

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter consists of related theories and related study. This literature review is divided into three parts. The first part is the concept of advertisement including the types of advertisement, characters of advertisement, and language of advertisement related to figurative language. The second part will discuss about some definitions of figures of speech, the functions of figures of speech, and the types of figures of speech. The last part is review of previous studies.

#### **2.1. Theoretical Framework**

##### **2.1.1. Definition of Figures of Speech**

People sometimes use figures of speech in their daily life unconsciously when they talk about something because not all of them learn it formally. According to Keraf, actually, a term which we call figures of speech today is known as “trope” in former. It means reversal or deviation. Trope is popular until eighteenth century. Then, the term turns into figure of speech since it becomes the use of beautiful language and could be misleading people (Keraf, 2005: 120).

According to Keraf, figures of speech are a language deviation either evaluative or emotively from common language that occurs in spelling, word forming, construction (sentence, clause, phrase), or in application of a term to get clearness, emphasizing, illustration, humor, or other effects (Keraf, 2005: 129). This explanation is also supported by Corbett, he states that figures of speech are any artful deviations from the ordinary mode of speaking or writing (Corbett, 1990: 426). Tarigan states that a figure of speech is the use of words in both speaking and writing to convince or influence the listeners and the readers (Tarigan, 1990: 5). Thus, we can conclude that figures of speech are saying something unusual to get more attention from the readers or listeners.

### **2.1.2. The Functions of Figures of Speech**

Figures of speech have many functions. Perrine considers that figurative language or figures of speech often provide a more effective means of saying what something means than direct statement (Perrine, 1992: 68). The reasons for that effectiveness are because figurative language affords us imaginative pleasure; it is a way of making the abstract concrete. Besides, figures of speech are a way of adding emotional intensity to otherwise merely informative statements and of conveying attitudes along with information and it is a means of concentration, a way of saying much in brief compass (Perrine, 1992: 71-72). Furthermore, based on Keraf, figures of speech also have many functions such as to explain, strengthen, bring

inanimate object to life, stimulate association, arise laugh or for illustration (Keraf, 2005: 129). Corbett adds that figures of speech can render our thoughts vividly concrete, they help us to communicate with our audience clearly and effectively; because they stir emotional responses, they can carry truth and because they elicit admiration for the eloquence of the speaker or writer, they can exert a powerful ethical appeal (Corbett, 1990: 425). It can be said that the speakers use figures of speech to get certain effects.

### **2.1.3. The Types of Figures of Speech**

According to Keraf, figures of speech are divided into two groups namely figures of rhetoric and figures of analogy (Keraf, 2005: 129). The writer will give brief explanation about 37 types of figures of speech from the two groups of figures of speech: figure of rhetoric (alliteration, assonance, anastrophe, apophasis, apostrophe, asyndeton, polysyndeton, chiasmus, ellipsis, euphemism, litotes, hyperbaton, pleonasm, periphrasis, prolepsis, erotema, syllepsis, ephanortosis, hyperbole, paradox, and oxymoron) and figure of analogy (simile, metaphor, allegory, personification, allusion, eponym, epithet, synecdoche, metonymy, antonomasia, hyphalase, irony, satire, innuendo, antiphrasis, and pun ). Each explanation will be discussed below.

#### **a. Figures of Rhetoric**

##### **Alliteration**

Alliteration is a figure of speech in which the same consonant sound or sounds appear at the beginning of two or more words that are next to or close to each other (Keraf, 2005: 130).

Example: Sea, sun, sand, seclusion – and Spain (Yuan, 2005)

### **Assonance**

Assonance is a repetition of similar vowel sounds preceded or followed by different consonant (Keraf, 2005: 130).

Example: I hate to wait (Leigh, 1994)

### **Anastrophe**

Anastrophe is a kind of figure of rhetoric that is got by inverting the usual word order in a sentence (Keraf, 2005: 130).

Example: People that he had known all his life; he didn't really know (Corbett, 1990: 431)

### **Apophasis**

Apophasis is a figure of speech that the writer pretends to hide something but he actually shows it (Keraf, 2005: 130).

Example: I don't want to say that your daughter has been pregnant (Tarigan, 1990: 235)

### **Apostrophe**

Keraf states that apostrophe is saying something for absent

people as if they were alive. (Keraf, 2005: 131).

Example: For Goddess in the heaven, come for us, make us free  
(Keraf, 2005: 131).

### **Asyndeton**

Asyndeton is the omission of the conjunctions that ordinarily join coordinate words, phrases or clauses (Keraf, 2005: 131).

Example: I came, I saw, I conquered (Corbett, 1990: 433)

### **Polysyndeton**

Polysyndeton is the opposite of asyndeton. Some series words, phrases, or clauses is connected each other with conjunction (Keraf, 2005 : 131).

Example: This semester I am taking English and history and biology and mathematics and sociology (Corbett, 1990: 434).

### **Chiasmus**

Chiasmus is the order of words in first clause is inverted in a second clause (Keraf, 2005: 132).

Example: We close the room, we have been tired (Mc Quarrie, 1996).

### **Ellipsis**

Keraf says that ellipsis is deliberate omission of a word or words in

a sentence that can be interpreted by the readers or the listeners (Keraf, 2005: 132).

Example: If you fail to do your job ..... but we won't talk about this  
(Keraf, 2005: 132)

### **Euphemism**

Euphemism is a kind of figure of speech in which the speaker is considered to use another word to say something in order to be more polite (Keraf, 2005: 132).

Example: Your son cannot get the lesson as the other students  
(=stupid) (Keraf, 2005: 132)

### **Litotes**

It's also known as understatement because it is the antonym of hyperbole. Litotes is saying something less than the real condition (Keraf, 2005: 133).

Example: I am a citizen of no mean city (Corbett, 1990: 445).

### **Hyperbaton**

Hyperbaton is a kind of figure of speech that saying something illogically (Keraf, 2005: 133).

Example: The cart goes away in front of the horse (Keraf, 2005: 133).

### **Pleonasm**

Pleonasm is the use of more words to express an idea in a

sentence or phrase (Keraf, 2005: 133).

Example: The red blood wet his body (Keraf, 2005: 133).

### **Periphrasis**

Periphrasis is almost the same as pleonasm, which is using word more than it should be. The difference is that the word can be substituted with one word (Keraf, 2005: 134).

Example: The answer of your demand is no (refuse) (Keraf, 2005: 134).

### **Prolepsis**

Keraf explains that prolepsis is using a word or some words before the idea or the event happens (Keraf, 2005: 134).

Example: On a bad day, he drove a motorcycle (Keraf, 2005: 134).

### **Erotema or Rhetorical Question**

From the name above, we can know that it is actually a question statement. According to Tarigan, erotema or rhetorical question is a figure of speech in which a question doesn't need an answer to reach a deeper effect (Keraf, 2005: 134).

Example: Doesn't he deserve a dinner that looks as good as yours? (Leigh, 1994)

### **Syllepsis**

Syllepsis is a figure by which a word or a particular form or

inflexion of a word is made to refer to two or more other words in the same sentence while properly only applying with one of these (Keraf, 2005: 135).

Example: He has lost his cap and his spirit (Keraf, 2005: 131).

### **Ephanortosis**

At first, ephanortosis is asserting something, but then improve it (Keraf, 2005: 135).

Example: I have visited the place four times, no, five times (Keraf, 2005: 131)

### **Hyperbole**

Hyperbole is also known as overstatement. Hyperbole is a kind of figure of speech that contain an exaggerate statement, by exaggerating something (Keraf, 2005:135).

Example: I'll die if I don't pass this course! (Perrine, 1984: 69)

### **Paradox**

According to Keraf, paradox is a kind of figure of speech that contains opposition or contrasts with the real fact. (Keraf, 2005:136). Further, Keraf also adds that paradox can mean as everything that attract attention because of the real fact (Keraf, 2005:136).

Example: Enemy is usually a close friend. (Keraf, 2005:136)



### **Oxymoron**

The word oxymoron derives from the word *okys* (sharp) and *moros* (fool). Oxymoron is the use of two terms which are ordinarily contradictory (Keraf, 2005: 136).

Example: expression like *sweet pain*, *luxurious poverty* (Corbett, 1990: 447)

### **b. Figures of Analogy**

#### **Simile**

According to Keraf, in simile the comparison is explicit, it states that something is the same as the other thing by the use of words such as like, the same as, similar to, resembles and the like (Keraf, 2005: 138).

Example: Trying to get any response from the class was like trying to strike a match on a blanchmange. (Rook, 1991: 314)

#### **Metaphor**

Metaphor and simile are almost the same. Both of them compare things essentially unlike. But, in metaphor, the comparison is implied rather than stated. Keraf states that metaphor is the comparison that does not use word such as like, the same as, similar to, resembles and the like so that the first thing is connected with second thing directly (Keraf, 2005: 139).

Example: Word is a sharp sword (Tarigan, 1990: 16)

### **Allegory**

Allegory is a brief story or narrative that contains analogy. It has an ulterior meaning beneath the surface one (Keraf, 2005: 140). Tarigan adds that allegory presents moral characteristic or spiritual of human being (Tarigan, 1990: 231).

### **Personification**

Personification is a kind of figure of speech that describes inanimate objects as if they have humanity characteristics (Keraf, 1985:140).

Example: Assignments wait for us (Tarigan, 1990: 18)

### **Allusion**

Allusion is suggesting similarity among people, places or events in real life based on presupposition that both the reader and the writer have the same knowledge about it (Keraf, 2005: 141).

Example: Bandung is Paris of Java (Keraf, 2005: 141)

### **Eponym**

According to Keraf, eponym is a figure of speech that contains name of a person and connected with particular character so that the name is used to state the character (Keraf, 2005: 141).

Example: Hercules to state power (Keraf, 2005: 141)

### **Epithet**

Epithet is the use of a word to state a particular characteristic of something or someone (Keraf, 2005: 141).

Example: king of the jungle is for lion (Keraf, 2005: 141)

### **Synecdoche**

Based on Keraf in his book *Diksi dan Gaya Bahasa*, Synecdoche is a term from Greek words *synekdechesthai* which means accept together. It is a kind of figurative language that use a part from something to state the whole or vice versa (Keraf, 2005: 142).

Example: Get your foot out of here means get yourself out of here (Cockcroft, 1992:122)

### **Metonymy**

The word metonymy comes from the Greek *meta* that means show change and *onoma* that means a name. Thus, metonymy is a figure of speech that uses a word to state other thing, because they have close relationship. (Keraf, 2005:140).

Example: the word government of the United States as “White House” (Cockcroft, 1992: 120)

### **Antonomasia**

Antonomasia is the use of formal position or degree to replace name of a person (Keraf, 2005: 142).

Example: Governor of North Sumatra will officially declare the congress (Tarigan, 1990: 234).

### **Hypalase**

Hypalase is a figure of speech in which a certain word is used to describe a word that should be applied to another word (Keraf, 2005: 142).

Example: He lies on a worried pillow (Keraf, 2005: 142).  
(The man who is worry, not the pillow)

### **Irony**

Irony is the use of a word in a manner that conveys an opposite meaning to its literal meaning (Keraf, 2005: 143).

Example: This room is very clean, cigarette butt and paper are everywhere (Tarigan, 1990: 240)

### **Satire**

Based on Keraf, satire is a figure of speech in which the words laughs at or refuse something. It contains the negative side of human being (Keraf, 2005: 144).

### **Innuendo**

Innuendo is teasing by minimizing the real fact (Keraf, 2005: 144).

Example: He always fails in the exam because he seldom read the books (Keraf, 2005: 144). (He never reads the books)

### **Antiphrasis**

Antiphrasis is the use of a word with inverse meaning (Keraf,

2005: 144).

Example: You are indeed a smart student (a foolish student) (Tarigan, 1990: 233)

### **Pun**

Pun is the use of words alike in sound but different in meaning (Keraf, 2005: 145).

Example: It was a foul act to steal my fowl (Corbett, 1990: 441)

#### **2.1.4. The Types of Advertisement**

The root of the word advertisement derived from Latin verb “advertere” meaning “to turn towards” (Goddard, 1998:9). According to Mc Charty, advertisement is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor including the use of media which becomes the main form as mass selling (Mc Charty, 1990: 366). Mc Charty’s explanation about the meaning of advertisement above is almost the same as what Bovee and Arens states that advertisement is the non personal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through the various media (Bovee and Arens, 1992: 7). In a book title *Marketing*, Eric N. Berkowitz states that there are two types of advertisement (Berkowitz, 1992: 493). The types of advertisements are explained further below.

a. Product Advertisement

Berkowitz says it focuses on selling good or service and consists of three forms (Berkowitz, 1992: 493-494). They are:

1. *Pioneering or informational*: It tells people what a product is, what it can do, and where it can be found. The aim is to inform the target market, so it should be interesting, convincing, and effective

2. *Competitive or persuasive*: It promotes a specific brand's features and benefits. The aim is to persuade the target to select the firm's brand rather than that of a competitor

3. *Reminder*: It is used to reinforce previous knowledge of a product. It is good for products that have been achieved a well-recognized position and are in the mature phase of their product life cycle

b. Institutional

The objective of institutional advertisement is to build goodwill or image for organization, rather than promote a specific product (Berkowitz, 1992: 494).

In this study, the writer chooses product advertisements because they occur most frequently on television and gives limitation to skin care advertisements. However, the writer focuses on the use of the figures of speech which are used in those advertisements on television.

### 2.1.5. Character of Advertisement

Kasali said that good advertisements should have these elements, which are known as AIDCA (Kasali, 1992: 83 – 85):

#### a. Attention

Advertisement should ask for attention from the target, the reader or the listener. Therefore, advertisements should be interesting. Kasali gives tricks to get the attention from the target: Use headline that address to the product, use words or slogan that is easily remembered, emphasize the selling point of the product, use selling words in bold.

#### b. Interest

After asking for the consumer's attention, the advertisement should try to ask them to get interested more so they will be encouraged to know more detail about the product. Therefore, the opening words should be able to stimulate them.

#### c. Desire

Next, advertisement should be able to move the desire of the consumers to get or buy the product. Therefore, Kasali suggests that the consumers' needs to have, use or do something should be risen up.

#### d. Conviction

In this step, advertisement has to convince the consumers that the product they have chosen is good and suitable with what they need. Thus, some ways are used to reach this step, such as telling the consumers about the long experiences of the company, test result, a number of awards, and the other ways are used so that the consumers will not doubt the product.

e. Action

Finally, in the last step, advertisement has to persuade the consumers so that they will go directly to the shop or the nearest showroom, take the sample, pick up the phone, or at least keep it in their mind if someday they want to buy it. A lot of command words are also used, for instances “buy”, “get”, “try”, and many more.

#### **2.1.6. The Language of Skin Care Advertisement Related to Figurative Language**

Advertisement has its own features in the creative design or in the use of words. In order to enhance the appeal of an advertisement, copywriter pays much attention to the choice of words or phrases to make an advertisement beautiful and attractive (Yuan, 2005). Furthermore, Dyer says that advertising language is sometimes quite standard and unobtrusive but more often it attracts attention by being highly colorful and imaginative, and it sometimes involves stretching or breaking the rules or convention of normal language (Dyer, 1996: 151-152). It can be said that advertisements tries to perform creativity of language by using new words



that tends to use words incorrectly to give impression to the readers or listeners.

There are other ways of exploiting language to create particular effects and enlarge it as a means of expression to attract attention and arouse emotions (Dyer, 1996: 152). Figure of speech is one of the copywriter's ways to make the advertisement succinct, accurate and vivid. Besides it provides rich imagination and plentiful associations for readers or viewers so as to stimulate their desire to buy the product (Yuan, 2005). The statement is also supported by Dyer, he says that the words not only describe things, then, they communicate feelings, associations and attitudes – they bring ideas to our minds (Dyer, 1996: 140). Thus, figure of speech is important in the language of advertisement because advertisements must be interesting and easy to remember so that it tends to contain ideas which is highly attract people's attention toward the product offered or advertised.

Skin care advertisements as other product advertisements have their own way to persuade people to buy the products. The writer notices that they also use figures of speech to attract viewers' attention. The problem we can have with figures of speech in skin care advertisements occur when we take them literally, that is when we think the figures of speech actually represent the real thing or event. The woman who has shining skin does not really have shining skin

because skin cannot shine. The sentences which contain figures of speech are not acceptable as propositions to be used in logic. But they become interesting and easy to remember since they use words incorrectly to give impression to the readers or listeners.

### 2.3. Review of Related Studies

The study about figures of speech has been done before by Vina Dwijayanti, her thesis is *The figures of speech in the songs of giving my best (GMB), a Youth Christian Band*. She used Keraf's and Perrine's theories and used descriptive qualitative method in her study. She analyzed what figures of speech were used in the songs of Giving My Best, a youth Christian band and the type of figures of speech that was frequently used. She found out that there were fourteen types of figures of speech which were used in the songs of Giving My Best. They were metaphor, personification, synecdoche, hyperbole, litotes, symbol, metonymy, allegory, paradox, apostrophe, simile, irony, epithet and antonomasia. The finding of the study showed that metaphor is the most frequent figure of speech that the song writer used in order to emphasize the meaning that he actually means. Metaphor is highly selected by the song writer to explain something abstract (e.g. God, love, sin, etc) by using the concrete things.

Another student who also deals with figures of speech study is Nancy Triapriani Sugianto, a student of Petra University. She wrote a thesis entitled *The Figures of Speech Used in Customer Dissatisfaction Expression*

in *“Metropolis Watch” of March 2007 Issues of Jawa Pos Newspaper*; she analyzed the types of figures of speech that were used in Customer Dissatisfaction expression and the types of figures of speech that were mostly used. The study followed Perrine’s theory. She found out that there were seven types of figures of speech which were used in Customer Dissatisfaction expression. They were metonymy, personification, synecdoche, metaphor, hyperbole, litotes and simile. The figures of speech which mostly occurred are metonymy, personification and synecdoche. The finding showed that the familiar figures of speech like metaphor and simile are not frequently used in expressing the Customer Dissatisfaction in Jawa Pos newspaper.

This present study is different with the previous ones since the writer analyzes the use of figures of speech in skin care advertisements on television. The previous studies used written text as the data. In this case, the writer uses oral text as the data to be analyzed. Some previous studies used Perrine’s theory to analyze the data, but in the study, the writer applies Keraf’s theory namely figures of speech from two groups of figures of speech namely figure of rhetoric and figure of analogy. The study is aimed to find out the types of figures of speech which are mostly used in skin care advertisements on television and will also explain how certain figures of speech are used in the skin care advertisements on television.