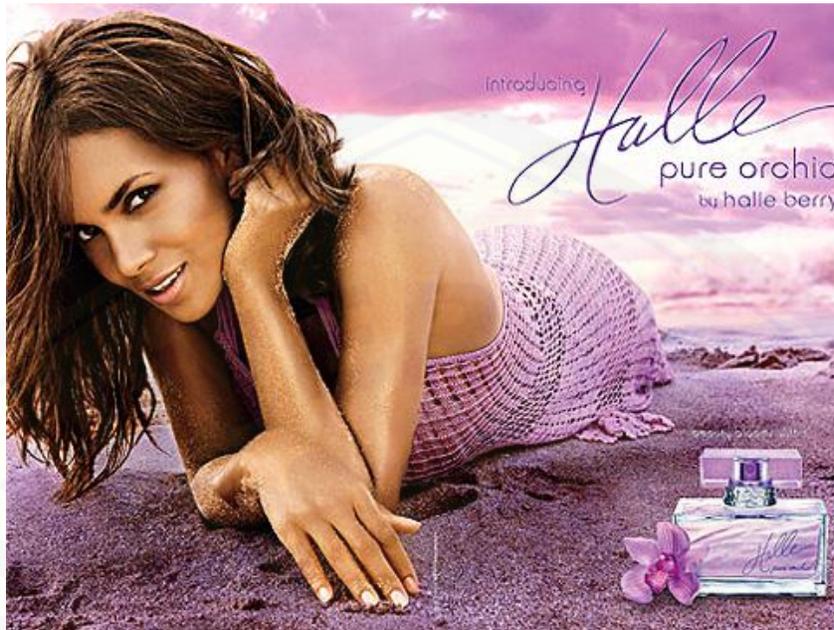
2.8 Interpreting Advertisements

Advertisement is a communication media which is used to inform, to promote and to sell new products. It is made to appeal the consumers to make them consume the products. Language of advertisements is designed to appeal the consumers' feelings, brain and thought.

The languages of advertisements have an important power in selling and promoting products. It can be used to encourage, to persuade and to attract consumers' attention. It also triggers the emotions of the consumers, so that they want to know deeper about the products. When the consumers read the language of advertisements, they directly use their imagination to interpret the expressions of the language used in the products which is being advertised. Actually, the consumers did not have planed to buy the products, but when they read the language of advertisements, they decided to buy the products. It is because they are influenced by the language expressions of the advertisements.

The examples of the advertisements and its interpretations are explained as follows:

1. Pure Orchid Perfume By Halle



The advertisement above offers perfume product for adult women. The name of the perfume is *Pure Orchid*. The target of the product is adult women. Because of that, the advertiser uses *Halle Berry* as the model of the advertisement. Halle Maria Berry or known as Halle Berry is a popular American actress and former fashion model. She won an Academy Award for Best Actress in 2002 for her performance in the romantic drama. She is a famous film star which is starring various kinds of films such as action, romantic, and thriller.

The goal of the advertisement is to attract consumers' attention to buy the product. To reach the goal of the advertisement, it should fulfill two components; verbal and non verbal languages.

Verbal language of the advertisement above is the phrase "*Pure Orchid*". The word *Pure* means natural. The advertiser uses the word *Pure* to attract consumers' attention to buy the product because every woman wants to be natural without any imitation. By using this perfume, they will be natural. Meanwhile, *Orchid* represents love, luxury, beauty, perfection, sophistication, elegance and strength. Strength here means confidence. The consumers will feel confident when

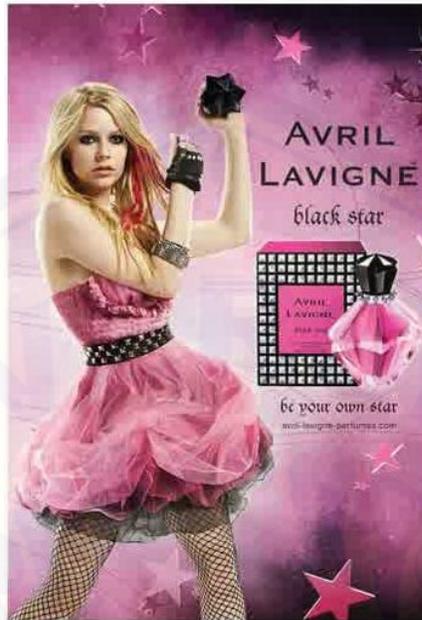
they use the perfume because the perfume is very aromatic. *Pure Orchid* is a luxurious perfume which makes somebody feel happy, confident and makes other people enjoy to mingle or to gather with her. The perfume promises beauty to the consumers when they use it. The consumers will be persuaded by Halle Berry as the model. So that, when they use the perfume they will feel as beautiful as Halle Berry. The advertiser uses the word Orchid to sustain interest of the consumers. Then, the advertiser encloses the image of *Halle Berry* and the image of the perfume. The advertiser wants to show that Halle Berry uses this product because this product expresses elegance, perfection and beauty.

The non verbal language of the advertisements is shown by the pose of *Halle Berry*. On that picture, Halle is lying down on the sand with loose hair hanging softly around her beautiful face. Her hair is wet as if she just swam. Let's take a look on the advertisement above, Halle looks so fresh. Her pose appears natural and pure. This context can attract consumers' attention and persuade them to buy the product.

The advertisement could also be remembered for a long time. The advertisement will be unforgettable because the advertiser not only encloses the name of Halle Berry but also her picture. By using Halle's picture, it will make the consumers memorize the advertisement well. The advertiser also encloses the image of perfume bottle. It is used to convince the consumers that Halle Berry uses *Pure Orchid* perfume. The advertiser wants to say to the consumers that *Halle Berry* uses the *Pure Orchid* perfume, so why don't you use it too.

There is also the image of an orchid beside the perfume bottle. It emphasizes the name of the perfume "*Pure Orchid*". The advertisement should be convincing. To make it convincing the advertiser uses Halle Berry as the model because a famous figure gives stronger persuasion effect.

2. Black Star Perfume by Avril Lavigne.



The advertisement above is about perfume, named *Black Star*. Black Star Perfume is used by the advertiser to sell the perfume, modeled by Avril Lavigne. Avril Lavigne is singer and an actress in the United States.

The advertisement above offers perfume product with the name *Black Star*. The target of the perfume product is young girl. To reach the purposes of the advertisements, the advertiser uses two components, verbal and non verbal language. The verbal language of the advertisement above is the phrase which says “*Be Your Own Star*”. The phrase which says, “*Be Your Own Star*” means that the consumers will be like a star. To influence the consumers to buy the product, the advertisement says that if the consumers buy the product, they feel like a star.

The nonverbal language of the advertisements is the usage of a very popular singer named Avril Lavigne, a well known singer in America. So, the customer will imagine themselves to be like Avril Lavigne. In a general way, every girl has their own idol and wants to be like their idols. Finally, they will be eager to buy the product. In addition, the advertisements use colors to attract the consumers’ attention. The color which is used is the combination of pink and

black. Pink color is indicated for a girl. Pink color shows feminine, cute and calm. Meanwhile, the black color gives additional effect like strength. Moreover, the model poses in certain ways as if she is dancing. It shows happiness and cheerfulness. Avril holds a black star and points another star above. It means that the consumers can be a black star like Avril Lavigne.



CHAPTER III RESEARCH METHODOLOGY

This chapter presents the research methods applied in this research. It concerns with the research design, data collection method, data recourses, type data, data analysis method and operational definition.

3.1 Research Design

The research was focused on finding the meaning of figurative language used in the advertisements. Therefore, the research design of this research used discourse analysis. Hatch (1992:1) defines discourse analysis as the study of the language of communication. Discourse analysis is considered appropriate to be applied in this research because this research relates to the researcher activity in analyzing the language used in the advertisements. The language that was analyzed includes verbal and non-verbal language to find the meaning of figurative language used in advertisements, especially for beauty product advertisements.

There are some steps which were used in conducting this research; the first step was collecting the English magazines. The second step was selecting the English magazine which contained beauty product advertisements, especially *Her World* magazine. The third step was identified each beauty product advertisement in *Her World* Magazine. The next step was analyzing the beauty product advertisements in *Her World* magazine. Then, each beauty product advertisement was categorized regarding the types of figurative language. The last step was interpreting the meaning of figurative language used in the beauty product advertisements.

3.2 Data Collection Method

In this research, the method of collecting data was documentation because the form of data was document which was taken from magazines. According to Blaxter (1996:141), document uses written materials as a basis for our research. In this research, the data were taken from *Her World* magazines of August 2008 edition. Nawawi (1995:90-91) defines that there are two steps to data collection: the first step is reading and the second step is collecting the data. In the first step the researcher reads the types of figurative language which will be used in this research. Then the second step was collecting the advertisements. The consideration in choosing the advertisements was based on the common values of education. It consisted of language expressions and pictures.

3.2.1 Data Recourses

The data resources of this research were beauty product advertisements which were taken from *Her World* magazine of August 2008 edition. *Her World* is women's modern lifestyle magazine. It is a monthly English [magazine](#) published since July 1960 in [Singapore](#), by [Singapore Press Holdings](#) (SPH) magazines. *Her World* magazine is published in five countries; [Malaysia](#), Singapore, [Indonesia](#), [Thailand](#) and [Vietnam](#). *Her World* magazine is mostly read and subscribed by high society level people. The content of *Her World* includes trend reports, fashion or lifestyle trends and beauty tips, and insightful columns on career, beauty product, money, love, sex, travel, food, motoring and accessories.

This study of the research focused on beauty product advertisements. *Her World* magazine was chosen in this research because the magazine provides beauty product advertisements including perfume, lipstick, eye shadow, compact powder, skin care cream, mascara, foundation, and hair treatment. Besides, *Her World* was chosen because it contained figurative languages for promoting the beauty products.

3.2.2 Type of Data

The type of data used in this research was qualitative data because the data was in the form of verbal (words, phrases and sentences) and nonverbal (facial expressions, eye contact, pictures, gestures etc.) language. According to Bogdan and Biklen (1992:580) qualitative data is descriptive dealing with written information rather than with numbers. In line with it, McMillan (1992:9) says that qualitative data focuses on understanding meanings through verbal narratives and observations rather than through numbers. So, the qualitative data is data which is in the form of words.

In this research, the data was in the form of verbal and non verbal language which were used in beauty product advertisements. Verbal and non verbal language in the beauty product advertisements were constructed in language expressions of figurative language style concerning with the purposes to influence the consumers.

3.3 Data Analysis Method

Data analysis method is a way to analyze the obtained data. In this research, the researcher used Critical Discourse Analysis (CDA) to analyze the beauty product advertisements. Critical Discourse Analysis stems from a critical theory of language which sees the use of language as a form of social practice.

The researcher used CDA because the aim of CDA is to analyze verbal (text) and non-verbal language (context) of the advertisement. In this research, the researcher, intended to investigate the verbal and non verbal language of the advertisements published in *Her World* magazine, August 2008, based on the Fairclough's three-dimensional framework. The three-dimensional frameworks from Fairclough are as follows (1995:87):

1. Text (description).
2. Discursive Practice (processing analysis / interpretation)
3. Social Practice (social analysis / explanation).

By applying the procedures above, the researcher used the following steps to analyze the advertisements: 1) taking a picture of the advertisements. 2) Analyzing the verbal language including words, phrases and sentences. 3) Analyzing the non-verbal language including pictures, facial expressions, eye contact, gestures and colors. 4) Interpreting verbal and non-verbal language. 5) Relating verbal and non-verbal language with social practice (socio-historical condition).

3.4 Operational Definition

The operational definition refers to the definition of terms in a way that the explanation uses in this research to avoid misconception about the ideas and concepts between the researcher and the readers. They are as follows:

3.4.1 Figurative Language Expressions

The figurative language in this research refers to the language expressions of beauty product advertisements in *Her World* magazine, August 2008. The types of language expressions in this research include apostrophe, hyperbole, metaphor, metonymy, paradox, paronomasia, personification, simile, synecdoche, transferred epithet and understatement.

3.4.2 Critical Discourse Analysis

In this research, the researcher used Critical Discourse Analysis as data analysis method. The researcher took Fairclough's framework which consists of three categories; they are text, processing analysis and social analysis. It was used to investigate and analyze the language expressions of beauty product advertisements.

3.4.3 Advertisements

The advertisements used in this research included beauty products advertisements which consisted perfume, lipstick, eye shadow, compact powder, skin care cream, mascara, foundation, and hair treatment, compiled from *Her World* magazine, August 2008 edition.



CHAPTER IV. RESULT AND DISCUSSION

This chapter presents data resources, data analysis and discussion. It is intended to identify, classify and analyze the meaning of figurative language and its uses in the beauty product advertisements for foreign language education.

4.1 Data Resources

The data resources of this research were English written advertisements which were taken from *Her World* magazine, August 2008 edition. *Her World* magazine is a woman's modern lifestyle magazine. It is a monthly English magazine which has been published since July 1960 in Singapore by Singapore Press Holdings (SPH). Then, *Her World* magazine is published in five countries of Malaysia, Singapore, Indonesia, Thailand and Vietnam. The target consumers of *Her World* magazine is modern women. The content of *Her World* magazine includes trend reports, insider fashion or lifestyle trends and beauty tips, and insightful columns on career, money, love, sex, travel, food, motoring and accessories.

The data resources were obtained 31 beauty products advertisements from *Her World* magazine, August 2008. But then, in this research, the researcher only took 15 beauty product advertisements. The selection of beauty product advertisements was based on the common values in education, especially in the language expressions and the pictures of the object. The advertisements consist of texts, pictures, facial expressions, gestures, and color components. The figurative language is used in the advertisement text. Here are the advertisements used as the data resources in the table 4.1.

**Table 4.1 The Data Resources of Beauty Product Advertisements in
Her World Magazine, August 2008 Edition**

No. of Ads	Beauty Product Advertisements	Sources
1.	<p>Estee Lauder. 15-Hour staying power. Lashes that last. Zero smudge. New. Double Wear. Zero-smudge Lengthening mascara. Now, the smudge-free look you see in the morning is the look you keep all day. Experience the unstoppable power of double wear mascara. Extreme wear. Extraordinary length.</p> <p>Engineered with breakthrough smudge-shield. Technology to resist high temperatures and high humidity without smudging flaking or wearing away throughout your active day. Comes off only when you want it too. esteelauder.com</p>	Her World magazine, August, 2008:3
2.	<p>L’Oreal Paris. Dermo-Expertise. No more dark circles and tired-looking eyes. New white perfect eye. Double eye zone brightener. 1. Drain dark circles. Anti dark circles gel with caffeine and peptide-complex. Helps eliminate darkening around the eye. 2. Brighten eye contour. Whitening cream with flashwhite effect. Give instant radiance and moisture to the eye area. Because you worth it.</p>	Her World magazine, August, 2008:38
3.	<p>Givenchy. Matissime. Extremely mat-extremely light. Mattissime’s innovation; high technology micro-spheres structured in micro canals. The capacity of absorption is 3 times greater than a standard powder. The airy structure allows the skin to breathe. Result; the complexion is perfectly mat without nay mask effect.</p>	Her World magazine, August, 2008:45
4.	<p>SK II, My miracle awakening. SK II facial treatment essence. I never thought I needed a miracle until I had the chance to experience it myself. Now, I feel it every time I put on my SK II miracle water. With more than 90% pitera. It helps to improve my skin from within, building a good foundation for my skin. it makes my skin radiant and translucent like never before. When I started using it, I knew. My commitment to crystal clear skin had begun. It’s time you begin your’s.</p>	Her World magazine, August, 2008:48
5.	<p>L’Oreal. Dermo-expertise. No to UV rays & pollution. Yes to fairer and younger looking skin. Your new shield against UV & pollution for fairer & younger looking skin. UV perfect. Long-lasting UVA/UVB protector. SPF 50/PA+++ & new anti-oxidant complex. SPF 50/PA+++ , for maximum protection against UV rays that cause skin darkening and premature ageing. New anti-oxidant complex, guards against pollutants and UV rays that cause premature skin ageing. Light & fluid texture, easy absorption and non-greasy feeling for everyday use.</p>	Her World magazine, August, 2008: 52
6.	<p>Ultra Silky, Ultra Smooth & Ultra Nourished. Very Dry & Untamable Hair is now 4X Smoother. Even in Humid Weather. L’Oreal. Because you’re worth it.</p> <p>L’Oreal creates smooth intense ultra rich. Enriched with Precious Argan Oi</p>	Her World magazine, August, 2008: 55
7.	<p>Cosme Decorte. Refreshingly light gel-cream with excellent moisturizing power. Promises to keep your skin firm and supple for long hours.</p> <p>Cosme Decorte AQ. Launches a new anti ageing product especially for summer. A gel cream that moisturizes and firms sun-parched skin. Summer’s UV rays accelerate skin ageing. As skin loses its firmness, the keratin layer becomes harder. The appearance of deep wrinkling and skin sagging occur as a result. AQ nutritive gel cream is refreshingly light with the touch and feel of an essence, packed with hardworking moisturizes and nutrients to repair cells damaged by UV rays and air-conditioning. Luxuriously rich like a cream, yet soufflé-light like a gel, it works to moisturizes and firm skin, as if embracing each and every</p>	Her World magazine, August, 2008: 68

	skin cell that has been damaged by UV rays and air –conditioning. Hydrates and mends wrinkled, sagging skin to recover vibrant radiance. Its aldehyde floral fragrance- a mixture of jasmine rose and muguet-soothes and invigorates the soul.	
8.	Clarins. The Ultimate Youth Keeper. The secret to a youthful complexion lies in your skin’s micro-circulation. Clarins Younger Longer Balm turns on the foundation of youth at this vital source with an exceptional formula of plant extracts that coaxes skin’s micro-circulation to peak fitness. This luxurious cream makes your skin look more youthful than ever. And keeps it that way for younger, too.	Her World magazine, August, 2008:71
9.	Erase your past. Crease release with Gaba. Buy a bottle of crease release and get a free mini Miocrodermabrasion in the Jar worth \$50. While stick lasts. Dr, Brandt. Take the doctor home with you.	Her World magazine, August, 2008:143
10.	A rebirth, in pink. Envious fresh lips in just 7 days. A fresh sensational face starts with fresh, sensational lips. FRESH UP, Skin Pinkish cream. Lips are one of the first things that people notice. Whether you are giving a serious business presentation or flirting with that special Mr. maybe. The problem is that our environment and lifestyle can change our levels of melanin, robbing your lips of their natural, sensuous glow and making them dull and dark. Bringing back a youthful, pink glow to your lips, or other part of your skin such as nipples, areolas, armpits, elbows, groin, bikini line and knee areas that have darkened, FRESH UP Pinkish Cream is permanent, safe and effective. Made from all natural ingredients, FRSH UP is completely safe to use anywhere on the body and attractive your body’s own metabolism to restore the pinkness of youth to your skin, with noticeable result within 7 days.	Her World magazine, August, 2008: 174
11.	We endorse. Shiseido’s Perfect Smoothing Compact Foundation. Two-way cakes just got a whole lot better with the latest offering from Japanese brand. This long-wearing compact foundation (price unavailable) glides on like silk and looks smooth even on parched skin. Its secret ingredient? Flexible powder particles, each cocooned in a moisturizing royal jelly extract and a vitamin C-E complex, that fill in any pores or unevenness. In other words, all the virtues of a two-way cake (it’s a nape to use and doesn’t melt in our muggy weather) and a liquid foundation (it gives a supple yet matte complexion). What’s not to love? Melissa Chew.	Her World magazine, August, 2008: 175
12.	Refreshing light yet so hydrating. All new ASIENCE Moisture Balance restores optimum hydration your hair. ASIENCE. Instantly hair regains the incredible smooth touch of virgin hair. Day by day after every use, it becomes bouncier, suppler and shinier. +50% moisture-balancing ingredients. Having the right of natural oils and moisture is essential for soft and tangle-free healthy hair. With 50% more moisture- balancing ingredients the all new ASIENCE Moisture Balance-enhanced by ASIENCE’s breakthrough MEA Hair Renewal Technology- helps restore the right level of hydration for your hair.. All new ASIENCE moisture Balance Restores hair’s natural moisture with a refreshing, light touch.	Her World magazine, August, 2008: 186
13.	Catherina Zeta-Jones. Shakes things up wearing new Color intrigue effects lipsticks. Sensational shades. Moisturizing colors. Lasting effect. Elizabeth Erden.	Her World magazine, August, 2008:189
14.	7 Days Renews Skin with Radiance. 7 Days, 7 Wonderful Benefits. 1) Reduces, appearances of wrinkles, fine lines and expression lines. 2) Deeply hydrates skin to eliminate dryness, roughness, and dullness. 3) Repairs skin, making it smooth and radiant. 4) Refines pores and skin texture. 5) increases skin elastically and firms skin. 6) Evens out skin tone, disperses	Her World magazine, August, 2008: 216

	dark spot and eliminates blemishes, leaving skin clear and fair. 7) Revitalizes skin cells and reduces the signs of the aging.. Share your Bio-essence Experience with us. Tell us your experience after using Bio-Cell Repair Rejuvenating Serum in 200 words or less and stand to win Bio-essence Non-Surgical Face Lift Series Hanpers worth \$300 each.	
15.	I love shiny, healthy looking hair, but I don't have a specific product for the kind of shine I need. Eileen, 24 years old, executive, loves the limelight. Tailor Made. SP. Shine Care + Shine finish. The first complete Tailor-Made shines system. Whatever shines you desire. Elegant & lustrous pearl, opulent & brilliant platinum, of sparkling 7 dazzling diamond. The choice is yours. Shine your way. For a personalized shine solution, see your SP Hairstylist today.	Her World magazine, August, 2008:239

4.2 Data Analysis

There are three steps in conducting data analysis adapted from Milles and Hubberman (1994:10): (1) Data reduction includes selecting, focusing, simplifying, and classifying the data. The data reduction of this research started with selecting English magazines that is *Her World Magazine* and focusing in product advertisements. Then, the data was simplified in beauty product advertisements only. Furthermore, the data were classified based on values in education. (2) Data display, in the display step, the data were presented based on figurative language category of figurative language used. The found data used eleven kinds of figurative languages apostrophe, hyperbole, metonymy, metaphor, paradox, paronomasia, personification, simile, synecdoche, transferred epithet, understatement. (3) Verification and conclusion drawing. The last step was verification and conclusions, in this step, the data were verified by analyzing them into verbal and non-verbal language used in the advertisements.

In analyzing the advertisements, the advertiser used Fairclough's three dimensional frameworks. Janks (1997:27) states Fairclough's three dimensional frameworks are as follows:

4. Text (text analysis)
5. Discourse Practice (processing analysis)
6. Social Practice (Social analysis).

The first dimension is text (text analysis). In this step, the researcher started to analyze the verbal language which includes language expressions. The language expressions include words, phrases and sentences. The second dimension is discourse practice (processing analysis). The researcher analyses the non verbal language by using discourse practice to interpret the pictures, facial expressions, gestures and colors in beauty product the advertisements. In analyzing the pictures of the advertisements, the researcher started to analyze the picture of the model, the dress and the picture of the products.

Then, the researcher analyses the facial expressions which include the eye contact. Furthermore, the researcher analyses the gestures of the model. The meaning or the messages of the advertisements are investigated from connecting the relationship between verbal and non verbal language. This step belongs to the social practice (social analyses). The further explanation of the result analysis is presented in the following table.

Table 4.2 The Result of Analysis of Beauty Product Advertisements in *Her World Magazine*, August 2008 Edition.

No. of Ads	Types of Product	Language of The Beauty Product Advertisements		Types of Figurative Language	Sources
		Verbal	Non Verbal		
1	Mascara	<i>15-Hour staying power. Lashes that last. Zero smudge. New. Double Wear. Zero-smudge Lengthening mascara.</i>	-Picture: the model, the products and feather -Facial expression: sharp eyes and slightly open mouth -Gesture: - -Color: black	Hyperbole	Her World magazine, August, 2008:3
2	Eye care	<i>No more dark circles and tired-looking eyes. Double eye zone brightener. 1. Drain dark circles. 2. Brighten eye contour. Because you worth it.</i>	-Picture: the model and the product -Facial expression: sharp eyes with smiling -Gesture: - -Color: light blue and white	Personification	Her World magazine, August, 2008:38
3	Compact powder	<i>Givenchy. Matissime. Extremely mat-extremely light.</i>	-Picture: the model and the products.	Hyperbole	Her World magazine,

			-Facial expression: sharp eyes and hanging loosely hair -Gesture: the hand holding the collar shirt. -Color: light brown and black		August, 2008:45
4	Facial treatment	<i>My miracle awakening. I never thought I needed a miracle until I had the chance to experience it myself. Now, I feel it every time I put on my SK II miracle water. With more than 90% pitera. It helps to improve my skin from within, building a good foundation for my skin. It makes my skin radiant and translucent like never before. When I started using it, I knew. My commitment to crystal clear skin had begun. It's time you begin your's.</i>	-Picture: the model, the product and dress -Facial expression: glancing eyes up, slightly open mouth and lifted chin -Gesture: - -Color: pale green and red	Transferred Epithet	Her World magazine, August, 2008:48
5	UV Cream Protector	<i>L'Oreal. Dermo-expertise. No to UV rays & pollution. Yes to fairer and younger looking skin. Your new shield against UV & pollution for fairer & younger looking skin.</i>	-Picture: The model and the product -Facial expression: sight for sore eyes, smiling and bind hair -Gesture: turn head right -Color: blue and white	Metonymy	Her World magazine, August, 2008: 52
6	Care shampoo	<i>Ultra Silky, Ultra Smooth & Ultra Nourished. Very Dry & Untamable Hair is now 4X Smoother. Even in Humid Weather. L'Oreal.</i>	-Picture: the model, the products and dress -Facial expression: eyes slightly narrowed, slightly apart lips and slightly bowed head, looked straight -Gesture: left sideways pose -Color: light brown	Hyperbole	Her World magazine, August, 2008: 55
7	Skin care cream	<i>Cosme Decorte. Refreshingly light gel-cream with excellent moisturizing power. Promises to keep your skin firm and supple for long hours.</i>	-Picture: the product -Facial expression: - -Gesture: - -Color: gold, white and pale green	Personification	Her World magazine, August, 2008: 68
8	Skin care balm	<i>Clarins. The Ultimate Youth Keeper. The secret to a youthful complexion lies in your skin's micro-circulation. This luxurious cream makes your skin look more youthful than ever.</i>	-Picture: the product -Facial expression: - -Gesture: - -Color: red and white	Hyperbole	Her World magazine, August, 2008:71
9	Skin care	<i>Erase your past. Crease release with Gaba. Dr, Brandt. Take the doctor home with you.</i>	-Picture: the product, dr. Brandt picture, makeup brush -Facial expression: -	Metonymy	Her World magazine, August, 2008:143

			-Gesture: - -Color: black		
10	Lipstick	<i>A rebirth, in pink. Envious fresh lips in just 7 days. A fresh sensational face starts with fresh, sensational lips. FRESH UP,</i>	-Picture: chicken, the eggshell, the products and the lips -Facial expression: - -Gesture: - -Color: pink	Hyperbole	Her World magazine, August, 2008: 174
11	Compact powder	<i>We endorse. Shiseido's Perfect Smoothing Compact Foundation. Two-way cakes just got a whole lot better with the latest offering from Japanese brand. This long-wearing compact foundation (price unavailable) glides on like silk and looks smooth even on parched skin. Its secret ingredient? What's not to love?</i>	-Picture: the product -Facial expression:- -Gesture: - -Color: grey, black and light black color	Simile	Her World magazine, August, 2008: 175
12	A set of hair care	<i>Refreshing light yet so hydrating. All new ASIENCE Moisture Balance restores optimum hydration your hair. Instantly, hair regains the incredibly smooth touch of virgin hair. Day by day after every use, it becomes bouncier, suppler and shinier.</i>	-Picture: the model, the products, ginseng, red cherry blossom, white and golden pearl and chantella asiaticae. -Facial expression: open eyelids, slightly open mouth, slightly lifted chin, hang loosely hair, -Gesture: left hand touch lower lips and lifted left shoulder -Color: light blue and white	Hyperbole	Her World magazine, August, 2008: 186
13	Lipstick	<i>Catherina Zeta-Jones. Shakes things up wearing new Color intrigue effects lipsticks. Sensational shades. Moisturizing colors. Lasting effect. Elizabeth Erden</i>	-Picture: Catherine's picture and the products. -Facial expression: strong gaze and slightly open mouth, slightly apart lips, shows teeth, lifted chin, head slightly downward. -Gesture: hands holding cheek and chin, head slightly downward -Color: light brown, red and pink	Personification	Her World magazine, August, 2008:189
14	Beauty serum	<i>7 Days Renews Skin with Radiance. 7 Days, 7 Wonderful Benefits. 1) Reduces, appearances of wrinkles, fine lines and expression lines. 2) Deeply hydrates skin to eliminate dryness, roughness, and dullness. 3) Repairs skin, making it smooth and</i>	-Picture: the model and the product. -Facial expression: sharp for sore eyes and smiling. -Gesture: - -Color: blue	Hyperbole	Her World magazine, August, 2008: 216

		<p>radiant. 4) Refines pores and skin texture. 5) Increases skin elastically and firms skin. 6) Evens out skin tone, disperses dark spot and eliminates blemishes, leaving skin clear and fair. 7) Revitalizes skin cells and reduces the signs of the aging.</p>			
15	A set of hair treatment	<p><i>I love shiny, healthy looking hair, but I don't have a specific product for the kind of shine I need. Eileen, 24 years old, executive, loves the limelight. Whatever shines you desire. Elegant & lustrous pearl, opulent & brilliant platinum, of sparkling 7 dazzling diamond. The choice is yours. Shine your way.</i></p>	<p>-Picture: The products, diamonds and pearls. -Facial expression: - -Gesture: - -Color: silver</p>	Hyperbole	Her World magazine, August, 2008:239

Based on Table 4.1, it is shown that from the eleven types of figurative languages used in the selected advertisements, not all the types of figurative languages are included in *Her World* magazine. There were five types of figurative languages which is found in *Her World* magazine, they are hyperbole, metonymy, personification, simile and transferred epithet. Based on the table above, the highest frequency of figurative language found in *Her World* Magazine was hyperbole expression.

4.3 Discussion

In the previous chapter, it has been explained about the objective of using figurative language in advertisements that is selling the products. In selling the products, the advertiser used figurative language to convey their message to the consumers through the advertisements. The usage of figurative language in advertisement is to persuade, to influence and to convince also to attract the consumers' attention to purchase the products. According to Pugsley (1990:13)

Figurative language requires special interpretation because words, phrases, clauses and sentences used figuratively have different meaning. Figurative language is used in

advertising as a creative device which catches people's attention and persuades them to buy the products or services.

According to the linguist above, it means that figurative language has a power to make the consumers convince and buy the products. There were eleven types of figurative languages used in the selected advertisements; they were apostrophe, hyperbole, metaphor, metonymy, paradox, paronomasia, personification, simile, synecdoche, transferred epithet and understatement.

Based on the result of the research, the language expressions found in the *Her World* magazine, August 2008 edition was thirty one advertisements. The consideration of choosing the advertisements was based on the common values in education, especially in the language expressions and the pictures of the objects. Thus, the researcher only took fifteen advertisements of *Her World* magazine.

From, the selected advertisements above, not all the types of figurative languages were included in the advertisements. The found types of figurative languages were hyperbole, metonymy, personification, simile and transferred epithet. The highest frequency of figurative language found in *Her World* magazine was hyperbole expression because its purpose is dramatizing the selling point. According to Kennedy (1991: 594) defines hyperbole is a figurative language that emphasizes the point with a statement containing exaggeration. Hyperbole expression is almost chosen in the beauty product advertisements to make the advertisements more interesting. By exaggerating the products, it provides strong emphasize about the value and the quality of the products. Therefore, it would influence the consumers' attention, arouse their interest and finally buy the products.

Here is the example of hyperbole expression: "*Instantly, hair regains the incredibly smooth touch of virgin hair* (Asience hair care treatment)". The language expression of Asience product is considered as hyperbole expressions. It

is because the advertiser uses the exaggeration statement. The advertiser exaggerates the product by using the word *instantly*. This product makes the hair smoothly only in a short time. In fact, having smooth and beautiful hair needs time not only in few days or weeks. But then, it needs a process in it. It takes at least one or two months to get beautiful hair. It will influence the consumers' mind and attract their attention. Lastly, it will arouse their interest to buy the product.

To make the advertisement more interesting, the advertiser uses two components of the advertisement, verbal (text) and non verbal language (context). Cook (1992) views print advertisements as discourse; text and context together. The verbal language is the language expressions which say, "*Refreshing light yet so hydrating. All new ASIENCE Moisture Balance restores optimum hydration your hair. Instantly, hair regains the incredibly smooth touch of virgin hair. Day by day after every use, it becomes bouncier, suppler and shinier*". While the non verbal languages of Asience advertisement are pictures, facial expressions, gestures and colors. It will make the advertisements look interesting. Besides, the usage of non verbal language in this advertisement is to describe the product which will be sold. Kilyeni (2009:2) states that advertising pictures have increased considerably in importance. So, the consumers will be influenced and persuaded to buy the products. Thus, from the result of the research above, it can be concluded that not all of the figurative language is used in the beauty product advertisements of *Her World magazine*, August 2008 edition.

CHAPTER V. CONCLUSION AND SUGGESTION

This chapter presents conclusions and suggestions of the research. The suggestion was addressed to the university students, foreign students and future researchers. They will be presented as follows:

5.1 Conclusion

To persuade the consumers to buy the product, the advertiser used two different languages namely verbal and non verbal language. The functions of verbal language are to convince and make the consumers believe in the product. While the function of non verbal language is to support the meaning of verbal language by using pictures, facial expressions, gestures and colors. To understand the verbal and non verbal language, meanings are interpreted through the relationship between verbal and non verbal languages.

5.2 Suggestion

Based on the result of this research, some suggestions are given as follows:

1. For the university students

The result of this study is expected to help the university students especially for the English major to interpret meaning by relating the verbal and non verbal language which is presented in the advertisements.

2. For future researchers

The result of this research is expected to be used as reference to learn the use of figurative language in the beauty product advertisements.

3. For foreign students

The result of this research is expected to make the students more critical in analyzing the meaning of advertisements by connecting the relationship between the meaning of verbal and non verbal language.

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Appendix-A

RESEARCH MATRIX

Title	Problems	Variables	Indicators	Data Resources	Research Methods
Finding Meaning of Figurative Language Use in Advertisements for Foreign Language Education	What is the meaning of figurative language used in advertisements for foreign language education?"	Kinds of figurative language. Beauty product advertisements	<ul style="list-style-type: none"> • Apostrophe • Hyperbole • Metaphor • Metonymy • Paradox • Paronomasia • Personification • Simile • Synecdoche • Transferred epithet • Understatement 	Her World Magazines August 2008	<ol style="list-style-type: none"> 1. Research design: Discourse Analysis 2. Data collection method: Documentation. 3. Data Resources: Her World Magazines August 2008. 4. Type of data: Qualitative data 5. Data Analysis Method: Critical Discourse Analysis.

Appendix 2

Advertisement 1



Taken from: *Her World Magazine*, August: 3

This advertisement belongs to hyperbole expressions because it uses exaggeration statement. The exaggeration statement of this advertisement is the phrase which says, “15-Hour staying power”. This is long lasting product which can hold out until 15 hours. In fact, mascara only holds out up to 5 hours. The advertiser persuades the consumers to buy the product by exaggerating the product uses hyperbole expression.

This advertisement offers mascara product, named Estee Lauder mascara. The target of product is adult women so that the advertiser uses Paulina Porizkova as the model. To attract the consumers’ attention, the advertiser uses the verbal language which says, “15-Hour staying power”. This phrase is used to convince the consumers that this mascara can defendable up to 15 hours. When the consumers use the product, they have no worry that their mascara will be fade. So, they always look beautiful as Paulina. The phrase which says “Zero Smudge” will

make the consumers certain with their choice to choose this mascara because this mascara guarantees perfection without a scratch around the eyes area. The advertiser also adds the phrase “*Lashes that last*” to shows the consumers about the quality of the product. Estee Lauder is long lasting mascara so that the eyelash will looks perfect and beautiful. The advertiser also adds the language expressions which say “*Double Wear, Zero-smudge Lengthening mascara*” to make the consumers convince with the product. The advertiser wants to show to the consumers that this product has double functions. It is not only long lasting mascara but also lengthening mascara. This mascara makes the consumers’ eyelashes length as Paulina’s.

To attract the consumers’ attention to buy the product, the advertiser encloses Paulina’s picture which belongs to the non verbal language. Paulina Porizkova is a famous model and an actress in Czechoslovakian. She also became a top model in Paris in the early 1980s. She became a model of Sport magazine in Eastern Europe. Moreover, she was chosen twice by *People* magazine as one of the “*50 Most Beautiful People in the World*” in 1990 and 1992. That is the reason, the advertiser chooses Paulina as the model.

Furthermore, it concerns with the non verbal language used in the advertisement. In that picture, the advertiser illuminates Paulina’s eyelash that has length and curve eyelashes. It will sustain the consumers’ interest to buy the product. Automatically, after they saw Paulina’s eye lashes, they will interest in the product and buy it. Basically, every woman wants to be beautiful by having sharp eyes with long eyelashes. Here, Estee Lauder offers mascara to make the consumer’s eyelashes beautiful and length as Paulina’s. In this advertisement, Paulina shows a sharp sight of her eyes exposing the length of the eyelashes which are curved by mascara of Estee Lauder. As a result, the picture shows the consumers will have beautiful eyelashes if they use Estee Lauder mascara. At the right bottom of the advertisement, there is a picture of the product, telling the

consumers that these products should be bought. These are the mascara which is used by Paulina. The feather picture in the advertisement supports Paulina's tenderness and elegance. To make the advertisement more interesting, the advertiser uses black color which symbolizes elegance, prestige and sophistication. These aspects support Paulina's eyelashes.

When the consumers use this mascara, the consumers feel like as elegance as Paulina. The symbol of black color is also associated with trust. The advertiser uses black color for the background, the bottle also the feather. It will influence the consumers to be believe that Paulina as the model uses this mascara. Then, they decide to buy the product.

Advertisement 2



Taken from: Her World Magazine, August: 38

This advertisement contains the language expressions which say, “No more dark circles and tired-looking eyes”. The word which says, “Tired” is indicated

with human characteristic, especially for body. Besides, the characteristic of *Eyes* is sleepy. In this case, the advertiser uses the word which says, “*Tired*” for the eyes. Therefore, this language expression is considered as personification expression. It is because personification uses human characteristic in an object.

This advertisement offers eyes care product for adult women. The name of the perfume is *White Perfect Eye* by L’Oreal Paris. The target of the product is adult women, because of that the advertiser uses Michelle Reis as the model. She is a Hong Kong actress and also a model. Michelle Reis become Miss Hong Kong in 1988 at the age of 18. At the same time, she was also the first Miss Chinese International. Following her Miss Chinese International crowning, she went on to participate in the Miss World 1988. The goal of this advertisement is to attract the consumers’ attention to buy the product. By placing Reis’s picture will reminds consumers to her beauty and reputation as well as the product sold. To reach the goal of the advertisement, there are verbal and non verbal languages which are used as the component of advertisement.

The verbal language of the advertisement above is the phrases which say “*No More dark Circles and Tired-Looking Eyes*”. The advertiser chooses those phrases to persuade the consumers to buy the product because every woman wants to look fresh and perfect without any spots or dark circles. By using this eyes care product, they will not look like pale and tired-looking face. This eyes cream make the consumers’ face especially her eyes look fresh. The phrase “*Double Eye Zone Brightener*” is chosen by the advertiser to convince the consumers about the quality of the product. White Perfect Eye product consists of two products with their own function. The phrase which says “*Drain Away Dark Circles*” means that the product disappear the dark circles which becomes the first function of the product. The second function is shown from the phrase which says, “*Brighten Eye Contour*”. The product not only disappear the dark circles but also it can brighten the eyes contour. Those two functions will convince the consumers that the

product has good quality to make consumers' eyes look fresh and bright. In the right bottom of this advertisement, there is a sentence which says, "*Because you're worth it*". This sentence supports her confident when she uses it.

The non-verbal language of the advertisement above shows from the picture of the model. The advertiser presents the face picture of the model in a big size. It is used to let the consumers know that Michelle Ries has no dark circles after she use it. So, why don't you use it too? Let's take look to the face picture of Michelle Ries, there is no dark circles and any spots in her eyes. Her eyes look bright and her face looks so fresh, those aspects convince and persuade the consumers to buy the product and feel as if she is Reis. That is the reason the advertiser chooses Michelle Ries as the model. As we know, Michelle Ries is a popular actress not only in Hong Kong but also in Asia. The advertiser states the picture of the product to emphasize the consumers that Michelle Ries uses the product. Again, if the consumers use this product they will look fresh and beautiful as Michelle Ries.

In this advertisement, Reis shows sharp eyes expressing her eyes area which is bright by L'Oreal eyes product. Ries shows her smile which expresses happiness. As if, she wants to show her happiness having beautiful face to the consumers. To make the advertisement more interesting, the advertiser adds color on it. The advertiser uses light blue and white color. The light blue color is often associated with tranquility, healing, softness and confidence. White Perfect Eye product is a healing product. It can solve woman problem that is dark circles in the eyes contour. The product can brighten and refresh the consumers' eyes contour. Hence, the consumers will feel confident when they use this product because this product makes them look bright and clear as if they has been washed her face. White color is considered as coolness, freshness and cleanness. The product promises coolness if the consumers use it. They will feel fresh by using this product. White color is also indicated with goodness and perfection. It will make

their face look perfect by their eyes. Michelle Reis has beautiful and clear eyes, the advertiser wants to tell the consumers that if you want have beautiful and clear eyes like Michelle Ries, you should buy and use this product.

Advertisement 3



Taken from: Her World Magazine, August: 45

This advertisement contains the language expression which says, “*Extremely Mat, Extremely Light*”. The word which says, “*Extremely*” means very high degree. The advertiser writes the word which says, “*Extremely*” twice to exaggerate that it is the best or great product. Therefore, this language expression belongs to hyperbole expression.

It is Matissime compact powder advertisement from Givenchy modeled by Liv Tyler. The advertiser uses Tyler as a model because the target of the advertisement is adult women. The purpose of this advertisement is to sell the

product. The verbal language of this advertisement is the phrases which say, “*Extremely Mat, Extremely Light*”. The advertiser chooses those phrases to persuade the consumers to buy the product. The phrase which says “*Extremely Mat*” shows that Matissime compact powder covers the consumers’ face perfectly and elegantly as if they use a foundation. Therefore, the advertiser uses the word *Mat* to make it more interesting. The phrase which says “*Extremely Light*” is also used to sustain consumers’ interest with the product. This product promises the consumers beauty and brightness after they use Matissime product. To make the advertisement more trustworthy, the advertiser give strong emphasizes by using the word “*Extremely*” which is written twice. Thus, it makes the consumer trust with the quality of Matissime compact powder.

The non verbal language of this advertisement is the picture of Liv Tyler which is used to catch the consumers’ interest. The advertiser uses Liv Tyler as the model of this advertiser because she is well known as an American actress and also a model. The advertiser wants to tell the consumers that Tyler uses this product. In this advertisement, Liv Tyler looked very nice with simple makeup which shows natural. Her face look very smooth without any spot or smudge. This product covers Tyler’s face elegantly. Therefore, Tyler looks pretty and fascinating. By placing Liv Tyler as a model of the advertisement, it will sustain the consumers’ interest to purchase this product. In this advertisement, Tyler uses light brown shirt which shows elegance and pretty.

The advertiser encloses the picture of the product beside Tyler’s picture to convince the consumers that Tyler chooses this compact powder as her makeup. It will also make the advertisement unforgettable with the product. The consumers will always remember about the product which is used by Liv Tyler. Hence, this is a good product to be bought. The advertiser lets the product open, to show the consumers, what the product look like is. The consumers will be satisfied when they can see how good the product is.

Tyler shows her sharp eyes with loose hair hanging naturally which expresses self confident. She looks attractive and perfect with her simple makeup. Tyler's hand is holding her collar shirt which expresses confident. To make the advertisement more interesting, the advertiser uses light brown and black color. Light brown color is indicated with nature and genuineness. The advertiser uses light brown color to show the originality of this product which is made by nature. By using this product, the consumers will have natural beauty which is exuded from the inside. Light brown color is indicated with nature. Here, the advertiser wants to show the consumers that the product is made from natural substance without any chemical substance. There are many beauty products which use chemical and whitener which makes the consumers worry to choose the beauty products. Now, they shouldn't be worry because this product is made from safe substance. Therefore, the advertiser uses light brown color to convince the consumers that this is the only product with natural substance. By using a popular star like Liv Tyler, it makes the consumers believe in the product, that it is a good product. But then, if the advertiser uses unpopular person, it will make the consumers do not thrust with the quality of product.

Advertisement 4



Taken from: *Her World Magazine*, August: 48

This advertisement contains the language expression which says, “*My commitment to crystal clear skin had begun*”. It figuratively means that the advertiser wants to show her sensation by using this product. In fact, there is no skin as bright as crystal. But then, it is only the sensation which is felt by the consumers after uses this product. Therefore, this advertisement belongs to transferred epithet expression.

It is a facial treatment product from SK II modeling by Lee Sinje. The advertiser chooses Lee Sinje because the target of this advertisement is adult women. The aim of the advertisement is to sell the product. To gain the aim of the advertisement, there are two components of the advertisements which consist of verbal and non verbal language. The verbal language of this advertisement shows from phrase which says “*My Miracle Awakening*”. The word *Miracle* is defined as something wonderful which gives positive impact. The word *Miracle* here is indicated with the product. The advertiser wants to tell the consumers that SK II gives a miracle to the consumers. As what Lee Sinje said that SK II is a miracle

for her. Because of this product, Lee Sinje gets her beauty and perfection. So, she wants to share to the consumers and suggest them to use the product.

To make this product trustworthy, the advertiser adds Sinje's statement about the product, the sentence is "*I never thought I needed a miracle until I had the chance to experience it myself. Now, I feel it every time I put on my SK II miracle water*". Sinje's statement shows that she has been used the product and she already has an experience of it. SK II is like a miracle for Sinje's, it make her face looks beautiful and bright. The advertiser also adds the phrase which says "*With more than 90% Pitera*". Pitera is a significant substance which is used in SK II product. It contains vitamin, amino acid, mineral and organic acid. The advertiser uses Pitera in SK II product because it will make humidifying the skin, reducing spot and elasticity face. When, the consumers use SK II, they will have younger skin without any wrinkles as Sinje's.

To convince the consumers, the advertiser adds sentences which say, "*It helps to improve my skin from within, building a good foundation for my skin. It makes my skin radiant and translucent like never before*". It means that SK II product will keep the consumes' skin from the inside. SK II product can be used as facial treatment and foundation. It keeps the skin from ultraviolet ray and defendable under the ultraviolet. The sentences which say, "*When I started using it, I knew. My commitment to crystal clear skin had begun*" shows that Lee Sinje uses this product. She believes in the product because the product makes her skin bright and sparkling as crystal. The advertiser encloses the sentence which says "*It's time you begin yours*", as if Sinje asks the consumers to use this product. Sinje already proves it. She has a beautiful skin after she uses it. By using the sentence which says, "*It's time you begin yours*", it will attract the consumer to buy, because they want to get beautiful skin like Lee Sinje. Now, it is time to have bright and shiny skin as Lee Sinje's.

The non verbal language of this advertisement is a picture of Lee Sinje which is shown in a big size. In that picture, Lee Sinje looks so beautiful without any wrinkles and spots in her face. Her face looks bright, smooth and younger. The advertiser puts Sinje's picture in a big size to sustain the consumers' interest. The advertiser encloses the picture of the product in a big size. It is used to show the consumers about the product that is SK II. It is also used to convince the consumers that it is the product which is used by Lee Sinje. Lee Sinje uses white dress which is indicated with elegance and calm.

Sinje is glancing up as if she is looking something. She lifted her chin expresses confident and superiority. The advertiser uses pale green and red color to make this advertisement attractive. In this advertisement, the advertiser uses pale green color as the background and the bottle of the product. Pale green color is indicated with renewal and growth. The symbol of pale green color is related to the function of SK II product. SK II is a facial treatment product which is used for reawaken the damage skin becomes beautiful skin. Thus, the advertiser uses the phrase which says, "*My Miracle Awakening*". SK II repairs the skin's problem and makes the skin looks beautiful. While, red color is indicated with strength. The advertiser uses red color as edges of this advertisement. It is used to assert this advertisement with others. SK II is a facial treatment which is brightening and refreshing the skin. It is a good quality product which is used by international actress like Lee Sinje. Here is a beauty product to be bought for damaged skin.

Advertisement 5



Taken from: *Her World Magazine*, August: 52

This advertisement contains the language expression which says, “*Your New Shield Against UV & Pollution For Fairer & Younger Looking Skin*”. The word which says *Shield* refers to the product. This product is considered as hyperbole expression. It is because this advertisement uses an extravagant statement. The advertiser exaggerates the product as if a shield which will protect the skin from UV and pollution.

It is UV Cream Protector advertisement from L’Oreal modeling by Michele Reis. The advertiser uses Michele Reis as the model because the target of the model is adult women. The verbal language of this advertisement is the phrases which say “*Your New Shield Against UV & Pollution For Fairer & Younger Looking Skin*”. Every woman in the world wants to look beautiful and perfect. They feel worry if they have brown spot damaged and rough skin because of the ultraviolet. This product is created to solve women’s problem from Ultraviolet (UV). The advertiser uses those phrases to attract consumers’ attention

to buy this product. The phrase which say “*Your New Shield Against UV*” means that it is a protector which protects consumers’ skin from Ultraviolet ray. This product protects the skin from pollution and prevent from ageing. This product promises younger looking skin when the consumers use it. They will be beautiful and luminous as Michele Reis.

The advertiser also adds language expressions which say “*NO to UV rays & pollution, YES to fairer and younger looking skin!*” which is written in the bottom of Michele’s picture. It is shown as if it is a statement from Reis about the product. The advertiser wants to tell the consumers that Reis uses this product. Michele Reis says “*NO to ultraviolet and pollution*” because she already has L’Oreal UV protector which protects her skin from ultraviolet ray. The word *NO* and *YES* is written in a capital letter than others. The word *NO* is used to emphasize the statement of Reis that she really refuses for the Ultraviolet and pollution. She also says “*YES to fairer and younger looking skin*”. Michele Reis says “*YES*” because she already proves it. By using this product, she has younger looking skin. Therefore, Reis wants to share her experience about the product with the consumers. The advertiser intentionally writes these expressions to sustain the consumers’ interest to use this product.

The non verbal language of this advertisement is shown from the picture of Michele Reis. The picture of Reis is shown in a big size, in order to get the consumer’s attention. The advertiser wants to show Reis’s face that she has very smooth and bright face. Reis beautiful and luminous face. So, if you want to have smooth, beautiful and luminous face, you do not need to be hesitant to buy this product. Then, you will get your beauty as Reis. The advertiser also adds a picture of the product in this advertisement, to let the consumers know what the product look like is. Besides, the advertiser encloses the picture of the product to imply the consumers that the product is as important as the person who wears it.

In this advertisement, Michele Reis binds her hair. She gives a smile and a sight for sore eyes which expresses agreement and happiness. Michele Reis also turns her head right. Her gestures express confidence which can draw the consumers' attention into her and the product. The advertiser uses blue color which is combined with white color as the background of this advertisement. Blue represents both the sky and the sea which is indicated with bright and fresh. The advertiser chooses blue color to tell the consumers that this product promises brighten and tenderness the consumers' face. The color of blue is associated with health and healing. It means that the product is safe for our skin and there is no chemical substance on it. It keeps the consumers' skin from skin problems. White color is considered with purity, safety, cleanliness and sterility. Purity product means that this product is made from the natural substance. The advertiser guarantees that this product is clean, sterile and safe for consumers. The advertiser promises the consumers that their will have healthy and fresh face by using this product.

Advertisement 6



Taken from: *Her World Magazine*, August: 55

This advertisement is indicated with hyperbole expression. The phrases which say, “*Very Dry & Untamable Hair is Now 4X Smoother*” means that this L’Oreal hair treatment keep the hair four times smoother than before. The phrase which says, “*4X Smoother*” is the extravagant phrases which exaggerate the product. Therefore, the phrase which says, “*4X Smoother*” is considered as hyperbole expression.

It is a set of hair treatment advertisement from L’Oreal Paris modeled by Eva Longoria and Doutzen Kroes. The name of the product is ELÈVE. The advertiser chooses Eva Longoria and Doutzen Kroes as a model of the product because the target of the product is adult women. The advertiser uses the verbal and non-verbal language to promote the product. The verbal language is the phrases “*Ultra Silky, Ultra Smooth & Ultra Nourished*”. These phrases sustain consumers’ interest to buy the product because this product promises consumer’s

hair look smooth, slick and soft as Eva's and Doutzen's. It is shown from the picture of Eva and Deutzen. In that picture, their hair looks very soft and shiny like a silky cloth. In addition, the product consists of hair nutrition which is used to repair hair problems. As we know that having beautiful and smooth hair is a women pretention. But then, not all of the women have a beautiful and smooth hair. This hair treatment product is presented to make the woman dreams come true. It is created to solve woman's problem with their hair. This product promises four times smoother hair. Then, it will no more a tousled hair. They will get a smooth hair even in the humid weather. Thus, the advertiser uses the phrases which say, "*Very Dry & Untamable Hair is Now 4X Smoother, Even in Humid Weather*".

The non-verbal language of this advertisement is shown from Eva and Doutzen's picture. The advertiser uses famous persons as Eva Longoria and Deutzen Kroes to convince the consumers to buy the product. Eva Longoria or Eva Jacqueline Longoria is an American actress, producer, director, activist and also businesswoman. Besides, Doutzen Kroes is a Dutch model and actress. The advertiser wants to tell the consumers that Eva and Doutzen use this product. Popular people like them use L'Oreal hair treatment, then why we think twice to choose it. The advertiser encloses the picture of the product beside Kroes to show and to promote the product. Eva and Doutzen use simple dress with gold color. It shows elegance and beauty of Eva and Doutzen.

Eva and Doutzen eyes slightly narrowed as if focusing on some object. They have left sideways pose and looked straight. Their poses express seduction, as if they persuade the consumers to use and to buy L'Oreal hair care. They let their hang loosely hair to show the consumer their beautiful hair. Besides, it is used to persuade the consumer to buy this product. If the consumers want to have a beautiful hair as theirs, here is the solution, L'Oreal hair care.

The advertiser chooses light brown color to show the elegance side of the model. Light brown relates to the quality. It is indicated that the product has a good quality. The symbol of light brown is loyal, trustworthy and dependable. The advertiser wants to send a message to the consumers that this product is dependable. Eva Longoria and Doutzen Kroes prove it. They use the product and they have a lovely hair.

Advertisement 7



Taken from: *Her World Magazine*, August: 68

The language expression of this advertisement is “*Refreshingly light gel-cream with excellent moisturizing power*”. The word which says, “*excellent*” means very good. The word *excellent* is a human characteristic which is personified into an object that is AQ product. Therefore, this language expression is considered as personification expression.

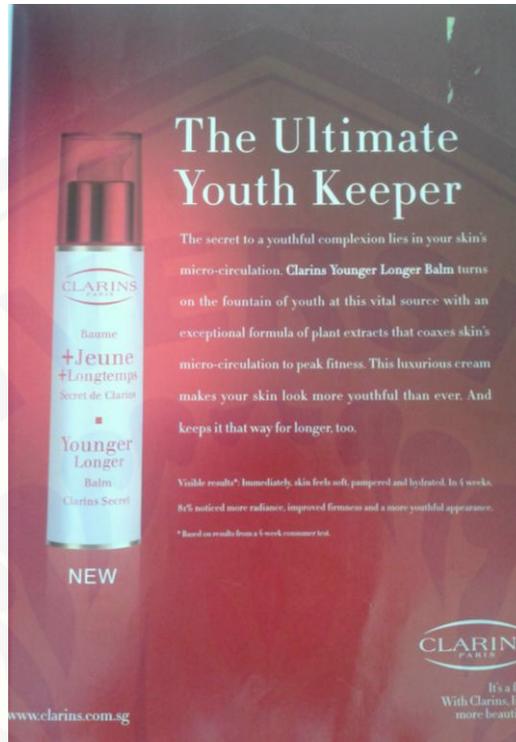
This advertisement offers skin care cream product from Cosme Decorte, name AQ (Absolute Quality). The target of this product is women which is shown from the usage of gold color in this advertisement. Gold color is associated with

glamorous and sparkling which is indicated with women. The verbal language of this advertisement is the phrase which says, “*Refreshingly light gel-cream with excellent moisturizing power*”. The advertiser will attract the consumers’ attention by using this language expression. This product promises freshness of the consumers’ skin when they use it. Nobody wants to have wrinkled, dullness and rough skin. Therefore, this product is created to overcome those skin problems. This product moistures the skin and keep it fresh. It guarantees freshness in a long time, so the consumers shouldn’t be worry with dry and dull skin.

To make the consumers are interested in the quality of the product, the advertiser encloses the language expressions which say, “*Promises to keep your skin firm and supple for long hours*”. This product omits the signs of ageing and flabby skin. AQ product guarantees that the consumers will have soft, tight and strength skin. Strength skin here means that the skin can be defendable under the ultraviolet ray in a long time. So, the consumer shouldn’t worry to do their activities under the sun ray.

The advertiser encloses the picture of the product which belongs to the non verbal language of this advertisement. The picture of the product is put in the middle or the center of this advertisement with a purpose to make the consumers focus on the product. To make the advertisement more attractive, the advertiser uses gold and ivory color as the background of this advertisement. Whereas, the advertiser uses black, white and pale green color as the color of the product to make it looks contrast with the color of the background. Gold color is associated with wealth and luxury. The advertiser uses gold color to give the sense of elegance and suggest that wealthy people would wear this product. The ivory color is associated with relaxed and elegance. This product gives relaxation for the consumers when they use it. It appears elegant to the consumers if they use it. AQ product offers many benefits to make consumer’s skin beautiful. Thus, the consumers will be persuaded to buy the product.

Advertisement 8



Taken from: Her World Magazine, August: 71

The language expression which says, “*This luxurious cream makes your skin look more youthful than ever*” belongs to hyperbole expression. It is because this language expression exaggerates the product by using the word *Luxurious*. The word which says, *Luxurious* means very comfortable and expensive. It is indicated with the product. Luxurious cream shows that it is an expensive product to be bought. That is the reason, it belongs to hyperbole expression.

This advertisement offers skin care balm product from Paris. The name of the product is Clarins. The target of this product is women. It is shown from the usage of red color as the background because it is indicated with women. There are two components of the advertisement; they are verbal and non verbal language. The verbal language of this advertisement is the phrase which says, “*The Ultimate*

Youth Keeper". The word *Ultimate* can be defined as luxury and extravagant. The word *Ultimate* is chosen because the advertiser wants to show the consumers that this product expresses luxurious and extravagant. The advertiser also presents the sentence which says, "*The secret to a youthful complexion lies in your skin's micro-circulation*". The women feel worry if they have signs of ageing such as wrinkle, flabby, dark spot, and dull skin. Now, Clarins is presented to be the solution of skin problems. The advertiser uses this language expression to sustain the consumers' interest. The advertiser wants to tell the consumers that this is a secret product for women to get youthfulness complexion. If you want to be younger, here is the product you need. The sentence which says, "*This luxurious cream makes your skin look more youthful than ever*" is used to emphasize and to convince the consumers that this product will make their skin younger than before.

The non verbal languages of this advertisement are the picture of the product, red and white color. The advertiser encloses the picture of the product to show and to promote the product. The color of the product is almost white and a little bit red in the top of the product. While the advertiser uses red color as the background of this advertisement. The unification of white and red color looks contrast. It is used to catch the consumers' attention to the product. Red color symbolize energetic and confident. Clarins product gives the energy to the consumers' skin. White color is associated with safety, purity and cleanliness. The advertiser guarantees about substances which is used in this product. It means that this product is safe to be used. By using this product, the consumers will have healthy and good skin. They will be confident because there are no more dark circles and wrinkles. Finally, they convince to purchase Clarins product.

Advertisement 9



Taken from: Her World Magazine, August: 143

The advertisement above contains language expression which says, “*Crease Release*”. The phrase which says, “*Crease Release*” means omit the lines which refers to the product. The phrase which says, “*Crease Release*” belongs to metonymy expression. It is because the advertiser is substituted the product with the phrase “*Crease Release*”.

This is a skin care product advertisement which is created by Dr. Brandt. The name of the product is *Crease Release*. The goal of this advertisement is to persuade the consumers to buy this product. There are two components which is used in this advertisement to gain the goal of this advertisement. The first component is verbal language. The verbal language of this advertisement is “*Erase*

Your Past". Skin is one of the important things that women should keep for. Therefore, they feel worry if they have some skin problems such as wrinkles dark spot, dull skin, acnes, dark skin etc. Then, they will do anything to keep their skin healthy and beautiful. The word which says, "*Past*" is not the ordinary meaning but it is an implied meaning. The word *Past* here refers to the change of the consumers' skin after they use this product. By using this product, the consumers will have beautiful, bright and smooth skin than before. The advertiser uses this phrase because it will attract the consumers' attention.

This product promises relaxing and smoothing expression lines. It also helps to reduce lines and wrinkles. Thus, the advertiser chooses the phrase "*Crease Release*" as the name of the product. Crease Release product is created by Dr. Brandt. Fredric Sheldon Brandt or well-known as Dr. Brandt, was an American physician, researcher, lecturer, author, and radio host specializing in cosmetic dermatology. He is a famous specialist cosmetic in the United State. By adding the name of Dr. Brandt, it shows Dr. Brandt makes this product. Besides, it also shows that the product has good quality. Then, the consumers will be persuaded to use this product.

The phrase which says, "*Take the doctor home with you*". The word "*Doctor*" refers to this product, Crease Release. The advertiser wants to tell the consumers that this is the only product which can overcome skin problems. This product is created as the solution to treat the skin problems. It will treat the consumers' skin problem perfectly. Therefore, the advertiser uses the word *Doctor* in this advertisement to persuade the consumers to use this product. The advertiser suggests the consumers, if you want to have smooth, skin and beautiful skin, you should buy and keep this product with you. Thus, the advertiser adds the phrase which says, "*Take the doctor home with you*" to draw the consumers' attention to buy it.

The non verbal languages of this advertisement are a picture of the product, the picture of Dr. Brandt, a brush picture and black color. The advertiser shows the picture of the product to introduce and to show what the product look like is. It is also used to promote the product itself. To create the consumers' trust, the advertiser adds the picture and the sign of Dr. Brandt. The advertiser encloses a brush picture in this advertisement. The brush picture is indicated with the word *Erase* in the phrase "*Erase Your Past*". This product helps to omit skin's problems.

The background of this advertisement is black. Black is associated with power, strength, authority, elegance, and sophistication. The advertiser uses black color of the background because the advertiser wants to give strong emphasizes to the product. Besides, this product evokes the authority and the strength for who use it. Therefore, the consumers will be more confident after they use this product. The black color is linked with the word *Past* in the phrase "*Erase Your Past*". Black color here is drawn as the consumers' past about their imperfect and unhealthy skin. Thus, Dr. Brandt creates Crease Release to solve the skin problems and make it perfect and healthy. Those two components, verbal and non verbal language will persuade the consumers to choose and finally buy the product.

Advertisement 10



Taken from: *Her World Magazine*, August: 174

The language expression of this advertisement is “*Envious fresh lips in just 7 days*”. It is considered as hyperbole expression because it uses an extravagant statement. This product promises fresh lips only in seven days. In fact, to get fresh lips, it needs time. But then, this product only needs seven days to make it fresh. The advertiser exaggerates the product by using the phrases which say, “*fresh lips in just seven days*”.

This advertisement offers lipstick product, named *Fresh Up*. The target of this advertisement is young girls which are shown from the usage of pink color of this advertisement. While, pink color is official for young girls. The verbal language of this advertisement is “*A rebirth, in pink*”. The word which says, “*Rebirth*” means born or renascent. In this context, the word *Rebirth* is not the ordinary meaning but it is the implied meaning. The word *Rebirth* refers to the function of the product. This product is created to repair lips’ problems such as scaly, crusted, pale and cracked lips. When the consumers use this lipstick, they

will have no problems with their lips anymore. The advertiser wants to tell the consumers that this lipstick can bring their beautiful and pinkish lips back. Thus, the advertiser uses the word Rebirth in this advertisement. The advertiser also encloses the phrases which says, “*Envious fresh lips in just 7 days*”. Substantially, every woman wants to have pinkish lip and fascinate lip. In fact, it needs more time to have pretty and pinkish lips. But then, this product promises pinkish lips only in seven days. Who doesn’t want to have beautiful and pinkish lips in a short time? The consumers only need seven days to have pretty and pinkish lips. Of course, no one refuses it. Having an attractive and sensational pinkish lips is a women’s aspire. Thus, the advertiser uses the phrase which says, “*Envious fresh lips in just 7 days*” which can persuade the consumers to purchase this lipstick.

To sustain the consumers’ interest, the advertiser uses the persuading expression that is “*A fresh sensational face starts with fresh, sensational lips*”. The advertiser wants to tell the consumers that if you want to get fresh face, start it first with refresh your lips by using this lipstick. So, you will not only have fresh lips but also fresh face. The advertiser also suggests the consumers to use and to buy a *Fresh Up* lipstick. The advertiser uses the phrase *Fresh Up* as the name of the product because this lipstick can refresh the lips.

The non verbal languages of this advertisement are a picture of chicken comes out the eggshell, a picture of a product, pictures of lips and pink color. A picture of chicken comes out the eggshell is used as parable. By using this lipstick, they will have their beautiful lips back. It is analogized as if the rebirth of chicken which comes out the eggshell. The advertiser encloses the picture of the product to show and to convince the consumers about the product. The advertiser also adds the picture of the lips. There are three differences color of the lips’ picture. These lips pictures show the result after applying the product from the first day up to the seven days.

A pink color is used as the dominant color of this advertisement. Pink color symbolizes sweet, charming, feminine, and delicate. When the consumers use this product, they will look feminine and charming. Pink color expresses tenderness so that their lips will smoother than before. By using pink color of this advertisement, it will catch the consumers' attention especially for young girls to purchase this lipstick.

Advertisement 11



Taken from: *Her World Magazine*, August: 175

The advertisement above includes the language expression which say, “*This long-wearing compact foundation (price unavailable) glides on like silk and looks smooth even on parched skin*”. In this advertisement, the advertiser uses the word *Like* for simile expression which is considered as simile expression. It is

because the characteristics of simile expression is shown from the usage of some words like, as and verb such resemble.

Here is a compact powder product advertisement. The name of this product is Shiseido compact powder. The target of this product is women which are shown from the usage of brown color in this advertisement. It is because brown color is official with women.

The advertisement will be more attractive when it is supported with two components. The components are verbal language and non verbal language. The verbal language of this advertisement is the sentence which says, “*We endorse Shiseido’s Perfect Smoothing Compact Powder*”. This sentence means that this product has been tested already. The advertiser guarantees that this product is safe and ready to use. It is a good product for consumers’ skin because there is no dangerous substance on it. The advertiser adds the language expression which says, “*Two-way cakes just got a whole lot better with the latest offering from Japanese brand*”. It means that this is the best compact powder product which is produced in Japan.

The advertiser uses persuasive language expression to influence the consumers to buy this product. The sentence which says, “*This long-wearing compact foundation (price unavailable) glides on like silk and looks smooth even on parched skin*” shows that it is durable product. This product doesn’t fade because it is long-lasting product. It will make the consumers’ face always looks beautiful. Hence, there is no reason for the consumers to be worry with their compact foundation.

To show the quality of the product, the advertiser uses the phrase which says, “*Price Unavailable*”. It shows that this product has good quality because there is no reasonable price to mention it. Therefore, high class women only use Shiseido compact foundation. This product promises smooth and glow face like a silk when the consumers apply it on their face. Although, it is applied on a parched

skin, it will look smooth and glow. Again, to emphasize the quality of the product, the advertiser adds the sentence which says, “*Its secret ingredient?*” It shows that this product is made from the chosen substances. This product uses good quality ingredients which are no one knows about the ingredients except the producer itself. The next verbal language of this advertisement is the sentence which say, “*What’s not to love?*” In this advertisement, it has been shown by the advertiser the benefits of using this product. The advertiser wants to give a message for the consumers by using this phrase. As if the advertiser says, “What are you waiting for? Just go get the product because it offers many benefits for your skin. This phrase will sustain the consumers’ interest to use and purchase the product.

The non verbal languages of this advertisement are a picture of the product, grey color, black color and light brown color. The advertiser wants to introduce to the consumers about the product which will be sold. Generally, the consumers want to know what the product look like is. So, they will be satisfied when they buy the product because they have been already known about the product. That is a reason, the advertiser encloses the picture of Shiseido product. In addition, the advertiser lets the picture of the product open. It is used to let the consumers know further about the product.

The advertiser adds some colors to make the advertisement more interesting. The color is grey which is associated with dingy, dull and dirty. This product promises beauty for the consumers because it covers the consumers’ skin face perfectly. There is no dingy, dull and dirty skin face anymore. The consumers’ face will look fresh and bright. The second color is black which is indicated with power, elegance, and sophistication. The advertiser uses black color for the color of the product to draw the consumers’ interest. So, the attention of the consumers will focus on this product. This product promises smoothness and beauty when the consumers apply this product on their face. Black color is indicated with elegant and prestigious. To emphasize the elegance of the

consumers, the advertiser uses black as the color of the product. To show the consumers that Shiseido is a prestigious and precious compact foundation which is only used for high classes. Those verbal and non verbal languages which are used in this advertisement, will persuade the consumers to use Shiseido product.

Advertisement 12



Taken from: *Her World Magazine*, August: 186

The language expression which says, "*Instantly, hair regains the incredibly smooth touch of virgin hair*" is indicated with hyperbole expressions. Again, the advertiser exaggerates the product by using the word *instantly*. This product makes the hair smoothly only in a short time. In fact, having smooth and beautiful hair needs more time not only in few days or weeks. It also needs a process to me it beautiful. It takes at least a month to get beautiful hair. Therefore, this advertisement belongs to hyperbole expression.

It is a set of hair care advertisement from ASIENCE modeled by Jun Ji Hyun. The target of this advertisement is adult women because of that the advertiser chooses Jun Ji Hyun as the model. The verbal language of Asience advertisement is the phrase which says, *“Refreshing light yet so hydrating”*. This product is not only refreshing but also hydrating the consumers’ hair. Asience product promises freshness to the consumers’ hair when they use it. The sentence which says, *“All new ASIENCE Moisture Balance restores optimum hydration your hair”*, it means that this product repairs the damage hair by moisturizing the consumers’ hair. This product promises the consumers’ hair smoothness and gentleness as Jun Ji Hyun’s. The advertiser adds the sentence which says, *“Instantly, hair regains the incredibly smooth touch of virgin hair”*. This language expression is written beside the picture of Jun Ji Hyun as if the advertiser wants to show that it is the statement of Jun Ji Hyun. The advertiser uses this phrase to draw the consumers’ interest to buy the product. This product regains the consumers’ hair as newborn hair instantly. To convince the consumers, the advertiser also adds this language expression *“Day by day after every use, it becomes bouncier, suppler and shinier”*. This advertiser guarantees beautiful hair, when consumers use this product continuously. Moreover, they will have shinier, smother and more delicate hair than before.

The non verbal languages of this advertisement are the picture of the model, the pictures of the products, a picture of ginseng, picture of red cherry blossom, white pearl, gold pearl and Centella asiatica leaves. The advertiser uses Jun Ji Hyun as the model because she is a famous model and an actress in South Korea. The advertiser encloses the Hyun’s picture to emphasize that this product is for women. The picture of Jun Ji Hyun is used to show to the consumers that Jun Ji Hyun uses Asience hair care to treat her hair. By placing the picture of Jun Ji Hyun, it will make the consumers easy to memorize the product. Besides, it will create trust from the consumers. Asience product is made from ginseng, red cherry

blossom, white pearl, gold pearl and chantella asiatica leaves. Ginseng is a medicinal plant widely used for treatment of various conditions. It is also used to treat hair problems. Ginseng prevents dandruff hair, hair fall solution, overcomes grey hair and repairs hair damaged. By using ginseng in this product, it prevents the consumers' hair problems. They will have beautiful, strong and soupy hair. Then, red cherry blossom is used to keep the hair from free radical and to defend the tenderness hair. The consumers' hair will be defendable from the ultraviolet. There is also white pearl which is used for nourishing hair, keep it smooth and healthy hair. Besides, the gold pearl is used for strengthen the hair. This product is nourishing the hair, so, the hair will be strong, smooth and healthy. The advertiser also adds Centella asiatica leaves which are used to prevent hair fall. It will make the consumers' hair more beautiful as Jun Ji Hyun's.

Jun Ji Hyun has half-open eyelids and slightly opens mouth. She is slightly lifted her chin. Hyun's left hand touches her lower lip. She also lifted her left shoulder. The advertiser shows Jun Ji Hyun's hair is hanging loosely. As if the advertiser wants to show the consumers what a wonderful Jun Ji Hyun's hair is. Jun Ji Hyun pose expresses seduction. As if she will persuade the consumers to use and to buy this product.

This advertiser uses light blue color combining with white color. Light blue color is indicated with the color of sky and seas. It is associated is cool and fresh. It means that this product promises freshness to consumers' hair. This product also keeps the consumers' hair cool and scalp. Light blue also symbolizes trust. Asience product is a Japan product which is used in almost country in Asia region. Again, by placing Jun Ji Hyun as the model, the advertisement will be trustworthy. Light blue color symbolizes confident. The advertiser wants to relate the usage of light blue color with the product. Hair is something special for women. They will be unconfident if they have dandruff and hair fall. Now, the advertiser presents Asience hair care which treats the consumers' hair totally. So,

they will be confident with their performance, especially with their hair. Those are the reasons, the advertiser uses light blue color in this advertisement.

Advertisement 13



Taken from: Her World Magazine, August: 189

The language expression which says, “*Sensational Shades*” is considered as transferred epithet. It is because the word *Shades* is not sensational. But then, advertiser which makes it is sensational. That is the reason; this advertisement belongs to transferred epithet.

It is lipstick product advertisement modeled by Catherine Zeta Jones. The advertiser uses Catherine Zeta Jones as a model of this product because the target of this product is for adult women. The name of this product is *Elizabeth Arden*. The verbal language of this advertisement is “*Shakes things up wearing new Color intrigue effects lipsticks*”. This language expression means that this product can

change the consumers' performance with its colorful lipstick. The advertisement should draw the consumers' interest. In this context, the advertiser puts the language expression which says, "*Sensational shades, Moisturizing colors and Lasting effect*". The phrase which says, "*Sensational shades*" means that this product creates difference nuance for the consumers. If, they are applying this product, they will have difference performance. The attention of the people will be directed to her. It happens because of the sensuous lipstick. This is not only sensuous lipstick but also it is a moisturize lipstick. This product solves the consumers' lips problems especially for cracked and scaly lips. This product will humidify the consumers' lips. So, they won't have cracked and scaly lips anymore. The next language expression is "*Lasting effect*". Most of beauty products are only defendable in a certain times. Many consumers feel worry that after they use a certain product in a certain time. Then, it will make their lips problems back. But then, Elizabeth Arden lipstick guarantees that this product has lasting effect. They will have their smooth, shiny and beautiful lips forever and ever.

The advertisement will be attractive if it uses non verbal language. The non verbal languages of this advertisement are a picture of the model, the picture of the product, facial expressions, gestures and light brown color. The advertiser uses Catherine Zeta Jones as the model because she is a famous Hollywood actress in United Stated. She also becomes the most popular television actress in the United Kingdom. Because of her reputation, she is chosen as the model of famous brand product as Elizabeth Arden. The advertiser uses Zeta Jones as a model to make the advertisement memorable. The consumers will easy to memorize the advertisement, if the advertiser uses popular person. The advertiser encloses the picture of the products to show and to promote it.

In this advertisement, the advertiser puts two pictures of Catherine Zeta Jones with almost different pose. Let's take a look closer on the picture of Zeta

Jones. In the right picture, Zeta Jones gives her strong gaze with slightly open mouth. One of her hand holds her chin another one touches her cheek. Her head is slightly downward. In the left picture, Zeta Jones has half-open eyelids with slightly apart lips and shows her teeth. Zeta lift her chin and her hands hold her cheek. Both of Zeta's pose expresses seduction as if she is needling the consumers to use this product. She also uses little bit gaud eyes make up which is used to make her eyes looks sharp. Therefore, the consumers' attention will focus on her face especially.

This advertisement uses light brown color and pink color. The advertiser uses light brown color as the background which is indicated with natural. It is the color of earth which is associated with the concepts of "*all natural* and *organic*". The advertiser wants to introduce a new lipstick product which is made from nature. It doesn't use any dangerous ingredients because the ingredients are taken from the nature. Thus, the advertiser chooses light brown color as the color of the background in this advertisement. Light brown color also shows elegance. The consumers will be as elegant as Zeta Jones when they use this lipstick. Besides, light brown color is considered as reliability and dependability. The advertiser uses a famous actress as Catherine Zeta Jones. It means that this product is trusted to buy. Zeta uses pink lipstick to show the consumer that she uses the lipstick. Pink color is indicated with feminine. Elizabeth Arden lipstick creates feminine and elegance for the consumers when they use it. Catherine Zeta Jones has been proved it.

Advertisement 14



Taken from: Her World Magazine, August: 216

The language expression which says, “7 days renews skin with radiance” is indicated with hyperbole expressions. The language expression above means that this product repairs the hair quickly, only in seven days. It uses an exaggeration statement. It exaggerates the product that the product can repair the hairs instantly and quickly. That is the reason; this advertisement belongs to hyperbole expression.

The advertisement above offers beauty serum product for adult women. The name of the product is Bio-Essence. The target of this advertisement is adult women, because of that the advertiser uses Gigi Lai as the model of the advertisement. The verbal language of this advertisement is the sentence which says, “7 Days Renews Skin with Radiance”. The advertiser wants to catch the consumers’ attention by using this sentence. This product promises the consumers’

skin beauty and perfection only in seven days. The advertiser also presents the phrases which say, “*7 Days, 7 Wonderful Benefits*” to convince the consumers that this product have seven benefits to repair the skin. Those benefits are: 1) Reduces appearance of wrinkles, fine lines and expression lines. The 2) Deeply hydrates skin, to eliminate dryness, roughness and dullness. 3) Repairs skin, making it smooth and radiant. 4) Refines pores and skin texture. 5) Increases skin elasticity and skin firms in. 6) Evens out in tone, disperses dark spot and eliminates blemishes, leaving skin clear and fair. 7) Revitalizes skin cells and reduces the signs of aging. Most of women have their own skin problems; this product is created to solve consumers’ skin problems. It helps the consumers to reduce their wrinkles and fine lines. Besides, it eliminates dryness, roughness and dullness of the skin. Bio Essence product is also used to minimize dark spots, blemishes and the signs of aging. By using this product, the consumer will have clear and fair skin. This product also gives nutrition to the skin. It keeps the skin elastic and smooth.

The non-verbal language of the advertisement is shown from the picture of Gigi Lai. The advertiser uses Gigi Lai as the model of the advertisement because Gigi Lai is a famous person. She is a Hong Kong actress and singer. She is well known for her beautiful image and her love of beauty. A Hong Kong media has dubbed her as *Goddess of Beauty*. Because of her beauty, the advertiser chooses her to be a model for this advertisement. When the consumers use this product, they will feel as Gigi Lai. By Placing Gigi Lai as a model, it will persuade and convince the consumers to buy the product. Gigi Lai has a slight smile which expresses happiness. Gigi Lai uses simple and natural make up but still shows her beauty. She has fresh and bright face. Gigi Lai’s facial expression shows as if she talks to the consumers and says, “*Now, it is time for you to be a Goddess of Beauty*”.

The advertiser also wants to show that Gigi uses Bio Essence product by adding the picture of Gigi Lai. Gigi Lai has beautiful skin, without any dark spots, wrinkles and fine lines. When we pay attention to the picture of Gigi Lai, her skin seems perfect and clear. In other word, when the consumers use this product, they will have natural and perfect skin face as Gigi Lai's. The advertiser puts the picture of the product in a big size beside Gigi's picture. It is used to emphasize that here is an extravagant product which is used by Gigi Lai, a Hong Kong actress. Thus, the consumer will convince and have no hesitant to purchase the product. This advertisement uses color to make it more attractive. The advertiser chooses blue color which symbolizes intelligent. The symbol of blue color is indicated with intelligent which relates with the product. Bio-Essence is intelligent product which prevents seven skin's problems in a bottle. Blue color presents dynamic and confidence. This product is awakening the self confidence and enthusiasm of the consumers. The consumers will start their busy day with their fresh and beautiful face.

Advertisement 15



Taken from: Her World Magazine, August: 239

The language expression which say, “*Whatever shines you desire, elegant & lustrous pearl, opulent & brilliant platinum, of sparkling & dazzling diamond*” is indicated with hyperbole expression. The advertiser exaggerates the product by using those language expressions. The language expression above means that this is the only product which can shine the hair. There’s no one can equal with this product.

It is a set of hair treatment advertisement from Wella, named SP (System Professional). The target of this advertisement is woman. It is shown from silver color, pearls and diamonds which are indicated with women. There are two main components which are used in the advertisement in selling the product. The components are verbal and non verbal language. The verbal language of this advertisement is the sentence, which say, “*I love shiny, healthy looking hair, but I*

don't have a specific product for the kind of shine I need". Eileen, an executive, writes this statement. Hair is one of the important things for women as if, it is a crown them. Having a beautiful hair is woman's' aspire. They will do everything to get a beautiful and shiny hair. Eileen's statement shows that she wants to have shiny and healthy hair. But then, she has no certain product which can make their hair looks shiny. Wella hair treatment is created to solve women's problems with their hair. Wella is a solution to make shiny and healthy hair as what Eileen need. Those language expressions are used to sustain the consumers' interest. The advertiser wants to tell the consumers that this is the only solution to solve hair problems. To persuade the consumers, the advertiser adds the language expression which says, *"Whatever shines you desire. Elegant & lustrous pearl, opulent & brilliant platinum, of sparkling & dazzling diamond. The choice is yours. Shine your way"*. It means that what will we take for our hair depends on ourselves.

The non verbal language of this advertisement is shown from the picture of the product. The advertiser encloses the pictures of the products to introduce the consumers what the product look like is. The advertiser also adds some pearls and diamonds spread around in front of the product. The advertiser wants to show the consumers that the product is made from the chosen substances, such as pearls diamonds and crystals. These stones are indicated with luxury, elegant and wealth. By spreading some stones near the product, it shows that Wella is a luxurious hair treatment which is only used by high society people. If the consumer's buy this product, they are deemed as wealthy women. Here is an extravagant hair treatment which makes the consumers' hair beautiful, shiny and smooth. It will attract the consumerss attention to choose this product as their hair treatment. To make it more attractive, the advertiser uses silver color in this advertisement. The silver color is associated with glamorous, graceful, sophisticated, and elegant. The advertiser uses silver color to relate with the product that it expresses glamorous and luxury.

