AN ANALYSIS OF FIGURATIVE LANGUAGE USED IN COSMETIC ADVERTISEMENTS

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Abstract
The research dealt with figurative language used in cosmetic advertisements. The purpose was to describe figurative language and the message the language contained. The cosmetic advertisements were those of Cosmopolitan, Elle, Glamour, Vogue, and www.cosmetic.adds. The researcher used sociolinguistics theory in linguistics field and identity method by Sudaryanto. The result of this research was that the advertisements used figurative language (personification, hyperbole, simile, and metonymy). They contained various messages by which cosmetic products were advertised. By using the figurative language, the products were compared to sunshine, diamond, feather, silk, baby, gold, humans attribute (professional, genius, and leader). These all were to draw the buyer’s attention in order to buy the advertised products.

Key words: figurative language, cosmetic advertisements, messages, customers