

**INVESTIGATING FIGURE OF SPEECH OF COSMETIC
ADVERTISEMENT IN TELEVISION COMMERCIALS**

SKRIPSI

*Submitted in Partial Fulfillment of Requirement
for the Degree of Sarjana Pendidikan (S.Pd.)
English Education Program*

By:

ERISKA TRIANA

1802050013



UMSU

Unggul | Cerdas | Terpercaya

**FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**

MEDAN

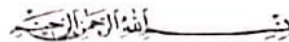
2022



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30
Website: <http://www.fkip.ummu.ac.id> E-mail: fkip@ummu.ac.id

BERITA ACARA

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata 1
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara



Panitia Ujian Sarjana Strata-I Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya yang diselenggarakan pada hari Selasa, Tanggal 29 November 2022, pada pukul 08.30 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa:


Nama : Friska Triana
NPM : 1802050013
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Investigating Figure of Speech of Cosmetic Advertisement in Television Commercials

Dengan diterimanya skripsi ini, sudah lulus dari ujian Komprehensif, berhak memakai gelar Sarjana Pendidikan (S.Pd).

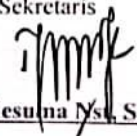
Ditetapkan : () Lulus Yudisium
() Lulus Bersyarat
() Memperbaiki Skripsi
() Tidak Lulus

PANITIA PELAKSANA

Ketua


Dra. Hj. Svamsurnita, M.Pd.

Sekretaris


Dr. Hj. Dewi Kesuma Nst, SS, M.Hum.

ANGGOTA PENGUJI:

1. Dr. Hj. Dewi Kesuma Nst, SS, M.Hum.
2. Dr. T. Winona Emelia, M.Hum.
3. Dr. Bambang Nur Alamsyah, M.Hum

1. 
2. 
3. 



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi yang diajukan oleh mahasiswa dibawah ini :

Nama : Friska Triana
NPM : 1802050013
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Investigating Figure of Speech of Cosmetic Advertisement in Television Commercials

sudah layak disidangkan.

Medan, 17 November 2022

Disetujui oleh :

Dosen Pembimbing

Dr. Bambang Nur Alamsyah, M. Hum.

Diketahui oleh :

Ketua Program Studi

Pirman Ginting, S.Pd., M.Hum.

Dra. Syamsuyurnita, M.Pd.

ABSTRACT

Friska Triana. 1802050013 “Investigating Figure of Speech of Cosmetic Advertisement in Television Commercials”. Skripsi. English Education Department, Faculty of Teacher Training and Education. Universitas Muhammadiyah Sumatera Utara. Medan. 2022.

Advertising is one of the essential types of mass communication expected to persuade people to buy a product or service. In advertising, the use of language must be persuasive because it affects to influence consumers to buy these goods. Using figurative expressions in advertising is one way to attract the attention of consumers. This qualitative study aims to determine the types of figurative expressions and functions used in advertised cosmetic advertisements on Indonesian television. The data of this research are cosmetic advertisements that are broadcast on Indonesian television in 2022 which express English figurative expressions in advertising slogans. Based on the 10 data identified, the researchers find that all of them share figurative expressions of various kinds. dominant figurative. The expression find in this research is hyperbole. It has been found that from 10 advertisements, After analyzing the data obtained in Cosmetic Advertisements on Television, there are 5 figurative language in Cosmetic Advertisements. There are: Personification, Repetition, Hyperbole, Metaphor and Simile.

Keywords: *advertisement, cosmetic, figurative language*

ACKNOWLEDGEMENTS



Assalamualaikum Warahmatullahi Wabarakatuh

By mentioning the name of Allah, the almighty and the most merciful, all praise be to Allah SWT who has given health and grace to complete the thesis entitled "Investigating Figure of Speech of Cosmetics Advertisements in Television Commercials", as one of the requirements to complete the Bachelor Program (S1) majoring in English Education. And I also thank her parents, Setia Budi and Siti Nikmah, who have cared for and educated me, as well as providing prayers, encouragement and support. And always try to give everything including moral and material. I hope I can be proud of you.

The author realizes that this thesis could not be completed without the support, guidance, advice, and assistance from various parties during the completion of this thesis. In this opportunity, the writer would like to express his sincere thanks to:

1. Prof. Dr. Agussani., M.AP, the Rector of Universitas Muhammadiyah Sumatera Utara.
2. Dra. Hj Syamsuyurnita, M.Pd, the Decan of the Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara.
3. Pirman Ginting, S.Pd., M.Hum, and Rita Harisma S.Pd., M.Hum the Head and the Secretary of English Education Department, for their administrative assistance in the process of completing the requirements needed in making this research.

4. Dr. Bambang Nur Alamsyah, M.Hum, the Supervisor who has helped in completing this research.
5. Muhammad Arifin, S.Pd., M.Pd., the Head of UMSU Library who has given permission to the researcher to conduct research in the library.
6. English Education Department Lectures who have shared significant guides and knowledge during the researcher's academic years.
7. Her sister Dwi Shinta who has helped and provided moral and material support.
8. Her special person Idham Wahyudi who has accompanied me in working on this thesis and is willing to be a place for me to complain all this time.
9. Her best friends (Ikhsan, Ridho, Abiyyu, Nursyah, Ajeng, Palupi, Wulan, and Riryng) who always give encouragement and motivation to complete this thesis. And all my friends in class A Morning English Education that I cannot mention one by one, thank you for the love and affection for 4 years. Nice to know you and fight with you. Good luck for the future, hopefully we can meet again with an even better version.
10. And I don't forget to thank myself for having survived up to this point and for trying to finish this thesis.

Finally, the writer realizes that this thesis is far from perfect. Therefore, criticism and suggestions are always hoped for by the author in order to achieve the best things from this thesis. The author hopes that this research can provide benefits and increase knowledge for various parties. Amen.

Medan, November 2022

Friska Triana

TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENTS.....	ii
TABLE OF CONTENTS.....	v
LIST OF TABLES	viii
LIST OF APPENDIXES.....	ix
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 The Identification of the Problem	3
1.3 The Scope and Limitation	3
1.4 The Formulation of the Problem.....	4
1.5 The Objective of the Study	4
1.6 The significance of the Study.....	4
CHAPTER II REVIEW OF LITERATURE	6
2.1 Theoretical Framework	6
2.1.1 The concept of Figure of Speech	6
2.1.1.1 Definition of Figure of Speech.....	6
2.1.1.2 Type of Figure of Speech.....	7
2.1.1.3 Features of Figure of Speech.....	10
2.1.1.1 The Purpose of Using Figure of Speech	11
2.1.2 The Concept of Language Style.....	13
2.1.2.1 Definition of Language Style	13
2.1.2.2 The Language Styles in Advertisement	13

2.1.2.3 The Function of Language Style	16
2.1.3 The Concept of Advertisements.....	18
2.1.3.1 Definition of Advertisements	18
2.1.3.2 Types of Advertisements	19
2.1.3.3 Language of Advertisements.....	20
2.1.3.4 Purpose of Advertising.....	21
2.1.4 The Concept of Television.....	21
2.1.4.1 Definition of Television	21
2.1.4.2 Characteristics of Television	22
2.1.4.3 Types of Television Programs.....	23
2.1.5 Cosmetic.....	23
2.1.6 Slogan.....	24
2.1.7 Pragmatics	25
2.1.8 Semantics	25
2.1.9 Stylistics	26
CHAPTER III RESEARCH METHOD	27
3.1 Research Design.....	27
3.2 Source of Data.....	27
3.3 Technique of Data Collection	28
3.4 Technique of Data Analysis	29
CHAPTER IV DATA ANALYSIS, FINDINGS AND DISCUSSION.....	31
4.1 Data	31
4.2 Data Analysis	33

4.3 Findings.....	37
4.4 Discussion	37
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	39
5.1 Conclusion	39
5.2 Suggestions	39
REFERENCES.....	41
APPENDIXES	

LIST OF TABLES

Table 3.1.....
Table 4.1

LIST OF APPENDIXES

APPENDIX I	Documentation of Research
APPENDIX II	Permohonan Persetujuan Judul Skripsi
APPENDIX III	Form K1
APPENDIX IV	Form K2
APPENDIX V	Form K3
APPENDIX VI	Berita Acara Bimbingan Proposal
APPENDIX VII	Lembar Pengesahan Proposal
APPENDIX VIII	Berita Acara Seminar Proposal
APPENDIX IX	Lembar Pengesahan Hasil Seminar Proposal
APPENDIX X	Surat Pernyataan Tidak Plagiat
APPENDIX XI	Surat Pernyataan Kesanggupan
APPENDIX XII	Surat Izin Riset
APPENDIX XIII	Surat Keterangan Selesai Riset
APPENDIX XIV	Berita Acara Bimbingan Skripsi
APPENDIX XV	Surat Pengesahan Skripsi
APPENDIX XVI	Surat Bebas Pustaka
APPENDIX XVII	Daftar Riwayat Hidup

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

It is undeniable that language plays a vital role in people's daily lives and that they cannot be removed from it because they are so reliant on it. Language can also be used to convey emotions in humans. People can discuss ideas and share their perspectives by using language. They can also communicate how they are feeling. It is true to say that language affects practically every aspect of human life. People cannot engage with one another or convey their meaning without language since it serves as a bridge for communication.

Languages come in two varieties: spoken language and written language. An utterance in spoken language is one that is created from sound, such as in speech, storytelling, discussion, radio or television broadcasts, etc. While written language refers to expressions that take the form of written texts, such as those found in books, journals, newspapers, comic books, novels, etc. Language is the ability to communicate that is produced by human speech, in the form of sound and movement as a means of interacting with other humans. Related to language, Keraf (2004: 3) said that language has four purposes: (1) as a means of self-expression, (2) as a means of communication, (3) as a means of social integration and adaptation; and (4) as a means of social control. Knowing a language allows you to communicate with others and be understood by them. This means you have the ability to create sound strings that denote specific meanings and to comprehend or interpret the sound strings created by others (Fromkin, 2009).

As was already mentioned, people convey their ideas through written words. An advertisement is one type of written language that was developed by humans. The language used in commercials is distinct from language used in everyday conversation. In order to make the advertising stand out from the competition and be more engaging for the audience, the advertisement creators design their own languages. It adds a message to advertising that persuades the listener, reader, or spectator. Therefore, innovative language use in advertisements will grab the reader's interest (Mcenery, 2009). The beauty advertising slogans on television is the skillful and economical use of words. As time goes by television is a form of entertainment. TV advertising during shows of interest are certain to be seen by an audience with a variety of interests. These advertisements influence how the public perceives their means of subsistence. They form a particular perspective on various products that are advertised on television. Simply put, the language used in TV advertising is what is most persuasive (Mehwish Noor, 2015).

There are so many types of advertisements on television that we encounter in everyday life. There are advertisements for food and beverages, cosmetics, perfumes, cigarettes, gadgets, and many others. From several types of advertisements, Cosmetic advertisements display strong words in the form of effective and attractive slogans to get customers' attention. The words used are very unique and creative in the slogan, especially the use of figure of speech or diction.

For a number of reasons, advertisements are chosen as the research's data source. First, whether written or spoken, advertising is a type of textual

communication that grows concurrently with technological advancement. People can connect with one another in a variety of ways thanks to technological advancements. Second, as television advertisements stress a message from advertisers to customers, they are included in transactional discourse in linguistic studies. Third, unlike the majority of other languages used in daily life, the language of advertisements is concise and convincing.

1.2 The Identification of the Problems

From the explanation above, the identification of the problem can be described in several research questions as follows:

1. There are many figures of speech used in advertising slogans cosmetics on television.
2. There are many meanings of figure of speech contained in each cosmetic advertisement on television.

1.3 Scope and Limitation

Based on the background of the study, the researcher will focus on analyzing figure of speech in the cosmetic advertisements that appear on television, especially the cosmetics used on the face, which is limited to investigate 10 cosmetic advertisements.

1.4 Formulation of the Problems

Based on the background explanation above, it will be finding some research questions as follows:

1. What type of figure of speech is used in the slogan of cosmetic advertisements on television?
2. What is the purpose and meaning of using figure of speech in cosmetic advertising slogans on television?

1.5 Objectives of the Study

Based on problem statement above the following sentences below are the objectives of the research:

1. To find out the type of figure of speech used in the slogan of cosmetic advertisements on television.
2. To find out the purpose and meaning of using figure of speech in cosmetic advertising slogans on television?

1.6 Significance of the Study

In investigating the figure of speech used in cosmetic advertisements on television, the researcher provide several benefits for readers both theoretically and practically.

a. Theoretically

1. This research provides some information about the meaning of cosmetic advertisements slogan.

2. This research shows how to understand the meaning of figure of speech in cosmetic advertisements by investigating these slogans through semantic theory.

b. Practically

1. This research can be an illustration of how semantic usage theory can be used to investigate meaning in advertising (whether it is a good or bad example).
2. This research can also serve as a source of reference for future academics who wish to analyze the meaning of advertising.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Framework

This section provides some detailed information from related theories such as: figure of speech, description of the advertisement, and the meaning of semantic which are used to answer all research questions in this study.

2.1.1 The Concept of Figure of Speech

2.1.1.1 Definition of Figure of Speech

When we talk about figure of speech, of course what we have in mind is that figure of speech is things that must be related to literary works such as poetry, prose, and so on. In fact, it is not only those literary works that use figure of speech, but also other things that use figure of speech for describe a goal as one of them is advertising. Figure of speech can be called as a rhetorical figurative language. Advertising language requires figurative language when it comes to slogans that show purpose advertisement.

Figure of speech that contrasts two distinct ideas. It describes a brand-new, yet well-known, product (Madden, 2002). Figure of speech is defined as an unconventional method of saying things (Perrine & Arp, 1992). Positive opinions toward products are influenced by figurative language in advertising across contexts. The current study shows that, in contrast, because of the conversational conventions particular to this type of communication, the use and usefulness of figurative language in consumer-generated material is context-specific (Ann Kronrod, 2013).

There are about 200 different types of figures of speech, according to some experts. Although there are many other types of figure of speech, here the researcher will only explain some of the many figures of speech that are often used in literary and non-literary works.

2.1.1.2 Type of Figure of Speech

Actually there are various kinds of figure of speech, but the researcher only mentions a few of them which are related to the use of figure of speech in cosmetic advertising slogans. The following list will explain some of the types of figure of speech that are often found and used in cosmetic advertising. There are 16 different categories of metaphorical language, according to Abrams (1999) Simile, Synecdoche, Metaphor, Metonymy, Hyperbole, Personification, Paradox, Sarcasm, Allegory, Allusion, Antithesis, Apostrophe, Epithet, Euphemism, Symbol, and Repetition are some examples of literary devices.

1. Metaphore

When a phrase or expression that typically refers to another object, concept, or action is used to refer to another item, idea, or action in order to convey some shared feature between the two. In a metaphor, the similarity is implied as a hypothetical identity rather than being expressed explicitly as a comparison. (Baldick, 2001).

In addition, a metaphor compares two unrelated ideas and creates an implied or covert comparison between them, suggesting that one idea is equivalent to another even though it is not (X. J. Kennedy, 2005).

2. Hyperbole

A form of speech that emphasizes by exaggerating (Cuddon, 2013). A statement that is extravagant and exaggerated but not meant to be taken literally is known as hyperbole (Lingga, 2006).

3. Personification

A figure of speech that refers to inanimate objects, abstract concepts, or animals as though they were people (Baldick, 2001). In personification, an object, animal, or abstract phrase is given human characteristics to perform an action or display emotion (X. J. Kennedy, 2007)

4. Metonymy

It is a metaphor that can be used to switch out one thing with another that is closely related (Baldick, 2001). According to traditional accounts, it refers to someone or something by employing a word whose literal meaning is somewhat relevantly associated as the vehicle (Griffiths, 2006).

5. Simile

A function word is used to compare one item to another in a language known as a simile (Joanna Thornborrow, 1998).

6. Synecdoche

Synecdoche is a figure of speech in which a portion of an object is used to represent the entire thing (Yanti Ester Sitompul, 2018)

7. Paradox

A statement that appears to be logically contradictory or ridiculous on the surface can really be interpreted in a way that makes sense (Abrams, 1999).

8. Sarcasm

In everyday, sarcasm is occasionally used as a synonym for all types of irony, but limiting it to the crass and mocking use of seeming praise for dispraise is significantly more helpful (Abrams, 1999).

9. Allegory

An allegory is a story, whether it be in prose or verse, where the agents, actions, and sometimes even the scene are fabricated by the author to make sense on the "literal," or primary, level of signification while also denoting a secondary, associated order of signification (Abrams, 1999)

10. Allusion

Allusion is a form of reference, although as we'll see, there's considerable debate about whether it needs to be concealed, implicit, or indirect (Irwin, 2001)

11. Antithesis

Contiguous phrases or clauses that exhibit parallelism, or a similar word order and structure, in their syntax are said to have an antithesis, which is a contrast or opposition in their meanings (Abrams, 1999)

12. Aphostrophe

Aphostrophe is a figure of speech used to express an exclamatory statement (Greek apostrophé, "turning away"; the final e is spoken). It happens when a speaker diverts from speaking directly to the reader or the audience (for example, in a play) and addresses a third party, such as the antagonist or another person who is occasionally not present in the scene

(Sayakhan, 2016)

13. Epithet

An adjective or adjectival phrase that describes a particular characteristic of a person or thing is referred to as an epithet in criticism (Abrams, 1999).

14. Euphemisms

A neutral expression is substituted for a blunt one that might be uncomfortable or embarrassing. Euphemisms are regularly used when discussing topics like religion (Abrams, 1999)

15. Symbol

A phrase or object that has significance in and of itself becomes a symbol when it is employed to signify another thing entirely. The word or item may be visible to the naked eye or may not (Yanti Ester Sitompul, 2018).

16. Repetition

Repetition is the mention of both words and sentences repeated (in Learning Central, 2004: 2). Meanwhile, Gorys Keraf (2002: 127) argues that repetition is the repetition of sounds, syllables, words or parts of sentences that are considered important to put stress in an appropriate context.

2.1.1.3 Features of Figure of Speech

Some figure of speech patterns repeat vowel and consonant sounds, phrases that contain words and rhymes. Another figure of speech, however, has connotative or nonliteral meaning. The characteristics of a figure of speech can be characterized by repetition and other effects on its use which is in line with the term of scheme and tropes.

The word "scheme" refers to the figure of speech that deals with word repetitions and word order. Overcoding and internal redundancy are features of the method (David Glen Mick, 1996). As a structuring element of figure of speech, scheme includes rhythmic repetition, phoneme sequences, grammatical structures, or words with a similar sense (Alm-Arvius, 2003). As a result, introducing repetition and other kinds of impacts to the full slogan text makes it more memorable and appealing.

Tropes alter the meaning of words in unexpected ways. It concerns the usage of a term, phrase, or image outside of the context of its intended meaning. It is uncoded and begs the reader to elaborate (David Glen Mick, 1996). The phrase will require a variety of interpretations from a variety of readers because it has intentional meaning rather than just being a syntactic construction or rhythmic repetition.

Metaphor, simile, metonymy, hyperbole, onomatopoeia, and similar devices can be considered to be included in tropes because they change the meaning of a phrase or a set of words. Scheme includes asyndeton, ellipses, climax, alliteration, and assonance. Rhyme and alliteration are well-known instances of schematic figures, while metaphor and puns are well-known examples of trope figures. (David Glen Mick, 1996). So, in order to distinguish the effect and taste of advertising slogans, scheme and tropes are used.

2.1.1.4 The Purpose of Using Figure of Speech

Each figure of speech has a unique meaning that depends on the sentence's context. In addition, each figure of speech has a specific function when it is

utilized in a sentence. The usage of a figure of speech in a slogan advertisement serves specific functions for the researcher.

The purpose of the language employed in advertising, according to Puto and Wells in Deighton (1985), is to enhance the consumer experience. Regarding the intent behind the usage of figures of speech in slogan advertisements, there are differing viewpoints. First, to use language play to inform and entertain people. Second, to convince viewers that the message a figure represents is worthwhile or true. Thirdly, to aid in the retention of both the message's literal and figurative expressions.

Figure of speech gives words or sentences their intended meaning in a nonliteral fashion, making it possible for slogan advertisements to use this technique. Stern (1988) claims that literary standards of imagery and figures of speech are used to study language in services advertising. Examples of simile, metaphor, symbol, allegory, and personification are provided, along with definitions and a study of the text of advertisements. Figurative language is found to be related to specific needs for services advertising to tangibilize the intangible providing, make a complex product plain to the consumer, and distinguish one brand from another.

From the explanation above, the researcher concludes that the use of figure of speech in advertising can affect the language itself to be more expressive, imaginative, memorable, and interesting.

2.1.2 The Concept of Language Style

2.1.2.1 Definition of Language Style

Language style is the choice of linguistic constructions to convey social or artistic consequences. A style can also serve as a manual. We skillfully manipulate other people, and whether knowingly or unconsciously, we are also manipulated. People typically employ formal or casual language when speaking with others, depending on the circumstance. Style also instructs the reader how seriously, cynically, humorously, or in other ways to take what is being stated (Chaika, 1982).

According to the statement above, language style is used during conversation depending on the scenario and context that are being discussed. It is employed to aid comprehension for the reader and listener.

In short, language style refers to how people influence others and manage interactions by using words and voice to convey ideas. Language style traits include selecting and choosing the linguistic forms that were used by a person or group of individuals.

2.1.2.2 The Language Styles in Advertisement

Language used in advertisements has a creative idea to convey a message to the reader or audience. Additionally, in order for an advertisement to be successful from a business standpoint, it should present an object to society using a variety of linguistic tenses. The term "style" describes how language is employed in a particular situation, by a particular person, for a certain goal, etc (Wells, 1995).

According to Wells (1995), there are various ways that advertisements formulate their messages. These include hard sell, soft sell, lecture and drama, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson.

2.1.2.2.1 Hard sell

A hard sell is a logical informational message intended to appeal to reason and elicit a response. This style's approach is straightforward and places an emphasis on the features, amenities, and advantages of concrete products. Hard-sell messages attempt to persuade the customer to purchase because the product is excellent, superior, or the finest.

2.1.2.2.2 Soft sell

A soft sale makes use of an emotive message and is built around an image that is meant to move the audience and elicit an emotional and mental response. The message is subtly conveyed in an intriguing and confusing manner, illuminating how advertisements sell feelings and aspirations rather than specific product features. Clearly, a hard sell is more persuasive than a soft sell. Hard and soft selling techniques can occasionally coexist.

2.1.2.2.3 Lecture and drama

The majority of advertising combines two fundamental literary devices, such lecture and drama. A lecture is a formal, structured teaching that a teacher delivers verbally. A drama is a play or story that centers on characters in a particular circumstance. Direct address takes the form of lectures. From a stylistic perspective, the speaker addresses the listeners via the textual or visual medium.

The speaker gives proof (generally speaking) and uses an argument to persuade the audience. The audience gets the message "from a distance."

2.1.2.2.4 Straightforward

The advertisement typically does not use any gimmicks or embellishments while delivering a simple factual message. In other words, the messages in this type of commercial are more intellectual than they are emotive.

2.1.2.2.5 Demonstration

An idea or message that is focused on how to utilize the product and what it can do for you is given using the demonstration method. The benefits of the product are highlighted. People are persuaded to believe what the advertisement has said during demonstrations. Additionally, the speaker conveys the words with vigor and volume, as though what has been said is factual and accurate. A extremely effective strategy for persuasion is demonstration.

2.1.2.2.6 Problem solution

The message starts with an issue and the product is then presented as the answer to that problem in the problem solution, also known as the product as hero technique. Advertisers frequently employ this strategy to make the smoother operation of the product they are advertising.

2.1.2.2.7 Slice of life

A complex version of a problems-solution message disguised as a little of drama is what the slice of life is all about. It employs a typical setting with "average individuals" discussing the issues. The audience is placed in the position of listening in on the discussion of the issues and their solutions.

2.1.2.2.8 Spokesperson

Another well-liked communication strategy involves having the individual talk for the goods. It is thought that spokespersons and endorsers increase credibility. They are people "just like us" who we might seek counsel from or celebrities or experts we respect.

2.1.2.2.9 Comparison

Comparison is a technique used in advertising to express ideas or a message by contrasting one product with another. When comparing two or more products, it typically concludes that the advertiser's brand is superior. Direct comparisons that specifically mention a competitor are acceptable, as are indirect comparisons that merely make reference to other well-known companies.

2.1.2.3 The Function of Language Style

According to Chaika (1982), the speaker reveals a lot about oneself simply by the words, syntax, and pronunciation they both unconsciously and intentionally choose. This information makes the speaker's social background, including their educational and regional affiliations, clear to the listener. There may be deliberate uses of regional or social group-specific style indicators. It implies that the goal of communication must be determined before language is used. Because there are so many people in a community with various traits, one of them is used to convey the message. Therefore, the usage of style is anticipated without personally or partially spreading.

According to Badiah (2004), the following are the roles of language style:

2.1.2.3.1 To increase the readers' taste

By using elegant language, the writer—in this case, the advertiser—can draw the reader's attention to what they are saying. Additionally, it will strengthen public perceptions of what has been written or stated, its meaning, objectives, needs, and desires.

2.1.2.3.2 To persuade the reader

The reader can also be assured of what the writer or speaker has said by using language style functions. Typically, the rhetorical language used by the writer or speaker draws the reader in.

2.1.2.3.3 To add the artistic effect of the idea being offered by the writer

The third purpose of language style is to impress the reader with the ideas, products, and services being presented. It can be quite beneficial for the writer or speaker to convey the concepts utilizing clear language, jargon, and creative word choice in order to draw in as many readers as possible.

2.1.2.3.4 To make the writer's idea clearer

For this reason, some advertisers frequently utilize everyday language or words that are simple enough for the reader to understand while they are marketing their concepts, services, or goods.

2.1.2.3.5 To create certain mood

The way a marketer uses words can affect how the reader feels and thinks. As a result, the tone of the commercial will depend on how the advertiser uses language.

Therefore, the purpose of language styles in relation to the statement above is to inform the hearer or reader of how they should react to the messages conveyed

by the speaker or author, whether that reaction is serious, amusing, sarcastic, joyful or depressing, or in some other way. The speaker or author must be controlled in how they convey their messages in order for the listener or reader to grasp them. This is the second role of style management.

2.1.3 The Concept of Advertisements

2.1.3.1 Definition of Advertisements

To meet their needs in daily life, people require a wide variety of goods. Because there are so many options with various brands and features, they may struggle to locate what they need. To select the finest option that fits their demands, they require some information. As a result, there is advertising that contains extensive information about the promoted goods. The language used to construct the information in advertisements is distinct from language used in daily life.

There must be a step that has to be taken before selling when someone wants to sell something. In order for the other person to be aware that he or she is selling anything, it must first be advertised. It is an advertisement that aids businesses, organizations, governments, and people in promoting their goods. People are currently getting helped by the advertisement services in the modern period.

According to Dyer (2009), advertising is just bringing attention to or telling someone about something. Additionally, according to Goddard (2002), advertising is the promotion of products, services, businesses, and ideas, typically by a clear sponsor. Moreover, some experts contend that advertising is "any compensated

type of interpersonal presentation of concepts, products, or services by a designated sponsor” (Christopher Gilson, 1980).

Advertising is a form of commercial communication used to encourage the public to do something or purchase a good or service. Advertising can also be used to spread a message to a large number of people in an effort to influence them to do something. Therefore, it can be said that advertising is a marketing tactic that helps to sell product brands and helps to foster trust in businesses or institutions by providing customers with factual and enticing information about the brand, business, or institution (Weilbacher, 1984).

2.1.3.2 Types of Advertisements

2.1.3.2.1 Commercial Advertisement

This type of advertising aims to promote an item or service, so that people want to buy or use the product or service.

2.1.3.2.2 Non Commercial Advertisement

This type of advertisement aims to provide information, education, appeals, and program socialization. Meanwhile, based on the media, advertisements are divided into print advertisements and electronic advertisements.

2.1.3.2.3 Print Advertisement

This type of advertisement is often found in newspapers, magazines, posters, billboards, stickers, and so on.

2.1.3.2.4 Electronic Advertisement

This type of advertisement can be found on television, radio, and other

socialmedia in its promotion.

2.1.3.3 Language of Advertisements

In advertising, language is employed as a part of promotional messaging to pique consumer interest and sway their decision to buy things. Language has a significant impact on how individuals behave. This is particularly true in the disciplines of marketing and advertising (with media for advertising). Advertising language is different from literary language. The writer of an advertising writes for the audience. Consumers, not the writer, are the ones who judge an advertisement. The language used in advertisements is typically intended to have enough influence to motivate consumers to buy the products. Because advertisements are meant to persuade consumers to buy products, they should utilize compelling language. As a result, to play with and manipulate words and catch consumers' attention, advertisers utilize figurative language.

The language used in advertisements will have an impact on a variety of aspects, including the selling of the product, the selling point of the product, the promotion of the product, and more. According to Dattamajumdar (2006), advertising language, which is already understood to be an arrangement of text that suggests some coherence or meaningful interpretation to the target audience, necessitates definition of its functional and formal characteristics with relation to the semantic and pragmatic interpretations. The language used in advertisements, according to Kehinde (2005), is typically laudatory, positive, unreserved, and emphasizes the distinctiveness of a product. As a result, the language used in advertisements will promote a favorable perception of the

offered goods.

2.1.3.4 Purpose of Advertising

When people need something new, for example they need a cosmetic. So before buying, they find out information about cosmetics from several advertisements on television, internet, magazines, and so on. In general, the goals of advertising are to support and influence consumers to buy the goods.

The objectives of advertising are as follows: Informational, persuasive, and reiterative goals are those based on intention. When an advertisement comes from the early years, it is being educational. It gives a little information on something new that also presents something new. The primary purpose of advertising is persuasion. Advertisement aims to draw in and persuade customers to participate in the competitive environment. The major objective, then, is to persuade the buyers that by purchasing the product, they have already made the right choice. (Grideanu, 2014).

2.1.4 The Concept of Television

2.1.4.1 Definition of Television

The public can access entertainment media most easily through an audio and visual transmitter box, more commonly referred to as a television. There are many people who already possess the thing throughout the world, but notably in Indonesia. For that here we will discuss what is television according to experts.

Television is a tool for capturing picture broadcasts and broadcasting video broadcasts, using visual signals that are transmitted electronically. (Zoebazary,

2016). Meanwhile according to other experts, in addition to viewing the images transmitted on television, viewers can simultaneously hear or read the story that goes along with the image thanks to the audio-visual medium of television. (Badjuri, 2010)

2.1.4.2 Characteristics of Television

In Elvinaro's book (2007:137-139) there are three kinds of television characteristics, namely:

2.1.4.2.1 Audio Visual

Compared to other broadcast media, which can be heard as well as seen, television has advantages. Thus, if listeners to radio broadcasts can only hear spoken words, music, and sound effects, listeners to television can view moving pictures. TV is therefore considered an audiovisual electronic mass medium. However, this does not imply that pictures are more significant than words; rather, the two elements must work well together.

2.1.4.2.2 Think in Pictures

The way we think about pictures goes through two stages. The first is visualization, or breaking down concepts from words into separate pictures. Second, picturization, which is the process of putting together several pictures in a way that their continuity conveys a particular message.

2.1.4.2.3 Operation is More Complex

The operations of broadcast television are far more complicated and involve more people than those of broadcast radio. Additionally, there are more

pieces of equipment being used, and the procedure is more intricate and requires professional workers.

2.1.4.3 Types of Television Programs

According to Morrisan (2008:207) television programs are divided into two, namely:

2.1.4.3.1 Program for Information

Any broadcast with the goal of providing the audience with more knowledge (information) is considered an information program. The information program in this instance is split into two sections, hard news and soft news.

Hard news is a news story whose presentation includes all pertinent and intriguing facts that, given its urgency for public knowledge, must be disseminated by the broadcast media.

Soft a news program that conveys significant and fascinating information in depth but does not always have to air right away. This kind of news is shown on a different show from the news program.

2.1.4.3.2 Program for Entertainment

All broadcasts that try to amuse the listener, whether through music, songs, stories, or games, are considered entertainment programs. Drama, music, and games are covered in this area of programming.

2.1.5 Cosmetic

Cosmetic is something that is applied to the external parts of the human body, such as the face, hair, and nails. As for the purpose in using cosmetics is to

cleaning, scenting, change appearance, increase self-confidence, as an attraction through make-up.

Sometimes we often think that cosmetics and skincare are the same, in fact they are two different things, cosmetics are instinctive, which we can see and feel immediately, and cosmetics cannot be used for a long time because if we clean and wash our skin, the cosmetics will be erased and lost. While skincare is a treatment that to see the results requires a long process and time.

2.1.6 Slogan

As is common knowledge, slogans are brief sentences that communicate or explain the objective of anything in an engaging, succinct, and easy-to-remember manner. Because slogans serve to distinguish the firm and brand, they have a significant impact on advertising. While the slogan language should be educational, it does not necessarily need to give a lengthy and in-depth overview of the good or service because a long phrase may be unattractive, and boring. As stated by Irandoust and Abdi (2013), a slogan is a brief, memorable phrase used to express an idea or objective.

Keller (2013) claims that slogans are succinct expressions that provide illustrative or compelling information about a brand. Meanwhile according to Qunsheng Ke (2013), a slogan is a catchphrase that is repeated in a company's advertisements and other forms of public communication. Its purpose is to help a brand or organization establish its image, identity, or position. Any advertising campaign needs catchy slogans to succeed. Since they are brief and memorable,

advertising slogans have been employed for more than a century by both huge organizations and small businesses (Tatjana Dubovičienė, 2014).

2.1.7 Pragmatics

The study of pragmatics focuses on how context affect mening. The field research asseses the link between the interpreter and the interpreted as wellas how human language is used in social interaction.

Charles W. Morris (1938) defined pragmatics as the area of semiotics that examines the relationship between signals and interpreters, as opposed to semantics, which examines the relationship between signs and designata. George Yule (1996) defined pragmatics as the study of speaker meaningas well as the comprehension and production of a communicative act in a particular environment.

2.1.8 Semantics

As it is known that semantics is a branch of linguistics, a technical term used to refer to the study of meaning. When we discuss meaning, we must also discuss semantics, which is the study of the relationships between signs and the things to which they are relevant (Levinson, 1983).

Every linguistic sign has two parts, the signified and the sign that will be given a meaning, according to Ferdinand de Sasseur (1998: 5). Each linguistic sign will include a sound component and an idea (meaning) component. It is a kind of concept or thought reference from a particular sign. The second is signifier,

the sign that will supply the meaning.

Traditional definitions of figure of speech, which includes metaphor, irony, metonymy, hyperbole, and litotes, refer to language usage in semantics that has non-literal meanings (Chandra, 2013).

2.1.9 Stylistics

The study of style, sometimes known as stylistics, is one of the most popular linguistic examinations of literature. Style is defined as "a consistent use of particular items and structures, or types of things and structures, among those made available by the language as a whole, in the text". Style therefore encompasses all linguistic nuances of the language used in the literary work under study. Stylisticians must work in a methodical and detailed manner to describe the relationship between linguistic elements and their meanings since stylistics links linguistic constituent units to their meanings or interpretasi (Candria, 2019).

While according to Leech in the book *Style in Fiction Stylistics*, simply defined as the (linguistics) study of style, is seldom attempted for its own sake, merely as an exercise in describing made of language," according to the definition given above. The use of proper grammar and sentence structure is thus not required for language style.

CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

This research is a descriptive qualitative research, that is the researcher intends to analyze the types of figure of speech and the purpose of figure of speech used in cosmetic advertisements that are broadcast on television. Qualitative data is defined or can also be referred to as data that approaches and characterizes something. This data can be observed and recorded. This data type is non-numeric. This type of data is collected through observation methods, conducting focus groups, and similar methods.

According to Moleong (2005:6), qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, etc. holistically, and by means of descriptions in the form of words and language, at a special context that is natural and by utilizing various natural methods. The method used in this paper is applied in determining data sources, data collection, and data analysis.

3.2 Source of Data

Sources of data in this study are taken from several cosmetic advertisements on television and only a few slogans containing figure of speech will be choosing as the subject of this research.

Table 3.1
Advertisement Data for Facial Skin Care Beauty Products on Television

No	Category	Product Advertising	Source of Advertising	Time of Date
1.	Moisturizer Cream	Citra Natural White UV	RCTI	19 Th October 2022
2.	Shampoo	Dove	TRANS TV	19 Th October 2022
3.	Cushion	Pixi	MNCTV	19 Th October 2022
4.	Moisturizer Face Cream	Wardah	ANTV	20 Th October 2022
5.	Nivea Product	Nivea	INDOSIAR	21 st October 2022
6.	Whitening Face Cream	Garnier	MNCTV	22 nd October 2022
7.	Whitening Day Cream	Poise	SCTV	22 nd October 2022
8.	Face Cream	Nivea	MNCTV	23 rd October 2022
9.	BB Cream	Silky Girl	ANTV	24 Th October 2022
10	Shampoo	Pantene	RCTI	25 Th October 2022

3.3 Technique of Data Collection

In completing this study, the researcher will apply several steps to convey answers to the two research questions of this study. The first step is to collect data. Researcher begin to identify the text of cosmetic slogans on television then recorded. The second step is to separate the data find into two, namely slogans in English and slogans in Indonesian, because not all of them cosmetic slogan text in english. After setting aside slogans that do not use English, the

researcher find that there is an English cosmetic slogan text containing figure of speech and placing it in a table entitled the use of figure of speech in a cosmetic advertising slogan on television.

3.4 Technique of Data Analysis

Thus, the next step is to analyze the types of figure of speech used in cosmetic advertising slogans on television and share them into groups based on the figure of speech. The organization of the qualitative data is the next step if the researcher will choose to use inductive content analysis.

According to Elo and Kyngas (2007, p. 109), content analysis may be used as an inductive or deductive way. The inductive approach is recommended if there is not enough former knowledge about the phenomenon or if this knowledge is fragmented while deductive content analysis is often used to retest existing data in new context (Lauri & Kyngas 2005). Therefore, the writers chose an inductive way. Elo and Kyngas (2007, p. 109) say that if the researcher chooses to use an inductive way, the next step is to organize the qualitative data. In analyzing the data, the writers followed some steps as mentioned by Elo and Kyngas (2007, p. 109). They are as follows:

1. Open coding: notes and headings were written in the text while doing close reading. The videos were watched as many as necessary by the writers. In this study, the writers used some codes. They were D. Psf, D. Rpt, D. Hyp, D. Mtp, D. Sml, D. Prl, D. Mtnm, D. Allt, and D. Hmn. The letter 'D' stands for the word 'data', and the next letters stand for the type

of figurative language, for instance, Psf stands for personification expression. All of the codes are explained below.

- a. D. Psf : Data of personification expression
 - b. D. Rpt : Data of repetition expression
 - c. D. Hyp : Data of hyperbole expression
 - d. D. Mtp : Data of metaphor expression
 - e. D. Sml : Data of simile expression
 - f. D. Prll : Data of parallelism expression
 - g. D. Mtnm : Data of metonymy expression
 - h. D. Allt : Data of alliteration expression
 - i. D. Hmn : Data of homonymy expression
2. Creating categories: in this section, the data were grouped or classified by the writers in particular groups such as personification expression, repetition expression, and so forth.
 3. Abstraction: Abstraction means formulating a general description of the research topic through generating categories. In this step, the writers described the results of the research and organized them in the form of narration.

BAB IV

DATA AND DATA ANALYSIS

4.1 Data

Advertising is a means used to offer goods or services to the public. The language used in broadcasting advertisements on television serves as a promotional tool, namely language which is a tool for games and manipulation by television to sell production goods to viewers in the form of advertisements. Advertisers use the message to gain advantage, namely by persuading potential consumers in such a way that potential consumers will do what advertisers expect, or buy products or services as offered. Advertising does not just convey information about a commodity (object or service), but has the nature of encouraging and persuading us to like, choose and buy it.

Advertising is an activity to deliver news that is delivered on orders from parties who want the product or service in question to be liked, selected and purchased. Advertising is a means used to offer goods or services to the public. Submission of information in advertisements uses language that is easily understood by consumers and uses more persuasive words or persuasion with the aim that consumers are interested in buying or trying it. Because advertising is persuasive and influencing, then in its delivery must use language that is informative, communicative, and attracts attention. Therefore, language creativity is needed in making advertisements. Language creativity can be demonstrated by the use of words and the use of attractive language styles in an advertisement.

The data in this study focused on the form of the use of language in advertisements for facial skin care beauty products on television. Data collection is done by recording, listening and recording techniques. The analysis of the use of language style in advertisements on television which became the corpus of this study amounted to 10 units. All advertisements are from 10 brands of facial skin care beauty product advertisements. The object of research which consists of 10 advertisements consists of several categories of advertisements for facial skin care beauty products, namely: facial soap, facial cleanser & freshener, facial masks, creams for face whitening, creams for acne removal, and wrinkle removal creams and black spots removal.

Table 4.1

Advertisement Data for Facial Skin Care Beauty Products on Television

No	Data	Product Advertising	Figurative Language
1.	Moisturizer Cream	Citra Natural White UV	D. Psf
2.	Shampoo	Dove	D. Rpt
3.	Cushion	Pixi	D. Rpt
4.	Moisturizer Face Cream	Wardah	D. Hyp
5.	Nivea Product	Nivea	D. Hyp
6.	Whitening Face Cream	Garnier	D. Hyp
7.	Whitening Day Cream	Poise	D. Mtp
8.	Face Cream	Nivea	D. Mtp
9.	BB Cream	Silky Girl	D. Sml

10	Shampoo	Pantene	D. Sml
----	---------	---------	--------

4.2 Data Analysis

The form of figure of speech contained in the discourse of cosmetic advertisements on television.

4.2.1 Personification

1. Citra Natural White UV

With chinese pearl powder and

The lotus flower “*is able to make*” the skin look shiny white

Citra natural white UV is able to create. The form of the personification language style above is in being *able to make*. Implicitly able to make means able to make white skin shiny. Citra Pearly White UV acts like a human. Able to make more appropriate that do living things or humans. Like this sentence:

1a. Anita is able to make Eid cakes.

1b. Pigeons can make nests in trees

4.2.2 Repetition

2. Dove

“*Strong* hair *strong* her”

The sentence above is part of the repetition figure of speech. Repetition is the repetition of sounds, syllables or parts of sentences that are considered important to give stress in an appropriate context. The repetition figure in the ad above is “*Strong*”. The repetition is to convince

viewers that Dove Shampoo is able to strengthen every strand of hair.

3. Pixi

“*Make* you glow, *make* it glow”

The sentence above is part of the repetition figure of speech. Repetition is the repetition of sounds, syllables or parts of sentences that are considered important to give stress in an appropriate context. The repetition figure in the ad above is "*Make*". The repetition is to convince viewers that Pixi Cushion is able to make the face glow.

4.2.3 Hyperbola

4. Wardah

“*Perfect Bright Moisturizer*” will make your face glow from the first swipe and is halal.

Hyperbole is a language style that contains statements that are exaggerated in number, size or nature with the intention of emphasizing a statement or situation to intensify, increase the impression and influence. This style of language involves words, phrases, or sentences. The hyperbole figure in the ad above is "*Perfect Bright Moisturizer*". The hyperbole is used to express too much perfection.

5. Nivea

“*100 years* skincare for life, trusted for *100 years*”

Hyperbole is a language style that contains statements that are

exaggerated in number, size or nature with the intention of emphasizing a statement or situation to intensify, increase the impression and influence. This style of language involves words, phrases, or sentences. The hyperbole figure in the ad above is "*100 years*". The hyperbole is used to express an excessive number of years.

6. Garnier

"The only cream that gives *complete fairness*"

Hyperbole is a language style that contains statements that are exaggerated in number, size or nature with the intention of emphasizing a statement or situation to intensify, increase the impression and influence. This style of language involves words, phrases, or sentences. The hyperbole figure of speech in the ad above is "*Complete Fairness*". The hyperbole is used to express an adjective that is too exaggerated.

4.2.4 Metaphore

7. Poise

"White is now *luminous*"

Metaphore is a figure of speech that is used to equate something else, or known as a figure of speech. Majas is a style of language used to convey messages in an imaginative way. Majas The metaphore contained in the ad above is "*luminous*". The word "*luminous*" still lives on in its original meaning. Therefore, the deviation of meaning as contained in the

sentences above is a living metaphore.

8. Nivea

“Beauty is *generosity*”

Metaphor is a figure of speech that is used to equate something else, or known as a figure of speech. Majas is a style of language used to convey messages in an imaginative way. Majas The metaphor contained in the ad above is "*generosity*". The word “generosity” still lives on in its original meaning. Therefore, the deviation of meaning as contained in the sentences above is a living metaphor.

4.2.5 Simile

9. Silky Girl

“Works *like* magic”

Simile figure of speech describes a condition by doing a comparison or comparing one thing with other things in one sentence. The figure of speech contained in the ad above is "*like*".

10. Pantene

“Hot *as* ice”

Simile figure of speech describes a condition by doing a comparison or comparing one thing with other things in one sentence. The figure of speech contained in the ad above is "*as*".

4.3 Findings

There are 16 different categories of metaphorical language, according to Abrams (1999) Simile, Synecdoche, Metaphor, Metonymy, Hyperbole, Personification, Paradox, Sarcasm, Allegory, Allusion, Antithesis, Apostrophe, Epithet, Euphemism, Symbol, and Repetition are some examples of literary devices. After analyzing the data obtained in Cosmetic Ads on Television, there are 5 figurative languages in Cosmetic Advertisement. There are: Personification, Repetition, Hyperbole, Metaphor and Simile.

4.4 Discussion

Based on the exposure to data analysis, there are things that were found in the research and require discussion. Data that requires discussion, namely the public's response to the language used in advertisements for facial skin care beauty products on television. Some things that make people interested in trying it after watching advertisements for facial skin care beauty products on television, including the use of language. The main purpose of an advertisement is to make the advertised product sell well in the market. In an effort to attract attention, the advertisement is made as attractive as possible, starting from the use of very attractive language to being supported by the appearance of a beautiful model star.

Of course, it indirectly proves that by using advertised beauty products, the advertiser has white and clean facial skin as the use of language that has been conveyed in the advertising message of facial skin care beauty products on television.

According to Abrams (1999) Simile, Synecdoche, Metaphor, Metonymy, Hyperbole, Personification, Paradox, Sarcasm, Allegory, Allusion, Antithesis, Apostrophe, Epithet, Euphemism, Symbol, and Repetition are some examples of literary devices. After analyzing the data obtained in Cosmetic Ads on Television, there are 5 figurative languages in Cosmetic Ads. There are: Personification, Repetition, Hyperbole, Metaphor and Simile.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the previous data analysis, this research can be concluded as follows:

1. There are five types of figurative language used in Cosmetic Advertisement, namely: Personification, Repetition, Hyperbole, Metaphor and Simile. Dominant type The figurative language in Cosmetic Advertisement is mostly hyperbole, namely words that are used more than once.
2. The reason for using figurative language in cosmetic advertisements on television is to soften delivery, so it is not stated directly, even though the meaning of the figurative language is same in the end, but it explains what the Advertisement says in delivery. So, using figurative language in cosmetic advertisements does not make the listener feel bored even though the meaning of the sentence is similar.

5.2 Suggestions

Based on the conclusions of the research described above, the researchers suggest things that need to be considered in conducting related research, the suggestions are as follows:

- a. For English's Teacher

Teachers should take advantage of television media advertisements and print media advertisements, as one of the Indonesian language teaching

materials in schools so that they can increase students' knowledge about the development of the use of English in the realm of advertising.

a. For Students

Students should be able to take advantage of advertising discourse, both television and print media to add insight into the development of language in society.

b. For Other Researchers

Researchers need to learn more about the figure of speech found in other types of advertisements, especially the figure of speech found in cosmetic advertisements to better understand it. The researcher also suggests those who are interested in analyzing figurative language to be more careful in identifying the types of figurative language.

REFERENCES

- Abdi, S., & Irandoust, A. (2013). The Importance of Advertising Slogan and Their Proper Designing in Brand Equity. *International Journal of Organizational Leadership* , 62-69.
- Abrams, M. H. (1999). *A Glossary of Literary Terms*. United States of America: Earl Mc Peek.
- Alm-Arvius, C. (2003). Figure of Speech. *Journal of Pragmatics*, 305-310.
- Ambalegin, T. A. (2020). Figure of Speech Reflecting Loathing. *Journal BASIS*.
- Baldick, C. (2001). *The Concise Oxford Dictionary of Literary Terms*. New York: Oxford University Press.
- Burnard, P. (1991). A Method of Analyzing Interview Transcripts in Qualitative Research . *Nurse Education Today*, 461-466.
- Chandra, E. N. (2013). Meaning Analysis of English Slogan Advertisement. *Deiksis*.
- Cuddon, J. A. (2013). *A Dictionary of Literary Terms and Literary Theory*. UK: A John Willey & Sons, Ltd.
- Dattamajumdar, S. (2006). The Linguistic Patterns of Advertising Text: A Study in Kolkata. *Journal of Language and Linguistics*.
- Deighton, J. (1985). Rhetorical Strategies in Advertising. *Association for Consumer Research*, 432-436.
- Dey, I. (1993). *Qualitative Data Analysis : A User Friendly Guide for Social Scientists*. London: Routledge.
- Dyer, G. (2009). *Advertising as Communication*. London: Taylor & Francis e Library.
- Elo, K. H. (2008). The Qualitative Content Analysis. *Journal Advanced Nursing*, 107-115.
- Enerly, T. M., & Wodak, R. (2009). *English Language, Description, Variation, and Context*. Hampshire: Palgrave Macmillan.
- Fromkin, V. (2009). *An Introduction to Language*. Clader Foundation, New York:

Michael Rosenberg.

Gilson, C., & Berkman, H. W. (1980). *Advertising Concept and Strategies*. New York: Randon House.

Goddard, A. (2002). *The Language of Advertising*. London: Routledge. Grideanu, N. (2014). *Advertising Management. Review of General*.

Griffiths, P. (2006). *An Introduction to English Semantics and Pragmatics*. Edinburgh: Edinburgh University Press.

Irwin, W. (2001). What is an Allusion? *The Journal of Aesthetics and Art Criticism*, 287-297.

Joanna Thornborrow, S. W. (1998). *Patern in Language : Stylistics for Students of Language and Literature*. New York: Routledge.

Kehinde, D. A. (2005). Truthfulness as a Factor in the Language of Advertising. *International Journal of African & African American Studies*.

Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity Global Edition*. New York: Pearson.

Kennedy, X. J., & Dana, G. (2007). *Literature : An Introduction to Fiction, Poetry, Drama, and Writing*. New York: Longman.

Kennedy, X. J., & Gioia, D. (2005). *Literature; An Introduction to Fiction, Poetry, Drama*. New York: Pearson Longman.

Keraf. (2004). *Komposisi : Sebuah Bahasa Pengantar Kemahiran Bahasa*. Flores: Nusa Indah.

Kronrod, A., & Danziger, S. (2014). "Wii Will Rock You!" The Use and Effect of Figurative Language in Consumer Reviews of Hedonic and Utilitarian Consumption. *Journal of Consumer Research*.

Levinson, S. C. (1983). *Pragmatics*. Cambridge : Cambridge University Press.

Lingga, H. D. (2006). *Advanced English Grammar for TOEFL Preparation*. Depok: Puspa Swara.

Madden, F. (2002). *Exploring Poetry : Writing and Thinking about Poetry*. New

York: Longman.

- Morris, C. W. (1938). *International Encyclopedia of Unified Science*. Chicago: The University of Chicago Press.
- Noor, M. M. (2015). The Language of TV Commercials' Slogan : A Semantic Analysis. *Communication and Linguistics Studies*, 7-12.
- Perrine, L., & Arp, T. R. (1992). *Sound and Sense : An Introduction to Poetry*. Fort Worth: Harcourt Brace Janovich College Publishers.
- Quarrie, E. F., & Mick, D. G. (1996). Figure of Rhetoric in Advertising Language. *Journal of Consumer*, 424-438.
- Qunsheng ke, W. W. (2013). The Adjective Frequency in Advertising English Slogans. *Theory and Practice in Language Studies*.
- Sayakhan, N. (2016). The Use Personification and Apostrophe as Facilitators in Teaching Poetry. *International Journal of Literature and Arts*.
- Sitompul, Y. E., & Elfrida, R. (2018). Figure of Speech in the Book of Angka Ende in Batak Toba Bible. *The Episteme Journal of English Literature and Linguistics*.
- Stern, B. B. (1988). Figurative Language in Services Advertising: The Nature and Uses of Imagery. *Advances in Consumer Research*, 185-190.
- Tatjana Duboviciene, P. S. (2014). The Analysis of Some Stylistic Features of English Advertising Slogans. *Svetimosios Kalbos Foreign Language*, 61-75.
- Weilbacher, W. M. (1984). *Advertising*. New York: Macmillan. Yule, G. (1996). *Pragmatics*. New York: Oxford University Press.

DOCUMENTATION OF THIS RESEARCH



VB Brothers
QUALITY AND KNOWLEDGE TRUST

FAIRNESS CREAM

GARNIER
SKIN NATURALS
Light Complete
FAIRNESS GELUM CREAM
Lighten Spots in 1 Week
3X VITAMIN C⁺ & Yucca Cacti

GARNIER

NIVEA
Soft

NIVEA
Soft

STAY SIMPLY BEAUTIFUL
with **NIVEA Soft**
Face Packs

NIVEA Soft

A light moisturizing cream that makes the skin soft and supple

Now, you can use **NIVEA Soft**
as an ingredient for different face packs

NIVEA Soft is available at all leading Stores
For more information on **NIVEA** products
log on to www.NIVEA.in



GLOW WITH US.

NO. 1 CUSHION IN INDONESIA
*Based on Market Sales Data Feb. 2017 - Jan. 2020, Makeup Category, Cushion Format in Indonesia

MAKE IT GLOW DEWY CUSHION
 NATURAL GLOW · HIGH COVERAGE · LONG-LASTING

PIXY MAKE IT GLOW DEWY CUSHION

BEAUTY BOSS · SKIN CARE BOSS · MAKEUP BOSS · HAIR CARE BOSS · NAIL CARE BOSS

ポイズ POISE

LUMINOUS WHITE WHITENING DAY CREAM

Kulit Putih Bening dalam 7 hari

Whitening Efficacy tested

1 2 3 4 5 6 7

POISE LUMINOUS WHITE WHITENING DAY CREAM
 WITH 80% Natural Whitening for All Skin Type

LION JAPAN

White is Now Luminous

SILKYGIRL

MALAYSIA
INDONESIA
BADAN POM

What is
SPF 30/PA ++

SILKYGIRL
Magic
BB
Cream

ALL-IN-ONE
Moisturizes • Conceals
Masks • Tones
Shine • Controls
Breakouts • Evens
Tones • Conceals
Firms • SPF 30/PA++



The advertisement features a tube of Silkygirl Magic BB Cream leaning against a striped beach chair. A yellow and white beach umbrella is open nearby. The background is a warm, orange-toned gradient with sun rays. The text 'What is SPF 30/PA ++' is written in a stylized font. The Silkygirl logo and the Indonesian regulatory body logo (BADAN POM) are in the top right corner. There are several small 'AZ' watermarks scattered across the image.

Wardāh
PERFECT BRIGHT
MOISTURIZER

Wardāh
PERFECT BRIGHT
moisturizer
cantik cerah merona

SPF 28
UVA/UVB Filter
Dengan 7 White Actives™
Brightening Powder
DERMATOLOGICALLY TESTED

Wardāh
PERFECT BRIGHT
moisturizer
cantik cerah merona

SPF 28
UVA/UVB Filter
Dengan 7 White Actives™
Brightening Powder
DERMATOLOGICALLY TESTED

HALAL



The advertisement shows a tube and a box of Wardah Perfect Bright Moisturizer. The tube is light blue with a white cap, and the box is white with blue accents. Both products feature the brand name 'Wardah' and the product name 'PERFECT BRIGHT moisturizer'. The tube also includes the text 'cantik cerah merona', 'SPF 28', 'UVA/UVB Filter', 'Dengan 7 White Actives™ Brightening Powder', and 'DERMATOLOGICALLY TESTED'. The box has the same text plus 'HALAL' at the bottom. The background is a soft, blurred blue and white gradient.

APPENDIX II Permohonan Persetujuan Judul Skripsi

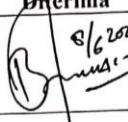


MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI


Dengan ini saya:

Nama Mahasiswa : Friska Triana
NPM : 1802050013
Prog. Studi : Pendidikan Bahasa Inggris

Judul	Diterima
Investigating Figure of Speech of Cosmetic Advertisement in Television Commercials	 8/6/2022

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh
Dosen Pembimbing


Dr. BAMBANG NUR ALAMSYAH, M.Hum

Medan, Juni 2022
Hormat Pemohon,


FRISKA TRIANA

APPENDIX III Form K1



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Form : K - 1

Kepada Yth: Bapak Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat yang bertanda tangan di bawah ini:

Nama Mahasiswa : Friska Triana
NPM : 1802050013
Prog. Studi : Pendidikan Bahasa Inggris
Kredit Kumulatif : 135 SKS

IPK= 3.58

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	Disahkan oleh Dekan Fakultas
<i>02/06/2022</i> 	Investigating Figure of Speech of Cosmetic Advertisement in Television Commercials	<i>01/06/2022</i>
	Comparative Study of Anxiety Disorders in Public Speaking	
	An Analyzing of English Slang Words Among Young People on Social Media Instagram	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

Medan, Juni 2022
Hormat Pemohon,

Friska Triana

Keterangan:

- Dibuat rangkap 3 :- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Program Studi
- Untuk Mahasiswa yang bersangkutan

APPENDIX IV Form K2



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Form K-2

Kepada : Yth. Bapak Ketua/Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Assalamu'alaikum Wr, Wb

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa : Friska Triana
NPM : 1802050013
Prog. Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut:

Investigating Figure of Speech of Cosmetic Advertisement in Television Commercials

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu:

1. **Dr. BAMBANG NUR ALAMSYAH, M.Hum**

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/ Ibu saya ucapkan terima kasih.

Medan, Juni 2022
Hormat Pemohon,

Friska Triana

Keterangan

- Dibuat rangkap 3 :
- Untuk Dekan / Fakultas
 - Untuk Ketua / Sekretaris Prog. Studi
 - Untuk Mahasiswa yang Bersangkutan

APPENDIX V Form K3



FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
 Jl. Mukthar Basri BA No. 3 Telp 6622400 Medan 20217 Form K3

Nomor : 1094 /II.3.AU/UMSU-02/F/2022
 Lamp : ---
 Hal : Pengesahan Proyek Proposal
 Dan Dosen Pembimbing

Assalamu'alaikum Warahmatuullahi Wabarakatuh

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama Mahasiswa : Friska Triana
 NPM : 1802050013
 Program Studi : Pendidikan Bahasa Inggris
 Judul Penelitian : Investigating Figure of Speech of Cosmetic Advertisement in
 Television Commercials

Dosen Pembimbing : Dr. Bambang Nur Alamsyah, M.Hum


Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan
3. Masa Perpanjangan tanggal : 3 Juni 2023

Wa'alaikumsalam Warahmatuullahi Wabarakatuh.

Medan, 03 Dzulqaidah 1443 H
 03 Juni 2022 M




 Dekan
Dra. Hj. Svamsuurnita, M.Pd
 NIDN : 0004066701

Dibuat rangkap 4 (empat)

1. Fakultas (Dekan)
 2. Ketua Program Studi
 3. Pembimbing
 4. Mahasiswa yang bersangkutan
- WAJIB MENGKUTI SEMINAR



APPENDIX VI Berita Acara Bimbingan Proposal



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail : fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog.Studi : Pendidikan Bahasa Inggris
Nama Mahasiswa : Friska Triana
NPM : 1802050013
Judul Proposal : Investigating Figure of Speech of Cosmetic Advertisement in Television Commercials

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
14/6-2022	Bab I => Background of the study - Problem of the study - Motivation of the study	
21/6-2022	Bab II => Theory, methodology of speech - Theory type figure of speech	
5/7-2022	Bab III => Dampak.	
20/7-2022	Bab III => Data and source of data.	
16/8-2022	Bab III => Technique Data Analysis	
27/8 2022	Acc proposal	

Diketahui/Disetujui
Ketua Prodi Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd., M.Hum.

Medan, Agustus 2022
Dosen Pembimbing

Dr. Bambang Nur Alamsyah, M. Hum.

APPENDIX VII Lembar Pengesahan Proposal



MAJELIS PENDIDIKAN TINGGI
 UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
 FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mochtar Basri No. 3 Telp. (061) 6619056 Medan 20238
 Website : <http://www.fkip.umsu.ac.id> Email: fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Strata – 1 bagi :

Nama Lengkap : Friska Triana
 NPM : 1802050013
 Program Studi : Pendidikan Bahasa Inggris
 Judul Skripsi : Investigating Figure of Speech of Cosmetic Advertisement in Television Commercials

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapat diizinkan untuk melakukan riset di lapangan.

Diketahui oleh :

Diketahui/Disetujui Oleh
 Ketua Program Studi

Pirman Ginting, S.Pd., M.Hum.

Dosen Pembimbing

Dr. Bambang Nur Alamsyah, M.Hum

APPENDIX VIII Berita Acara Seminar Proposal



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30
 Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Senin Tanggal 05 Bulan September Tahun 2022 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap : Friska Triana
 N.P.M : 1802050013
 Program Studi : Pendidikan Bahasa Inggris
 Judul Proposal : Investigating Figure Of Speech Of Cosmetic Advertisement In Television Commercials

No	Masukan dan Saran
Judul	
Bab I	- Jenis dan bagian kope & limitation.
Bab II	- Figure of speech - Theory Cosmetic
Bab III	- Data AnalytiJ technique. - Data source.
Lainnya	
Kesimpulan	[] Disetujui [] Ditolak [] Disetujui Dengan Adanya Perbaikan

Dosen Pembimbing

(Dr. Bambang Nur Alamsyah., M.Hum)

Dosen Pembahas

(Dr. T. Winona Emelia., M.Hum)

Panitia Pelaksana

Ketua

(Pirman Ginting, S.Pd., M.Hum)

Sekretaris

(Rita Harisma, S.Pd., M.Hum)

APPENDIX IX Lembar Pengesahan Hasil Seminar Proposal



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30
 Website: <http://www.fkip.umstu.ac.id> E-mail: fkip@umstu.ac.id



LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap : Friska Triana
 N.P.M : 1802050013
 Program Studi : Pendidikan Bahasa Inggris
 Judul Proposal : Investigating Figure Of Speech Of Cosmetic Advertisement In Television Commercials

Pada hari Senin, tanggal 05, bulan September, tahun 2022 sudah layak menjadi proposal skripsi.

Medan, September 2022

Disetujui oleh:

Dosen Pembimbing

(Dr. Bambang Nur Ajamsyah., M.Hum)

Dosen Pembahas

(Dr. T. Winona Emelia., M.Hum)

Diketahui oleh
 Ketua Program Studi,

(Pirman Ginting, S.Pd., M.Hum)

APPENDIX X Surat Pernyataan Tidak Plagiat



MAJELIS PENDIDIKAN TINGGI
 UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
 FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
 Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

PERNYATAAN KEASLIAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertanda tangan di bawah ini :

Nama : Friska Triana
 NPM : 1802050013
 Program Studi : Pendidikan Bahasa Inggris
 Judul Skripsi : Investigating Figure of Speech of Cosmetic Advertisement in Television Commercials"

Dengan ini menyatakan bahwa skripsi saya yang berjudul "Investigating Figure of Speech of Cosmetic Advertisement in Television Commercials" adalah benar bersifat asli (*original*), bukan hasil meniadur mutlak dari karya orang lain.

Bilamana kemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

Demikian pernyataan ini diperbuat dengan sesungguhnya dan sebenar-benarnya.

Medan, November 2022

Yang membuat pernyataan,

Friska Triana

APPENDIX XI Surat Pernyataan Kesanggupan



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
 Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

SURAT PERNYATAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Yang bertanda tangan di bawah ini, mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara


Nama Lengkap : Friska Triana
 Tempat, Tanggal Lahir : Helvetia, 20 April 2000
 Agama : Islam
 Status Perkawinan : Belum Kawin
 Nomor Pokok Mahasiswa : 1802050013
 Program Studi : Pendidikan Bahasa Inggris
 Alamat : Dusun VI Jl. Mesjid 1064
 No. HP : 0821-6060-3731

Melalui surat permohonan tertanggal 17 November 2022 telah mengajukan permohonan menempuh ujian skripsi. Untuk ujian skripsi yang akan ditempuh, saya menyatakan dengan sesungguhnya bahwa saya :

1. Dalam keadaan sehat jasmani maupun rohani
2. Siap secara optimal dan berada dalam kondisi baik untuk diberikan pertanyaan oleh penguji.
3. Bersedia menerima keputusan panitia ujian skripsi dengan ikhlas tanpa mengadakan gugatan apapun.
4. Menyadari bahwa keputusan panitia ujian ini bersifat mutlak dan tidak dapat diganggu gugat.

Demikian surat pernyataan ini diperbuat dengan kesadaran dan tanpa paksaan dari pihak manapun untuk dipergunakan sebagaimana mestinya. Semoga Allah SWT senantiasa selalu meridhoi saya. Aamin.

Saya Yang Menyatakan



Friska Triana
 NPM : 1802050013

APPENDIX XII Surat Izin Riset



UMSU

Unggul | Cerdas | Terpercaya

Bila menjawab surat ini agar disebutkan nomor dan tanggalnya.

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

UMSU Terakreditasi A Berdasarkan Keputusan Badan Akreditasi Nasional Perguruan Tinggi No. 89/SK/BAN-PT/Akred/PT/11/20

Pusat Administrasi: Jalan Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 - 66224567 Fax. (061) 6625474 - 6631003

<http://fkip.umsu.ac.id> fkip@umsu.ac.id [umsumedan](#) [um.umedan](#) [umsumedan](#) [umsumedan](#)

Nomor : 2334 /II.3/UMSU-02/F/2022 Medan, 22 Rabiul Awwal 1444 H
 Lamp : --- 18 Oktober 2022 M
 Hal : Izin Riset

Kepada : Yth. Bapak/Ibu Kepala
Perpustakaan UMSU
Di
Tempat.

Bismillahirrahmanirrahim
 Assalamu'alaikum Wr. Wb

Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :

Nama : Friska Triana
 N P M : 1802050013
 Program Studi : Pendidikan Bahasa Inggris
 Judul Penelitian : Investigating Figure of Speech of Cosmetic Advertisement In Television Commercials.

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.

Wassalam
 Dekan



****Penting!**

APPENDIX XIII Surat Keterangan Selesai Riset



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
UPT. PERPUSTAKAAN

Terakreditasi A Berdasarkan Keputusan Perpustakaan Nasional Republik Indonesia No. 09059/LAP/PI/IX/2018
 Pusat Administrasi : Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 66224567
 • <http://perpustakaan.umsu.ac.id> • perpustakaan@umsu.ac.id • [perpustakaan.umsu](https://www.perpustakaan.umsu.ac.id)

SURAT KETERANGAN

Nomor : 2046 /KET/II.3-AU/UMSU-P/M/2022

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Friska Triana
 NIM : 1802050013
 Univ./Fakultas : UMSU/Keguruan dan Ilmu Pendidikan
 Jurusan/P.Studi : Pendidikan Bahasa Inggris

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"Investigating Figure Of Speech Of Cosmetic Aderstisement In Television Commercial"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

Medan, 26 Rabiul Tsani 1444 H
 22 November 2022 M

Kepala UPT Perpustakaan



Muhammad Arifin, S.Pd, M.Pd

APPENDIX XIV Berita Acara Bimbingan Skripsi



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail : fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Mahasiswa : Friska Triana
NPM : 1802050013
Judul Proposal : Investigating Figure of Speech of Cosmetic Advertisement in Television Commercials

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
20/09.2022	Bab I : Background of the Study dan penelitian yg dilakukan.	
22/09.2022	Bab II : Conceptual Framework Concept dalam kerangka dan konsep dalam paragraf	
13/10.2022	Bab III : Langkah penelitian, data dan kunci data. Pengumpulan data.	
25/10.2022	Bab IV : penentuan data penelitian pengumpulan data yg tidak dapat terima yg diperoleh setelah penelitian.	
25/10.2022	Bab IV : Temuan data yg diperoleh dari penelitian. Discussion yg harus dilakukan	
04/11.2022	Bab V : Simpulan yg harus ditulis dan to point. saran yg harus dibuat.	

Diketahui/Disetujui
Ketua Prodi Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd., M.Hum.

Medan, November 2022
Dosen Pembimbing

Dr. Bambang Nur Alamsyah, M. Hum.

APPENDIX XVI Surat Bebas Pustaka



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
UPT. PERPUSTAKAAN

Terakreditasi A Berdasarkan Keputusan Perpustakaan Nasional Republik Indonesia No. 00059/LAP/PT/IX.2018

Pusat Administrasi : Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 66224567

Ⓜ <http://perpustakaan.umsu.ac.id> ✉ perpustakaan@umsu.ac.id 📠 perpustakaan_umsu

SURAT KETERANGAN

Nomor : 4011 / KET/II.3-AU /UMSU-P/M/2022

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Berdasarkan hasil pemeriksaan data pada Sistem Perpustakaan, maka Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Friska Triana
NIM : 1802050013
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan : Pend. Bahasa Inggris

Telah menyelesaikan segala urusan yang berhubungan dengan Perpustakaan Universitas Muhammadiyah Sumatera Utara Medan.

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

Medan, 21 Rabiul Tsani 1444 H
 16 November 2022 M

Kepala UPT Perpustakaan



Muhammad Arifin, S.Pd, M.Pd

APPENDIX XVII Daftar Riwayat Hidup**DATA PERSONAL**

Name : Friska Triana
Place/ Date of Birth : Helvetia/ 20 April 2000
Register Number : 1802050013
Sex : Female
Religion : Moslem
Marital Status : Single
Father's name : Setia Budi
Mother's name : Siti Nikmah
Adress : Jl. Mesjid No.1064 Dsn VI Psr IV Helvetia
Email : friskatriana20@gmail.com

EDUCATION

2006 – 2011 : SD NEGERI 105297
2012 – 2014 : SMP NEGERI 1 LABUHAN DELI
2015 – 2017 : SMA NEGERI 1 LABUHAN DELI
2018 - 2022 : UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA