

# **A STYLISTIC-PRAGMATIC ANALYSIS OF FIGURATIVE LANGUAGE IN *HARPER'S BAZAAR* MAGAZINE ADVERTISEMENT**

**A THESIS**

**Presented as a Partial Fulfillment of the Requirements for the  
Attainment of a *Sarjana Sastra* Degree in English Language and  
Literature**



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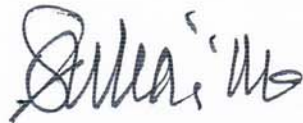
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**A STYLISTIC-PRAGMATIC ANALYSIS OF FIGURATIVE LANGUAGE  
IN *HARPER'S BAZAAR* MAGAZINE ADVERTISEMENT**

**A Thesis**



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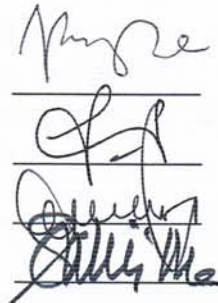
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## PERNYATAAN

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Yogyakarta, Agustus 2013

Penulis,



Nurita Widyanti

## MOTTOS

Where There's a will, There's a way

## **DEDICATIONS**

**This work is dedicated to:**

**My loving parents, my dear sister, and myself**

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# A STYLISTIC-PRAGMATIC ANALYSIS OF FIGURATIVE LANGUAGE IN *HARPER'S BAZAAR MAGAZINE* ADVERTISEMENT

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## ABSTRACT

This research is aimed at describing the figurative language used in *Harper's Bazaar Magazine* advertisements. There are three objectives of this research. The first is to identify the types of figurative language used in the advertisements in *Harper's Bazaar Magazine*. This research explores six types of figurative language: simile, metaphor, metonymy, synecdoche, personification and hyperbole. The second is to find out how figurative language is used in the organization of *Harper's Bazaar Magazine* advertisements. The last is to provide a brief description and discussion of the speech act related to the use of figurative language.

The data source of this research was advertisements from *Harper's Bazaar Magazine* published in November 2012 to January 2013. The data of this research were taken from the text of those printed advertisements. The data of this research were some phrases and sentences written in those advertisement texts. The data were then analyzed using a descriptive qualitative method. It gave a sufficient description of the factual data of the phenomena and provided its logical and rational interpretation based on relevant theories. Data trustworthiness was achieved through credibility, reliability, and conformability.

The research findings show that there are six types of figurative language that commonly appear in advertisement found in *Harper's Bazaar Magazine* advertisement: metaphor, hyperbole, personification, simile, metonymy, and synecdoche. Among those types of figurative language, metaphor ranks first. The application of metaphor does not only make advertisements attractive, but also make them informative and persuasive. Next, figurative language mostly appears in the headline of advertisement. The headline is more preferable since it is the theme and center of the advertisement. The description of speech act is presented through the analysis of figurative language. There are some aspects that can be seen: (a) locutionary act: the occurrence of declarative, imperative, interrogative, and exclamative. The use of declarative is common in *Harper's Bazaar Magazine* advertisement since it is aimed at providing the readers with the information about the products. (b) illocutionary act: the appearance of representative, directive, verdictive, and commissive. Representative ranks first in *Harper's Bazaar Magazine* ads since advertising has a main purpose to introduce the product and service by making some claims and assertions about the quality of the product. (c) perlocutionary act of advertisement deals with the expected effect from the consumer towards the product being advertised.

Keywords: *stylistic-pragmatic, figurative language, organization of advertisement text, speech-act, Harper's Bazaar Magazine advertisement.*

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background of the Study**

In the globalization era, mass media have an important role to deliver news and other kinds of information to the public. Mass media as communication media has many functions; one of them is to give 'a way' to those who want to sell products through advertising. Advertising has been used for a long time in trade. Nowadays, advertising plays a great role in business; it can be one of the best tools to get the consumers' attention. No wonder if many advertising of any products are easily to be found everywhere.

Advertising is one of the important forms of mass communication intended to persuade an audience to purchase or take a desired action upon products, ideas, services etc. Lewis (2000) states that advertising is paid non personal communication from an identified sponsor using mass media to persuade or influence an audience. Advertising produce the advertisement, which is needed to assure people of commercials being advertised. Consumers usually hesitate to buy products if they never or do not see the products ads yet. By seeing or hearing the ads, the consumers create an opinion in their mind about the products and make a decision whether the products are compatible with their needs or not. In order to make a good opinion and also to persuade people to use or buy the products, the producers create advertisement.

As the product of advertising, the main function of advertisements is to create desires, emotions, feelings, values, attitudes, etc towards the products in its viewers. It is a medium of communication and expression and it effectively accomplishes the set goals. A successful advertisement is expected to achieve five goals, i.e. attracting attention, commanding interest, creating desire, inspiring conviction and provoking action. All these five functions are inter-related and in concert serve to promote the selling power of the product advertised.

In promoting the product, advertisements need attractive media to achieve the producers' target, which is to persuade the consumers to buy the product. The media used by advertisers are the channels of communication that carry the messages from the advertisers to the target consumers. The most frequently used advertising media are newspapers, television, radio, and magazines. In this research, the medium of advertisements that the researcher used is magazine, because it has special characteristics.

Magazines are an extremely important group of advertising media, since the fact shows that everybody reads magazines because people can get much information by reading them. There are many kinds of magazine, such as women's weeklies, women's monthlies, men's magazines, sport magazines, etc. One of the types of magazine that becomes phenomena is women lifestyle magazines, for they have a big number of readers and their circulation is considered as the highest and the most profitable than others. In fact, women are the most potential target reader while at the same time they also become the potential target consumers by the producer and copywriter. Women lean to update

their knowledge about many things, especially lifestyle. It makes a tendency that women have a great desire to consume products or services to fulfill their needs in their lifestyle. By putting advertisements on women lifestyle magazines, the reader will see the pictures of the products offered by producers and read the language of the advertisements which can persuade them to buy products. However, the most important thing of the advertisements on any magazine is the language itself.

Usually the language of commercial advertising is designed in such a way in order to be persuasive enough to stimulate the desire of the consumer to buy certain products, which meant that the advertisements should not only explain what are sold, but also develop an impression to the readers that they need the product being offered and it can bring more advantages to them. Language used in advertisement must be persuasive because it aims to persuade the consumers to buy the products. According to Wells (1997: 278), a persuasive message has not only to build a logical process, but also concerns with the emotions about how the readers feel about the product, the service, or the company being advertised. In addition, Vorlat (1976: 291) claims that advertising is “essentially a persuasive speech act”. Nevertheless, before an ad can influence a potential consumer, the advertiser must first persuade them to notice it. An integral way that this is made manifest is through language and specifically, figurative language.

Figurative language, especially in the form of figures of speech or rhetorical figures, is considered as one of the uniqueness in advertisement language. Tom and Eves’ (1999, cited in Jalilifar, 2010:26) study found that, compared to

advertisements without rhetorical figures, those incorporating rhetorical figures were read by most participants and they were recalled later. Results have also indicated that advertisements with figures are called more often and liked better by readers. Then, this condition encourages the researcher to observe further about the use of figurative language, which is under the field of stylistics and pragmatics, in the language of advertisement in women's lifestyle magazine.

Figurative language is a persuasive language. It is another way of adding an extra dimension to language, which can attract the reader's attention (Perrine, 1992:61). In other words, it means that figurative language is an additional way of saying something than using the usual one. Usually, most people assume that the use of figurative language is commonly related to the field of literature. In fact, figurative language is also used in the field of linguistics. A figurative language, which is included in the field of stylistics, can be automatically used in both literature and linguistics since it functions as a mediation between linguistics and literary criticism. According to Furniss (1996:106), a word, phrase, or statement is figurative when it cannot be taken literally. In other words, there are figurative words or phrases that cannot be literally true in any circumstances. Therefore, when a statement cannot be literally true, people will automatically understand it in a figurative sense.

The use of figurative language has long been a strategy employed within advertising and as this usage has become more and more pervasive, copywriters are under an increasing pressure to make their products stand out from the clutter of other advertisements. Copywriters therefore try to construct ads that will

capture the attention of a potential consumer and which will have a persuasive effect. Not only creating an eye-catching image or picture of the ads, the copywriters are also using figurative language in delivering their messages.

Advertisement is interesting to be analyzed because almost everyone knows and sees advertisements in their daily life, and the language that is used in advertisement is very unique. Companies cannot sell products without advertisements, because they use advertisements to introduce and promote their product. Related to the creativity in creating language of advertisement, the researcher takes the ads from *Bazaar Magazine* published in November 2012 to January 2013 as the object of the study. In this research *Bazaar Magazine* is chosen since it is considered as one of the famous fashion magazines in the world and that there are many advertisements in it, so it is easier to find and choose the advertisements which contain figurative language.

## **B. Research Focus**

Based on the background of the research, there is an interesting point of the topic to be analyzed. That is about language deviation, which is called figurative language. The figurative language in *Harper's Bazaar Magazine* advertisement is the main focus to be analyzed.

There are some problems related to the topic that can be identified. The first problem is the use of language itself. As advertisement is created to persuade the target consumer to buy the product thus, the copywriter should arrange the language of advertisement to be interested. There are many variations, both in



spoken and written forms, in the way the copywriter uses the language. Sometimes, those variations in advertisement language create an ambiguity that needs to be investigated.

The second problem is how the language of advertisement could affect the target consumer to buy the product. In this problem, there would be a correlation between the language of ads and the medium used by the copywriters to affect the target consumer's opinion about the product. The analysis of this problem then focuses on the behavior and attitude of the target consumer towards the advertisement.

The third problem identified is about values that are shown in advertisements. Like any other works, an advertisement also contains the values possessed by the copywriter. These values are important to create an image both to the product and also the consumers who use the product. The created image then will influence the social values about the essence of having the product.

Unfortunately, limited time and accessibility make it impossible for the researcher to analyze them entirely. Considering the wide range of problems and the accessibility of the researcher in analyzing them, she specifies the analysis on the first problem. The use of figurative language in the form of phrases and sentences in advertisement of *Harper's Bazaar Magazine* is the focus of this research. The figurative language that exists in advertisement are identified and analyzed based on their types and how they are used in *Harper's Bazaar Magazine* advertisement.

As advertising is the “persuasive speech act” which uses figurative language in order to persuade the consumer, it is very important to reveal how the copywriters use its strategy in which advertisement language is manipulated in order to achieve its aims. Therefore, it is better to explain both the stylistic and pragmatic aspects of advertisement language used in those selected advertisement texts. The investigation on the intended purpose and the use of figurative language in advertisement is interesting to be conducted. As advertising now is a study that could be analyzed from any majors, the researcher tries to look and understand the advertising, especially in advertisement language. Since in this research the language style and how language is used in advertisement are being analyzed, the researcher employs a stylistic-pragmatic analysis.

### **C. Formulation of the Problems**

Based on the background and research focus, the problems can be formulated as in the following.

1. What types of figurative language appear in the advertisements in *Harper’s Bazaar Magazine*?
2. How are figurative language used in the organization of *Harper’s Bazaar Magazine* advertisement?
3. What are the speech acts of figurative language used in the advertisements in *Harper’s Bazaar Magazine*?

#### **D. Objectives of the Study**

In relation to the formulation of the problems, this research has two objectives, as presented below.

1. To identify the types of figurative language used in the advertisements in *Harper's Bazaar Magazine*;
2. To find out how figurative language are used in the organization of *Harper's Bazaar Magazine* advertisements, and
3. To determine the speech acts of figurative language used in the advertisements in *Harper's Bazaar Magazine*.

#### **E. Research Significance**

The researcher is concerned with the analysis of figures of speech in which this research has both theoretical and practical significance. It is expected that the results can be advantageous in the following ways:

1. Theoretically
  - a. This research can enrich the research in linguistics field, especially stylistics and pragmatics, which becomes a bibliographical resource to the next relevant type of research.
  - b. This research can give better understanding in the analysis of figurative language in advertisements.

## 2. Practically

- a. The research findings used as an informative input for language learners to improve their linguistic knowledge, especially on stylistics-pragmatics, by giving deeper understanding to readers in analyzing language style and how it is used in advertisement based on its linguistic features.
- b. After reading this research, the producer and copywriter, are expected to be more creative in creating advertisement especially in the way language is used.
- c. Hopefully, this research inspires other researchers to develop or to conduct other research in the same scope with different subjects.

## **CHAPTER II**

### **LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

This chapter primarily deals with literature review and conceptual framework. The literature review describes the theories and definitions related to the topic of the research. Meanwhile, the conceptual framework describes the relationship between the concept of the research and the analysis of the study. Then, an analytical construct is arranged to describe the research briefly.

#### **A. Literature Review**

##### **1. The Notion of Stylistics**

According to Verdonk (2002:4), stylistics, the study of style, can be defined as the analysis of distinctive expressions in language and the description of their purpose and effect. In addition, Simpson (2004:2) states that stylistics is a method of textual interpretation in which primacy of place is assigned to language. Although the preferred object of study in stylistics is literature, the purview of modern language and linguistics is much broader than that and, in response, the methods of stylistics follow suit. It, then, makes all aspects of a writer's craft (such as advertising, journalism, popular music and even casual conversation) relevant in a stylistic analysis. In fact, those forms of discourse often display a high degree of stylistic dexterity, such that it would be wrong to view dexterity in language use as exclusive to literature (Simpson, 2004:3).

Style or stylistic variation may also be analyzed in some particular features. The term *feature* means the occurrence in a text of a linguistic or stylistic category. Stylistic categories are more complex than the linguistic ones and are considered to be difficult to define. However, both categories are important to be considered in analyzing style. This research applies Leech's methods in analyzing style in advertisement texts. According to Leech and Short (1981:75), there are four kinds of heading in analyzing features of stylistic: lexical categories, grammatical categories, figurative language, and context and cohesion.

Lexical categories deal with the style of words choice. The analysis of grammatical stylistics can be determined by looking for the composition of the sentence. The analysis of figurative language stylistics may cover the choice of figurative language, the meaning of figurative language, and the specific meaning or purpose of using the figurative language as employed by the author. Cohesion is achieved by the way one part of the text is linked to another. Meanwhile, context deals with the relation of the text with the social discourse in the real word (Leech & Short, 1981:75-79).

In the discussion of texts, stylistics gives a greater claim to objectivity rather than subjectivity. Stylistics is objective because it is not influenced by the opinions or personality of the assessor (Kuolie, 2010:163). When it comes to the analysis of a text, the concepts of modern linguistics are used to identify the stylistic features, which are held to be distinctive of a particular work, author, literary tradition, or an era. These stylistic features may be phonological (patterns of speech, sounds, meter, or rhyme), or syntactic (types of sentence structure), or

lexical (abstract vs. concrete words, the relative frequency of nouns, verbs, adjectives), or rhetorical (the characteristics use of figurative language, imagery, and so on) (Kuolie, 2010:164).

The purpose of a stylistic analysis is to critically examine how the resources of a language code are used in the production of actual messages (Widdowson, 2003:294). Messages are produced in accordance with the system of social conventions. Otherwise, they would not be understood nor would make sense. Therefore, the units of message are not just tokens (grammar) but types (grammar & convention) having their own identity in social communication. Stylistics is concerned with such message types and not just tokens. Its purpose is to discover what linguistic units count in communication and how the effects of different conventions reveal themselves in the way messages are organized in texts (Ibid: 298).

Advertisement can be defined as an organization of text that provides information about a product or service along with an anchorage of image that suggests some cohesion or logical linkage leading to some relevance or meaningful interpretations to the target consumers. The natural order of the language is modified, shaped and stylized by the copywriter according to the product of the advertisement and the target group of consumer. The success of an advertisement depends not only on the degree of effective conscious communication that has been made possible, but also on the degree of unconscious effect or an 'unavoidable' effect of communication that is made possible by a particular advertisement (El-daly, 2011:42). Thus, the stylistic

distinction between the general spoken form and the advertising language is considered integral by a copywriter to make direct-convincing communication as well as 'unavoidable' or indirect-convincing communication.

## **2. Figurative Language**

Most people think of language as a clear and literal vehicle for communicating ideas. However, misunderstandings arise and meanings shift are sometimes happened even when people use language literally. Words can have denotations or apparent meanings, and connotations, implied or hidden meanings. Moreover, people often use words figuratively.

Figurative language is language using figures of speech; or in other words, language cannot be taken literally or should not be taken literally only. Giroux & Williston (1974:10) stated that figurative language is language which departs from the straight-forward use of words. It creates a special effect, clarifies an idea, and making writing more colorful and forceful. In addition, Thompson (2001) stated that figurative language is a way of saying something other than using the literal meaning of words. Figurative language is not a device to state what is demonstrably untrue. Indeed it often states truth that more literal language cannot communicate. It calls attention to such truths; it lends its emphasis. There are many kinds of figurative expressions. Taylor (1981: 167) has classified figurative expressions into three groups. They are as follows:

1. Comparison and substitution: simile, metaphor, allusion, metonymy, analogy and allegory.
2. Representation by substitution: synecdoche, personification, symbol.



3. Contrast by discrepancy and inversion: overstatement, understatement, paradox (oxymoron), irony.

Meanwhile, Little (1985:164-166) divides figurative language into three classifications, which are respectively based on comparisons, associations, and other figurative language. They are as follows:

1. Based on Comparisons: simile, metaphor, personification, analogy, hyperbole.
2. Based on Association: metonymy, symbol.
3. Other Figurative Language Devices: apostrophe, irony.

In addition, even though more theoreticians have classified as many as 250 types of figure of speech, the concept and principle are almost the same. Each type of figurative language from those three groups of figurative expression is explained below:

a) Simile

Simile is generally the comparison of two things essentially unlike, on the basis of a resemblance in one aspect. It is a figure in which a similarity between two objects is directly expressed (Pardede, 2008:22), for example: Her eyes are *like* a diamond.

b) Metaphor

Pardede (2002:23) states that metaphor is an analogy identifying one object with another and ascribing to the first objects more quality than the second. Metaphor may be simple, that is, may occur in the single isolated comparison

or a large metaphor may function as the controlling image of the whole work, for example: My love is the *rose of my heart*.

c) Allusion

Allusion is defined as a reference to a famous historical, literary, mythological or biblical character or event commonly known, for example: It's *his Achilles heel*.

d) Metonymy

Pardede (2008:25) states that metonymy is the substitution of one term for another with which it is closely associated, for example: *The White House* has decided the new Constitutions.

e) Analogy

Analogy is sustained simile or metaphor, like one state of affair to another in series of comparisons, or a word, thing, idea, or story, chosen for the purpose of comparison, which can help explain whatever it is similar to, for example: My girlfriend is *a red rose*.

f) Allegory

Pardede (2008:27) gives a definition that allegory is a figure of speech which lies somewhere between personification and metaphor. It is an abstraction represented in a concrete imagery, almost always in the form a humanized character, for example: *The scales of justice*; It's time *to beat your swords* into ploughshares.

g) Synecdoche

Pardede (2008:23) gives a definition that synecdoche is a figure of speech that a part refers to indicate a whole, for example: She was wearing *cotton*.

h) Personification

Pardede (2008:24) defines personification as the arbitrage of human qualities to an inanimate object, for example: My room *was happy to be cleaned*.

i) Symbol

Pardede (2008:24) states that symbol is a trope that combines a literal and sensuous quality with an abstract or suggestive aspect but it is not literal meaning but use that meaning to suggest another. A symbol is something that is itself and also stands for a particular objective reality, for example: Some *dirty dogs* stole my wallet at the bus.

j) Overstatement (Hyperbole)

Hyperbole means use of exaggerated terms for emphasis, for example: He is *stronger than a lion*.

k) Understatement

Understatement is the presentation of a thing with under emphasis in order to achieve a greater effect. It is the opposite of hyperbole. Understatement is said to make the object to be less than it is, for example: We love *the things we love for what they are*.

#### l) Paradox

Kennedy (1991:595) states that paradox occurs in a statement that at first strikes as self-contradictory but that on reflection makes some sense, for example: *Light is the darkest thing in physics.*

#### m) Irony

Irony is a device based on the opposition of meaning to the sense (dictionary and contextual), for example: *Clever bastard! Lucky devil!*

### 3. Pragmatics

One of the cores of an advertisement is the message. It can be in written form (copies) or pictures. Message is what the advertiser expects or intends. It is the important point delivered from the copywriters to readers. If the message is not transmitted well, the communication process will be disturbed (Kotler, 1996:3). In determining the message or intended meaning of communication, pragmatics is applied.

Pragmatics studies the relation between language and context which is encoded in the structure of a language. Yule (1996: 3) states that pragmatics is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by a listener (reader). It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. It is also analyzing the relation between language and contexts which is representing the foundation for a record or report of understanding language, equally a study about language user's ability to connect and make compatible sentences and contexts precisely. Pragmatics

encompasses speech act theory, conversational implicature, talk in interaction and other approaches to language behavior in philosophy, sociology, and linguistics. Related to the objectives of the study, therefore, the analysis of speech act is relevant.

The term speech act does not refer simply to the act of speaking, but to the whole communicative situation, including the context of the utterance (that is, the situation in which the discourse occurs, the participants and any preceding verbal or physical interaction) and paralinguistic features which may contribute to the meaning of the interaction (Black, 2006:17), for example: “I will go to campus at 8.am”. In this utterance, the speaker has made an action of “promise” via language to go to the campus at 8 a.m.

All expressions of language must be viewed as acts. Austin (1962:32) distinguished three kinds of action within each utterance: locutionary act, illocutionary act, and perlocutionary act.

#### **a. Locutionary acts**

Locutionary acts are simply the acts of uttering sounds, syllables, words, phrases and sentences from a language. The example of locutionary act is “close the door, please”. The physical utterance of this statement is called a locutionary act. According to Austin (1962:32), locutionary act is the act of uttering a sentence with a certain meaning. In this activity, the speaker produces some words to convey the certain meaning to the listener. Allan (1986:55) states that utterances are the product of speech acts performed by a speaker to a hearer in a given context. It has a physical form and exists at some locutions in space and

time. From a speech act point of view, this is the act of saying something, what one does in saying it. In the context of print advertisement, the analysis of locutionary act can be done by examining the text itself. As the advertisement texts may occur in the form of phrases and sentences, it is prominent to analyze the type of those phrases and sentences. Related to this, generally, there are four types of sentences that can be found in advertisement texts: declaratives, interrogatives, imperatives and exclamatives.

Quirk et al. (1990: 231) defines declaratives as the sentences in which it is normal for the subject to be present and to precede the verb. Interrogatives are sentences, which are formally marked in one of two ways: yes-no interrogatives (an operator is placed in front of the subject), and *wh*-interrogatives (an interrogative *wh*-element is positioned initially and there is generally subject-operator inversion). Imperatives are sentences, which normally have no overt grammatical subject, and whose verb has the base form. Exclamatives are sentences which have an initial phrase introduced by *what* or *how*, usually with subject-verb order. To these types of sentences are normally associated four discourse functions: statements, questions, directives and exclamations.

#### **b. Illocutionary acts**

Based on Austin's opinion (1962:63) illocutionary act is the act which is committed by producing utterances. By uttering a promise, a promise is made, by uttering a request, a request is made. The concept of an illocutionary act is central to Searle's understanding of speech acts. An illocutionary act is the expression of a proposition with the purpose of doing something else. This more complex than a

simple locutionary act because an illocutionary force is attached to the utterance that indicates how the expression should be taken. Examples of illocutionary acts are: “I will return this book to you next week” and “please hand me that pencil.” In the example above the illocutionary act has the force of a promise to return a book.

In addition, Coulthard (1985:18) argues that an illocutionary act is an act performed in saying something, in which the act is identified by the explicit performative. Furthermore, the interpretation of illocutionary act is concerned with meaning, the interpretation of illocutionary act with force. To summarize, illocutionary act is an important act in producing an utterance because the illocutionary itself shows the main purpose of an utterance. By the illocutionary acts, communication can go on. Searle (quoted in Miller and Eimas, 1995:373-374) has set up the following classification of illocutionary speech acts:

1. **Representatives** are speech acts that commit a speaker to the truth of the expressed proposition, e.g. reciting a creed. For example: *The name of British Queen is Elizabeth.*
2. **Directives** are speech acts that are to cause the hearer to take a particular action, e.g. requests, commands, and advice. For example: *Would you make me a cup of coffee?*
3. **Commissives** are speech acts that commit a speaker to some future action, e.g. promises and oaths. For example: *I promise to come at seven and cook a dinner for you.*

4. **Expressives** are speech acts that express the speaker's attitudes and emotions towards the proposition, e.g. congratulations, excuses and thanks. For example:  
*Thank you for your kind offer.*
5. **Declarative** are speech acts that change the reality in accord with the proposition of the declaration, e.g. baptisms, pronouncing someone guilty or pronouncing someone husband and wife. For example: *I bequeath all my property to my beloved fiancée.*
6. **Verdictive** are speech act that deliver a finding as to value or fact, and thus rate some entity or situation on a scale such as assessing, ranking, estimating, and all judgmental acts. For example: *Bio-Oil is America No.1 selling skin care oil.*

#### **c. Perlocutionary acts**

Coulthard (1985:18) states that perlocutionary act is the act performed by or as a result of saying. According to Austin (in Brown and Yule, 1983:232), perlocutionary act can be described in terms of the effects of the illocutionary act, on the particular occasion of use, on the hearer. In addition, perlocutionary act is the effect on the hearer's response of what speaker says. Perlocutionary act would include such effects, such as persuading, embarrassing, intimidating, boring, irritating, and inspiring the hearer. For instance, a teacher says to the students "please study hard or you'll fail on final examination". The illocutionary act might be advising or suggesting but the perlocutionary act may be intimidating for students.



#### **4. *Harper's Bazaar Magazine Advertisements***

##### **a. Advertising**

Bovee and Arens (1986:5) define advertising as the non-personal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by an identified sponsor through various media.

O'Guinn, Allen, and Semenik (2000:16) define advertising as a paid, mass mediated attempt to persuade. Advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience.

In short:

- a. Advertising is media messages that communicate the ideas, messages, services, or products through mass media such as television, radio, newspaper, and magazine.
- b. Advertising is a tool of communication. Advertisement persuades people to buy the products or use the services.
- c. The function of advertising is to influence itself, that is, to introduce the products or services with their qualities and characteristics.

There are four roles of advertising: marketing role, communication role, economic role, societal role. The marketing role of advertising focuses on satisfying the general consumers by addressing their needs through goods and services. It is not directed at the entire public but a set of customers that is called the target market. As for the communication role, this refers to the mass communication objective that advertising is capable to fulfill. It is a spectacular

means to inform the customers and communicate to them about the goods and services they desire to buy.

Next in line is the economic role, which directly deals with the advertiser's objectives. Normally an advertiser's objectives in making an advertisement are to generate sales. Also it helps the consumers appraise the value and benefits of the products that are being advertised against the price that they are offered at in order to make the most efficient and economic choice. Lastly, the societal role of advertising is quite a fascinating one. On one hand, advertising helps in generating the trends in a particular society. On the other hand, it is becoming the cause of breaking norms that had been part of the society for so long in order to create a unique impact. It has a somewhat ambivalent nature, something that some people like while others resent it.

Bovee and Arens (1986:11-17) state that advertisement can be classified according to the target audience, geographic area covered, medium, and function or purpose.

### **1. Classification by Target Audience**

There are two classifications of target audience. They are consumer advertising and business advertising. Consumer advertising is sponsored by manufacturer of the product or the dealer who sells the product. It is usually directed at the ultimate consumer of the product or at the person who will buy the product for someone else's use. Business advertising, on the other hand, tends to be concentrated in specialized business publications or professional journals, in

direct-mail pieces mailed to business establishments, or in trade shows held for specific areas of business.

## **2. Classification by Geographic Area Covered**

There are four classifications of advertising based on geography: international advertisement, national advertisement, regional advertisement, and local advertisement. International advertising is advertising directed at foreign markets. National advertising is advertising aimed at customers in various regions of the country. Regional advertising is advertising aimed at customers in several states but not the entire nation. Local advertising is advertising aimed at customers in only one city or local trading area.

## **3. Classification by Medium**

Advertising can be classified on the basis of the medium used to transmit the message. Advertising media are any paid means used to present an advertisement to its target audience. The principal media used in advertising are newspaper, magazine, radio, television, direct mail, and out-of-home, such as billboard.

## **4. Classification by Function and Purpose**

There are two kinds of advertising classified by the purpose. They are product versus non-product advertising, and commercial and non-commercial advertising. Product advertising is intended to sell products and services. Non-product advertising is designed to sell ideas. A commercial advertisement promotes goods, services, or ideas for a business with the exception of making profit. A non-

commercial advertisement is sponsored by or for a charitable institution, civil group, or religious or political organization.

### **b. Element of Advertisement Text**

Advertising writing or copy is made up of numerous elements that construct it. These elements may be moved, enlarged, reduced, changed, or eliminated until a new look is achieved.

According to Boove and Arens (1986:262-274), the elements constructing print advertising are the headlines, sub-headlines, body copy, boxes and panels, slogans, logotypes, seals, and signature. Among them, three main points must be present in an advertisement, i.e. Headlines, Sub-Headlines, and Body copy.

#### **a) Headlines**

Headlines refer to the words in the leading position of the advertisement. It refers to the words that will be read first or that are positioned to draw the most attention. As a result, headlines are usually set in a larger type than other positions of the advertisement. The headline is a very important element in printed advertising because it pulls the concept together and in most advertisements, it carries the responsibility for helping people make sense of the message and get the point of the advertisement.

#### **b) Sub-Headlines**

In addition to headlines, copywriters also craft the subheads that continue to help the readers into the body copy. Subheads usually appear in a smaller type

size than the headlines. They are almost invariably larger than the body copy or text type size.

### **c) Body Copy**

The body copy is the text of the advertising, the paragraphs of small type. It is a logical continuation of the headline and sub-headlines. The content develops the sales message and provides support and gives the explanation. This is the persuasive heart of the message. The copywriters make consumers interested with the display elements, but they win them over with the argument presented in the body copy.

#### **c. Language in Advertisement**

O'Neill (1986) states that language of advertising is apart from other languages. The power of advertisement is set up by two elements; image and words (Goshgarian, 1986:117). These elements must be applied carefully since the combination of words and image makes up the language of advertising. The words and images used in making or creating advertisement will influence the reader's responses. To get expected effects or responses from the readers, an advertiser must be careful and smart in selecting and putting them. An advertisement does not only provide information, but also persuasions. Once the readers are interested, they will do what the copywriter says.

The language in advertising has a peculiar structure. Many factors predispose the copywriter (i.e. one who writes advertisements) to choose his vocabulary. This, in some sense, implies that the copywriter does not have a free flow of lexical items. For example, the copywriter puts into consideration language

variation as regards the target audience. He also ensures that his choice of language and content meets the four basic characteristics outlined by Leech (1966:25) as necessary for successful advertising. These are presented below.

1. *Attention value*. It refers to the unorthodox use of language to provoke the consumer's attention and curiosity by presenting something surprising and unexpected. This can be achieved by unconventional behavior or linguistic.

2. *Readability*. It means that the copywriter must make his message easy to grasp and assimilate.

3. *Memorability*. It means that an advertisement gains nothing unless the name of the product is remembered. In fact, it is desirable that part of the linguistic message should be memorized. This includes brand names, slogans, key phrases, snatches of song, etc.

4. *Selling power*. It refers as one of the most striking features of the grammar of advertising is an extreme infrequency of imperative clauses, etc.

According to Pei (1967:75), language of commercial advertising is superlatively a form of propaganda, designed to sell the idea of and desirability of the product the sponsor wants to sell. The language is designed in such a way in order to be persuasive enough to stimulate the desire of the consumer to buy certain products.

Based on Montgomery (1986:112), there are two characteristics of the language of advertising that make it distinct from daily language. First, as a written language, the language of advertising is generally different from that of spoken language. Secondly, the language of advertising is characterized by the

fact that it is intended to communicate among its own community-the advertisers and the readers of the future buyers. As a consequence, language of advertising is socially intended for the communication among its own class for people. To build that intended meaning, advertisers use figures of speech in their language of advertisements.

#### **d. Stylistic-Pragmatic Analysis in Advertisement Text**

Nowadays, advertising has penetrated every corner people's life pervasively. However, its language is the main carrier of advertising message. Advertising may take many forms, but language is of crucial importance. Advertising language is a style of immediate impact and rapid persuasiveness. In order to "attract attention, arouse interest, stimulate desire, create conviction and get action", it is necessary for the copywriters to catch the audience's attention. The language of advertising, among other aids, is of crucial importance to the persuasiveness and effectiveness of advertisements.

Figurative language is frequently used in designing advertisements. Scholars analyze figurative language in advertising from many angles, especially from the angle of stylistics and semantic. The traditional discussion on figurative language mainly concerns about the language features and their meaning. However, it is found that few efforts have been put on the systematic analysis of the relationship between the figurative expressions in advertising and the pragmatic principles. Thus, in a larger extent, this study applies stylistic-pragmatic analysis.

Stylistics is a term that has been understood in a number of different ways. As part of a wider discussion of stylistics, Wales (2006:216) states that stylistics

characteristically deals with the interpretation of texts by focusing in detail on relevant distinctive linguistic features, patterns, structures or levels and on their significance and effects on readers.

A pragmatic analysis of language use in advertisement is an investigation of how language has functioned in communication between the copywriter and his audience. In the process of making advertisement, the language is used to create attractive messages in order to get expected responses from the readers. If the consumers do not understand what the copywriter intends, the advertisement failed. As the creativity in constructing the language of ads is included to stylistic approach, then how the language of ads worked is under the pragmatics field.

However, 'pragmatic-stylistics' is not a well-defined term. The sense in it here is as the application of ideas from pragmatics to the stylistic analysis of literary and non-literary texts. Pragmatics, in turn, can be understood in a number of different ways, or in a very loose, general way which encompasses other definitions. This means that pragmatic-stylistics, understood as linguistic pragmatics applied to stylistic analysis, could refer to any of a number of different approaches depending on which ideas about pragmatics are being applied (Clark, 2009:5). Since this research is done to explore more about advertisement language, especially the use of figurative language in advertisement, then the pragmatic model of meaning is more suitable to be applied rather than semantic model of meaning.

A pragmatic model of meaning, applicable in stylistic analysis, will investigate "the meaning of language in relation to a context and of use and users"



(Verdonk and Weber, 1995:13). Semantics concentrates on the meaning of the sentence as an abstract syntactic unit dissociated from a situational context, while “pragmatics centers on the meaning of the utterance”, which is the concrete realization of a sentence in a context of use (Verdonk and Weber, 1995:13). Thus, in order to explain the figurative language used in advertisement language, the speech act analysis is applied in this study.

The analysis of speech acts in advertisement texts is relevant, as the language used in advertisement texts is verbal language and it can be analyzed with the three types of speech act. The locutionary act analysis of advertisement language is the analysis of the statement or the sentence used in the text itself, in which the statement or sentence has grammatical structure and linguistic meaning. The illocutionary act analysis of advertisement language is the analysis of the purpose of the copy writer in creating advertisement texts. In other words, the illocutionary act analysis deals with the function of the sentence written in the text. Then, the perlocutionary act analysis deals with the expected responses of the readers by reading the advertisement, or the analysis of effect.

*e. Harper's Bazaar Magazine*

Magazine is an important medium of advertising. It offers advantages which cannot be found in other media. The primary advantage is that magazine can reach specialized audience like women's magazine, men's magazine, teenager's magazine, children's magazine, etc; so that advertisement in those magazines can achieve their target audience.

The second advantage is their high-level audience receptivity. Magazines also have the longest life span of all media. In addition, magazines have very rich potential reader because of a large pass along or secondary audience of family, friends, customer, and colleagues (Kleppner, 1990:406).

*Harper's Bazaar* is an American women's fashion magazine, first published in 1867. It is published by Hearst and, as a magazine, considers itself to be the style resource for “women who are the first to buy the best, from casual to couture.”

Aimed at members of the upper-middle and upper classes, *Harper's Bazaar* assembles photographers, artists, designers and writers to deliver a “sophisticated” perspective into the world of fashion, beauty and popular culture on a monthly basis. As an international magazine, *Harper's Bazaar Magazine* is published in over 20 countries. *Harper's Bazaar* is the style bible for the well-dressed woman with the well-dressed mind. It unapologetically celebrates luxury fashion and beauty while profiling the who's who of pop culture, such as fashion, photography, celebrity, art and literature. *Harper's Bazaar* does not stand still. The brand has flourished for more than 145 years by continually reinventing itself, always determined to delight, inform and inspire its readers by being a beautiful and sophisticated visual muse. In addition, it had 52,635 of circulation (research by ABC on July-December 2012) and about 212,000 of readership (research by RMR on January-December 2012).

## 5. Previous Research Findings

There are two related studies that become references to this study. The first is the thesis from Kartika Linda, entitled *An Analysis of the Figures of Speech Used in the Language of Body Care Advertisements on Television Programs* (1999, Petra Christian University). In her research, she used the theory of figures of speech by Perrine (1969), and she also used the theory of television advertisement by Amstel and Kirk Patrick (1969). In the research questions, she wanted to know the types of figures of speech used in the language of body care advertisements, the figures of speech that were mostly used in the advertisements, and why these figures of speech were used in the advertisements. She analyzed the advertisements which were taken from RCTI, SCTV, Anteve, and Indosiar from June to August 1997. The body care products analyzed in her thesis were cosmetics, acne lotion, and medicine for skin. She listed three groups of figures of speech that were mostly used to attract the consumers of the product and the most often used was personification.

The second was the thesis from Irta Fitriana, entitled *Speech-Act Analysis of XL Bebas Advertisements in Pulsa Tabloid* (2008, Universitas Pesantren Tinggi Darul Ulum). In her research question, she wanted to analyze the language used to create text in written advertisements of *XL Bebas*. Her analysis applied the theory of speech acts include three elements: locutionary act, illocutionary act, and perlocutionary act. As a result, in the four *XL Bebas* advertisements, the most dominant type of locutionary act was declarative sentence. Next, the

representative was the mostly type of illocutionary act to occur in *XL Bebas* advertisements.

This study is different from the previous studies. The differences are on the approach of the study, the subject of all of the discussion, and on the source of data. The first previous study used stylistics approach and the second one used pragmatic approach. However, this study combines both approaches, so it is called as stylistic-pragmatic approach. Next, the first previous study only analyzed the figures of speech in body care product advertisements, and the second one analyzed the speech act types in GSM prepaid card advertisements. In fact, this study analyzed the use of figurative language and types of speech acts in advertisements. Another difference is the source of data. The source of data in both previous studies were body care product advertisements on television and GSM prepaid card advertisements in *Pulsa* Tabloid, while in this study the source of data is advertisements in *Harper's Bazaar Magazine*.

Basically, those previous studies are essentially included within the review of the theories that contribute a sort of understanding for the researcher about the use of figurative language and speech act types in advertisements.

## **B. Conceptual Framework**

This research analyzes the *Harper's Bazaar Magazine*' advertisements by using stylistic-pragmatic approach. Stylistics is defined as the study of varieties of language whose properties position that language in context, and tries to establish principles capable of accounting for the particular choices made by individuals and social groups in their use of language. This becomes the appropriate approach

to use since this research indeed focuses on how language is maintained in the research objects, specifically, the figurative language used in advertisement. This research, then, investigates the figurative expressions based on Taylor's theories (1981). However, only six types of figurative language being analyzed in this study: metaphor, metonymy, synecdoche, simile, personification and hyperbole. Besides stylistic approach, this research also uses pragmatic approach.

Pragmatics is an analysis about the relation between language and context which is encoded in a structure of language. Pragmatic analysis of advertisement text is relevant, as the language used in advertisement text is verbal language which has a specific context and it can be analyzed with the three types of speech act. In this study, the pragmatic analysis reaches the use of figurative language in advertisement texts. The first speech acts analysis is on locutionary act, in the range of identifying the selected advertisement phrases or sentences into declarative, interrogative, imperative, and exclamatory.

Second, the speech act analysis is focused on the illocutionary act. At this stage, the selected advertisement texts are identified and categorized into representative, directive, expressive, commissive, declarative, and verdictive. Last, the speech act analysis is on perlocutionary act, which analyzed the intended purpose of the copywriter. Next, this research also analyzes the use of figurative language in organization of advertisement text, i.e. headline, sub-headline, and body copy. In conducting the analysis, the researcher uses a systematic way, which is presented in the analytical construct in Figure1:

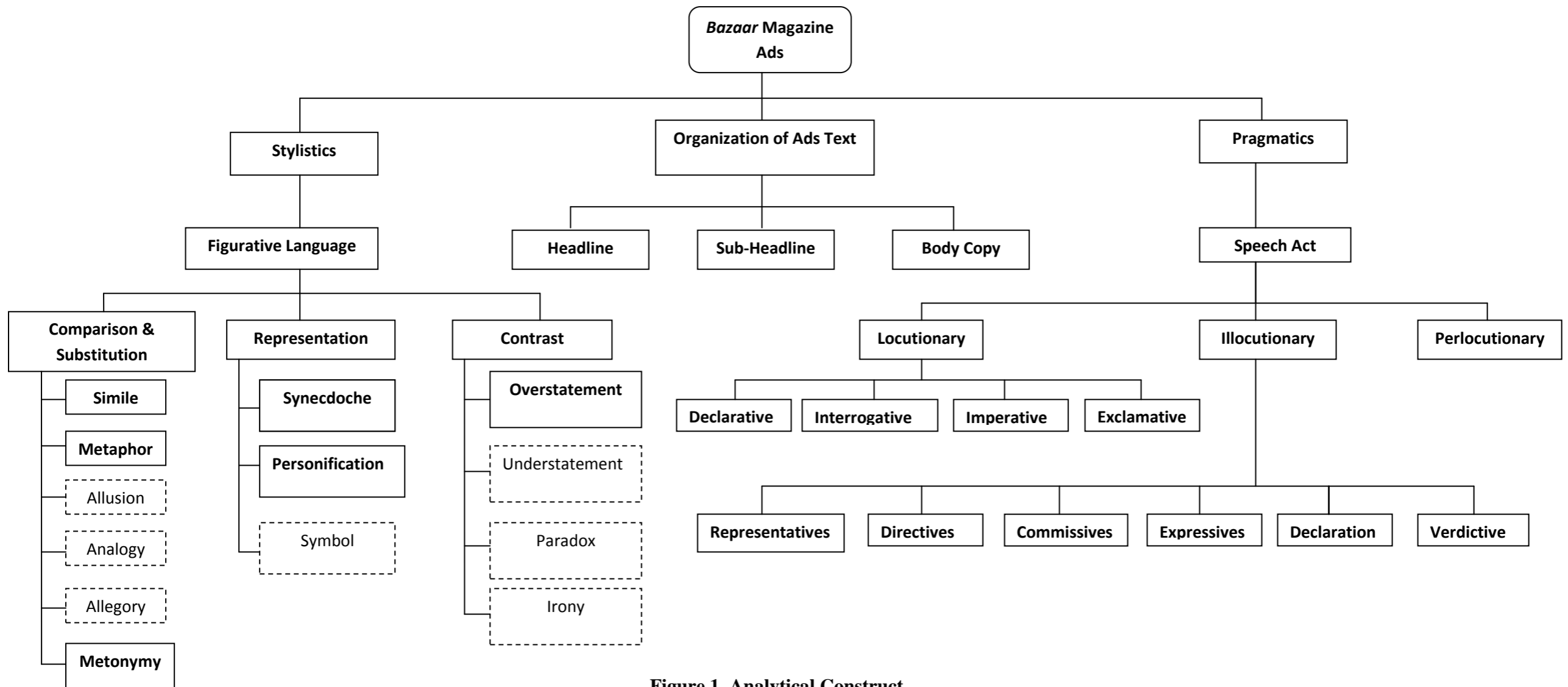


Figure 1. Analytical Construct

## **CHAPTER III**

### **RESEARCH METHODS**

This chapter deals with research methods which include type of research, data and source of the data, research instrument, data collecting technique, data analysis and trustworthiness of the data. Each of them is presented below.

#### **A. Research Type**

This research was a qualitative research. However, the researcher also used quantitative approach in processing the data. Vanderstoep and Johnston (2009:7) state that qualitative research produces narrative or textual description of the phenomena under study, whereas quantitative research specifies numerical assignment to the phenomena under study. This research definitely described the phenomena of the use of figurative language in advertisements in phrases and sentences. However, the research was also conducted quantitatively in which it also stated the findings in the form of numbers. The form of numbers was used only to strengthen the interpretation, so the main analysis was still conducted qualitatively.

To be more specific, the type of this research was mostly descriptive qualitative research. The analysis of descriptive research is aimed at providing a complicated description or illustrating phenomena. According to Vanderstoep and Johnston (2009: 167), the purpose of qualitative research is more descriptive than predictive. The goal is to understand, in depth, the viewpoint of a research

participant. Thus, because all understanding is constructed, different research participants are going to have different interpretations based on their own experience and the social system within which they interact.

This research paid high attention to every prominent phenomenon that occurs during investigation of the main data, *Harper's Bazaar Magazine* advertisements. It also tried to give an adequate description of the factual data of the phenomena and provided a logical and rational interpretation based on relevant theories.

The researcher investigated the phenomena of figurative language in advertisement and specified its focus to the particular use of figurative language in the research object. However, not all types of figurative language were investigated. In this study, the researcher focused to analyze the tropes which mostly appear in the advertisements text. Then, the researcher also analyzed the types of speech acts in those selected advertisements in order to determine how the creative language of ads is arranged and works.

## **B. Data and Source of Data**

The main data source of this study was the print advertisements in *Harper's Bazaar Magazine* which were issued in November 2012 to January 2013. This study analyzed the English advertisements text containing headline, sub-headline and body copy which include phrases and sentences as the data. The main analysis was about the occurrence of some figurative language which were commonly used in advertisement: Synecdoche, Metonymy, Metaphor, Simile, Personification, and Hyperbole. The types of advertising text analyzed were both product and service advertisements.



### **C. Technique of Data Collection**

There were two techniques used to collect the data in this study. They were reading and note-taking. Reading was done by reading the advertisements then determining the type of figurative language in those selected advertisements; while note-taking was done by writing the advertisements related to the researcher's interpretation then transferring them into a data sheet. The researcher chose only English and full-page advertisements to be investigated. The consideration was that the full-page advertisements were easily noticed by readers.

The next step was transferring the notes into a data sheet. After the data which contain phrases and sentences were identified, they were transferred into a data sheet. The data sheet was used to make the data analysis easier. The data sheet consists of quotation and code (data number and the name/month/year of magazine edition). The data sheet consists of three parts of analysis. The first part was used to identify the advertisements which contain figurative language and next part was about how the figurative language were used in the organization of advertisement texts. Next, the last part was used to determine the types of speech acts of those selected advertisements. As a result, there was a data sheet used to classify the data.

No	Code	Ads Text	Figurative Language						Organization of Advertisement Text			Speech Act: Locutionary Act				Speech Act: Illocutionary Act					Speech Act: Perlocutionary Act	Explanation			
			Personification	Simile	Metaphor	Synecdoche	Metonymy	Hyperbole	Headline	Sub-Headline	Body Copy	Declarative	Interrogative	Imperative	Exclamative	Representative	Directive	Expressive	Commissive	Declaration			Verdictive		
13.	13/Bz/12 /12	<p>The advertisement introduces the jewelry's new collection named Sweet Diamonds from THOMAS SABO.</p> <p><b>"A sweet diamond makes a sweet statement."</b></p>	√		√				√						√									<p>In this ad, the copywriter wants to make the reader believe that diamond will create a certain image to its user, therefore by wearing a diamond which has nice design; it will also create a good image to the user.</p>	<p>In this ad, there are two types of figures of speech occurred. The first trope is personification as the sentence said that diamond makes a sweet statement, and other trope is metaphor as the sentence comparing diamond and statement to sugar which has sweet taste.</p>

#### **D. Research Instrument**

The main instrument of this research was the researcher herself. One of the characteristics of qualitative research is that the research uses human being or the researcher himself/herself as the main instrument of the research (Mulyana, 2001: 158). According to Moleong (2001: 121), in qualitative research, the researcher becomes the designer, data collector, analyst, interpreter, and also result reporter of the research.

Another instrument used in the research was a data sheet. The data sheet became the device to categorize and classify the data into some types of figurative language: synecdoche, metonymy, metaphor, simile, personification, and hyperbole; to determine the use of figurative language in organization of advertisement text and to explain the speech acts of the data: locutionary act, illocutionary act, and perlocutionary act.

#### **E. Technique of Data Analysis**

This research used referential technique of analysis that was under the heading of observing studies. This type of analysis was used to reveal the content of a book or text that explored the condition of the author or the society when it was written. Wiersma (1995: 216) states that data analysis in qualitative research is a process of successive approximation towards an accurate description and interpretation of phenomenon. The processes of data analysis were stated in detail below.

After coding all sentences used in the advertisements, the researcher analyzed the types of figurative language contained in those advertisement texts. The types

of figurative language that were being analyzed those which mostly occur in advertisements: synecdoche, metonymy, metaphor, simile, personification, and hyperbole. The figurative language found in each advertisement were typed in bold and phrases or sentences containing figurative language were marked in italic, in order to make it clear which sentence contained figures of speech. Next, the researcher identified the use of figurative language in the organization of advertisement text. After that, the researcher identified the types of figurative language and revealed the speech acts in each type of figurative language.

#### **F. Trustworthiness**

In order to make sure that the findings are trustworthy, the researcher applied triangulation. Flick (in Denzin and Lincoln, 1994: 1) states that triangulation serves to clarify meanings by identifying different ways to a phenomenon being seen. Triangulation has been generally considered as a process of using multiple perceptions to clarify meaning, verify the repeatability of an observation on interpretation (Denzin and Lincoln, 1994:24).

Denzin and Lincoln (1994: 78) identify four basic types of triangulation as follows:

1. Data triangulation: the use of various data sources in a study.
2. Investigator triangulation: the use of several different researchers or evaluators.
3. Theory triangulation: the use of multiple perspectives to interpret a single set of data.

4. Methodological triangulation: the use of multiple methods to study the problem.

In this study, theory and investigator triangulations were applied. After the data were collected and analyzed, the findings were compared with the relevant theories. The trustworthiness had been done by discussing and analyzing the data with English students majoring in linguistics.





## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

As mentioned in the objectives of the research, this research is aimed at identifying and explaining the figurative language that exists in the advertisement texts used by the copywriter based on its types and analyzing the speech acts of the advertisement texts containing figurative language used in *Harper's Bazaar Magazine*. This chapter provides the results of this research which are divided into two parts, i.e. findings and discussion. The data findings show the appearance of figurative language and its speech acts found in *Harper's Bazaar Magazine* advertisement. Meanwhile, the discussion presents the analysis based on the research objectives. The discussion section explores the analysis of each figurative language, how figurative language used in *Harper's Bazaar Magazine* advertisement, and its speech acts.

#### **A. Findings**

##### **1. Figurative Language in *Harper's Bazaar Magazine* Advertisement**

###### **a. Figurative Language by Comparison and Substitution**

There are six types of figurative language which are grouped in Comparison and Contrast: simile, metaphor, allusion, analogy, allegory, and metonymy. However, in this study, only three types of them are analyzed since they are commonly found in *Harper's Bazaar Magazine* advertisements. Those types of figurative language are simile, metaphor, and metonymy.



Simile and metaphor are both comparisons between things essentially unlike. The only distinction is the use of comparative words or phrases in those types. In simile, the comparison is explicit, indicated by the addition or use of some comparison words or phrase, such as like, than, as, similar to, seems or resembles. In metaphor, the comparison is implied, but without using the words or phrases used in simile. Moreover, metonymy is the use of something that is closely related to the things that actually means. It means that the name of a thing is substituted for that of another closely associated with it.

In *Harper's Bazaar Magazine* advertisement published on November 2012 to January 2013, there are 8 occurrences of metaphor and 3 occurrences of simile. However, metonymy only appears once in advertisements in those magazine editions. Indeed, metaphor becomes the most dominant type of figurative language by comparison and substitution in *Harper's Bazaar Magazine* advertisement.

#### **b. Figurative Language by Representation**

There are three types of figurative language which are grouped by representation: synecdoche, personification, and symbol. However, only synecdoche and personification are chosen to be analyzed in this study. Synecdoche simplifies what is being talked about by stating significant detail only. Personification gives the attributes of a human being to an animal, an object, or an idea. It gives animals, objects, ideas, human qualities as if they can act and perform the actions like human beings.

In *Harper's Bazaar Magazine* advertisement published in November 2012 to January 2013, personification appears 5 times, and synecdoche appears just once. In other words, personification is the most dominant type of figurative language by representation which is appeared in *Harper's Bazaar Magazine* advertisement.

### **c. Figurative Language by Contrast**

In this study, hyperbole is chosen to be analyzed among the four types of figurative language by contrast. Hyperbole is the type of figurative language that contains excessive statements. In *Harper's Bazaar Magazine* advertisement published in November 2012 to January 2013, hyperbole occurs 6 times.

## **2. How Figurative Language is Organized in *Harper's Bazaar Magazine* Advertisement Text**

### **a. Headline**

Headlines are words in the leading position of the advertisement. Normally, the headlines will be read first and are positioned to draw the most attention. In *Harper's Bazaar Magazine* published in November 2012 to January 2013, there are 10 advertisements containing figurative language on the headline.

### **b. Sub-Headline**

Sub-headlines are secondary headlines in print advertisements that also summarize what the text elaborated. In *Harper's Bazaar Magazine* published in November 2012 to January 2013, there are 2 advertisements containing figurative language on the sub-headline.

### **c. Body Copy**

Body copy is the main text portion and it is to satisfy the reader's curiosity after reading the headlines. In *Harper's Bazaar Magazine* published in November 2012 to January 2013, there are 6 advertisements in which figurative language is used in the body copy.

## **3. Speech Acts used in *Harper's Bazaar Magazine* Advertisement**

### **a. Locutionary Act**

Locutionary act means the act of saying something. The purpose of this is just to inform the reader. Usually locutionary act can be observed through linguistic features in the form of recognizable grammatical utterances. In this study, as the text containing figurative language in print advertisement is considered as locutionary act, there are four types of sentences which are being analyzed: declaratives, interrogatives, imperatives and exclamatives.

In *Harper's Bazaar Magazine* published in November 2012 to January 2013, there are 13 advertisements containing figurative language in which those figurative sentences are considered as declaratives. Next, there are 4 advertisements in which the sentence are considered as imperatives. On the other hand, there is only one advertisement using interrogative and one advertisement using exclamation.

### **b. Illocutionary Act**

There are six types of illocutionary acts based on Searle (quoted in Miller and Eimas, 1995:373-374): representative, directive, commissive, expressive, declaration, and verdictive. However, only four types of illocutionary acts:

representatives, directives, commissive, and verdictives, are found in this study. Among those types of illocutionary acts which are found, representative becomes the most dominant by 10 times of occurrences. The second most dominant illocutionary act is directives by 6 times of occurrences. On the other hand, verdictive occurs twice and there is only one commissive occurred.

### **c. Perlocutionary Act**

Since perlocutionary act is the act of affecting or persuading someone to do something or in other words, creating an utterance with a function to have an effect on the hearer, here perlocutionary acts occur in all advertisements containing figurative language.

## **B. Discussion**

### **1. The Use of Figurative Language in *Harper's Bazaar Magazine* Advertisement**

As what has been mentioned in the first objective of this research, this research specifies its study by analyzing the types of figurative language. In this section, the researcher found that there are six types of figurative language appearing in the advertisements. Those figurative languages are simile, metaphor, metonymy, synecdoche, personification, and hyperbole. The total number of texts being investigated in the advertisements is nineteen. Below are the analyses of each type of figurative language found in those advertisements.

#### **a. Simile**

Simile is a trope based on an analogy between an overt (i.e., directly phrased) theme and an overt vehicle, linked by a comparison marker such as *like*, *as*, and

*more...than.* In *Harper's Bazaar Magazine* advertisement published in November 2012 to January 2013, simile occurs 3 times. Below is an example:

“Volumized, extended, lifted lashes for a **flirtatious doll-like look.**”  
(Datum No.16: 16/Bz/1/13)

The datum above is a sub-headline of LANCÔME' Hypnose Doll Lashes Mascara advertisement. This ad is regarded as simile since the sentence compares the human lifted lashes to a doll's lashes which are so flirtatious by using the comparison word “like”. In this ad, the copywriter implicitly points out the comparison between human lashes and doll lashes; that the doll has a flirtatious look by having a volumized, extended, and lifted lashes. As human's lashes are different from doll's lashes, thus, in order to get a doll-like look, then consumers should try the product. Another example of simile is presented in the following.

“Let your **nails as bright as your jewelry.**”  
(Datum No.17: 17/Bz/1/13)

The statement above is the headline of a nail polish advertisement labeled GELACQUER. The sentence is considered as simile since it compares nails to jewelry which is bright by using the comparison word *as*. In this example, the ground of the simile is bright. It becomes an uncommon feature to compare nails the jewelry since the feature “bright” is acceptable when it comes to jewelry but not to nails. This way, the copywriter puts the simile as the vehicle in order to get across the valuable feature of the product being advertised. In this case, the simile has effectively represented the valuable feature of the product, which can make nails as bright as jewelry. Another case of simile is presented in the following:

“Together, **as gentle as a feather.**”

**(Datum No.19:19/Bz/1/13)**

The statement above is a sub-headline of Facial Hair Removal Duo advertisement labeled OLAY. This statement is considered as simile since it compares togetherness to feather that has gentle quality by using comparison words *as*. Here, the word “together” means the togetherness of application of the balm and the cream, in which they are being part of the product in removing facial hair. In other words, the product contains a gentle balm and a gentle cream that can minimize irritations when they are applied on skin. In this case, the ground of simile is gentle. Then, the comparison between the togetherness and the feather is analogical, in the sense that the gentleness of being applied together of the balm and the cream on skin is represented through the gentleness of the feather. In other words, the theme and the vehicle are widely dissimilar.

For the sake of selling a product and service, a commercial advertisement needs to emphasize the brand name and communicate characteristic features of the product and service to the consumers. Similes in advertisements are usually utilized to convey brand information or to make a claim about the advertised product and service. The advertised product and service naturally becomes the analogical theme of an advertising simile. The simile signifies the theme by highlighting the theme’s characteristic features to which the copywriter wishes to call potential consumers’ attention. In those examples, the characteristic features of product are highlighted via simile.

## b. Metaphor

Like a simile, a metaphor is a trope based on analogy. A metaphor involves non-literal use of language. The verbal non-literally is attributable to the assimilation of two unlike things. In advertising, a metaphor usually creates a comparison between the product or service and some other quality the copywriter wishes to be associated with the product or service advertised. In *Harper's Bazaar Magazine* advertisement published in November 2012 to January 2013, metaphor occurs 8 times. Below are some examples of the advertisement texts containing metaphor:

**“Crispier color** from our pure pigments; **Creamier feel** only from our nourishing honey nectar.”

(Datum No.11:11/Bz/11/12)

The statement above is the body copy of Color Sensational Lip Color from MAYBELLINE advertisement. The advertisement is regarded as metaphor since it compares, without using any comparison words, the color and the feel to food which has quality to be crispy and creamy. Actually, the “crispier color” and “creamier feel” indicate the lipstick itself. Here, the Color Sensational Lip Color is metaphorized to have a crispier color and a creamier feel. The analogy, then, highlights a pleasurable sensation by using the product. Another example of metaphor is presented in the following.

**“Push the button of fun.”**

(Datum No.14:14/Bz/12/12)

The datum above is the headline of an advertisement of a watch labeled SWATCH. This ad contains metaphor since the sentence compares fun to

something which has button that can be pushed without using any comparison words. Moreover, this ad also metaphorized the product as the button of fun. As the ad has an image of someone who is surfing on the ocean, thus the analogy highlights a pleasurable activity by using the product. The following example also presents metaphor.

**“Double Wear Makeup, porcelain perfection.”**  
**(Datum No.15:15/Bz/1/13)**

The statement above is a headline of an advertisement of cosmetics, a foundation from ESTÉE LAUDER. This ad contains metaphor as it compares the product, the Double Wear Makeup, to porcelain which has a perfect quality without using any comparative words. The analogy, then, highlights the quality of the product.

Metaphors in advertisement can be used visually in the picture or verbally in the headline, sub-headline, and/or body copy. There are many advantages linked with the use of metaphors in advertising discourse. First, they elicit more cognitive elaboration than literal messages, presumably since individuals need to comprehend the complex message to draw inferences. Their artful deviations provide intrinsic rewards that come from processing various interpretations of the text. Second, resolving such deviations or incongruities leads to favorable attitudes. Third, metaphors inject novelty, thus increasing motivation to read and process the advertisement. Fourth, promotional metaphors, which are usually apt, comprehensive, and memorable, influence consumer beliefs and affect.



### c. Metonymy

Metonymy is the use of something that is closely related to the thing that actually means. In *Harper's Bazaar Magazine* advertisement published in November 2012 to January 2013, metonymy occurs just once. Below is the case of metonymy found in this study.

**“A leading lady is always dressed to thrill.”**

**(Datum No.7:7/Bz/11/12)**

The statement above is the headline of a nail polish advertisement named Leading Lady from ESSIE. This sentence is considered as metonymy since the leading lady stated in the ad refers to the product. In advertisement, metonymy is used in order to have the effect of highlighting a contextually important property of the advertised product or service. In the case above, the metonymy is used to give an impression of being thrilled by using the product.

### d. Synecdoche

In *Harper's Bazaar Magazine* advertisement published in November 2012 to January 2013, synecdoche occurs just once. Below is the case of synecdoche found in this study.

**“For legs that can run a marathon, run a bath, and run a household.”**

**(Datum No.18:18/Bz/1/13)**

The statement above is the headline of the advertisement of Total Moisture Conditioning Body Lotion labeled VASELINE. This ad is regarded as synecdoche since it simplifies the consumer by stating *legs*. In this sentence, the copywriter uses legs, which are parts of human body, instead of you/the consumer in the context of a person who can do such activities.

### e. Personification

Personification is often employed in advertisements. The use of personification in advertising will provide the product with human emotion, and will make them amicable to consumers. In *Harper's Bazaar Magazine* advertisement published in November 2012 to January 2013, personification occurs 5 times. Below are the examples of personification found in the study:

**“Flawless has many faces.”**

**(Datum No.2:2/Bz/11/12)**

The statement above is the headline of the advertisement of a cosmetic product, a foundation from LAURA MERCIER. This advertisement contains personification since the statement personifies a flaw, which is a non-human being, as if it has face like human being. Another example of personification is presented in the following.

**“Those pumps might get a little envious.”**

**(Datum No.6:6/Bz/11/12)**

The statement above is part of body copy of the advertisement of insurance from GEICO. This ad is considered as personification since it states that the pumps, a type of shoes, are like human things that have the feeling of envy, while actually they are a non-human thing. Another case of personification is presented below.

**“A sweet diamond makes a sweet statement.”**

**(Datum No.13:13/Bz/12/12)**

The statement above is a headline of Sweet Diamond Collection by THOMAS SABO advertisement. It is considered as personification, since the sentence states that jewelry, which is non-human thing, can do a human activity which is making statement or stating. From those examples above, it is clear that ideas and abstractions can also be personified and brought to life through personification and objects can be given a greater interest. Then, in this case, personification functions to attract the consumers' attention, stimulates their interest in what is being advertised and helps create an impressive image of the product or service.

**f. Overstatement/Hyperbole**

A hyperbole is the deliberate use of overstatement or exaggeration to achieve emphasis. Businessmen and manufacturers use the figurative language to advertise their goods in a way as attractive as possible. In *Harper's Bazaar Magazine* advertisement published in November 2012 to January 2013, hyperbole occurs 6 times. The examples of hyperbole are presented below.

“See your skin transform to **crystal clear in just 14 days** with SK-II Facial Treatment Essence.”

**(Datum No.5:5/Bz/11/12)**

The statement above is the sub-headline of SK-II Facial Treatment Essence from SK-II advertisement. This advertisement contains hyperbole because the words “crystal clear” are exaggerating, since the word “crystal” itself is a thing that already has a completely transparent, clear and bright surface, which can shine and sparkle when it is hit by the light. It is very impossible for people to

have a crystal clear skin, with a shiny and transparent surface that can produce a series of flashes of light when it is hit by the light. Moreover, hyperbole more clearly shown since this ad states that the product advertised can change the skin to become crystal clear in just 14 days, which is very impossible. Another example of hyperbole is presented in the following:

**“You light up the world when your heart’s on fire.”**

**(Datum No.8:8/Bz/12/12)**

The statement above is a headline of a jewelry advertisement labeled HEART’S ON FIRE. This advertisement contains hyperbole as it said that “you”, which refers to consumer, as a human can light up the world just like sun. The heart’s on fire phrase means the jewelry itself. Thus, in this advertisement, the hyperbole exaggerates the consumer who wears heart on fire jewelry can light up the world. One more example of hyperbole is presented below.

**“Huge brush, huge volume, huge following-over 34 million sold!**

**(Datum No.12:12/Bz/11/12)**

The statement above is a body copy of the advertisement of a cosmetic product, mascara, named Last Blast Volume from COVERGIRL. This ad is considered as hyperbole as the sentence states that the mascara has huge brush, huge volume and huge following. As the mascara is applied in eyelashes, it is impossible if the mascara has a huge brush, since the word *huge* literally means very large. Therefore, in this advertisement, hyperbole exaggerates the product. Hyperbole is often used in advertising, often referred to as “dramatizing the

selling point.” Hyperbole in advertising usually functioned to put emphasis on the uniqueness of the advertised product and service.

## **2. Use of Figurative Language in Relation to the Organization of *Harper’s Bazaar Magazine* Advertisement Text**

The next analysis, based on the second research objective, is about figuring out the use of figurative language in the organization of advertisement text. The advertisement texts commonly consist of three main parts: headline, sub-headline, and body copy.

### **a. Figurative Language used in Headline**

In *Harper’s Bazaar Magazine* published in November 2012 to January 2013, advertisements containing figurative language which are put in the headline are the most dominant. Below are the examples of advertisements containing figurative language used in headline.

**“America’s #1 selling skincare oil.”**

**(Datum No.3:3/Bz/11/12)**

**“A leading lady is always dressed to thrill.”**

**(Datum No.7:7/Bz/11/12)**

**“Dive into the color of desire.”**

**(Datum No.10:10/Bz/11/12)**

There are some reasons why the copywriters choose to put the figurative language in the headline. First, headline is the theme and center of advertisement. It is functioned to attract the attention of consumers. As headline has the function as the main title of the text, it is often written in a larger font than the rest of the text, thus the reader can easily find and read it. By reading the headline, the reader will get the theme of what is being advertised and make inference about the

product or service being advertised. The use of figurative language in the headline usually can catch the reader's attention because of its uniqueness.

Next, a headline tells the reader something about the following text. Since the first function of headline is to catch the reader's attention, the reader will create a presumption of the following text. Figurative language used in advertisement headline is made for this reason. Since not all figurative language positioned in the headline can be easily understood by readers, sometimes they need to make a guess of the following text in order to seek for more details or further information of what is being advertised. Then, the function of headline is also to form a connection between the author and the reader. In this function, figurative language plays to build such propinquity to the reader. In facts, those advertisements, which put the figurative language on the headline, are easily to be noticed and remembered by the reader. Indeed, headline's function is simply to identify the brand and reinforce brand name recognition.

**b. Figurative Language used in Sub-Headline of Ad**

In *Harper's Bazaar Magazine* published in November 2012 to January 2013, there are only 2 advertisements containing figurative language which are put in the sub-headline, as presented in the following.

**“In the war against aging, you need a sonic weapon.”**  
(Datum No.1:1/Bz/11/12)

**“Together, as gentle as a feather.”**  
(Datum No. 19:19/Bz/1/13)

Sub-headlines are like little headlines, but they appear in a smaller type size and may appear in different ink color. The purpose of the copywriter put the figurative language in sub-headline is to give key sales point fast. Sub-headlines require more space, because they carry more information and need more words. Besides, they act as a breaker between the headline and the body copy so that they keep the headline short.

**c. Figurative Language used in Body Copy of Ad**

In *Harper's Bazaar Magazine* published in November 2012 to January 2013, there are 6 advertisements containing figurative language which are put in the headline, as presented below.

**“Those pumps might get a little envious.”**

**(Datum No.6:6/Bz/11/12)**

**“After all, who wouldn't want jewelry that's tough, sexy, and sensitive?”**

**(Datum No.9:9/Bz/11/12)**

**“Crispier color from our pure pigments; Creamier feel only from our nourishing honey nectar.”**

**(Datum No.11:11/Bz/11/12)**

The Body copy sometimes called just text tells the complete sales story; it is a logical continuation of headlines and sub-headlines. The copywriters put figurative language in body copy because it can act as a campaign and explain how the advertised product satisfies customer's need. Besides, the body copy can elaborate the central theme of the advertisement.

### 3. Speech Acts in *Harper's Bazaar Magazine Advertisement*

#### a. Locutionary Act

In *Harper's Bazaar Magazine* published in November 2012 to January 2013, the type of locutionary act is dominated by declarative sentence as it occurs 13 times. Below are the examples of declarative sentence found in the study:

**"America's #1 selling skincare oil."**

**(Datum No.3:3/Bz/11/12)**

**"Double Wear Makeup, porcelain perfection."**

**(Datum No.15:15/Bz/1/13)**

**"Volumized, extended, lifted lashes for a flirtatious doll-like look."**

**(Datum No. 16:16/Bz/1/13)**

In those examples above, it can be seen that the copywriters use declarative simply to state the information about the product. Then, the information is mostly about the quality of the product. Declarative is identified physically by the use of pointer mark in the end of sentence.

Next, the second dominant type of locutionary act occurred in this study is imperative. The examples of imperative are presented in the following:

**"See your skin transform to crystal clear in just 14 days with SK-II Facial Treatment Essence."**

**(Datum No.5:5/Bz/11/12)**

**"Dive into the color of desire."**

**(Datum No.10:10/Bz/11/12)**

**"Push the button of fun."**

**(Datum No.14:14/Bz/12/12)**

Imperative sentences have a meaning of claiming, calling and commanding. As the goal of advertising is to persuade and urge consumers to accept its product or service, there are lots of imperative sentences in advertising. From those examples of imperative above, it can be seen that the copywriters offers some



advice to consumers in this advertisement; in fact, they urge consumers to buy their products through some actions. Imperative sometimes used by placing the pointer mark in the end of sentences. However, the reader should read them emphatically as they use exclamation mark.

Next, the interrogative also occurs once in this study; as presented in the following:

“After all, who wouldn’t want jewelry that’s **though, sexy, and sensitive?**”  
(Datum No.9:9/Bz/11/12)

The interrogative above is actually used to evoke the sense of personal communication with the readers. It causes the readers to cooperate with the text by having their own individual situation in mind about what is being advertised. Since the advertisement offers the jewelry which is unique, the copywriters expect the readers as consumer to ask themselves by having such jewelry and answered themselves silently. Next, the last type of locutionary act, the exclamative, also occurs once in this study, as presented in the following.

“**Huge brush, huge volume, huge following-over 34 million sold!**”  
(Datum No.12:12/Bz/11/12)

The use of exclamative is identified by exclamation mark in the end of sentence. It is functioned to give emphasis to what is being stated about the product being advertised. Sometimes, exclamative is also used to exaggerate the product. In the statement above, the exclamation mark functioned to emphasize the quality of the product, and the fact that over 34 millions product have been sold.

## **b. Illocutionary Act**

The next analysis is concerned with the types of illocutionary act which are found in *Harper's Bazaar Magazine* advertisement. They are representatives, directive, expressive, commissive, declaration, and verdictive. There are four types of illocutionary act found, namely representative, directive, commissive, and verdictive. Two types, expressive and declaration, do not exist. Although expressive speech act is commonly used in advertisement (especially thanking to the product), it does not occur in the selected advertisements in this study. However, declarative speech act such as blessing, marrying, baptizing are totally irrelevant in the field of advertising.

Since not all of those types of illocutionary act occur in *Bazaar Magazine*, this section provides only the analyses of the occurring types of illocutionary act. The four types of illocutionary act found are explained in the following discussion.

The first type of illocutionary act, that is representative, becomes the most dominant since it occurs 10 times. The examples of representative are presented below.

**“Flawless has many faces.”**

**(Datum No.2:2/Bz/11/12)**

The type of illocutionary acts that can be found in the datum above is representative. The copywriter, as the speaker, believes that flaw has many faces, and then in order to make the flawless, the product is made.

**“Those pumps might get a little envious.”**

**(Datum No.6:6/Bz/11/12)**

**“Volumized, extended, lifted lashes for a flirtatious doll-like look.”**

**(Datum No.16:16/Bz/11/13)**

The examples above are categorized as assertion, which is grouped into representative. To a certain point, advertisements have to make certain assertion. The assertion is made to show the quality or the attributes of the product. Next, the second dominant type of illocutionary act found is directive. Below are the examples of directive in this study.

**“In the war against aging, you need a sonic weapon.”**

**(Datum No.1:1/11/12)**

**“After all, who wouldn’t want jewelry that’s **though, sexy, and sensitive?**”**

**(Datum No.9:9/Bz/11/12)**

**“Push the **button of fun.**”**

**(Datum No.14:14/Bz/12/12)**

The examples above show advice, command and request to the readers to try the product and to do something and enjoy the result. Therefore, they are classified into directive speech act. A directive speech act which includes a suggestion or a mild command that someone does something or an invitation for someone to do something is common in advertisement field. Directive speech act usually take the form of imperatives, because imperatives can push the reader towards the product or service being offered. Next, there is an analysis of verdictive, in which the examples are presented below.

**“America’s #1 selling skincare oil.”**

**(Datum No.3:3/Bz/11/12)**

**“Huge brush, huge volume, huge following-over 34 million sold!”**

**(Datum No.12:12/Bz/12)**

Those two statements above is categorized as assessment since they give judgment of the product's accomplishment by stating "America's number (#) 1 selling" and "over 34 million sold!". Thus, those two advertisements are classified as verdictives. Last, there is an analysis of commissive speech as, as it example is presented below:

"See your skin transform to **crystal clear in just 14 days** with SK-II Facial Treatment Essence."

(Datum No.5:5/Bz/11/12)

The statement above is categorized as commissive since it gives a promise that the product, SK-II Facial Treatment Essence, can give transformation to consumer's skin into crystal clear in just 14 days. In order to attract the consumer, the copywriters need to make a certain promise to the consumer, for example: the product can do such things, or the consumer would enjoy such benefits.

### c. Perlocutionary Act

In this section, the analysis is focused on the perlocutionary act of selected advertisement. Those advertisements, of course, contain perlocutionary act since they are made to create some effects on the readers. Some examples of the perlocutionary act analysis of the advertisement containing figurative language in *Harper's Bazaar Magazine* are presented below.

"**In the war against aging, you need a sonic weapon.**"

(Datum No.1:1/Bz/11/12)

The statement above occurs in the advertisement of Clarisonic Opal from CLARISONIC which functions to reduce the signs of aging. The text is considered as hyperbole, and it has the directive speech act. The copywriter of this ad wants to point out the importance of reducing signs of aging. He/she, then, describes that a war against aging is so important that all people must be concerned with and aging is a big enemy that they have to fight. The perlocutionary effect on the consumer was clear: the consumer was made to believe that aging must be overcome seriously, and the product is the sonic weapon which would make the consumer win the war. The second example of perlocutionary act analysis is presented in the following:

**“America’s #1 selling skincare oil.”**

**(Datum No.3:3/Bz/11/12)**

The statement above is the headline of a skincare oil advertisement labeled Bio-Oil. The text is considered as hyperbole and it has verdictive speech act. The copywriter of this ad wants to point out that the product has best qualities so that it becomes the most favorite choice in America for skin care oil. Therefore, he/she gives the fact that this product is number one in selling rather than others. The perlocutionary effect was clear: the consumer was made to have so much interest on the product being advertised since the product is being the most preferred in America. The last example of perlocutionary act is presented below.

**“Push the button of fun.”**

**(Datum No.14:14/Bz/12/12)**

The statement above is the headline of wristwatch labeled SWATCH. The text is considered as metaphor and it has directive speech act. The advertisement has a picture of a young man who wears the watch and he is surfing on the ocean. In this ad, the copywriter wants to make the consumers believe that by having this product, they will always be ready to do any activities in which they will have fun with. Because the watch has good qualities, the consumers do not need to worry if they want to do extreme activities such as surfing.

## CHAPTER V CONCLUSIONS AND SUGGESTIONS

### A. Conclusions

This research investigates the figurative language occurred in *Harper's Bazaar Magazine* advertisement text. Based on the findings and discussion in Chapter IV, some conclusions can be drawn related to the formulations of the problem and objectives of the study stated in Chapter I. The researcher formulates the conclusions as mentioned in the following points.

1. All of the six types of figurative language that commonly appear in advertisement are found in *Harper's Bazaar Magazine* advertisement. i.e. metaphor (8 times), hyperbole (6 times), personification (5 times), simile (3 times), metonymy (once), and synecdoche (once). The most dominant type of figurative language is metaphor, which occurs 8 times.

In these ads, the copywriters use metaphor because it can help to suggest the right kind of emotive associations for the product. Consumers see the connection between literal and figurative meaning of an item. Obviously, the application of metaphor plays an important role in advertising, which does not only make advertisements attractive, but also make them informative and persuasive. Undoubtedly, metaphor contributes to promotion of the sale of products and helps make advertised service succeed and flourish.

2. Related to the organization of print ads in *Harper's Bazaar Magazine*, the figurative language mostly occurs in the headline of advertisement text by 10 times of occurrences. On the other hand, there are 6 advertisements which put the figurative language in the body copy and only 2 advertisements containing figurative language are placed in the sub-headline.

The copy writers tend to put the figurative language in the headline of ads since the headline is the theme and center of advertisement. As a center of advertisement, a headline has to catch the attention of the readers since the readers are the target consumers of the product being advertised. A headline must be unique, an interesting one so that it can give impression to the reader and make them want to read more about what being advertised. Therefore, the use of figurative language can make a headline of print ads more attractive.

3. There are 13 advertisements containing figurative language in which those figurative sentences are considered as declaratives found in this study. Next, there are 4 advertisements in which the sentence are considered as imperatives. On the other hand, there is only one advertisement using interrogative and one advertisement using exlamative. The use of declarative is common in the advertisement since it is aimed at providing the readers with the information about the products.

Among six proposed types of existed based on based on Searle (quoted in Miller and Eimas, 1995:373-374), there are four types of illocutionary acts found in *Harper's Bazaar Magazine* advertisements. They are representatives, directives, commisive, and verdictives. Representative is the dominant



illocutionary acts with 10 times of occurrences. Directive occurs 6 times. Meanwhile, verdictive occurs in a relatively small number, two occurrences. The lowest type of illocutionary acts is commissive as it occurs only once. Representative is common in advertising since advertising has main purpose to introduce the product and service by making some claims and assertions about the quality of the product. Therefore, the consumer will have an interest to buy the product or to use the service. On the other hand, there is no conclusion for perlocutionary act analysis since perlocutionary act of the advertisement text is deal with the outcome of the advertisement itself.

## **B. Suggestions**

Conducting this research, the researcher proposes some suggestions as follows:

### 1. To the readers

It is expected that the readers can understand that advertisement is not only something that people usually see in media such as television or papers, but also a very interesting thing with so many complexities in its linguistic aspects, especially the language.

### 2. To future researcher

Since this study employs the stylistic-pragmatic of advertisement text with lack of samples, it is expected to the future researchers who hold the similar study to do the research with more samples in order to give more various examples and explanations about the topic.

### 3. To English students

The researcher suggests that the academic society, especially students of English Education Department majoring in linguistics, learn and conduct research on stylistics-pragmatics because there has been not so many research focusing in stylistics-pragmatics, especially in the English Education Department of Yogyakarta State University.

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# APPENDICES

## DATA SHEET

No	Code	Ads Text	Figurative Language					Organization of Advertisement Text			Speech Act: Locutionary Act				Speech Act: Illocutionary Act					Speech Act: Perlocutionary Act	Explanation		
			Personification	Simile	Metaphor	Synecdoche	Metonymy	Hyperbole	Headline	Sub-Headline	Body Copy	Declarative	Interrogative	Imperative	Exclamative	Representative	Directive	Expressive	Commissive			Declaration	Verdictive
1.	1/Bz/11/12	<p>The advertisement introduces the product named Clarisonic Opal from CLARISONIC whose function is to reduce the signs of aging.</p> <p><b>“In the war against aging, you need a sonic weapon.”</b></p>						√		√		√					√					<p>The copywriter of this ad wants to point out the importance of reducing signs of aging. He/she, then, describes that against aging is a war that all people must seriously concern with and aging is a big enemy that they have to fight. Then, in order to be the winners in this war, people should use the powerful weapon that is sonic weapon as it can be found in the Clarisonic Opal which has sonic power.</p>	<p>This advertisement contains hyperbole as it exaggerates reducing aging sign as a war and the product as a sonic weapon which has greatest power. The copy writer wants to assure consumers to take it seriously when it comes to reducing aging sign.</p>

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			Personification	Simile	Metaphor	Synecdoche	Metonymy	Hyperbole	Headline	Sub-Headline	Body Copy	Declarative	Interrogative	Imperative	Exclamative	Representative	Directive	Expressive	Commissive			Declaration	Verdictive	
2.	2/Bz/11/12	<p>The advertisement is a cosmetic product, a foundation from LAURA MERCIER.</p> <p>“Flawless has many faces.”</p>	√						√			√				√							<p>In this ad, the copywriter wants to say that every side of face needs be flawless. Then consumers need the product which can give the flawless look perfectly. By using LAURA MERCIER’s foundation, they will look flawlessly beautiful.</p>	<p>This advertisement contains personification since the statement personifies flawless, which is a non-human being, as if it has face like human being.</p>



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3.	3/Bz/11/12	<p>This is an advertisement about skincare oil labeled Bio-Oil.</p> <p><b>“America’s #1 selling skincare oil.”</b></p>						√	√			√									√	<p>The copywriter of this ad wants to point out that the product has the best qualities so that it becomes the most favorite choice in America for skin care oil. Therefore, he/she gives the fact that this product is number one in selling rather than others.</p>	<p>This ad contains hyperbole since it wants to show the consumer that it is the number one in selling for skin care oil in America.</p>

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4.	4/Bz/11/12	<p>The advertisement is about a skin care product, named SK-II Facial Treatment Essence from SK-II, which can help skin change and more crystal clear.</p> <p>“From the first moment, I saw my skin change and become <b>crystal clear.</b>”</p>			√			√	√			√				√							<p>The copywriter of this ad wants to convince the consumers that this product can make their skin even better and become crystal clear. The copywriter uses crystal because it has perfectly beautiful look, and precious; so that the copywriter build the image of having skin which is transparent, clear and bright just like a crystal that is perfectly beautiful and is so precious. This product could help consumers get such a skin look.</p>	<p>This advertisement contains hyperbole because the words “crystal clear” is exaggerating, because the word “crystal” itself is a thing that has a completely transparent, clear and bright surface, which can shine and sparkle when it is hit by the light. It is very impossible for people to have a crystal clear skin, which as a shiny and transparent surface that can produce a series of flashes of light when it is hit by the light.</p>

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			Personification	Simile	Metaphor	Synecdoche	Metonymy	Hyperbole	Headline	Sub-Headline	Body Copy	Declarative	Interrogative	Imperative	Exclamative	Representative	Directive	Expressive	Commissive	Declaration		
5.	5/Bz/11/12	<p>The advertisement is about a skin care product, named SK-II Facial Treatment Essence from SK-II, which can help skin change and more crystal clear.</p> <p>“See your skin transform to <b>crystal clear in just 14 days</b> with SK-II Facial Treatment Essence.”</p>			√			√			√				√		√				<p>In the sentence of this ad, the copywriter wants to convince the consumers that they do not need a long time and other things to get a crystal clear skin. By using this product, they will get a beautiful clear skin just like a crystal in just 14 days. Here, the copywriter points out the special quality of this product, that it can help the consumers get crystal clear skin in a short time.</p>	<p>As stated in datum number 4, the word “crystal clear” contains hyperbole .In fact, it also considered as metaphor as well because there is a comparison implied without using comparison words. It shows a comparison between the skins, which is an ordinary human’s skin and crystal clear which becomes the characteristic of the skin, which is clear, transparent, and shiny. Moreover, in this ad, hyperbole is also occurred. As this ad states that can change the skin to crystal clear in just 14 days, it becomes very impossible because crystal clear is not human skin’s characteristic.</p>

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			Personification	Simile	Metaphor	Synecdoche	Metonymy	Hyperbole	Headline	Sub-Headline	Body Copy	Declarative	Interrogative	Imperative	Exclamative	Representative	Directive	Expressive	Commissive	Declaration			Verdictive
6.	6/Bz/11/12	<p>This is an advertisement about insurance from Geico.</p> <p>“Those <b>pumps might get a little envious.</b>”</p>	√							√	√				√							<p>The copywriter of this ad wants to say that having this insurance will give many advantages for consumer and it only takes a few minutes to get the insurance rather than if the consumer spend much time in looking for the perfect pumps.</p>	<p>This ad is considered as personification since it states that the pumps, a type of shoes, are human thing that have the feeling to be envy, while the pumps is actually a non-human thing.</p>

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7.	7/Bz/11/12	<p>The advertisement is a nail polish with new color named Leading Lady from ESSIE.</p> <p><b>“A leading lady</b> is always dressed to thrill.”</p>	√				√				√											<p>In this ad, the copywriter wants to say that the woman who wears a Leading Lady product is the real leading lady who has strong feeling of excitement.</p>	<p>This ad contains two types of figures of speech: personification and metonymy. Here the leading lady which stated in the ad refers to the product, and since it has a quality of human, that is dressed to thrill, then it classified to be personification.</p>

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8.	8/Bz/11/12	<p>This is an advertisement about jewelry labeled Heart's On Fire.</p> <p>"You <b>light up the world</b> when your heart's on fire."</p>			√			√	√			√				√								<p>The copywriter of this ad wants to say that by wearing Heart's On Fire jewelry, the consumer will become a center of attention as if she could light up the world.</p>	<p>This advertisement contains hyperbole as it said that "you" as a human can light up the world just like sun.</p>

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			Personification	Simile	Metaphor	Synecdoche	Metonymy	Hyperbole	Headline	Sub-Headline	Body Copy	Declarative	Interrogative	Imperative	Exclamative	Representative	Directive	Expressive	Commissive	Declaration			Verdictive
9.	9/Bz/11/12	<p>The advertisement is about the new collection of jewelry named I'M SO OVER HEAVY METAL from PALLADIUM.</p> <p>"After all, who wouldn't want jewelry that's <b>tough, sexy, and sensitive?</b>"</p>	√							√		√				√						<p>The copywriter of this ad wants to build a certain image to the consumer of this product. In this case, the copywriter wants to state that by using the jewelry that though, sexy, and sensitive, it will definitely reflect the consumer' personal characters which are though, sexy, and sensitive.</p>	<p>In this ad, personification appears as the sentence said that "...jewelry that's though, sexy, and sensitive?" which are it gives the jewelry, which is non-human thing, the human qualities: sexy, though, and sensitive.</p>

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10.	10/Bz/11 /12	<p>The advertisement is about a cosmetic product, a lipstick, named Color Sensational Lip Color from MAYBELLINE.</p> <p><b>“Dive into the color of desire.”</b></p>			√				√							√								<p>In this ad, the copywriter wants to tell that the lipstick have very attractive colors so that they can fill the consumer's desires in having the beautiful lips look.</p>	<p>This ad contains metaphor. It is metaphor because the sentence compares, without using any comparison words, the color to sea which people could dive into it. The sentence also compares the desire to other things which have color. Since the desire itself is a kind of human feeling which has no color, then it is classified as metaphor.</p>



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11.	11/Bz/11/12	<p>The advertisement is about a cosmetic product, lipstick, named Color Sensational Lip Color from MAYBELLINE.</p> <p><b>“Crispier color</b> from our pure pigments; <b>Creamier feel</b> only from our nourishing honey nectar.”</p>			√					√	√				√							<p>In this sentence, the copywriter wants to tell the quality of the product. Since the product made from pure pigments and nourishing honey nectar, it has an attractive color and makes consumers feel comfort when use it.</p>	<p>This ad is regarded as metaphor since it compares, without using any comparison words, the color and the feel to the food which has quality to be crispy and creamy. Actually, the words crispier color and creamier feel are the lipstick itself.</p>

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12.	12/Bz/11/12	<p>The advertisement is about a cosmetic product, mascara, named Last Blast Volume from COVERGIRL.</p> <p><b>“Huge brush, huge volume, huge following-over 34 million sold!”</b></p>						√			√				√							√	<p>The copywriter of this ad wants tell that the product has special qualities, which are it has huge brush and volume; so that it becomes favorite by a fact that this product sold over 34 million.</p>	<p>This ad is considered as hyperbole as the sentence states that the mascara has huge brush, huge volume and huge following. As the mascara is applied in eyelashes, it is impossible if the mascara has a huge brush. Since the word huge literally has meaning very large.</p>

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13.	13/Bz/12/12	<p>The advertisement introduces the jewelry's new collection named Sweet Diamonds from THOMAS SABO.</p> <p><b>"A sweet diamond makes a sweet statement."</b></p>	√		√				√			√				√							<p>In this ad, the copywriter wants to make the reader believe that diamond will create a certain image to its user, therefore by wearing a diamond which has nice design; it will also create a good image to the user.</p>	<p>In this ad, there are two types of figures of speech occurred. The first trope is personification as the sentence said that diamond makes a sweet statement, and other trope is metaphor as the sentence comparing diamond and statement to sugar which has sweet taste.</p>

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14.	14/Bz/12/12	This is an advertisement about watch labeled SWATCH. "Push the <b>button of fun.</b> "			√				√							√							In this ad, the copywriter wants to say by having this product; the consumer will always ready to do any activities in which they will have fun with. Because the watch has good qualities, the consumers do not need to worry if they want to do extreme activities such as surfing.	This ad contains metaphor since the sentence compares fun to something which has button that can be pushed without using any comparison words.

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15.	15/Bz/1/13	This is an advertisement about cosmetic, a foundation, from ESTÉE LAUDER. "Double Wear Makeup, <b>porcelain perfection.</b> "			√			√			√				√							In this ad, the copywriter wants to tell that the product can give a perfect beautiful look like porcelain.	This ad is contains metaphor as it compares the product, the Double Wear Makeup, to porcelain which has perfect quality without using any comparison words.

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16.	16/Bz/1/13	<p>This is an advertisement about cosmetic, mascara, from LANCÔME</p> <p>“Volumized, extended, lifted lashes for a <b>flirtatious doll-like look.</b>”</p>		√						√	√				√						As for some people, the doll has beautiful face with volumized, extended, and lifted lashed, then the copywriter wants to tell consumer that this product can make them look beautiful like a doll.	This ad is regarded as simile since the sentence compares the human lifted lashes to a doll lashes which is so flirtatious by using the comparison word “like”.

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17.	17/Bz/1/13	<p>This is an advertisement about nail polish labeled GELACQUER.</p> <p>“Let your <b>nails as bright as your jewelry.</b>”</p>		√				√						√								<p>The copywriter of this ad wants to say that by having bright nails, the consumer will become so outstanding as if they wear bright jewelry. The product can make the consumer' nails bright as jewelry.</p>	<p>This ad considered as simile since the sentence compares nails to jewelry which is bright by using comparison word as.</p>

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18.	18/Bz/1/13	<p>This is an advertisement of Total Moisture Conditioning Body Lotion labeled Vaseline.</p> <p><b>“For legs that can run a marathon, run a bath, and run a household.”</b></p>				√			√			√				√							As it is an ad for body lotion product, thus the copywriter wants to say that this product is good for you or the target consumer, especially for your whole body, who can do all kind of activities.	This ad is regarded as synecdoche since it simplifies what is being talked about by stating significant detail only. In this sentence, the copywriter uses legs, which are part of human body, instead of you/the consumer.



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19.	19/Bz/1/13	<p>This is an advertisement about facial hair removal, labeled OLAY.</p> <p>“Together, as gentle as a feather.”</p>		√					√		√					√						<p>The copywriter of this ad wants to say that by using this product, consumer will get beautiful face without hair. The product itself is a gentle balm that minimizes irritation so that consumers will get gentle skin on their face. Therefore, the copywriter invites consumer to be together as gentle as feather.</p>	<p>This ad is considered as simile as the sentence compares togetherness to feather that has gentle quality by using comparison word <i>as</i>.</p>

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Yang bertandatangan di bawah ini, saya:

Nama : Mifta Hasmi  
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Konsentrasi : Linguistik

Mwnyatakan bahwa saya telah melakukan triangulasi data pada karya tulis ilmiah (skripsi) dari mahasiswa:

Nama : Nurita Widyanti  
NIM : 06211141017  
Program Studi : Bahasa dan Sastra Inggris  
Fakultas : Bahasa dan Seni  
Judul : **A Stylistic-Pragmatic Analysis of Figurative Language in Bazaar Magazine**

Demikian surat pernyataan ini saya buat. Semoga dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 1 Juli 2013



Mifta Hasmi

## SURAT PERNYATAAN

Yang bertanda tangan dibawah ini, saya

Nama : Briant Nino Aditya  
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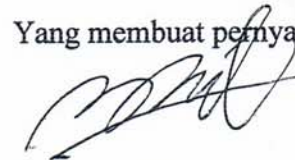
Menyatakan bahwa saya telah melakukan triangulasi data pada karya tulis ilmiah (skripsi)  
dari mahasiswa:

Nama : Nurita Widyanti  
NIM : 06211141017  
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Fakultas : Bahasa dan Seni  
Judul : **A Stylistic-Pragmatic Analysis of Figurative Language in Bazaar Magazine**

Demikian pernyataan ini saya buat dengan sebenar-benarnya dan semoga dapat  
dipergunakan sebagaimana mestinya.

Yogyakarta, 1 Agustus 2013

Yang membuat pernyataan,



Briant Nino Aditya

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