

## ABSTRACT

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This study observes figures of speech used in skin care advertisements on television. Figures of speech in skin care advertisements on television are used to give impression to the viewers in the hope they will pay attention to the advertisements. In the study, the writer applies Keraf's theory to classify types of figures of speech from two groups of figures of speech; figures of rhetoric and figures of analogy. Besides, the writer also uses descriptive qualitative method in the study. After analyzing the data, the writer found out that there are ten types of figures of speech used in the skin care advertisements on television. They are personification, hyperbole, metonymy, erotema, simile, asyndeton, metaphor, alliteration, paradox and synecdoche. Personification is the most dominant type of figures of speech and followed by hyperbole used in the language of skin care advertisements on television. Personification is mostly used in skin care advertisements on television because personification attracts viewers' attention by representing the product as a human being that can fulfill people's demand in having a beautiful and attractive appearance, therefore the products which are offered or advertised can be very interesting since they are personified as if they have human quality. Hyperbole takes the second place in the language of skin care advertisements. Hyperbole is used to exaggerate the function and the effect of using the product. It is one of the ways to persuade people to buy the product.

Key word: figures of speech, advertisement, personification, hyperbole