



**AN ANALYSIS OF METAPHOR
USED IN BEAUTY CARE ADVERTISEMENT
IN ALLURE MAGAZINE**

**By
MOH. HANIF FUADI
NIM 200732056**

**DEPARTMENT OF ENGLISH EDUCATION
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF MURIA KUDUS**

2013



**AN ANALYSIS OF METAPHOR
USED IN BEAUTY CARE ADVERTISEMENT
IN ALLURE MAGAZINE**

SKRIPSI

**Presented to the University of Muria Kudus
In Partial Fulfillment of the Requirements
for Completing the Sarjana Program
In English Education**

By

MOH. HANIF FUADI

NIM 200732056

**DEPARTMENT OF ENGLISH EDUCATION
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2013

APPROVAL

This is to certify that the Sarjana Skripsi of **Mohammad Hanif Fuadi** (NIM. 2007-32-056) has been approved by the advisors for further approval by the Examining Committee.

Kudus, August 2013

Advisor I



Nuraeningsih, S.Pd, M.Pd
NIS. 0610701000001201

Advisor II

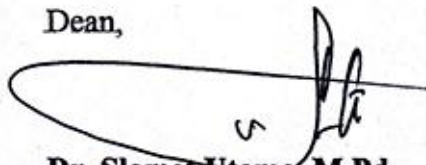


Aldi Riyono, S.S, M.Hum
NIS. 0610713020001160

Acknowledged by,

The Faculty of Teacher Training and Education

Dean,




Dr. Slamet Utomo, M.Pd
NIP.196212191987031001

EXAMINERS APPROVAL

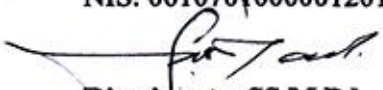
This is certify that the Sarjana Skripsi of Muhammad Hanif Fuadi (NIM: 2007-32-056) has been approved by the Examining Committee as a requirement for the Sarjana Degree in the Teaching of English as a Foreign Language.

Kudus, September 2013

Examining Committee:


Nuraeningsih, S.Pd.M.Pd
NIS. 0610701000001201

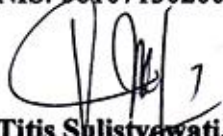
Chairperson


Rismiyanto, SS.M.Pd
NIS. 0610701000001146

Member

Dr.HA. Hilal Madjdi
NIS. 0610713020001020

Member


Titis Salistvewati, SS, M.Pd
NIP. 198104022005012001

Member

Acknowledged by,

The Dean of Teacher Training and Education Faculty


Dr. Slamet Utomo, M.Pd.
NIP.196212191987031001

MOTTO AND DEDICATION

MOTTO:

- Knowledge and skills are tools, the workman is character
- Today must be better than yesterday
- While there's life there's hope
- Keep spirit!

DEDICATION:

This Skripsi is dedicated to:

- His beloved mother and father who always give love
- His beloved brother (Santoso, Mahbub, and Nanok) and his sister (Mila, Hanik and Celly)
- All of his family
- All of his friends who know and care him

ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious, The Most Merciful. Alhamdulillahirobbil'alamiin, Praise to Allah SWT, Lord of the word, over His remarkable blessing and mercy to the writer, so that this skripsi entitled **“An Analysis of Metaphor Used in Beauty Care Advertisement in Allure Magazine”**

On this occasion I would like to express his sincere gratitude and appreciation for the valuable given by many persons in completing this skripsi, they are:

1. Drs. Slamet Utomo, M.Pd, the Dean of Teacher Training and Education Faculty of Muria Kudus University.
2. Diah Kurniati, S.Pd,M.Pd, the Head of English Department of Teacher Training and Education Faculty of Muria Kudus University and the second Advisor. Thanks for her advice and guidance to the writer.
3. Nuraeningsih, S.Pd,M.Pd, the first Advisor. Thanks for all her patience, help advice and attention to the writer.
4. Ahdi Riyono, SS, M.Hum as the second advisor who has given guidance, correction, and suggestion wisely in accomplishing this research.
5. The lecturers and the staffs of English Education Department Teacher Training and English Faculty of Muria Kudus University.
6. Officers of the main library of Muria Kudus University who have given a satisfactory service.

7. Resa, S.Pd, as the teacher of fifth grade of SD N 1 Tegalharjo for the support.
8. His beloved family: Mom, Dad, and my brother, my sister and all my family for their eternal love and affection, prays, and supports to encourage her in finishing this skripsi.
9. His best friends: , Lutfi, Mahbub, , Fatiyah, Coolehh, Ayik, Cytra Amah, G-same, Brotherhood community and all of his beloved friends in Orange Building, thanks for all wonderful friendship.

Additionally, I realize that this final project is still far from being perfect, thus constructive criticism and suggestion are open-handedly accepted. I hope this final project will give any benefits and use to the readers.

Kudus, August 2013

Moh. Hanif Fuadi

ABTRACT

Fuadi, M. Hanif. 2013. *An Analysis of Metaphor Used in Beauty Care Advertisement in Allure Magazine*. Skripsi. English Education Department, Teacher Training and Education Faculty, Muria Kudus University. Advisors: (i) Nuraeningsih, S.Pd,M.Pd. (ii) Ahdi Riyono, S.S, M.Hum.

Key words: Metaphor, the use of metaphor in advertisement language.,

Figure of speech is the use of language kind, which is used to make certain effect. In using figure of speech is created to result imaginative impression to listener and speaker, like as metaphor. Metaphor is comparison between two things. The role of metaphor is very important in daily life such as in a advertisement world. Metaphor can be used in making of advertisement language. The mastery of metaphor determine a language beauty in advertisement language. Metaphor can be found in beauty care advertisement, song, poem, etc. It is also found in magazine such as Allure Magazine. Here the use of metaphor is very important to make an advertisement language which is easy understood by reader. So making them to buy it. The beauty of language style also determines the desire of buyer.

The objectives of the study are (i) To describe the form types of metaphor in beauty care advertisements found in Allure Magazine.(ii) To describe the meaning of metaphor in beauty care advertisements found in Allure Magazine.

This research is in the area of qualitative research. It is aimed in finding what types of metaphor is used in beauty care advertisement. The data source of this research is Allure Magazine.

The result of this research is there are types of metaphor used in Allure Magazine. There are hyperbole (8), personification (4), metonymy(2), simile(1) and ellipsis (5). The meaning of metaphor is a scenery get language style of beauty care advertisement in Allure Magazine. So the customer interests when first time see it.

The writer conclusions that on Allure Magazine, the writer finds the use of metaphor gets an important role. This shows that the use of metaphor in advertisement language is very important. I suggest that the students of English Education Department should learn about metaphor as well as possible not only from magazines, television but also literary work, such as movie because there are many metaphor.

ABSTRAK

Fuadi, M. Hanif. 2013. *Sebuah Analisis Metapora yang digunakan di Iklan Perawatan Kecantikan di Majalah Allure*. Skripsi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Muria Kudus. Dosen pembimbing: (i) Nuraeningsih, S.Pd,M.Pd. (ii) Ahdi Riyono, S.S,M.Hum.

Kata kunci: Metapora, penggunaan metapora dalam bahasa iklan

Majas adalah penggunaan ragam bahasa yang digunakan untuk menimbulkan efek-efek tertentu. Dalam penggunaannya, majas diciptakan untuk menghasilkan kesan imajinatif terhadap pendengar dan pembicara, seperti majas metapora. Metapora adalah perbandingan antara dua hal. Peran metapora sangat penting dalam kehidupan sehari-hari seperti dalam dunia periklanan. Metapora bisa digunakan dalam pembuatan bahasa iklan. Penguasaan metapora menentukan keindahan bahasa yang digunakan dalam bahasa iklan. Metapora dapat ditemukan dalam iklan perawatan kecantikan, lagu, puisi dan lain-lain. Metapora juga ditemukan dalam majalah seperti Allure Magazine. Penggunaan metapora disini sangat penting untuk membuat bahasa iklan yang mudah dipahami oleh pembaca sehingga membuat para pembaca membeli produk tersebut. Keindahan gaya bahasa juga menentukan minat pembeli.

Tujuan pembelajaran ini adalah (i) untuk menemukan bagaimana macam-macam bentuk metapora dalam iklan perawatan kecantikan yang ditemukan di majalah allure Magazine. (ii) untuk menemukan makna metapora dalam iklan perawatan kecantikan yang ditemukan di majalah Allure Magazine.

Penelitian ini merupakan dalam ruang lingkup penelitian kualitatif. Penelitian ini bertujuan dalam menemukan macam-macam metapora yang digunakan di iklan perawatan kecantikan. Sumber data penelitian ini adalah majalah Allure Magazine. Hasil penelitian ini merupakan macam-macam metapora yang digunakan di majalah Allure Magazine. Dalam majalah Allure Magazine ada (7) contoh hiperbola, ada (5) contoh personifikasi, ada (3) contoh metonimia dan (5) contoh ellipsis. Makna metapora adalah memperindah gaya bahasa di iklan kecantikan pada majalah Allure. Sehingga pembeli tertarik ketika pertama kali melihatnya.

Penulis menyimpulkan bahwa pada Majalah Allure, penulis menemukan fungsi metapora yang mendapatkan peran penting. Hal tersebut menunjukkan bahwa peran metapora dalam bahasa iklan sangat penting.

Saya sarankan bahwa para mahasiswa jurusan bahasa inggris harus mempelajari tentang metapora sebaik mungkin tidak hanya dari majalah-majalah , televisi tapi juga dari karya buku-buku, seperti film karena disana ada banyak metapora.

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CURRICULUM VITAE



The writer was born on June 11nd, 1988 in Pati. His nick name is Pasha. He is the second child in his family. His father's name is Aslikhan and his mother's name is Mujannah. He has two brother, He started his study in MI MISBAHUL ULUM Pasucen and graduated in 1999, after that he continued his study in MTS MISBAHUL ULUM Pasucen and graduated in 2002. Then, he entered to Senior High School (MA MATHALI'UL FALAH Kajen) and graduated 2006.

Having finished from Senior High School, he stopped his study for 1 years and he decided to continue study again in 2007 in Muria Kudus University, majored in English Education Department. Now the writer also teaches in SD Pasucen 01 and Tegalharjo 02 as a teacher of English since 2010.