WORDPLAY IN ADVERTISEMENTS OF HIGHEND MAGAZINE

SKRIPSI

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ABSTRACT

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This study concerned with the analysis of wordplay in advertisements of HighEnd magazine. The objective of this study was to find out the kinds and determine the dominant kind of wordplay realized in advertisements on HighEnd magazine. The data in this study was taken from advertisements of HighEnd magazine issued in May 2017. The data consisted of seventeen advertisements. The result showed that there were 10 types of wordplay found the advertisement, which are vocative function, aesthetic function, hyperbole, rhyme, onomatopoeia, homonymic, assonance, alliteration, homophonic, and homographic. Vocative function is mostly appears in advertisement. This wordplay is in the first rank because it is appears four times from 17 advertisements. The second rank is Aesthetic function appears three times. And then Hyperbole, Rhyme, Onomatopoeia, and Homonymic appear two times. And the last Assonance, Alliteration, Homophonic, and Homographic appear one times. Descriptive qualitative method was applied to analyze the data. The wordplay found in HighEnd magazine was imitate or adopted from many sources to memorize readers about something famous then remember about products that promote use the another source words. All these wordplay marks are effective methods to build an wordplay link in advertisements. Thus, the application of intertextual wordplay related in vividness humor, and uniqueness, which could attracted readers' attention.

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Medan, October 2017
The researcher

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CHAPTER 1

INTRODUCTION

A. The Background of the Study

Adevertising has become greatly popular and even commonplace in today's world. Advertisement as a tool of communication which can be delivered verbally, nonverbally, or both to let people know about certain products. Advertising is a prominent genre in virtually all contemporary societies. That is why most companies nowdays work very hard to make their advertisement campaign very unique and creative (Barry, 2012). Most advertisements usually grow as central message should be strong, and memoriable that will communicate in advertisement and do promotional activities about a product. Advertisement also should influence consumers' perception by informing, persuading and reminding them of a product. From advertisement the demand of the products' consumers increase.

It's very difficult to create a unique attribute to use as the major selling idea (Esuh, Peter. 2014). Wrong techniques make an advertisement is not creative. Lack of understanding in meaning through a true meaning language of message find in advertisements. To get readers and consumers' attention the advertisement should be interesting, effective and creative. There are many ways to make an advertisement is creative. The ways are such as strategies, and techniques.

Techniques that usually use in advertisement can arouse people's attention, memory, interest, desire, and stimulate their purchasing action.

One of the ways to play with language, and also probably one of the most common ways to do it, is wordplays. Their usage is so wide-ranging that one can encounter them almost in every area of language use. Their efficacy in reaching their purpose as entertainment makes them excellent tools for the modern applications of language: advertisements, comics, comedians, films and newspapers are but a few examples of media and people who play with words in order to sell, raise interest or make a point.

The readers have many problems in studying English wordplay. Consumers do not know about wordplay, they do not know the application of wordplay can be use in advertisements, they do not know the meaning contained in the advertisements, in wordplay the consumers often tell confused to understand what the writer means from his words, the consumers do not understand what are the function of wordplay in the advertisements on High End magazine.

Advertisement can affect consumers to buy product that tells in advertisement. The fact that an unattractive in advertisements can affect the readers is not to buy the product from the advertisements is due to wrong strategies in making advertisements make it is not a creative advertisements. Therefore, to get consumers' attention need techniques in advertisements to affect them to do more and do behavior buying.

Wordplay or pun is a rhetorical device often relies on the different meanings. The pun is a common figure of speech and it is a device often employed in advertising. As advertisers are under increased pressure to make their products stand out so as to attract the attention of potential buyers, through the use of puns, advertisers manipulate language so as to enable a reader of a particular ad to linger longer over it and ultimately buy the product.

Wordplays often refer to intentionally using words and word forms that differ from the conventional or expected. Wordplays can be, and often are, used in everyday language use, but they also are a very effective way to spice up language in various media, such as newspapers, magazines, television and cinema to name but a few. Díaz Pérez, F. J. (2012) the use of wordplay in advertising contributes to arousing interest and making the advertisement enjoyable in several ways.

It is hopefully by analyzing the wordplay in advertisements, can affect consumers to buy products that tell in advertisements. Consumer, students or readers especially would take some advantages by knowing wordplay appeared in headline of the advertisements. The consumers in which most of them prefer reading would increase their understanding meaning of word in English by the type of wordplay that use in advertisement.

It is interesting to talk about wordplay in advertisement on HighEnd magazine based on some reasons. Firstly, HighEnd is an Indonesian lifestyle magazine. English language magazine dedicated to offering the best in fashion and lifestyle for the growing market of high class, fashion forward people in Indonesia and the region. Secondly, this magazine talk about lifestyle for 20-50

years old. Many people will imitate fashion from their idols. In this magazine always talk about famous models' life fashion. So, based on the explanation above, the researcher chooses this magazine because it is reasonable to conduct a research under the title "Wordplay in Advertisements of HighEnd Magazine".

B. The Identification of the Problem

The problem of this research were identified as follows:

1. The readers do not know about wordplay.

2. They do not know the application of wordplay can be use in advertisements.

3. They do not know the meaning contained in the advertisements.

4. In wordplay the consumers often tell confused to understand what the writer means from his words.

5. The readers do not understand what are the function of wordplay in the advertisements on HighEnd magazine.

C. The Scope and Limitation

The study was scoped in semantics and limited on wordplay in advertisements on HighEnd Magazine May 2017.

D. The Formulation of the problem

The problem of this research were formulated as follows:

1. What are the kinds of wordplay realized in advertisements on HighEnd magazine?

2. What are the dominant kinds of wordplay realized in advertisements on HighEnd magazine?

E.   The Objectives of the Study

The objectives of this research as follows

1. to find out the kinds of wordplay realized in advertisements on HighEnd magazine.

2. to find out the dominant kinds of wordplay realized in advertisements on HighEnd magazine.

F.   The Significances of the Study

The result of this study is expected to be useful theoretically and practically:

1. Theoretically

Theoretically this research would be useful to inform and make references material acquiring knowledge and understanding about literature, especially wordplay.

2. Practically

The findings of this research would be useful for:

1. For the teachers, it is expected to be kind of teaching method and reference for the teachers in developing or creating new more interesting methods and

techniques of teaching English for the wordplay especially in inclusive school, so that they can teach successfully.

2. For the students to help them to enlarge their knowledge about wordplay by analyze an advertisements so they can understand language meaning in advertisements.

3. For another researchers, it is expected that the finding of the study will provide further information to those interest in similar research relate to this study.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

In conducting a research, theories were needed to explain some concepts applied in the research concerned. The term must be clarified in order to avoid misleading. The following terms were used based on some basic theories in relation to the study.

1. Wordplay

According to Laviosa, S. (2005), wordplay (or pun) is a rhetorical device that often relies on the different meanings of a polysemic word, the literal and non-literal meaning of an idiom or on bringing two homonyms together in the same utterance to produce a witticism. Wordplay can be found for example in newspapers where it is used to attract the reader's attention and to make the articles interesting.

According to the Encyclopedia Britannica (2008), is that wordplays (or figures of speech) are "any intentional deviations from literal statement or common usage that emphasizes, clarifies, or embellishes both written and spoken language". This means that a seemingly fixed form, word or expression is used deliberately in a way that is out of character to highlight or explain something that is being said or written. The intentional deviations from the norms of language use are made understandable and acceptable through the context and the author and

reader's shared knowledge. Delabastita (1993: 57) on the other hand, defines wordplay (as quoted by Díaz Pérez 2012: 13) as following:

> Wordplay is the general name indicating the various textual phenomena (i. e. on the level of performance or parole) in which certain features inherent in the structure of the language used (level of competence or language) are exploited in such a way as to establish a communicatively significant, (near-)simultaneous confrontation of at least two linguistic structures with more or less dissimilar meanings (signifieds) and more or less similar forms (signifiers). (Delabastita 1993: 57)

Balci (2005: 8) states that wordplay is "a portrayal of a word or a phrase" with several meanings that has the same sound with a different spelling or the same spelling with a different meaning. Considering this definition, the previous question as to how the language is used to create wordplay can be answered; wordplay can be created by using a word or a phrase with several meanings that has the same sound with a different spelling or the same spelling with a different meaning. Hence wordplay is verbal Witt; which is also known as logology or verbal play as stated by Rob Pope (2002:2) According to Pope, jokes and witty remarks (including puns and figurative language) are obvious instances of wordplay in which most of us routinely engage. The use of wordplay or figures of speech is a humorous method to increase the attractiveness and interaction of a certain piece of text. They are frequently used in e.g. advertisements, headlines, caption and slogans.

1.1 Categories of Wordplay

1.1.1 Homophonic

Also known as sound alike words, are words that are pronounced identically although they have different spellings and meanings. These words are

a very common source of confusion when writing. Common examples of sets of homophones include: to, too, and two; they're and their; bee and be; sun and son; which and witch; and plain and plane. Vocabulary Spelling City is a particularly useful tool for learning to correctly use and spell the sound alike words.

1.1.2   Homographic or Heteronymic

This pun uses words that are spelled the same but have different meanings and sounds. Example is Douglas Adam's line "you can tune a guitar, but you can't tuna fish unless of course you play bass." This line contains two types of pun: first, a homophonic pun shown clearly in the words tune and tuna; second, a homographic pun in the word bass in which there is some kind of ambiguity reached through the identical spelling of 'bass', a string instrument and 'bass', a kind of fish.

1.1.3   Homonymic

or multiple meaning words, are words that share the same spelling and the same pronunciation but have different meanings. For example, bear. A *bear* (the animal) can *bear* (tolerate) very cold temperatures. The driver turned *left* (opposite of right) and *left* (departed from) the main road.

1.1.4   Vocative Effect

Vocative function refers to the language function that the readers may take actions to do as the text expects. Advertisements, notices, pronouncements, persuasive articles and even some popular novels have vocative function. Pun is a witticism involving the playful use of a word in different senses or of words which differ in meanings but sound the same or alike.

Example: ask for more. ---More cigarettes.

Here, the pun rests on double meanings of the word "more". More can be understood as a brand name of cigarettes. It can also refer to more cigarettes of this brand name.

1.1.5 Aesthetic Function

Aesthetic function refers to the language function that can create a sense of beauty among the readers. The rhythm and tune of the poems, onomatopoeic words and color words, figures of comparison and hyperbole can make the language more vivid and more beautiful, thus the readers can have a pleasant feeling.

Example: give your hair a touch of spring. ---a kind of shampoo.

Here is an advertisement for a kind of shampoo with the wonderful picture that after the wash the hair is just like a waterfall, and here spring has another meaning--- of elastic quality.

1.1.6 Allusion

A reference to a well-known work of art, literature, or music within another work of art, literature or music. Example: John enjoyed his role as the good Samaritan until he received the bill for repairing Joyce's car.

1.1.7 Apostrophe

Directly addressing someone who is not present or who is not real. Example: O Juliet, what is the secret of true love?

1.1.8 Simile

Simile is a comparison between two different things that resemble each other in at least one way. In formal prose the simile is a device both of art and explanation, comparing an unfamiliar thing to some familiar thing (an object, event, process, etc.). A simile is a figure of speech that directly compares two things through some connective, usually "like," "as," "than," or a verb such as "resembles". A simile differs from a metaphor in that the latter compares two unlike things by saying that the one thing is the other thing. Example: she acts like a princess.

1.1.9 Personification

Personification is a figure of speech in which either an inanimate object or an abstract idea is represented as a person. By this figure of speech a thing, quality, or idea is spoken of as though it is endowed with human attributes or feelings. The usage of personification in English advertisement seems to give products emotion and liveliness. And also it caters to more trust and affection in potential customers and therefore arouses more desire for the purchase. Example: my teddy bear gave me a hug.

1.1.10 Metaphor

Metaphor refers to creative language use by connecting two resembled things to result in a different meaning. Metaphorical utterances form new meanings because they cannot be interpreted literally and they are thought provoking. In relation to individual words, metaphor is "a basic process in the formation of words and word meanings" (Knowles and Moon, 2006, p. 4).

Forceville (2008, p. 464) state that "verbal metaphors of various syntactic forms are manifestations of a conceptual metaphor that can be captured in a paradigmatic A IS B format". Though there are two main types of metaphor, namely conceptual and nonverbal metaphors, this article is limited on the discussion of conceptual metaphors because these conceptual metaphors use language for the target and source domains so that they are generally used in advertisements which often make use of words to gain attention. Example: the road was a ribbon of moonlight.

1.1.11 Hyperbole

Hyperbole is a Greek word, which literally means "throwing beyond." As a figure of speech, hyperbole is a deliberate overstatement or extravagant exaggeration of fact used for producing a serious or comic effect. In advertising, the use of exaggerated statements or rather overstatements puts emphasis on the particular features of the products or services. Example: the world ended the day my youngest died.

1.1.12 Alliteration

Placing words with the same beginning consonant sound next to each other or in very close succession in order to create a sound element. Example: many merry maidens meet.

1.1.13 Analogy (or Conceit)

A comparison in which the relationship between two things is established by comparing it to a similar relationship between two other things. Example: Their relationship had become one of a tiger and its prey.

1.1.14 Oxymoron

A paradoxical idea that is compacted into a single image by combining two contradictory words side by side. Example: He considered himself a successful failure at the bitter pleasure of love.

1.1.15 Symbolism

When something concrete is used by the author to represent something that is less concrete, such as an idea or emotion. Example: such as using a rose to represent true love or a soaring bird to represent freedom.

1.1.16 Assonance

Repetition of vowel sounds. Example: good food, good life

1.1.17 Rhyming

One of the best techniques for bringing in the brand name is to make the slogan rhyme with it. An ad slogan is better if it reflects the brand's personality. By this kind of rhyming, the brand name is highlighted. e.g. The flavour of a Quaver is never known to waver.

1.1.18 Rhyme

Repetition of similar sounds at the end of the words or phrase. Example: dare to go bare.

1.1.19 Onomatopoeia

Onomatopoeia is naming of an object which imitates the sound produced by the object (Gasser, 2006: 4). The form of an onomatopoeia can be found in our daily life. It may derive from the sound of an object, an animal and an action. For examples, the onomatopoeias which derives from the sound of an object are the

sounds of a bell, a horn or a telephone; from the animal's sounds are the sounds of cats, cows and from the action's sounds are the imitated sounds of falling, gun shooting or cough. Such sounds can arbitrarily represent certain objects or actions.

Onomatopoeia is the naming of an object which derives from the imitation of the sound produced by the object itself. For example, the word 'quack' is an imitated word that represents the sound of a duck. Furthermore in relation to the concept of 'symbol', onomatopoeia can also be symbolic since it is immediately evident in a comparison among different languages.

Languages of the world have different onomatopoeia. For example, an English pig will produce the sound oink while France's is groin-groin, and Chinese's is hulu-hulu. A dog's sounds are kukure in Nepali and kutta in Hindi. These variations occur because each language user interprets onomatopoeic words in accordance with their phonological system and culture (Thomas, 2004:15).

However, semantically, the of onomatopoeias are (Ullman 1962:84):

1. Primary onomatopoeia (PR)

The primary onomatopoeia is the imitation of sound by sound. The sound is produced by the object itself. Onomatopoeia occurs in words, which imitate sound, and this suggests the object described (Alexander, 1963:20). In this case, naming of an object by imitating the sound produced by the object itself, like buzz, crack, growl, hum, plop, roar, squeak, whizz. Thus, primary onomatopoeia can be called as the onomatopoeic words that imitate the natural sounds of an

object. For example, bell 'ding ding' car beeping 'horn' phone 'br-r-r-ring' (Thomas, 2004: 19)

2. Secondary onomatopoeia (SC)

The secondary onomatopoeia is the sound that occurs because of the relation between the sound of an object and its movement (dither, dodder, quiver, slink, slither, slouch, squirm, and wriggle) or based on the movement only (Ullman, 1962: 84). This onomatopoeia derives from actions. The onomatopoeic words exist in a drawing are considered derive from certain actions if they resemble or suggest that action described in the drawing itself (Alexander, 1963:20). In other words, the secondary onomatopoeia can be called as the sound of onomatopoeic words which is produced by the integration between the sound of an object and action. For instance, sound of eating 'chomp chomp' sound of drinking 'gulp gulp' collision of other object 'thum/thud' collision of metals 'clang' (Thomas, 2004: 19)

2. Advertisement

W. F. Aren (2008) "Advertisement is the strructured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media". Advertisements found in mass media such as print media, electronic media, outdoor media and direct mail. Advertisement has become essential to promote sales, to introduce new product, to creat a good public. It is closely connected with social economy, enterprise development, market

exploitation, foreign trade and people's daily life (Liu Jingxia; Chen Pingting, 2014) . To get consumers the language in advertisement should be interest and get atention from viewers. There are many ways to build interesting advertisement such as using certain persuasive tools or techniques.

2.1 Types of Advertisements

2.1.1 Based on Products, there are three types of advertisement, they are:

a. Pioneering advertisement

This type of advertising is used in introductory in the life cycle of a product. It conveys information about selling product category rather than a specific brand. Example: black and white television and color television

b. Competitive advertisement

It is useful when the product has reached the market-growth and especially the market-maturity stages. It seeks to sell a specific brand rather than a general product category. Example: airline advertisement

c. Retentive advertisement

This is useful when the product has achieved a favourable status in the market-that is, maturity or declaining stage. The advertiser wants to keep his product's name before the public. A much softer selling approach is used, or only the name may be mentioned in "reminder" type advertising. Example: victoria's secret

2.1.2 Based on service, it called as public service advertisement

This type of advertising has objective to put across a message intented to change attitudes or behaviour and benefit the public at large. Example: bluebird as a taxi advertisement

2.1.3 Based on trading, there are two types of advertisement, they are:

a. Retail advertisement

This type of advertising defined as covering all advertising by the stores that sell the goods directly to the consuming public. Example: beauty shops and banks.

b. Whole sale advertisement

This type of advertising is not advertising minded either for themselves or for their supplieres. They would benefit from adopting some of the image-making techniques used by retailers- the need for developing an overall promotional strategy. They also need to make a greater use of supplier promotion materials and programmes in a way advantages to them.

2.1.4 Based on area, there are three types of advertisement, they are:

a. National advertisement

It encourages the consumers to buy their product wherever they are sold. The advertisements concterate on the overall image and desirebility of the product. Example: Aqua

b. Local advertisement

This advertisement save the consumer time and money.

Example: handphone promotion in Millenium Medan in the end of the year.

c. Regional advertisement

It is geographical advertising. Example: bolu meranti is from Medan

3. Definition of Magazine

Magazines are another type of popular culture print media. They usually cater to a specific type of audience who are looking for information based on a particular subject

3.1 Characteristic of Magazine

3.1.1 Size and appearance

A magazine tends to have a "book-type" size

3.1.2 Content.

A magazine tends to have a cover story, Editorial, Articles, Features

3.1.3 Style

A magazine writer has more freedom to express or has more room for subjectivityand used methods of self expression.

3.1.4 Design and layout

Magazines use lots of colour, different types and sizes of fonts and break up their articles with images and colour.

3.1.5 Target audience

A magazine' target audience is determined by demographics and interests. ('Demographics' mean the physical characteristics of the individual such as race, gender, interest, education level etc.). Hence the target audience of a magazine is

usually separated geographically, but they share common interests; for example, a common interest in sports, fashion or beauty.

3.1.6 Readability

Magazines employ colourful language so as to make the content enjoyable. Linguistic subjectivity which relies on expressive adjectives enhances the readability of magazines.

3.1.7 Display ads

Magazines are more advertiser-driven than newspapers.

3.1.8 Visual strength

The visual strength of magazine is enhanced with the effective use of colour in magazines. In magazines, we can also use a colour background to make it looks attractive

3.1.9 Shelf life

Another strength of magazine is longer life. In contrast, magazines are commonly kept for several days, weeks or months in magazine racks which provides for possible repeat reading. Magazines use some of the highest-quality paper and ink to produce a visually appealing product meant to be kept and read longer. Magazines tend to focus on entertainment pieces, provide how-to-do articles and features about certain subjects within their chosen marketing niche. Magazines also have advertisements taking up large amounts of page space to balance the cost of production.

3.2 Types of Magazines

3.2.1 General interest magazines

This type of magazine is published for a wider audience to provide information, in a general manner and the focus is on many different subjects.The main purpose of a general interest magazine is to provide information for the general audience. The language of these publications is geared to any educated audience. Examples of general interest periodicals are: Time, Newsweek, Outlook.

3.2.2 Special interest magazines

Special interest publications are magazines directed at specific groups of readers with common interests. We can categorize some special interest magazines into the

following genres based on their content and target audience:

a. Farm magazines

These are magazines featuring news and information pertaining to the agricultural sector.

b. Sports magazines

A sports magazine usually features articles or segments on sports comprising of many photographic images and illustrations.

c. Business magazines

Most of these magazines are dedicated to the dissemination of information related to particular business areas like accounting, banking, finance, international business, management, marketing and sales, real estate, small business etc.

d. Environmental magazines

The aim of this type of magazine is to provide information about environmental issuessuch as population, poverty, consumption and the environment in general. In-depth reviews of major policy reports, conferences, environmental education initiatives, environmental reports and photos from around the world with an emphasis on human involvement in an environmentally changed scenario are some of the highlighted features of environmental magazines.

e. Entertainment magazines

Entertainment magazines are usually glossy in nature and provide entertainment. They usually carry news, original stories, scandals, gossips and exclusives about celebrities in various entertainment fields such as film, music, TV, fashion and related similar areas of the industry. As its main focus is on celebrity fashion or lifestyle, it is graphically rich in nature, featuring many photographs or other images.

f. Automobile magazines

This magazines present interesting automotive news in the industry and celebrate the automotive lifestyle and its personalities, past and present. It also offers insights into emerging trends in the industry and also creates images of whatever comes next in the written and visual form.

g. Literary magazines

A literary magazine devoted to literature, usually publishes short stories, poetry, essays, literary criticism, book reviews, biographical profiles of authors,

interviews and any content related to literature. Its aim is to promote literature, encompass an overall sense of the word, preserve indigenous literature and provide a platform for creative writers through its articles.

h. Men's magazines

Men's magazines bring the latest style tips, travel guides, lifestyle improvement, offering advice and information useful to men on a variety of topics including money, health, sports, cars, adventure, politics and so on. Men's magazines use masculinity as a marketing tool.

i. Children's magazines

The main aim of children's magazines is to engage children to learn new things through entertainment and to provide memories that last a lifetime. The content is delivered through colourful images, read-aloud stories and various fun activities that both the parent as well as the child can enjoy together. Children's magazines are designed to set young children on the path to become curious, creative, caring, confident individuals through reading, thinking and learning with a wide variety of stories, puzzles, crafts, games and activities.

j. Women's magazines

Women's magazines play a variety of roles as educator, family counsellor ,beauty specialist and life style expert. The outlook of a women's magazine is an intelligent perspective that is focused on personal style - the way women actually look, think and dress. They reflect the spirit of today's woman - changing with the times, moving with trends, styles and fashion.

4. The HighEnd

HighEnd is an Indonesian lifestyle magazine based in Jakarta. It was first published in 2008. With tagline *"first class lifestyle"*, HighEnd magazine caters to the affluent society with sophisticated look and content and regular exclusive events. The magazine is published by PT. MNI Entertainment, a subsidiary of Indonesia's biggest media conglomerate Media Nusantara Citra.

B. Previous Related Study

According to Díaz Pérez, F. J. (2012: Vol. 20, 11-36) in the use of Wordplay in Advertisements published in Men's Magazines. A comparative study in the UK and Spain there are some important functions which wordplay fulfils in advertising which explain the great quantity of puns in this type of discourse. Wordplay is, first of all, an attention-getting device, thus overcoming a possible initial lack of interest in the advertisement and in the product.

By means of the theoretical framework adopted in the paper –Relevance Theory– puns have been proved to be very useful for the creation of additional positive cognitive effects, which are generally intended to endow the advertised product with positive associations. These extra positive cognitive effects offset the greater processing effort imposed on the addressee, who, by being involved in the processing of the utterance for longer, will be more likely to remember the advertisement.

In spite of the importance of wordplay in advertising in general, when comparing British and Spanish advertising, the use of puns has been shown to be

more prominent in the former. This partly responds to a long punning tradition in the English-speaking countries and particularly in the United Kingdom, although there are other factors, such as the fact that the quantity of homophones is higher in English than in Spanish. This great number of homophones in English may be exploited for the production of phonological puns. Although in earlier periods the use of puns was considered as an acceptable device in serious literature in England, that was not the case in Spain. Future research will have to determine whether there are any differences today with respect to the reception of puns by the target audiences of British and Spanish advertisements.

According to Pop Anamaria Mirabela in the use of Wordplay and Idioms in Brands Generally speaking, wordplay (or pun) is a witticism that relies for its effect on playing with different levels of language, i.e. phonological, graphological, morphological, lexical, syntactic, and textual. Puns and idioms are frequently used in commercial advertising as a rhetorical device to promote a given product or service by creating humour, attracting the reader's attention and adding persuasive force to the message. They also reflect the cultural preferences and traditions of a country, therefore they can be fruitfully used for pedagogic purposes to raise awareness of the specific linguistic and cultural features of the foreign language.

According to Laviosa, S. (2005) in the study Wordplay in Advertising: Form, Meaning and Function, wordplay has been shown to be an effective means of fulfilling the persuasive function of promotional language in business communication by capturing and holding the reader's attention. One of the most

intriguing aspects of wordplay is the interrelationship between language and culture, which can render the disambiguation of the intended double meanings particulary challenging and stimulating, especially if the reader is not a native speaker. This, I believe, is at least one of the reasons why commercial advertising can provide the EFL teacher with a rich source of material for analysing together with the students the stylistic features of a very popular text type in business discourse and raising awareness about the cultural background that gives rise to them.

According to Yliräisänen, L. (2009) in the study Empire of the Pun: the use of Wordplay in the Headlines and Subheadings of Empire Magazine, The purpose of this study was to examine the numerical use of wordplay and the types of wordplay in the headlines and subheadings of Empire magazine, and to consider some of the reasons behind the use. The results showed that the use of wordplay was fairly frequent, and the wordplays were most likely to be either puns or associative wordplays, such as allusions. The reasons behind the use were congruent with those generally agreed: the attraction of the reader's attention, holding that attention, giving pleasurable experiences and feelings of shared knowledge to the reader.

Although the results matched fairly well with what was expected, the study is not by any means absolute or impeccable. The categories are not perfect, since they leave room for subjectivity: what may be, for example, without a doubt homophony or polysemy for one person, may be seen as a twist of a common phrase by another. Another example is that what may on one hand be seen as

parody could also be considered as twisting a form of speech or phrase. Additionally, another problem with this kind of study is the subjectivity of actually identifying the wordplays. The genre of the magazine is very specific, and thus the wordplays tend to play quite strongly with inside knowledge of the genre. This, and the fact that I am not a native speaker of the language, could have caused a margin of error in the results, since I might not have simply been able to recognise all the wordplays in the magazine.

This analysis leaves room for further applications and improvements. The study covered only one aspect of the use of wordplays in Empire magazine, since the data consisted only of headlines and subheadings. The various types of articles in the magazine also include wordplays and other plays with language, to which the linguistic analysis of the magazine could be extended. In addition, this analysis introduces only one magazine's tendency to play with language, and further studies could include also other magazines of the same type and comparison between magazines in order to establish whether the result.

According to Lukeš, R. (2013) in the study Wordplay in yes, Prime Minister, wordplay is a linguistic phenomenon that we can come across every day. It is important to mention that wordplay as such is intentional. Whether used by marketers or in fictional discourse, the intention of wordplay is clear, to amuse or attract the audience. The aspect of intentionality is important, otherwise, it can hardly be considered wordplay. Wordplay, in which two linguistic structures are confronted, is therefore a rich source of humor.

As was already mentioned, wordplay aims at the audience with the intention to amuse. However, the mere recognition of wordplay might present a very difficult task as it requires a lot of effort from the audience to spot the ambiguity. It is a matter of experience, language knowledge and imagination to understand what message the author of a pun wanted to convey. It usually happens that context does not disambiguate (especially in vertical puns). In analyzing wordplay, the aspect of incongruity proved to be a helpful tool. Such unexpectedness in texts usually indicates an instance of wordplay.

The researcher referred to Delabastita's categorization of wordplay which can be divided into phonological and graphological structure, lexical structure (polysemy), lexical structure (idiom), morphological structure and syntactic structure. However, Delabastita's categorization seems to be problematic when applied in practice, something Delabastita himself is very well aware of. The biggest challenge was to decide whether a given pun should be categorized as polysemy or homonymy since both are very similar. As a result, researcher decided to include seemingly unconnected or weakly linked polysemes under the category of homonyms. Such categorization of my own is of no consequence as it has very little effect on wordplay as such.

When talking about translatability, wordplay is, without any doubt, very challenging in terms of preserving the intended meaning. As expected and as the analysis proved, the translator many times chose to ignore the pun, destroying the humorous effect of wordplay. Thirty-seven puns were analyzed of which thirteen can be considered successful, where the translator preserved either the formal or

dynamic equivalence. Puns based on homography and syntactic structure were not found in the text.

Nonetheless, this thesis shows that puns are not untranslatable. The mere recognition of wordplay proves to be a difficult task and the translation of wordplay itself, trying to preserve the effect of the source text, can be very demanding. Considering the fact that only a minor part of examples were translated successfully, this thesis can serve as a starting point for further analysis in the area of translation or linguistic studies.

C. Conceptual Framework

Advertisement is a public notice or announcement, usually of goods or service for sale, defines advertisement as a form of commercial mass communication designed to the sale of a product, services, or a message on behalf of an institution, organization, or candidate for political office. Evidence of advertisement can be found in cultures that existed hundreds of years ago, but advertisement only become a major industry in the 20th century.

CHAPTER III

METHOD OF RESEARCH

A. Research Design

This research used descriptive qualitative method to describe the content of the advertisements on HighEnd Magazine. This method describe the facts and explained the object condition of the research based on the facts as the way they are and tries to analyze to give the truth based on the data. This study was the library research was conducted to collect the data that were relevant to the subject matter to find out wordplay in advertisement that published in May 2017 on HighEnd Magazine.

B. Sources of Data

In this study, the data was collected from HighEnd magazine advertisements that published in May 2017. They were consist of seventeen advertisements. Advertisements on High End magazine used simple words in promoting the products so the researcher interests to know the wordplay were used in advertisements that success to get consumers' attention.

C. Technique of Collecting Data

Documentation technique was applied in collect the data. This method would be used because the source of the data in this research would be written source. This method was a technique of collected data through write document,

especially archives and also books about opinion, theory, argument, magazine, etc. which are related to the research problem.

They were some steps in collects the data:

1. Selecting the data in HighEnd magazine advertisements.

2. Reading all the selected editorials in HighEnd magazine.

3. Identifying the editorials of the advertisements in HighEnd magazine.

4. Classifying all the advertisements containing aspect of wordplay.

5. Finding out the most dominant of wordplay in HighEnd magazine advertisements.

D. The Techniques of Data Analysis

The data of the present study wa analyzed by used interactive model arranged by Miles, Huberman and Saldana (2014). The data analysis with interactive model consist of three components. The components are; data condensation, data display, conclusion/verification.

The procedure of the data were analyzed based on the following steps:

1. Data Condensation

Data condensation refers to the process selecting, focusing, simplifying, abstracting and transforming the raw data that appear in written-up field notes.

a. Selecting

The researcher selects of relevant data in the advertisements on HighEnd magazine.

b. Focusing

The researcher concerned the attention to the appropriate data. In this study, the researcher only focused on the types or categories of wordplay in the advertisements on HighEnd magazine.

c. Simplifying

Simplifying helps the researcher to simplify the data. The data that has been collected need to be simplified so the researcher will be easy to analyze it.

d. Abstracting

Abstracting means summarize the data. In this research, the researcher summarizes the data related to wordplay in the advertisements on HighEnd magazine.

e. Transforming

All the data that have been selected and categorized have been transformed into table, because data display of this research is the table.

2. Data Display

In this research, the data are displayed in the form of table. Therefore, types of wordplay, the way how they perform them and the context where wordplay is performed or realized in advertisements on HighEnd magazine will be displayed on table.

From the explanation, the procedures of the data analysis were as follows:

1. Providing translated of the wordplay in the advertisements on HighEnd magazine.

2. labeling the wordplay in the advertisements on HighEnd magazine.

3. verifying and drawing the conclusion right after analyzing the data.

3. Drawing Conclusion

   Drawing conclusion involves stepping back to consider what the analyzed data mean and to answer the research questions.

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data

In this fourth chapter, the data were taken from HighEnd magazine may 2017. The data were analyzed through categorized the data into their types of wordplay on HighEnd Magazine.

Table 4.1

Data Collection of HighEnd Magazine's advertisements

No	Advertisements	Wordplay
1.	Experience the best phone on the best 4G network	Hyperbole
2.	Contributing for better education	Hyperbole
3.	Feel good food	Assonance, Rhyme
4.	Tick Tock	Onomatopoeia
5.	Fashion Treasures	Vocative Function
6.	Crystal Clear	Homonymic
7.	Stripe Galore	Aesthetic Function
8.	Dramatic Effect	Vocative Function
9.	Passion meets Profession	Rhyme

10.	Ride the wild wind	Alliteration
11.	Spots on	Vocative Function
12.	Roaring Collection 33	Vocative Function, Onomatopoeia
13.	Rockin the night	Homophonic
14	Bold new fragrance from Gucci	Aesthetic Function
15.	Maximum Hydrator water Gel	Homonymic
16.	The solution for flawless skin	Homographic
17	Ultra light face gel	Aesthetic Function

B. Data Analysis

The researcher analyzed the advertisements on HighEnd magazine and present the analysis in description as follows:.

1. Experience the Best Phone on the Best 4G Network

The headline of the advertisement is a hand phone and SIM card of Apple and Smartfren. In this advertisement Apple with their product iPhone7 collaborate with Smartfren 4G LTE Advanced. The wordplay used in the headline's advertisement is *Hyperbole,* because the word *"best"* implies extravagant and obvious exaggeration. Like writer explained before the definition of hyperbole is a deliberate overstatement or extravagant exaggeration of fact used for producing a serious or comic effect. In this headline the advertiser want to say that if you use their product, your life experience is the best.

2. Contributing for Better Education

This is an advertisement of Samsung Electronics Indonesia together with Lazada introduces their program entitled #Samsung Berbagi will donate 15.000 books and 150 educative toys to children in Maluku. This program allows customers who buy Samsung product on Lazada to participate by paying more than the set price as desired. The wordplay use in the advertisement is *Hyperbole,* because the word *"better"* implies extravagant and obvious exaggeration. Like writer explained before the definition of hyperbole is a deliberate overstatement or extravagant exaggeration of fact used for producing a serious or comic effect. In this advertisement the advertisers want to say if you buy their product in Lazada you would participate donate to Maluku for their better education.

3. Feel Good Food

This advertisement is a restaurant of MAM. This restaurant promoting a healthy lifestyle in the choice of food, the pioneer in healthy diet catering service 3 Skinny Minnies opened a fast food. The wordplay used in the advertisement is *Assonance and Rhyme,* because the phrase of *Feel Good Food* has repetition of the same *"D"* and similar consonant sounds in word at the end of the phrase *"Good and Food"* that follows each other and also sounds alike to emphasize and make it more Artistic. In this advertisement the advertisers want to say if you want healthy food and junk food you can buy in MAM restaurant. explain about the healthy fast food in the MAM restaurant.

4. Tick Tock

The headline of this advertisement of watch to show about the latest watch and jewelry. Each are uniquely designed and crafted according to the brands' signature styles. The wordplay used in the headline is *Onomatopoeia,* because the phrase of *"Tick Tock"* is sounds of clockwise. *"Tick Tock"* is kind of *Primary Onomatopoeia* because the sounds imitate the natural sounds of an object. Like writer explained before the definition of onomatopoeia is naming of an object which imitates the sound produced by the object. In this headline the advertisers want to show luxurious watches with famous brands.

5. Fashion Treasures

This advertisement is a models of jewelry to use in summer with design from different forms and brands. The wordplay used in the headline's advertisement is *Vocative Function,* because treasures indicate that something is *elegancy, stylish.* Fashion here talks about jewelry as girl's fashion that needed. Like writer explained before the definition of vocative function refers to the language function that the readers may take actions to do as the text aspects.

6. Crystal Clear

This advertisement is clear being said of a spot means transparency, lively, romantic or full of characteristic by sexual desire. The wordplay used in the headline is *Homonymic,* because crystal is one of jewelry that looks so

transparence and it must be clear if we see with our own eyes. So clear here is the characteristic of crystal. Like writer explained before the definition of homonymic is multiple meaning words, are words that share the same spelling and the same pronunciation but have different meanings. This idiomatic senses help to endow the advertised product with support crystal word to give a clear statement about product and with respect to the passion.

7. Stripe Galore

In this advertisement is clothes adopted from colorful lines to make fashionable and stylish. The wordplay used in the headline is *Aesthetic Function,* because the word *"Stripe"* is a design line to make more beautiful fashion. Like writer explained before the definition of aesthetic function refers to the language function that can create a sense of beauty among the readers. The advertisement introduced consumers for blouse and accessories that combined the nuances of colorful lines and delicate colors.

8. Dramatic Effect

This advertisement is a product of hair to create a natural and volumized hair. The wordplay used in the headline is *Vocative Function,* because the word *"dramatic"* relating to drama or performance. This is talking about that big dramatic hair for girls that can make performance effect and support fashion. Like writer explained before the definition of vocative function refers to the language function that the readers may take actions to do as the text aspects.

9. Passion Meets Profession

This advertisement is Acer Swift 7 and Spin 7 introduced their new product to assist a job and make everything seems a lot easier. The wordplay used in the advertisement is *Rhyme,* because *"pa<u>ssion</u> and profe<u>ssion</u>"* is a repetition of similar sounds at the end of the words or phrase. That follows each other and also sounds alike to emphasize and make it more artistic. In this advertisement the advertisers want to say if you use their product, your life can be passionate about the profession and find the perfect instruments to assist a job.

10. Ride with the Wild Wind

The advertisement is a promote the new film Indonesia an upcoming movie titled marlina: the murderer in four acts, she reveals the virtuous character of sumbanese woman who struggles with her fear and dilemma to fight against reality. The wordplay used in the advertisement is *Alliteration,* because the *"Ride with the Wild Wind"* has a repetition of the same *"W"* consonant sound that follows each other and also sounds alike to emphasize and make it more artistic. Like writer explained before the definition of alliteration is placing words with the same beginning consonant sound next to each other or in very close succession in order to create a sound element.

10. Spots On

The headline of the advertisement is a accessories of famous brands. In this advertisement show spotted accessories. The wordplay used in the headline advertisement is *Vocative Function,* because this lexical refers to accessories that *look stylish, cool, and fashionable.* Like writer explained before the definition of vocative function refers to the language function that the readers may take actions to do as the text aspects.

12. Roaring Collection

This headline of the advertisement is a backpack or leather pouches of Valentino. In this advertisement Valentino launched its latest attractive collection for men that is panther collection for this season of spring or summer 2017. The wordplay used in the headline advertisement is *Vocative Function and Onomatopoeia. Vocative function***,** because the word *"Roaring"* has relation with wild life from animals that has an adjective as strong collection or strong products of the accessories. *Onomatopoeia,* because the word *"Roaring"* is a sound of panther *"Roar"* and it is a kind of *Primary Onomatopoeia* because the sounds imitate the natural sounds of an object. Like writer explained before the definition of vocative function refers to the language function that the readers may take actions to do as the text aspects. And definition of onomatopoeia is naming of an object which imitates the sound produced by the object. In this headline the advertisers want showing brilliantly how aesthetics and function can coexist on the bag and accessories.

13. Rockin the Night

This headline of the advertisement is a fashion styles to attending a night concert. A cozy design and add some eye-catching details from different brands for all night while enjoying the live music in the concert hall. The wordplay used in the headline advertisement is *Homophonic,* because *"Rockin the night"* rock here to tell or promote sweater and the night just used to explain that only in the night, because the weather bit cold so need to wear sweater. Like writer explained before the definition of homophonic is **sound alike words,** are words that are pronounced identically although they have different spellings and meanings. So the advertisers want to show the styles can use in the night concert.

14. Bold New Fragrance From Gucci

This advertisement is introduced a new fragrance from Gucci for a men. The perfume with leather accord and goldenwood are custom-mixed with natural extract of the Nootka cypress. The resulting scent features ultra-dry woody notes. The wordplay used in the advertisement is *Aesthetic Function,* because the word *"Bold"* means clear, obvious, strong, and vivid. This perfume got new melted and promote it the newest one or new product from Gucci's perfume. Like writer explained before the definition of aesthetic function refers to the language function that can create a sense of beauty among the readers.

15. Maximum Hydrator Water Gel

This advertisement is a water-binding moisturizing gel for men. In this advertisement Clinique with their product maximum hydrator water gel added maximum hydrator activated water-gel concentrate to skin care for men to deliver

a burst of freshness and oil-free hydration. The wordplay used in the advertisement is *Homonymic,* because the word *"hydrator"* has relation meaning with water. Hydrator is formed as adjective. This advertisement statement means gel to deliver about of freshness. Like writer explained before the definition of homonymic is multiple meaning words, are words that share the same spelling and the same pronunciation but have different meanings.

16. The Solution For Flawless Skin

This advertisement is a Dior Homme Dermo System Pore Control Perfecting Essence from Dior is a new all-in-one daily skincare designed for men. On the skin's surface, high-tech blurring agents instantly correct imperfections and conceal pores without dulling its glow. the skin looks radiant. with a lightweight cool sensation, this essence gently melts without leaving an oily film on the skin. The wordplay used in the advertisement is *Homographic,* because it statement to promote skincare gel for men to make skin looks radiant and have gentle melts. Like writer explained before the definition of homographic is words that are spelled the same but have different meanings and sounds.

17. Ultra Light Face Gel

This advertisement is all in one face cleansing gel from Pro LS Lab series skincare for men. New pro ls all in one face cleansing gel builds into a powerful foaming lather perfect to cleanses the face and beard and rinses off easily. with its enzymatic action, this cleanser deeply cleanses without disturbing ph or stripping moisture from the skin. removes dead skin cells and impurities, as well as deeply

purifies pores to help revitalize skin's appearance. The wordplay used in the advertisement is *Aesthetic Function,* because the word *"Light"* here means very clear, fresh, shinny for face, this advertisement promote face cleaner in gel formed, that support this product use ultra light words to get customer's attention and make them sure if this gel will work. Like writer explained before the definition of aesthetic function refers to the language function that can create a sense of beauty among the readers.

C. Research Findings

After analyzing all this data obtained on HighEnd magazine, it was found that 10 types wordplay were found on HighEnd Magazine, they are homophonic, homographic or heteronymic, homonymic, vocative function, aesthetic function, hyperbole, alliteration, assonance, rhyme, and onomatopoeia. Vocative function appears four times in the advertisement, aesthetic function appears three times, hyperbole, homonymic, rhyme, and onomatopoeia appears two times, and the last homophonic, homographic, alliteration, and assonance appears one times in the advertisement on HighEnd magazine.

CHAPTER V

CONCLUSSION AND SUGGGESTIONS

A. Conclusions

Wordplay are found in all advertisements on HighEnd magazine. In the advertisements found types of wordplay in headline of magazine, they are homophonic, homographic or heteronymic, homonymic, vocative function, aesthetic function, hyperbole, alliteration, assonance, rhyme, and onomatopoeia. It is not very difficult to figure out the wordplay in the advertisements. Because they imitate or adopted from many sources to memorize readers about something famous then remember about products that promote use the another source words. Wordplay that are the dominant kind used in HighEnd magazine is vocative function. All these wordplay marks are effective methods to build an wordplay link in advertisements. However, the application of the techniques can result in vividness, humor, and uniqueness and thus, advertisements attract readers' attention easily.

B. Suggestions

After analyzing the data and finds out the meaning so the researcher proposed some suggestions.

1. The students and all people who are in English class should knnow the wordplay meaning and how it realized as a technique.

2. The readers who need to make creative advertisements should use wordplay techniques.

3. For the teachers who want to teach about wordplay can use advertisement as easier media to make students nd about wordplay.

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