

LANGUAGE STYLES IN THE ENVIRONMENTAL SLOGAN

SKRIPSI

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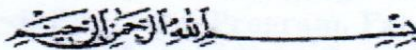
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ABSTRACT

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This research deal with language styles in the environmental slogan. It is focused on the rhetorical and figurative styles. The objectives of this study are to find out the kind of language style, the most dominant type of language style and to find out the difficulty to understand of language style in the environmental slogan. The research employed descriptive qualitative methods. The data were taken from social media, internet and some correspondents. This research used Gorys keraf theory based on rhetoric and figurative style to identify language styles in the environmental slogan. The result showed that are several types of style, namely rhetorical and figurative styles. The rhetorical styles are: assonance 4%, asindenton 3%, interruption 10%, polysindenton 1%, repetition 23%, and tautology 1%. The figurative styles are: allegory 40%, alliteration 3%, simile 4%, metonymy 6%, personification 1%. The most dominant type of language style used in the environmental slogans is the allegory 40%. The data taken from respondents showed that people are difficult to understand the meaning of language styles used in the environmental slogan the types of 1. The assonance style, 2. The personification style, and 3. The metonymy style.

Keywords: *Rhetoric and Figurative, Styles, Slogan.*

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Also the researcher realizes that his thesis is still far from being perfect in spite of the fact he has done his best completing this work. Therefore, constructive critics, comments, suggestions are welcomed for further improvement of this thesis.

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Medan, October 2021
The Researcher

Safrizal Simamora

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CHAPTER I

INTRODUCTION

A. The background of the study

Language style is the utilization of the richness of language, the use of certain variety to obtain certain effects, the overall language characteristics of a group of authors literature and typical ways of conveying thoughts and feelings, both verbally and written information. It is used by the author is essentially a way of use precise language to describe feelings and mind writers who differ from colloquial and subjective. In addition, the language style used by the author is also intended to touch the emotion of the reader. So that readers can feel the author's writing. Language style can also as a differentiator from one author to another.

Language style can be known as a way of expressing mind through language in a distinctive way that involves the soul and personality of the writer in language usage. That means, each person or writer has their own way of choosing and using language styles. It is the management or use of language properties for the purpose of obtaining the effect or emphasis of certain words or sentences that make literary works more alive, Gorys Keraf (2009: 133).

The slogan is one of the alternative media that is used to express an idea, motto or goal of a particular person or organization. In general, slogans are grouped into several types, each slogan has its own criteria and using different styles too. It is a work of fiction constructed by unique elements, that are brief, interesting and easy listening or remember. Slogans are presented in the form of phrases, clauses, or sentences. Slogan is persuasive; it encourages readers or

listeners to do what the writer wants them to do. That means, slogans are designed to build awareness of something, to provide certain information, to appeal, to motivate, and influence others by using of the language style.

The use of stylistics is indispensable to achieve certain effects as well as add beauty. variety of styles can foster interest in reading and not get bored when read. in addition, the use of styles is also indispensable to provide clearer emphasis. in short, the style of language is able to create imaginary power as well as give strict information to the resulting style of language. however, a variety of styles can reduce the effect of the style itself if it doesn't conform to language rules, which makes it difficult for the reader to understand the style. Where, the use of a variety of styles that are unfamiliar or unusual to the reader. So, the use of language style should also be considered from the recipient, looking at the capacity of the reader or listener so that the resulting style is easy to understanding.

This research has been discussing before, by Safuriyanto Achsan (2009) researched the meaning and function of language style on the use of slogans in the Attributes of Candidates for the 2009 General Election in Surakarta for the community. This research is different from the previous one because this research discusses language style in the environmental slogan. This research is reviewed base on directly or indirect meaning of language style according to Gorys Keraf. This makes the researcher feel that the research is worthy and interesting to discuss furthermore.

The reason authors choose to study language style in this research is the first, figures of speech are one characteristic of authors to express feelings that will distinguish author from author to author. Second, authors have found that no specific study of figures of speech in the environmental slogans is based on direct or indirect meanings that focus on rhetoric and figurative styles. Third, the wide range of language styles and variations that make it difficult for the reader or listener to understand the meaning of language. With this study it is hoped that audiences or readers will be able to understand the variety of language styles with easily understood examples, especially those found in the environmental slogan.

B. The Identification of the Problems

The problems of this study were identified as the following.

1. The kind of *language styles in the environmental slogan*
2. The most dominant type of language style used in *in the environmental slogan*
3. The difficulty to understand of used in *language style in the enviromental slogan*

C. The Scope and Limitation

The scope of this study was focused on the language style based on direct or indirect meaning in this research. There are 2 types of language styles, based on sentence structure and direct or indirect meaning. And this study was limited on direct or indirect meaning, rhetorical and figurative style in the environmental slogan.

D. The Formulation of the Problems

The problems of this study were formulated as in the following.

1. What kind of language styles are used in the *environmental slogan*?
2. What is the most dominant type *language style used in the environmental slogan*?
3. What is the difficulty to understand the meaning of *language style in the environmental slogan*?

E. The Objectives of the Study

Based on the formulation of the problems, the objectives of the study are:

1. to find out the kind of language styles used in the *environmental slogan*.

2. to find out the most dominant type of language style used in the *environmental slogan*.
3. to explain how language style are difficult to understand.

F. The Significance of the Study

Hopefully the result of this study have benefits both theoretically and practically.

1. Theoretically, this research is expected to add insight and scientific knowledge in the field of language style, especially how the language style in environmental slogans express the meaning and relationship between language style and the meaning contained in environmental slogans.
2. Practically, the finding of the study can be usefully.
 - a. for Education, result of the research can be used for reference learning especially for study of language style
 - b. for Society, result of the research can get a knowledge about the meaning is contained in the environmental slogan. For the Researcher, result of the research can be used for reference and as a material for similar research.

CHAPTER II

THE REVIEW OF LITERATURE

In literature studies, especially the environmental slogans, a method or theory is needed in an effort to provide answers to problems to be researched.

A. Theoretical Framework

1. Language style

Language *style* is known in rhetoric with the term *style*. The word *style* is derived from the *Latin* word *stylus*, which is a kind of tool for writing on a wax slab. The skill of using this tool will clearly affect the writing on the slab. Later on at the time the emphasis is placed on skills to write beautifully, then style then turned into the ability and skill to write or use words beautifully. Keraf (2004:112

Language is a beautiful language used to enhance the effect by introducing and comparing a particular object or thing with a more general object or other thing. Short words of the use of certain styles of language can change and give rise to certain connotations (Dale [et all], 1971: 220).

Based on the opinions above, it can be said that language style is a way of expressing inner thoughts and feelings that live through a distinctive language in speaking to obtain certain effects, so that what is stated becomes clear and gets the right meaning.

2. Definition of language style

Gorys Keraf (2002: 113-115) reveals that a style good language is must contain the following three elements: honesty, courtesy, and attractiveness.

a) Honesty

Honesty in language means we follow the rules, good and correct rules in language. The use of vague and undirected words, and the use of convoluted sentences are ways to invite dishonesty. The speaker or writer does not convey his thoughts frankly; it was as if he had hidden his thoughts behind a hazy string of words and an erratic web of convoluted sentences. He only deceives the listener or reader by using vague and "great" words, only to appear more intellectual or deeper in knowledge. On the other hand, the use of convoluted language indicates that the speaker or writer does not know what he is going to say. He tried to hide his shortcomings behind a barrage of empty words. Language is a tool for us to meet and get along. Therefore, language must also be used appropriately to attention and honesty.

b) Manners

The definition of courtesy is to give appreciation or respect the person being spoken to, especially the listener or reader. Respect in style is manifested through clarity and brevity. Delivering something clearly means not making the reader or listener sweat to find what was written or said. In addition, the reader or listener does not need to waste time listening or reading something at length, if it is expressed in a few words. Clarity will thus be measured in several the following points of rule, namely:

1. Clarity in the grammatical structure of words and sentences;
2. Clarity in correspondence with disclosed facts
3. Through these words or sentences;
4. Clarity in the logical ordering of ideas;
5. Clarity in the use of figures of speech and comparison. Abbreviations are often far more effective than a tortuous braid.

Abbreviation can be achieved through efforts to use words efficiently, eliminating the use of two or more words that are loosely synonymous, avoiding tautology; or do unnecessary repetition.

c) Interesting

An attractive force can be measured through several the following components: variety, healthy humor, good understanding, vitality (vitality), and full of imagination (imagination). The use of variety will avoid monotony in tone, structure, and word choice. For that, a writer needs to have richness in vocabulary, have the will to change the length of sentences, and morphological structures. Healthy humor means that language style contains energy to create a sense of joy and pleasure. Vitality and imagination are traits that are gradually developed through education, training and experience.

2. The kind of language style

Gorys Keraf (2002: 124-145) divides language style based on sentence structure which includes: 1) climax; 2) anticlimactic; 3) parallelism; 4) antithesis; and 5) repetition (epizeuksis, tautotes, anaphora, epistropha, simpleke, mesodiplosis, epanolepsis, and anadiplosis). Then based on direct or indirect meaning, it includes: 1) the rhetorical style consists of alliteration, assonance, anastrophe, apophasis (preterisio), apostrophe, acindenton, polycindenton, chiasmus, ellipsis, euphemism, litotes, hysteron proteron, pleonasm and tautology, periphrasis, prolepsis, erotesis, sylepsis and zeugma, corrections and hyperboles, paradoxes; 2) figurative language style, including similarities or similes, metaphors, allegory, parables, fables, personifications, allusions, eponyms, epithets, synecdoche, metonymy, antonomasia, hypalase, irony, cynicism and sarcasm, satire, innuendo, and antiphrasis. The following will explain one by one.

a) Language Style Based on The Sentence Structure

Language style is divided into five types, namely climax, anticlimax, parallelism, antithesis, and repetition.

1. Climax figure of speech is a figure of speech that makes the reader easy to remember because the words reflect a clear affirmation.

Example:

From 2 *pm* to 4 *pm* I am waiting for you in front of the school.

2. Anticlimax is a figure of speech in Indonesian which states something in a row which is decreasing over time.

Example:

Regents, sub-district heads, and village heads.

3. Parallelism is a style of language that repeats a word to emphasize the meaning of the word in several different definitions. Usually this type of figure of speech is used in a poem.

Example:

Love must be kind, love must be gentle, love must forgive.

4. Antithesis is one of the figures of speech of opposition. Antithesis figure of speech usually combines pairs of words that have opposite meanings.

Example:

Everyone is equal in the eyes of the law, no matter *young or old or rich or poor*. *Old-young* and *rich-poor* are two combinations of words that have opposite meanings.

5. Repetition is a style of language that repeats words in a sentence.

Example:

The man was the pickpocket, he was the culprit, he took my wallet.

Repetition figure of speech is also divided into several parts, namely anaphora, epiphora, simploke, mesodiplosis, epanalepsis, anadiplosis, tautotes, and epizeukis. the following will be explained.

- 5.1 Anaphora is the repetition of the same first word in subsequent sentences. Example:

O ruler, not even a year you lead, but you have not done much! O ruler, but why are your orders like tight ropes around our necks.

5.2. Epiphora is a figure of speech repetition in the form of repetition of words at the end of a row or sentence in a row. Example:

If you want, I will come; If you please, I will come; If you ask, I will come.

5.3. Simploke is a figure of speech that is repeated at the beginning and end of several words in a row. Example:

You say I'm shameless, I say whatever. You say I'm selfish, I say whatever.

5.4. Mesodiplosis is repetition of the same word or words in the middle of successive sentences. Example:

We are troubled on every side, yet not distressed; we are perplexed, but not in despair; Persecuted, but not forsaken; cast down, but not destroyed.

5.5. Epanolepsis is figure of emphasis in which the same word or words both begin(s) and end(s) a phrase, clause, or sentence; beginning and ending a phrase or clause with the same word or words. Example:

Nothing is worse than doing nothing.

5.6. Anadiplosis is a figure of speech in which a word or group of words located at the end of one clause or sentence is repeated at or near the beginning of the following clause or sentence. This line from the novelist Henry James is an example of anadiplosis:

"Our doubt is our passion, and our passion is our task."

b) Language Style Based on direct or indirect The Meaning

In An evaluative or emotive language deviation from ordinary language in (1) spelling, (2) word formation, (3) construction (a sentence, clause, phrase), or (4) the application of a term to obtain clarity, emphasis, embellishment, humor, or something else. Style language, reversal or deviation, trope or figure of this speech has two styles: rhetorical and figurative style. In this study the type of stylistic theory used is the theory of according to Gorys Keraf (2009:117-145). it is seen from the point of view of the language and the elements of the language used consist of (1) language styles based on directly or indirect of meaning. This can be described as follows.

1. Rhetorical style

A style that is merely an aberration of the ordinary construction to achieve a certain effect. The form of stylistics based directly on the absence of meaning, rhetoric in keraf there are a variety of styles of language that are: Assonance, Apostrophy and Repetition. Next will be clarified one by one.

a. Assonance

Assonance is the repetition of vowel sounds, most commonly within a short passage of verse or language style that has repetition of the same vowel sound in words that follow each other, and it usually used in poem to emphasize or to make it more artistic.

For example:

Stopping pollution is the best solution.

b. Asidentone

Asidentone is a style of language that mentions successively without using a conjunction so that the reader's attention turns to the thing that is mentioned.

For example:

Upbeat blaring.

c. Interruption

Interruption is a language style that uses words or parts of sentences that are inserted in the main sentence to further explain something in the sentence.

For example:

*Suddenly the **her-husband** is mentioned by another woman.*

d. Polisidenton

Polisidenton is the opposite linguistic style of the asidenton, in which several words, phrases, clauses are sequentially connected to each other by conjunctions.

For example:

*Where are the birds that are restless **and** homeless **and** do not give in to the dark **and** cold that shed their feathers?*

e. Repetition

Is done by repeating the words in a sentence.

For example:

*When **we heal** the earth, **we heal** ourselves.*

f. Tautology

Tautology is a language style in the form of repetition of words using their synonyms.

For example:

*Why are you so **anxious** and **restless**?*

2. Figurative style

Is language style that is formed based on comparison or equations, which find features that show similarities between the two things. So based on the figurative style, the following styles be contained.

a. Allegory

A style of language that compares human life to nature.

For examples:

***Faith** is the steering wheel through **the ages**.*

b. Metonymy

This style of language is usually called a substitute for a name in the form of an attribute, object or use of something that is closer and related to a substitute for a particular object.

For example: `

*Cigarettes are replaced by **Djarum** or **Gudang Garam***

c. Symbolic

Symbolic is a style of language that describes something by using other objects as symbols or symbols.

For example:

*Save earth, it's the only planet with **chocolate**.*

d. Personification

Personification is attributing or applying human qualities to inanimate object, animals, or natural phenomena. In the other words, it is describing non-living object as if there are and lives like human being.

For example:

*The **rain-danced** on the tiles.*

e. Epithet

Keraf (2010, p. 141) suggests that epithet is a kind of reference that states the special nature or characteristics of a person or thing that provides information in the form of descriptive phrases that explain or replace the name of someone or an object.

For example:

*we have forgotten how to be **good guest**, how to **walk lightly** on the
earth as **its other creatures**.*

In contrast to Perrin (in Henry Guntur Tarigan, 1995: 141) distinguishes language styles into three, namely: 1) comparison, which includes metaphor, similarity, and analogy; 2) relationship, which includes metonymy and synecdoche; 3) statements, which include hyperbole, litotes, and irony. And then, Mumu (2004: 21-30) argues: Language style is divided into five groups, namely: 1) affirmative language style, which includes repetition and parallelism; 2) comparative language style.

From some of the opinions above, it can be concluded that language style can be divided into five groups, namely: 1) comparative language style, 2) repetition language style, 3) language style 4) contradictory language style, 5) affirmative language style. The explanation of the language style in this study is as follows.

3. Environmental slogan`

According to G.R. Miller as quoted by Stiff (1994) says persuasive communication as any message that is intended to shape, rein force, or change the responses of another, or other. slogans are a form of communication. In delivery contains a message, motivation and appeal, which is set out in the form of words or phrases that are striking and interesting. slogans can be found such as streets, offices, schools, wall magazines and many more. the slogan contains a notification that is served to the public so that the reading public is interested in the contents as well.

- a. There are various functions of slogans, including:
 1. Slogans serve to educate the public.
 2. Slogans can also serve as boosters

Slogans are made with the aim of telling the vision or goals of an organization, company or activity.

b. Goals of slogan;

As mentioned earlier, the main purpose of a slogan is to invite other people to do something according to the content of the slogan. The objectives of the slogan are as follows:

- To convey information to the public
- To give understanding to the community so that they become aware of something.
- To convey an appeal to the public.
- To influence the public to follow the message in the slogan.
- To provide motivation to audiences.

c. Types of Slogans and Examples

In general, slogans can be grouped into several types. The various slogans are as follows:

1. Educational slogan

An educational slogan is a type of slogan whose purpose is to provide information, invitation and motivation in the world of education. Here are some examples of educational slogans

The great generation is the educated generation.

Books are a window to the world, let's like to read.

Advanced education, advanced generations, developed nations.

Impressive teacher, brilliant education.

2. Health slogan

A health slogan is a type of slogan whose purpose is to provide information, encouragement and motivation in the health sector. Here are some examples of health slogans;

Say NO to Drugs.

In a healthy body is a strong soul.

Stop AIDS, stay away from the disease, not the person.

3. Environmental Care Slogan

An environmental slogan is a type of slogan whose purpose is to provide information, encouragement, and care for the environment. Here are some examples of environmental slogans; Clean is good, clean is beautiful, clean is healthy, Hygiene is part of faith, Today planting trees, tomorrow enjoy it. Overall, it confirm us to care and loving our environment in around, because if not us who else.

4. Product / Business Marketing Slogan

A marketing slogan is a type of slogan whose purpose is to provide information, invitations, and influence audiences to know / use a product or business. Here are some examples of marketing slogans;

Aqua, good life.

Kitkat, there's a break there is Kitkat.

Kopiko, coffee instead.

Of all the stylistic theories that have been stated above, researchers using the language style theory proposed Gorys Keraf. The theory presented is in

accordance with the data obtained by researchers as well as easy grouping and can be more understood.

B. Relevant Studies

This research discusses the style of language in environmental slogans that have been done a lot, but research on diction and style of language and the meaning contained to my knowledge does not exist and I have not found it done.

This research is relevant to the research conducted by SAFURIANTO, ACHSAN (2009) entitled "VARIATION OF SLOGAN LANGUAGE STYLES IN THE ATTRIBUTES OF THE 2009 ELECTION CALEGES IN SURAKARTA". This

study aims to describe the variations in language styles, meanings, and functions of using slogan in the Attributes of the 2009 Election Candidates in Surakarta for the community.

The research data were obtained from the attributes of the 2009 election slogan candidates in Surakarta. Data collection techniques using observation and field reviews. The data analysis technique of this research was the insert technique and the paraphrasing technique.

The results of the study of variations in the use of language styles in the slogan attributes of the 2009 Election Candidates in Surakarta include: Climax (13 data), Asonance (11 data), Asindeton (8 data), Anticlimax (7 data), Alliteration (6 data), personification (4 data), epitheta (4 data), ellipsis (3 data), allusion (3 data), repetition (3 data), polisindetone (2 data), and each one found data in language style; litotes, antonomasia, occupation, sarcasm, hyperbole, and rhetoric. The meaning contained includes: Inviting, Appealing, and Meaning to build. The

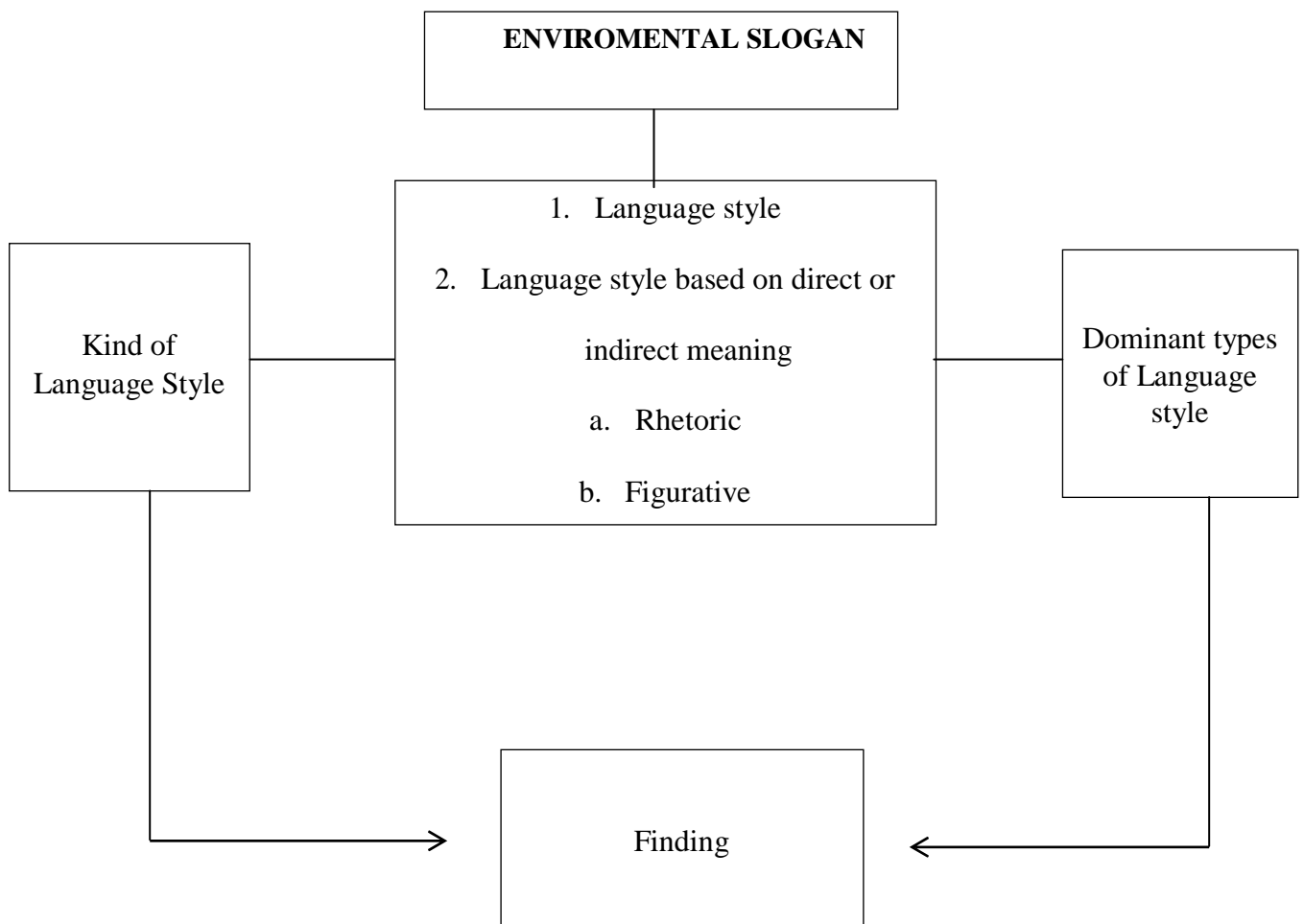
function of slogan language is to give influence, give motivation, and introduce oneself.

Based on the research results, we can see that the research examines the form of language style variations, meanings, and functions of the use of slogan language in the Attributes of the 2009 Election Candidates in Surakarta for the community, while in this study is "language style in the environmental slogan"

This research examines the diction, types of diction, language style , the types of language style and the meaning contained and semantics. This study is focused on environmental slogans. The results of this study are expected to complement the results of previous studies.

C. Conceptual framework

In the conceptual framework has been described things that are the problem in this study. So in this study the researchers only focusing on the language style in the environmental slogan. For more details can be seen in the following conceptual framework. **Figure 2.1 Schematic Framework**



CHAPTER III

METHOD OF RESEARCH

A. Research Design

Descriptive qualitative design was applied in this study for identify the subject. It is the most suitable one to use analyzing this research and also appropriate for this research because it is consider to result in a detail description about language style in the environmental slogan. According to Hancock et.al (1998:7) qualitative research concerned with developing explanation of social phenomena. The method is relevant employed because the data are analyzed in description without any give number to count.

B. Source of Data.

The main data sources in this research taken from the social media, internet and some respondents. The source of data in this research is the use of language style in the environmental slogan and the answers of questionnaires obtained from the respondents as additional data to facilitate the research.

1. Primary source

There is some data was analyzed in this research. The data of this research is from the internet is (www.100 best saying the environmental slogan). The researcher will collect the data using an smartphone or laptop that functions to access and open of the social network. The data deals with texts of rom the internet <https://sloganshub.org/sayings-about-environment/>.

2. Secondary source

Some students of English UMSU (University Muhammadiyah Sumatera Utara), which is indicated to have difficulty understanding the language style in the environmental slogan will be a secondary source in this study. Researchers will use interview methods to gather data or information about the reasons why they have difficulty understanding the style.

C. The Techniques of Data Collection

The data were collected by using the following technique.

1. Browsing and Choosing the data from the internet (www.100 best saying the environmental slogan);
2. Downloading and Saving the data from the internet (www.100 best saying the environmental slogan).
3. Printing Out the Data
4. Reading the data;

D. The Techniques of Data Analysis

In this research, descriptive qualitative technique was applied to analyze the data.

The data will be analyzed through some steps as in the following.

1. Underlying the data, namely the words or sentences.
2. Identifying the types of language style used in the environmental slogan.
3. Classifying the types of language style used in the environmental slogan.
4. Finding out the most dominant types of language style used in the environmental slogan.

5. Finding out the difficulty of language styles to understand the meaning
language

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter included the findings and discussions. In findings, the researcher would like to present the data have been found in “Environmental Slogan” about language style and the function of using language style. In next part, it discussed the further analysis of language style and function of using language style.

A. The Findings

In this case, the researcher presented the analysis the data, the researcher used theory from Gorys Keraf to analyze types of language style. According to Gorys Keraf (2009:117-145) that the style of language is seen from the point of view of the language and the elements of the language used consist of language styles based directly on the absence of meaning.

Based on the analysis of the data, it could be explained that 100 environment slogan and 2 types of language style, and each of the environmental slogan has different language style. From the data, it can be concluded that. Assonance 3 Types, Asidentone 2 Types, Interruption 7 Types, Polisidentone 1 Types, Repetition 15 Types, Tautology 1 Types, Allegory 26 Types, Alliteration 2 Types, Metonymy 4 Types, Personification 1 Types, And Simile 3 Types. As shown in the following table 4.1.

Table 4.1
Kinds of Language Style “ Environmental Slogan ”

NO	Language Styles Type	Data Analysis	Percentage
Rhetorical Language Style			
1	Assonance	3 Data	4%
2	Asidentone	2 Data	3%
3	Interruption	7 Data	10%
4	Polisidentone	1 Data	1%
5	Repetition	15 Data	23%
6	Tautology	1 Data	1%
Figurative Language Style			
1	Allegory	26 Data	40%
2	Alliteration	2 Data	3%
3	Metonymy	4 Data	6%
4	Personification	1 Data	1%
5	Simile	3 Data	4%
Total Data Analysis		65 Data	96%

B. Discussions

In this part, the researcher explained the data were taken from Environmental Slogan. The researcher identified types of language style based on Gorys Keraf, there were Rhetorical Language Styles and Figurative Language Style. Rhetorical Language Styles consist of Assonance, Asidentone, Interruption, Polisidentone, Repetition, and Tautology. Figurative Language Style consist of Allegory, Alliteration, Metonymy, Personification, and Simile. The Analysis of the data were below :

1. Identifying Rhetorical Language Style Data in environmental slogan

Language style is a beautiful language used to enhance effects by introducing and comparing things or other things that are more general. Through the style, the language will have a distinction or characteristic in conveying ideas through literary works so that it will be easier to attract the attention and interest of those who read it. In this environmental slogan, there are two types of language style identified, namely rhetorical language style and figurative language style. The identification of rhetorical language style data that has been found can be described as follows.

a. Assonance

Assonance is the repetition of vowel sounds, most commonly within a short passage of verse or language style that has repetition of the same vowel sound in words that follow each other, and it usually used in poem to emphasize or to make it more artistic.

Datum 1

“Stopping pollution is the best solution.”

The assonance style in the above quote is indicated by the repetition of the vowel sound (o) at the beginning and middle of the sentence. the use of repetitive vowels (o) to achieve an effect of emphasis or simply beauty. so, by using the vowel sound repeatedly, the sentence forms an assonant style.

Datum 2

“The environment is everything that isn’t me.”

The assonance style in the above quote is indicated by the repetition of the vowel sound (e) at the beginning, middle and end of the sentence. the use of repetitive vowels sound (e) to achieve an effect of emphasis or simply beauty. so, by using the vowel sound repeatedly, the sentence forms an assonant style.

Datum 3

“Green revolution a best solution to arrest pollution.”

The assonance style in the above quote is indicated by the repetition of the vowel sound (e) at the beginning and middle of the sentence. the use of repetitive vowels sound (e) to achieve an effect of emphasis or simply beauty. so, by using the vowel sound repeatedly, the sentence forms an assonant style.

b. Asidentone

Asidentone is a language style in the form of a reference, which is solid and compressed in which some words, phrases, or clauses, which are the

equivalent, are not connected by conjunctions. The data about the asidentone style it can be seen in the following except.

Datum 1

“The environment is where we all meet; where all have a mutual interest; it is the one thing all of us share”

From the data above, it can be seen that the rhetorical style there is an asidenton style. Asidenton style in the quote di above can be seen at *we all meet; where all have a mutual interest*, from the word it can be seen that the language conveyed is in the form of a reference, where in the word there is a desire that does not support conjunctions. Therefore, the data is included in the type of asidentone style.

Datum 2

“Our environment, the world in which we live and work, is a mirror of our attitudes and expectations.”

From the data above, it can be seen that the rhetorical style there is an asidentone style. Asidentone style in the quote above can be seen at *our environment, the world in which we live*, from the word it can be seen that the style conveyed is in the form of a reference, where in the word it is look that does not support conjunctions. Therefore, the data is included in the type of asidenton style.

c. Interruption

Interruption is a language style that uses words or parts of sentences that are inserted in the main sentence to further explain something in the sentence.

Datum 1

“Waste water today, live in desert tomorrow.”

From the data above, it can be seen that the rhetorical style there is an interruption style. Interruption style in the quote above can be seen at *live in desert tomorrow*. from the sentence it can be seen that the style conveyed is in the form of inserted in the main sentence to explain something else in the sentence. Therefore, the data is included in the type of interruption style.

Datum 2

“If you want to breathe, save the trees.”

From the data above, it can be seen that the rhetorical style there is an interruption style. Interruption style in the quote above can be seen at *save the trees*. from the word and sentence it can be seen that the style conveyed is in the form of inserted in the main sentence to explain something else in the sentence. So that, the data is included in the type of interruption style.

Datum 3

“Don’t blow it – good planets are hard to find.”

From the data above, it can be seen that the rhetorical style there is an interruption style. Interruption style in the quote above can be seen at— *good planets are hard to find*. from the word and sentence it can be seen that the style conveyed is in the form of inserted in the main sentence to explain something else in the sentence. So that, the data is included in the type of interruption style.

Datum 4

“One tree can make a million of matches, but one match can destroy a million of tree.”

From the data above, it can be seen that the rhetorical style there is an interruption style. Interruption style in the quote above can be seen at *but one match can destroy a million of tree*. from the word in the sentence it can be seen that the style conveyed is in the form of inserted in the main sentence to explain something else in the sentence. So that, the data is ncluded in the type of interruption style.

Datum 5

“When environment changes, there must be a corresponding change in life.”

From the data above, it can be seen that the rhetorical style there is an interruption style. Interruption style in the quote above can be seen at *there must be a corresponding change in life*. from the word in the sentence it can be seen that the style conveyed is in the form of inserted in the main sentence to explain

something else in the sentence. So that, the data is included in the type of interruption style.

Datum 6

“Because we don’t think about future generations, they will never forget us.”

From the data above, it can be seen that the rhetorical style there is an interruption style. Interruption style in the quote above can be seen at *they will never forget us*. from the word in the sentence it can be seen that the style conveyed is in the form of inserted in the main sentence to explain something else in the sentence. So that, the data is included in the type of interruption style.

Datum 7

“Your grandchildren will likely find it incredible – or even sinful – that you burned up a gallon of gasoline to fetch a pack of cigarettes!”

From the data above, it can be seen that the rhetorical style there is an interruption style. Interruption style in the quote above can be seen at *that you burned up a gallon of gasoline to fetch a pack of cigarettes*. from the word in the sentence it can be seen that the style conveyed is in the form of inserted in the main sentence to explain something else in the sentence. So that, the data is included in the type of interruption style.

d. Polisidentone

Polisidentone is a language style that mentions successively by using a conjunction. The data about the polisidentone language style in the environmental slogan can be seen in the following excerpt.

Datum 1

“Create and maintain beautiful environment and surroundings in which to live.”

From the data above, it can be seen that the rhetorical style there is an polisidentone style. in the quote above can be seen at *Create **and** maintain beautiful environment **and** surroundings in which to live.* from the word in the sentence it can be seen that the style conveyed is the words, phrases, clauses in sentences that are opposite to each other by using conjunctions. So that, the data is included in the type of polisidentone style.

e. Repetition

Repetition is a language style of repeating the same words, phrases and clauses in a sentence to emphasize something related to the language style. The following can also be seen the types of repetition style, namely as follows :

Datum 1

“When we heal the earth, we heal ourselves.”

From the data above, it can be seen that the rhetorical style there is an repetition style. Repetition style in the quote above can be seen at *when **we** heal*

the earth, we heal ourselves. from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „we” in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 2

“A nation that destroys its soil, destroys itself.”

Repetition style in the quote above can be seen at *a nation that destroys its soil, destroys itself.* from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „destroys” in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 3

“Take care of the earth and she will take care of you.”

Repetition style in the quote above can be seen at *take care of the earth and she will take care of you.* from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „take” in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 4

“Save nature, nature will save you.”

Repetition style in the quote above can be seen at *Save nature, nature will save you.* from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „*nature*” in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 5

“When we heal the earth, we heal ourselves.”

Repetition style in the quote above can be seen at *when we heal the earth, we heal ourselves.* from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „*we*” in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 6

“When the last tree dies, the last man dies.”

Repetition style in the quote above can be seen at *When the last tree dies, the last man dies.* from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „*dies*” in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 7

“The earth has a skin and that skin has diseases; one of its diseases is called man.”

Repetition style in the quote above can be seen at *The earth has a skin and that skin has diseases; one of its diseases is called man.* from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „diseases“ in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 8

“I don’t want to protect environment. I want to create a world where the environment doesn’t need protection.”

Repetition style in the quote above can be seen at *I don’t want to protect environment. I want to create a world where the environment doesn’t need protection.* from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „I“ in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 9

“It isn’t pollution that’s harming the environment. It’s the impurities in our air and water that are doing it.”

Repetition style in the quote above can be seen at „It“s“. from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „It“s“ in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 10

“At least do not ruin the life of those trees, depending on whom we live. Let“s prove that we are humans.”

Repetition style in the quote above can be seen at „we“. from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „we“ in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 11

“We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect.”

Repetition style in the quote above can be seen at „we“. from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „we“ in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 12

“It is not the sun that wither the plants to death but the man who gradually beats the trees to death.”

Repetition style in the quote above can be seen at „death“. from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „death“ in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 13

“ Till now man has been up against Nature; from now on he will be up against his own nature.”

Repetition style in the quote above can be seen at „nature“. from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „nature“ in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

Datum 14

“The environment acts more strongly upon the individual life the less fixed and strong this individual life may be.”

Repetition style in the quote above can be seen at „individual life“. from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „individual life“ in a sentence to emphasize

something relate or else. So that, the data is included in the type of repetition style.

Datum 15

“The earth has a skin and that skin has diseases; one of its diseases is called man.”

Repetition style in the quote above can be seen at „skin“. from the word in the sentence it can be seen that the style conveyed is in the form of repeating the same words that is „skin“ in a sentence to emphasize something relate or else. So that, the data is included in the type of repetition style.

f. Tautology

Tautology is a style in the form of repetition of words using their synonyms which is repeating word with the others is same meaning. The data about the tautology style in the environmental slogan can be seen in the following excerpt.

Datum 1

“Such is the audacity of man, that he hath learned to counterfeit Nature, yea, and is so bold as to challenge her in her work.”

Tautology style in the quote above can be seen at „audcity“ and „bold“. from the word in the sentence it can be seen that the style conveyed is in the form

of repetition of words using their synonyms in a sentence to emphasize or show an idea or message in the slogan. So that, the data is included in the type of tautology style.

2. Analysis of Figurative Language Style Data in environmental slogan

Data on figurative language style in this environmental slogan There are 35 language styles found. That is, 1) allegory, 2) alliteration, 3) metonymy , 4) personification, 5) simile. . The identification of data regarding figurative language styles can be described as follows.

a. Allegory

Allegory is a style that compares human life with nature. The data about the Allegory style in the environmental slogan can be seen in the following excerpt.

Datum 1

“Let’s nurture the nature, so that we can have a better future.”

Allegory style in the quote above can be seen at *let’s nurture the nature* and *we can have a better future* . The starting of „*let’s nurture the nature*’ which shows human activities to maintain or care for something then continued with *‘better future*’ which refers to the existence of new nature. from the words in the sentence it can be seen that the style conveyed is in the form of compares human life with nature in a sentence to emphasize or show an idea or message in the slogan. therefore, the data is included in the type of allegory style.

Datum 2

“It is our duty to save environment’s beauty.”

Allegory style in the quote above can be seen at *It is our duty to save environment’s beauty*. The starting of „our duty” which human movement to do something and then go by ‘*to save environmental beauty*’ which is explain of present the nature or existence it from the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature in a sentence to emphasize or show an idea or message in the slogan. therefore, the data is included in the type of allegory style.

Datum 3

“Nature is our treasure, help save it.”

Allegory style in the quote above can be seen at *Nature is our treasure, help save it*. From the beginning the sounds is ‘*nature is our treasure*’ which is the word explains that the existence of nature is very important and then associated with the human dimension which can be seen from the word ‘*help save it*’ which is describes of human behavior. from the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature in a sentence to emphasize or show an idea or message in the slogan. therefore, the data is included in the type of allegory style.

Datum 4

“There is a sufficiency in the world for man’s need but not for man’s greed.”

Allegory style in the quote above can be seen at *There is a in the world for man's need but not for man's greed*. The starting of words „*There is a in the world for man's need*” which is the words explains that the existence of nature is very important and then associated with the human dimension which can be seen from the word 'but not for man's greed' which is describes of human behavior. from the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature in a sentence to emphasize or show an idea or message in the slogan. therefore, the data is we find that style included in the type of allegory style.

Datum 5

“ It is in man's heart that the life of nature's spectacle exists; to see it, one must feel it.”

Allegory style in the quote above can be seen at *It is in man's heart the life of nature's spectacle exists; to see it, one must feel it*. from the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature in a sentence, it is look of „*It is in man's heart the life of nature's* which talk about dimension humans behavior an then continued to nature life it is '*spectacle exists; to see it, one must feel it*' to emphasize or give an message in the slogan. therefore, the data is we find that style included in the type of allegory style.

Datum 6

“They kill good trees to put out bad newspapers.”

Allegory style in the quote above can be seen at *they kill good trees to put out bad newspapers*. From data above, it's starting of words „they kill“ which describes human action or human behavior then connecting with second words „Good tress,, which is explain features of nature and the third is „to put out bad newspapers ,, that is just additional information. From the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature in a sentence to emphasize or give an message in the slogan. from the word 'kill' it shows an activity of human movement and from the word 'good tree' it describes tree life or nature. therefore, the data is we find that style included in the type of allegory style.

Datum 7

“It's inevitable your environment will influence what you do.”

Allegory style in the quote above can be seen at *It's inevitable your environment will influence what you do*. from the word in the sentence it can be seen that the style conveyed is in the form of compares human life with the nature it is „*It's inevitable your environment*’ and ‘*will influence what you do* ,,which has a different dimension in a sentence, it is to emphasize or give an message in the slogan. Therefore, the data is we find that style included in the type of allegory style.

Datum 8

“The world is a fine place & worth fighting for.”

Allegory style in the quote above can be seen at *The world is a fine place & worth fighting for*. Starting from the word „*the world is a fine place*” or the earth which refers to the existence of nature then continued with the word „*worth fighting for*” which indicates human activity to achieve or have something. From the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature which has a reciprocal relationship in a sentence to emphasize or give an message in the slogan. Therefore, the data is we find that style included in the type of allegory style.

Datum 9

“Wasting time is useless cleaning the environment is the best.”

Allegory style in the quote above can be seen at *wasting time is useless cleaning the environment is the best*. from the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature which has a reciprocal relationship in a sentence to emphasize or give an message in the slogan. Therefore, the data is we find that style included in the type of allegory style.

Datum 10

“It is in man’s heart that the life of nature’s spectacle exists; to see it, one must feel it.”

Allegory style in the quote above can be seen at *It is in man's heart that the life of nature's spectacle exists; to see it, one must feel it.* from the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature which has a reciprocal relationship in a sentence to emphasize or give an message in the slogan. Therefore, the data is we find that style included in the type of allegory style.

Datum 11

“Our planet’s alarm is going off, and it is time to wake up and take action!”

Allegory style in the quote above can be seen at *„Our planet's alarm is going off* *„that explain about something happen with the nature and „it is time to wake up and take action’* it is refer human life or movement. from the words in the sentence it can be seen that the style conveyed is in the form of compares human life with nature which has a reciprocal relationship in a sentence to emphasize or give an message in the slogan.. Therefore, the data is find that style included in the type of allegory style.

Datum 12

“We cannot command Nature except by obeying her.”

Allegory style in the quote above can be seen at *We cannot command Nature except by obeying her.* From the first words are *„We cannot command nature’* which is a human command word to do something then compared to the

natural dimension, the second part is '*except by obeying her*' from that word humans believe in the existence of nature. from the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature which has a interconnected in a sentence to emphasize or give an message in the slogan.

Datum 13

”Thank God men cannot fly, and lay waste the sky as well as the earth”.

Allegory style in the quote above can be seen at *Thank God men cannot fly and lay waste the sky as well as the earth*. From the first words are „*Thank God men cannot fly*’ which is a human command word to do something then compared to the natural dimension, the second part is „*and lay waste the sky as well as the earth*’ from that word humans realize in the existence of nature. from the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature which has a connected in a sentence to emphasize or give an message in the slogan.

Datum 14

“We cannot command Nature except by obeying her.”

Allegory style in the quote above can be seen at *We cannot command Nature except by obeying her*. From the first words are „*We cannot command Nature*’ which is a human command word to do something then compared to the natural dimension, the second part is „*except by obeying her*’ from that word

humans realize in the existence of nature. from the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature which has a connected in a sentence to emphasize or give an message in the slogan.

Datum 15

“There’s so much pollution in the air now that if it weren’t for our lungs there’d be no place to put it all.”

Allegory style in the quote above can be seen at from the first words are *„There’s so much pollution in the air now’* which the the nature issue then second part is *„that if it weren’t for our lungs there’d be no place to put it all’* from that word is human life . from the word in the sentence it can be seen that the style conveyed is in the form of compares human life with nature which has a connected in a sentence to emphasize or give an message in the slogan.

Datum 16

“Earth provides enough to satisfy every man’s need, but not every man’s greed.”

Allegory style in the quote above can be seen at from the first words are *„Earth provides enough to satisfy every man’s need’* which is in the existence of nature then, the second part is *„but not every man’s greed.”* Which is explain about human nature. from the word in the sentence it can be seen that the style

conveyed is in the form of compares the nature with the human life which has a connected in a sentence to emphasize or give an message in the slogan.

Datum 17

“Nature provides a free lunch, but only if we control our appetites.”

Allegory style in the quote above can be seen at from the first words are „*Nature provides a free lunch*’ which is in the existence of nature then, the second part is „*but only if we control our appetites*“.Which is explain about the human nature. from the word in the sentence it can be seen that the style conveyed is in the form of compares the nature with the human life which has a connected in a sentence to emphasize or give an message in the slogan.

Datum 18

“Everyone becomes a creation of their environment.”

Allegory style in the quote above can be seen at from the first words are „*Everyone becomes a creation*’ which is in the existence of human life then, the second part is „*of their environment*“.Which are assume of the nature. from the word in the sentence it can be seen that the style conveyed is in the form of compares the nature with the human life which has a connected in a sentence to emphasize or give an message in the slogan.

Datum 19

“We need to promote development that does not destroy our environment.”

Allegory style in the quote above can be seen at from the sentence *We need to promote development that does not destroy our environment*. From the word in the sentence it can be seen that the style conveyed is in the form of compares the nature with the human life which has a connected in a sentence to emphasize or give an message in the environmental slogan.

Datum 20

“It is horrifying that we have to fight our own government to save the environment.”

Allegory style in the quote above can be seen at from the sentence *It is horrifying that we have to fight our own government to save the environment*. From the word in the sentence it can be seen that the style conveyed is in the form of compares the nature with the human life which has interconnected in a sentence to emphasize or give an message in the environmental slogan.

Datum 21

“For two hundred years we’ve been conquering Nature. Now we’re beating it to death.”

Allegory style in the quote above can be seen at from the sentence *for two hundred years we’ve been conquering Nature. Now we’re beating it to death*. from the word in the sentence it can be seen that the style conveyed is in the form of compares the nature with the human life which has interconnected in a sentence to emphasize or give an message in the environmental slogan.

Datum 22

“Environment is no one’s property to destroy; it’s everyone’s responsibility to protect.”

Allegory style in the quote above can be seen at from the sentence *environment is no one’s property to destroy; it’s everyone’s responsibility to protect*. From the word in the sentence it can be seen that the style conveyed is in the form of compares the interconnected the nature with the human life in a sentence to emphasize or give an message in the environmental slogan.

Datum 23

“One touch of nature makes the whole world kin.”

Allegory style in the quote above can be seen at from the sentence *One touch of nature makes the whole world kin..* From the word in the sentence it can be seen that the style conveyed is in the form of compares the connected the nature with the human life in in a sentence to emphasize or give an message in the environmental slogan.

Datum 24

“A virgin forest is where the hand of man has never set foot.”

Allegory style in the quote above can be seen at from the sentence *A virgin forest is where the hand of man has never set foot*. From the word in the sentence it can be seen that the style conveyed is in the form of compares the

connected the nature with the human life in in a sentence to emphasize or give an message in the environmental slogan.

Datum 25

“The only way forward, if we are going to improve the quality of the environment, is to get everybody involved.”

Allegory style in the quote above can be seen at from the sentence *The only way forward, if we are going to improve the quality of the environment*. From the word in the sentence it can be seen that the style conveyed is in the form of compares the connected the nature with the human life in in a sentence to emphasize or give an message in the environmental slogan.

Datum 26

“We cannot command Nature except by obeying her.”

Allegory style in the quote above can be seen at from the sentence *We cannot command Nature except by obeying her*. From the word in the sentence it can be seen that the style conveyed is in the form of compares the connected the nature with the human life in in a sentence to emphasize or give an message in the environmental slogan.

Based on the description above, allegory figure of speech is a style of language that states without being literally but through figures of speech or depiction. Allegory are words in sentences that are used as symbols of actual human life to educate, especially morals, or explain an idea or value of life, by connecting and comparing the value of life with the nature.

b. Alliteration

Alliteration figure of speech is a style that uses the repetition of consonants or consonants at the beginning of a word, at least twice to convey an idea or message.

Datum 1

“We won’t have a society if we destroy the environment.”

Alliteration style in the quote above can be seen at (*We*) in sentence that use repeating the consonants to get some emphasize to conveyed the idea or message. From the word in the sentence it can be seen that is the alliteration style in the environmental slogan.

Datum 2

“I’m not an environmentalist. I’m an Earth warrior.”

Alliteration style in the quote above can be seen at (*I’m*) in sentence that use repeating the consonants to get some emphasize to conveyed the idea or message. From the word in the sentence it can be seen that is the alliteration style in the environmental slogan.

c. Metonymy

Metonymy is the use of words or groups of words not with the true meaning, but as a painting based on similarities or comparisons. Metonymy is a figure of speech that expresses something directly or without using conjunction

in the form of an analogical comparison by eliminating words such as like, like, and so on.

Datum 1

“We never know the worth of water till the well is dry.”

Metonymy style in the quote above can be seen at (*water*) and (*well*) These words are the group of words but have different meanings. From the sentence above, it can be seen that explained directly and there is no conjunctions, namely such as, but, like, etc. Therefore, based on the sentence above, a metonymy style is found in which the use groups of words, direct explanation without using conjunctions, namely words such as, however, like, etc. The data above shows the metonymic style in environmental slogans.

Datum 2

“Plant together let’s make the world greener”.

Metonymy style in the quote above can be seen at (*plant*) and (*greener*) These words are the group of words but have different meanings. From the sentence above, it can be seen that explained directly and there is no conjunctions, namely such as, but, like, etc. Therefore, based on the sentence above, a metonymy style is found in which the use groups of words, direct explanation without using conjunctions, namely words such as, however, like, etc. The data above shows the metonymic style in environmental slogans.

Datum 3

“Suburbia is where the developer bulldozes out the trees, then names the streets after them”.

Metonymy style in the quote above can be seen at (*suburbia*) These words are the group of words to show one of a place or somewhere. From the sentence above, it can be seen that explained directly and there is no conjunctions, namely such as, but, like, etc. Therefore, based on the sentence above, a metonymy style is found in which the use groups of words, direct explanation without using conjunctions, namely words such as, however, like, etc. The data above shows the metonymic style in environmental slogans.

Datum 4

“So, bleak is the picture... that the bulldozer and not the atomic bomb may turn out to be the most destructive invention of the 20th century.”

Metonymy style in the quote above can be seen at (*bulldozer*) and (*atomic*) these words are the group of words. From the sentence above, it can be seen that explained directly and there is no conjunctions, namely such as, but, like, etc. Therefore, based on the sentence above, a metonymy style is found in which the use groups of words, direct explanation without using conjunctions, namely words such as, however, like, etc. The data above shows the metonymic style in environmental slogans.

d. Personification

Personification is a service that equates objects with humans. Inanimate objects are made to act, think, and so on like humans.

Datum 1

“Earth is our mother. In spite of our desire to harm our mother, she will always love us forever.”

Personification style in the quote above can be seen at (*earth is our mother*) in sentence that service that equates objects with humans as long as we know the earth is object not an creatures, and mother is human. From the words in the sentence it can be seen that is personification style which is the style that makes inanimate objects seem to be able to live like humans to get some emphasize to conveyed the idea or message. From the word in the sentence it can be seen that is the personification style in the environmental slogan.

e. Simile

Simile is a figure of speech that expresses something indirectly with an explicit comparison expressed by prepositions and conjunctions, such as, such as, for example, similar, and so on.

Datum 1

“We have forgotten how to be good guests, how to walk lightly on the earth as its other creatures do.”

Simile style in the quote above can be seen at the words in the sentences is found the conjunction in the sentence, namely (*as*), and also the preposition (*on*). From the sentence above, it is indirectly explained by explicit comparisons

and parables to other things (*we have forgotten how to be good guests, how to walk lightly on the earth as its other creatures do*). The data above shows the simile style in environmental slogans.

Datum 2

“The problem is no longer that with every pair of hands that comes into the world there comes a hungry stomach. Rather it is that, attached to those hands are sharp elbows”.

Simile style in the quote above can be seen at the words in the sentences is found the conjunction in the sentence, namely (*rather it is that*) also the preposition (*into, of, to*). From the sentence above, it is indirectly explained by explicit comparisons and parables to other things. The data above shows the simile style in environmental slogans.

Datum 3

“The insufferable arrogance of human beings to think that Nature was made solely for their benefit, as if it was conceivable that the sun had been set afire merely to ripen men’s apples and head their cabbages”.

Simile style in the quote above can be seen at the words in the sentences is found the conjunction in the sentence, namely (*as*) also the preposition (*solely, merely, of, to*). From the sentence above, it is indirectly explained by explicit comparisons and parables to other things. The data above shows the simile style in environmental slogans.

2. From the table 4.1 above, it can be seen that the most dominant type of language used in the environmental slogan is allegory 26 data, with total 65 or 40% percentages.
3. Having interview some respondents, and the result were;

Datum 1

Diki said that have difficulties the language styles for rhetorical style of assonance style. He think that, why some vowels that are the same and continued but it was in different word. So, Diki felt difficult to understand this language styles.

Datum 2

Kuncoro said that he have difficulties to understand personification language styles. And think why and what is the purpose of using real thing in this language styles.

Datum 3

And for the last one, Yoga, he have difficulties with the language styles of metonymy. He can't tell the difference who is as the subject and the object.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Having analyzed the data, conclusions can be drawn as in the following.

1. In this thesis there are 100 data. The analysis is based on the language style according to Gorys Keraf. They are Assonance, Asidentone, Interruption, Polysidentone, Repetition, Tautology, Allegory, Alliteration , Metonymy, Personification , and Simile.
2. The most dominant type of language styles used in the environmental slogan is Allegory 26 times with percentage 40%. Repetition 15 times with percentage 23%. Interruption 7 times with percentage 10%. Metonymy 4 times 6%. Assonance 3 times with percentage 4%, Simile 3 with percentage 4%. Asidentone 2 times 3%. Alliteration 2 times with percentage 3%. Polysidentone 1, times with percentage 1%, Tautology 1 times with percentage 1%. And Personification 1 times with percentage 1%.
3. Based on interview some respondent data, the results showed that there are 3 types of language styles that are difficult to understand that is assonance, metonymy and personification.

To understand the language, the hearer can not only know the meaning that the speaker says, but also the situation whether it is public or private, formal or informal. Who is being addressed and who might be able overhear. The relation between language and society can be seen in the relation of certain language from

that is called variation of style of language.

B. Suggestions

In relation to be conclusions, suggestions can be staged as in the following:

1. For students, this research can helped them to study about language style. For
2. Lecture, the result of this research could be additional information in studying language style.
3. The researcher suggested to readers to learn or understand about types of language styles. The next researchers are strongly expected to know more about types of language style about Environmental slogan and it can be a reference for next researchers who want to analyze the same research particularly about types of language style.

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