

# 1. INTRODUCTION

## 1.1. Background of the Study

Language is very important in human's life since the function is as a means of communication and usually related with communication devices such as television, radio broadcasting, newspaper, magazines, or other media, for we as human being for we as human being need to communicate with other people in our daily life (*Language*, 2005). One of the communication devices that we can use in order to communicate with other people is advertisement. Advertisement is paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience. It can be used as a medium to relate the producer who offer the products and the customer who need information about the goods that they need, especially the newest product. Moreover, advertisement also can be used to support a distribution of products, because it provides important information for the customers guide (Amstell, 1969, p. 11).

Advertisements are basically classified into two major types, such as broadcast advertisements (dwell in either radio or television broadcast) and printed advertisements (newspaper, magazines, books, and brochures). Besides, there are also kinds of advertisements that are printed on board spaces located in some areas where people can easily see and read them. They are also found along both sides of the busy main streets and even along the inter-city highways. The types of advertisements can also be classified based on the target of the audience (e.g. consumer and industrial), geography (e.g. local and international), medium used by advertisers (e. g. radio and television), and by its purpose or function (e.g. product advertising, noncommercial advertising, direct action advertising, and etc.) (Liliweri, 1992, p. 42-43).

In promoting the new product, advertisements need an attractive media to achieve the producers' target which is to persuade the customers to buy the product. The media used by advertisers are the channels of communication that carry the messages from the advertiser to the audience. The most frequently used

advertising media are newspapers, television, radio, and magazines. In this research, the media of advertisements that the writer used is magazine, because it is considered as one of the attractive media sources that the producers usually used to put the advertisements in order to promote their products.

Magazines are an extremely important group of advertising media, since the fact shows that everybody reads magazine because people can get much information by reading a magazine (White, 1988, p. 135). There are so many kinds of magazine, such as programme magazines, women's weeklies, women's monthlies, household magazines, shopping magazines, men's magazines, sport magazines, and etc (p. 136). By putting advertisements on magazine, the audience will see the pictures of the products that are being offered by producers and read the language of the advertisements. However, the most important thing of the advertisements on magazine is the language itself. Usually, the language of commercial advertising is designed in such way in order to be persuasive enough to stimulate the desire of the consumer to buy certain products, which means that the advertisements should not only explain the product they are selling, but the advertisements must be able to 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 is aimed to persuade the consumers to buy the products. According to Wells (1997), a persuasive message has to build a logical argument and touch emotion, which means that persuasion is not only a logical process, but also concerns with the emotions about how the readers feel about the product, the service, or the company being advertised (p. 278).

Furthermore, the most important purpose of advertisement is to deliver message or information to an audience for one reason or another, in order to influence and persuade them to believe or get interested in what is being advertised or offered (Amstell, 1989, p. 7). Thus, in order to accomplish the purpose, the language of advertisement should be simple, well arranged, effective, and communicative, so that the advertisements are easy to be understood (Wells, 1997, p. 11).

Generally, the writer sees that the language usually used in advertisements is different with the daily language. It is created in such a way so that it can attract the reader's attention and buy the product that being advertised. Hence, this condition encourages the writer to observe further about the using of figures of speech, which is under the field of linguistics-stylistics, in the language of cosmetics advertisements.

Figure of speech is a persuasive language. It is another way of adding extra dimension to language, which can attract the readers' attention (Perrine, 1969, p. 65). In other words, it means that figures of speech are an additional way of saying something than the usual. Moreover, there are twelve types of figures of speech, such as personification, metaphor, simile, synecdoche, metonymy, symbol, apostrophe, paradox, allegory, overstatement, understatement, and verbal irony (p. 66). Usually, most people assume that the use of figure of speech is commonly related to the field of literature. In fact, the use of figure of speech is also used in the field of linguistics. Figure of speech, which is included in the field of stylistics, can be automatically used in both literary and linguistics since the stylistics itself functioned as a mediation between linguistics and literary criticism. According to Furniss (1996), we know that 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 circumstance (p.106). Therefore, when a statement cannot be literally true, people will automatically understand it in a figurative sense. In addition, figures of speech are closely related to figurative meaning, because a sentence that contains figures of speech always has figurative meaning in it. Last but not least, the explanation proves that figure of speech, which produces figurative meaning, is linguistically used in analyzing a word, phrase, or sentence.

The writer is interested in analyzing the advertisements because almost everyone knows and sees advertisement in their daily life, and the language that is used in advertisement is very stylistic. Also, the advertisements play an important role in the business market. Companies cannot sell products without advertisements, because they use advertisements to introduce and promote their products.

The writer chooses cosmetics advertisements as her data for two reasons. First, the writer is a woman, whose life is closely related with cosmetics. Therefore, she feels that cosmetic is very important for women, and it has been a part of women's lives. Second, since cosmetics advertisement is closely related to women's lives, it will be easier and more accurate for the writer to analyze the data, because the writer knows and understands cosmetics well.

The writer is also interested in analyzing the figures of speech and its figurative meaning used in the language of cosmetics advertisements in *Cleo* magazine. In this research, the writer chooses *Cleo* magazine as the object of investigation because it is a women magazine and it contains more cosmetics advertisements that usually uses figures of speech within. Thus, it is possible for the writer to use the cosmetics advertisement in *Cleo* magazine in order to find the types of figures of speech, to find out the type of figures of speech mostly occurred in cosmetics advertisements, and also to analyze the figurative meaning of the figures of speech used in cosmetics advertisements in *Cleo* magazine.

Finally, through this study, the writer hopes that the result of this research can help the reader to know the types of figures of speech used in cosmetics advertisements in *Cleo* magazine, the type of figures of speech mostly used by advertisers in cosmetics advertisements in *Cleo* magazine, and provide an understanding on the figurative meaning of the figures of speech used in cosmetic advertisement in *Cleo* magazine.

## **1.2. Statement of the Problem**

By doing this research, the writer wants to analyze the figures of speech used in the cosmetics advertisements on *Cleo* magazine.

1. What types of figures of speech are used in cosmetics advertisements in *Cleo* magazine?
2. What type of figures of speech is mostly used in cosmetics advertisements in *Cleo* magazine?
3. What is the figurative meaning of the figures of speech occurred in cosmetics advertisement in *Cleo* magazine?

### **1.3. Purpose of the Study**

The purpose of this study is to find out the types of figures of speech used in the cosmetics advertisements in *Cleo* magazine, to find out the type of figures of speech that mostly occurs in cosmetics advertisements in *Cleo* magazine, and to analyze the figurative meaning of the figures of speech sentences occurred in cosmetics advertisement in *Cleo* magazine.

### **1.4. Significance of the Study**

Through this study, the writer hopes that the result of this research can help the reader to have a better understanding about the using of figures of speech in advertisements language, especially cosmetics advertisements, so the reader can understand the figurative meaning of the figures of speech sentences occurred in cosmetics advertisements. Last but not least, the writer hopes that this study also can be a good reference for them who want to make further and better study about figure of speech and can encourage other students, especially students of linguistics field, to make a research on the topic of figure of speech since figure of speech is known closely related to literature field.

### **1.5. Scope and Limitation**

The scope of this research is stylistics and pragmatics, because figure of speech is the part of stylistics field, and the figurative meaning itself is the part of pragmatics field. For the figures of speech itself, the writer limits the figures of speech based on the Perrine's principle, which consists of personification, metaphor, simile, synecdoche, metonymy, symbol, apostrophe, paradox, allegory, overstatement, understatement, and verbal irony. For the data analysis, it is taken primarily from cosmetics advertisements on *Cleo* magazine, which published in February and March 2006 edition. The cosmetics advertisements that the writer used include moisturizer, face-cleaner, foundation, lipstick, lotion, blush-on, and all the products which are used to the aim of caring and beautifying one's beauty. The writer also limits her study mainly to the cosmetics advertisements stated in English, because the writer know that translating Indonesian advertisements to

English advertisements or vice versa would change the style of the language used in advertisements as well as eliminate their originality.

### **1.6. Definitions of Key Terms**

The key terms used in this study such as:

1. Advertisement is paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience (Amstell, 1969, p. 11).
2. Figure of speech is another way of adding extra dimension to language which can attract the readers' attention (Perrine, 1969, p. 65).
3. Figurative meaning is words or phrases that cannot be literally true in any circumstance (Furniss, 1996, p. 106).
4. Stylistics is the way of the authors in expressing their ideas (Widdowson, 1995, p. 438).

### **1.7. Organization of the Study**

This paper is organized into five chapters. The first chapter is the introduction, which consists of the background of the study, the statement of the problem, the purpose of the study, the significance of the study, the scope and limitation, the definition of key terms, and also the organization of the study. The second chapter presents the review of related literature, which contains a review of related theory in analyzing the data, and the review of related study. The third chapter is about the methodology of the study. It consists of the research approach, the source of data, the procedure of data analysis, and the method of data analysis. The analysis of the research will be explained in chapter four, and the last chapter which is chapter five presents the conclusion of the whole thesis.