

**A STUDY OF FIGURATIVE LANGUAGE USED IN ORIFLAME
CATALOGUE OF JANUARY 2019**

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements for Gaining the Bachelor

Degree in English Literature



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A FINAL PROJECT STATEMENT

I certify this thesis is definitely my own work. I am completely responsible for the content of this thesis. Other writers' opinions or findings included in the thesis are quoted or cited in accordance with ethical standards.

Yogyakarta, 30th of March 2020

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Kami menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqasyah untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra Inggris. Atas perhatian yang diberikan, saya ucapkan terimakasih.

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A STUDY OF FIGURATIVE LANGUAGE USED IN ORIFLAME CATALOGUE OF JANUARY 2019

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ABSTRACT

The researcher analyzes figurative language in Oriflame catalogue of January 2019. The objectives of the problems are to find out the types of figurative language and the functions of figurative language in Oriflame catalogue of January 2019. The main data is taken from Oriflame catalogue of January 2019 and the supporting data is taken from Perrine's theory to analyze figurative language in Oriflame catalogue, other literary books, journals, thesis and internet sources to support the data. The research study uses descriptive qualitative method to analyze the catalogue. It emphasizes the description and explanation of the data. The researcher also conducts library research in this research.

The research study finds the types of figurative language in Oriflame catalogue of January 2019, there are seven figurative languages such as metaphor, personification, hyperbole, apostrophe, simile, synecdoche and symbol. In a conclusion, the data find that metaphor get 2 data, personification get 5 data, hyperbole get 13 data, apostrophe get 10 data, symbol get 1 data, synecdoche get 3 data and simile get 1 data in Oriflame catalogue of January 2019. However, there are four types of figurative language which are not find in Oriflame catalogue January 2019 such as metonymy, litotes, allegory, irony and paradox.

The research study also finds the fourth functions of figurative in the catalogue of January 2019 such as to give imaginative pleasure, to bring emotional intensity, to increase additional imagery and to say much in brief compass. There are four types of function based on Perrine such as to give imaginative pleasure, to bring emotional intensity, to increase additional imagery and to say much in a brief compass. It can be described that there are some types of figurative language which contain the first function of figurative language is to give imaginative pleasure such as metaphor, apostrophe, hyperbole, personification, synecdoche, and symbol. The second function of figurative language is to bring emotional intensity which is found in hyperbole. The third function of figurative language is to increase additional imagery and it can be found in metaphor, apostrophe, simile, hyperbole, personification and synecdoche. The last function of figurative language is to say much in a brief compass and it can be found in apostrophe.

Keywords: *Oriflame, Figurative Language, Catalogue*

STUDI GAYA BAHASA PADA KATALOG ORIFLAME BULAN JANUARI 2019

Oleh: Septi Sari Andayani

ABSTRAK

Penulis menganalisa gaya bahasa pada katalog Oriflame bulan Januari 2019. Tujuan dari penelitian ini adalah untuk menemukan tipe dan fungsi dari gaya bahasa pada catalog Oriflame bulan Januari 2019. Data utama didapatkan dari katalog Oriflame bulan Januari 2019 dan data pendukung didapatkan dari buku teori Perrine untuk menganalisa gaya bahasa di katalog Oriflame, buku-buku karya sastra lainnya, jurnal, skripsi dan sumber internet sebagai data pendukung. Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisa katalog tersebut. Metode ini menekankan pada pendeskripsian dan penjelasan data. Penulis juga menggunakan penelitian kepustakaan pada penelitian ini.

Penelitian ini menemukan bahwa dalam katalog Oriflame bulan Januari 2019 terdapat tujuh gaya bahasa yaitu metafora, personifikasi, hiperbola, apostrofi, simile, sinekdoke dan simbolik. Sebagai kesimpulan, data yang ditemukan adalah 2 data majas metafora, 13 data majas hiperbola, 10 data majas apostrofi, 1 data majas simbolik, 3 data majas sinekdoke dan 1 data majas simile pada katalog Oriflame bulan Januari 2019. Akan tetapi terdapat 4 tipe gaya bahasa yang tidak ditemukan pada katalog Oriflame bulan Januari 2019 yaitu metonimi, litotes, alegori, ironi dan paradok.

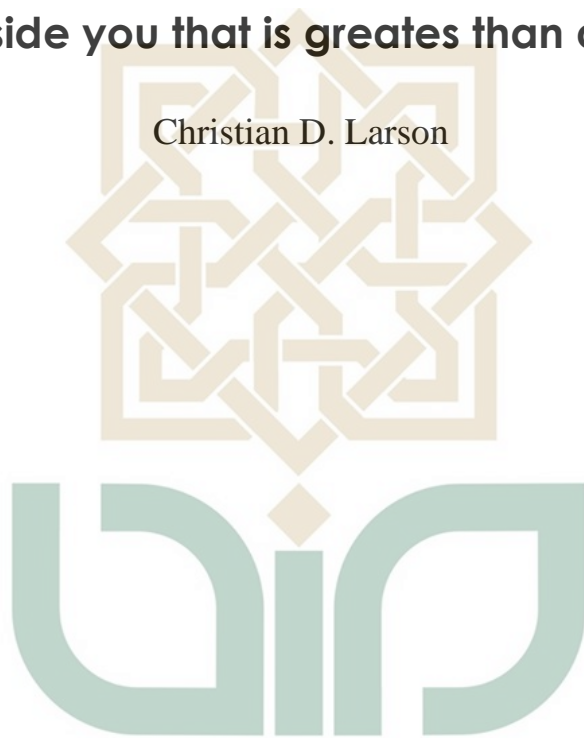
Penelitian ini juga menemukan fungsi 4 gaya bahasa berdasarkan teori Perrine seperti untuk memberi kesenangan imajinatif, untuk membawa intensitas emosional, untuk meningkatkan citra tambahan dan menyatakan lebih dalam penjelasan singkat. Bisa dijelaskan bahwa terdapat beberapa tipe gaya bahasa yang berisi fungsi gaya bahasa, pertama adalah memberi kesenangan imajinatif seperti metafora, apostrofi, hiperbola, personifikasi, sinekdoke dan simbolik. Fungsi gaya bahasa kedua adalah membawa intensitas emosional yang terdapat pada majas hiperbola. Fungsi ketiga gaya bahasa adalah untuk meningkatkan citra tambahan dan terdapat pada metafora, apostrofi, simile, hiperbola, personifikasi dan sinekdoke. Fungsi terakhir dari gaya bahasa adalah menyatakan lebih dalam penjelasan singkat dan fungsi tersebut terdapat pada gaya bahasa apostrofi.

Kata kunci: *Oriflame, Gaya Bahasa, Katalog*

MOTTO

“Believe in yourself and all that you are, know that there is something inside you that is greater than any obstacle.”

Christian D. Larson



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DEDICATION

I dedicate my graduating paper to:

Allah Swt;

My beloved parents;

My beloved husband;

My beloved younger brothers and My younger sister;

My big family;

My honorable lecturers, especially the great one lecturer, Mr. Ubaidillah who encouraged me to arrange this graduating paper;

English Literature Department;

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All my friends.

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9. All my friends of English Department 2012;

10. All of the family of Infantry Battalion 403.

Furthermore, I recognize that this graduating paper is far from perfection due to the limited knowledge. Therefore, criticism and suggestion are needed to complete this graduating paper. Besides, I hope that all parties whom I mentioned in this paper achieve rewards from God. Last, this graduating paper can be, hopefully, useful for others.

Yogyakarta, 30th of March 2020

The researcher,



Septi Sari Andayani

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A STUDY OF FIGURATIVE LANGUAGE USED IN ORIFLAME

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is used to communicate with other people in the world. People use language to communicate with other people or another society and the English language community. To communicate with other community, there is a different way to communicate with different people by using their language. It can be based on the geographical and social nature. In other words, everyone has dialects based on the culture and family background. Language is a system of symbols which people communicate. The symbols may be spoken, written or signed with the hands (Kreidler, 1998: 19). In addition, a language is only one of the common activities of a society (Kreidler, 1998: 19).

A language will be understood if the speaker speaks clearly. In other words, other people will understand what the other people speak about. It means that everyone must deliver their intention, message and information to other people by choosing suitable words. The following is the Quran's surah Ta-Ha verse 25-28 which shows the Prophet's hope in delivering the message through the sentences to other people and contains a hope to have good communication skill and has an

easy way to make other people understand through the words and sentences and has an easy way to finish the business.

According to the Quran's surah Ta-Ha verse 25-28

رَبِّ اشْرَحْ لِي صَدْرِي ﴿٢٥﴾
وَيَسِّرْ لِي أَمْرِي ﴿٢٦﴾
وَاحْلُلْ عُقْدَةً مِّن لِّسَانِي ﴿٢٧﴾
يَفْقَهُوا قَوْلِي ﴿٢٨﴾

Oh my Lord! Open my chest. And ease my task for me. Remove the impediment from my speech so that they may understand what i say. (QS Ta-Ha[20]: 25-28)

It can be described that to deliver messages through the words or sentences, one must have a good communication skill and need God's help for the easy way to communicate with other people. If one has no problem inside of himself, he will be easy to communicate and deliver his message to others. God also helps everyone who prays and needs his help by making an easy way to one's intention. In relating to the discussion about language, the researcher concludes that a good communication is created by good sentence or words. The speaker's utterance or speech shows well-formed sentence in a particular situation. A good sentence will be understood clearly than bad sentence which has no grammatical form.

In communication, there are many styles of language to make the communication more attractive and expressive. The speaker uses any language style to deliver his intention. Sometimes one can talk with other by using a figure of speech to make an interesting effect. Figurative language is a branch of stylistics because it has the style of language. Perrine (1993: 581) states that

figurative language is a language that cannot be taken literally. A figurative language is used by the author because it can say the words what the author wants to say with interesting implicitly and attractively rather than saying it directly. The style of language is more imaginative and attractive. It also adds the intensity so that this style of language is called figurative language. The figurative language can be applied in advertisements of TV and other social media, newspaper, magazine, catalogue, song lyric, poetry, etc. Perrine (1983: 578) states that “figurative language often provides more effective means of saying what we mean than does direct statement.”

In connecting with the explanation above, the researcher tries to analyze the style of language in Oriflame’s catalogue. There are many beauty companies which create brands of cosmetics and skincare and offer many good products. Those brands are *Sariayu*, *Mustika Ratu*, *Wardah*, *Missha*, *Nature Republic*, *The Face Shop*, *L’ocitane*, *The Body Shop* and many brands which have a good variant of skincare. However, the researcher is interested in choosing Oriflame which has good products for all skin types. Oriflame has many products for hair treatment, skin treatment, perfume, make up series, accessories and Oriflame provides the product for men too. Oriflame offers the best price for all the products but the customers still buy it. The researcher also becomes user of this product. Oriflame is a leading Sweden beauty company. According to Oriflame website <https://corporate.oriflame.com/about-oriflame/who-we-are/our-history>, Oriflame is built by Jonas af Jochnick, Robert af Jochnick and Bengt Hellsten in 1967. Oriflame has its origin in Sweden with corporate offices in Switzerland.

According to the explanation above, the researcher decides to choose Oriflame as the main data because the researcher finds that Oriflame is one of the best beauty companies which sells the beauty cosmetics, skincare and has complete products with the best price. In addition, there is less of previous analysis which uses a product catalogue as the main data. The researcher chooses the main data of Oriflame's catalogue because the researcher does not find other previous studies in analyzing a product catalogue. The researcher focuses in Oriflame catalogue of January 2019 because this edition provides more complete products than other edition. This edition also uses many figurative language in each pages of the catalogue.

The analysis of figurative language is interesting because people can explore and increase their writing ability and speaking ability in a communication especially for the usage of sentences in a print media. The figurative language in the catalogue may use a variety of stylistics techniques to get the readers' attention when reading the catalogue. An interesting language style is presented by Oriflame's catalogue to influence the readers to buy the products. It means, the readers can be interested in buying the product after reading the catalogue. The description of the products makes the readers more understand about the function and the benefits of the products. The language style of Oriflame's catalogue delivers a message to the readers about all the advantages and the effectiveness of using the product. The readers will be interested in trying or buying the products after reading the description of the products. The Oriflame catalogue is very interesting to be discussed because the style of language in the catalogue is very

attractive, innovative and persuasive. The researcher uses Perrine's theory (1983) to analyze the figurative language and the function of the figurative language in Oriflame catalogue of January 2019.

The researcher is interested in analyzing both types and function of the figurative language in the Oriflame catalogue of January 2019. The researcher tries to describe the types and functions in the next chapter as the result of the analysis. To get the clear description about the types and function of figurative language in the catalogue, the researcher tries to give the example of the catalogue's analysis. The example is in the sentence *will give you a healthy, fresh and radiant complexion*. It is an apostrophe expression. It can be seen in the Oriflame catalogue of January 2019 on page 4. The single word *you* refers to someone who can reply what is the speaker talked about. According to the context of the sentence, it seems that there is a conversation between two persons who talk about something. The speaker seems to give information about a product which gives a healthy, fresh and radiant complexion. The context of the sentence refers to the product of Oriflame named optimal hydra which can give a hydration to the skin. The apostrophe expression shows that by using this product, someone will get the advantages of the product. The speaker tries to describe it and it seems that someone can reply what the speaker said. However, there is an absent person there who could reply the speaker's word. The function of the apostrophe expression is giving imaginative pleasure. It means that when the readers read the text in the catalogue, they can imagine about the product's benefit which can make their skin more healthy, fresh and radiant complexion. The reader can imagine the effect of

the product in their skin based on the author's description in the catalogue. It means that the Oriflame catalogue describes about the product of toner and cream which contain new formula. The ingredients of the product help dry skin to be more moist and soft.

1.2 Research Questions

According to the background of the study above the researcher formulates the problems as follows:

1. What are the types of the figurative language in Oriflame's catalogue of January 2019?
2. What are the functions of the figurative language in Oriflame's catalogue of January 2019?

1.3 Objectives of Study

Based on the statement of the problems above, the researcher attempts to find the objectives of the study as follows:

1. To find out the types of the figurative language in Oriflame's catalogue of January 2019.
2. To find out the functions of the figurative language in Oriflame's catalogue of January 2019.

1.4 Significance of Study

The significance of the study in this research will be both practically and theoretically. Theoretically, the research is expected to give some contributions to the readers who are interested in analyzing figurative language in different main data. The researcher also hopes that the study can give a contribution to the lecturer to develop the knowledge of the students in analyzing figurative language. Practically, the research can give better understanding in the analysis of figurative language that will become a reference to other researchers in analyzing figurative language to the several main data such as poetry, advertisement, script, newspaper, song lyric, etc. In other words, hopefully, the research study can inspire other researchers to develop or to conduct other research in the same scope with different subjects.

1.5 Literature Review

The researcher presents several reviews from the previous research studies which analyzing figurative language. The researcher will show the similarity and the differentiation of those previous studies and the researcher's research study as follow:

The first is derived from Yunitasari's paper (IAIN Tulungagung, 2018) entitled *Figurative Language Found on Secondhand Serenade's Song Lyrics Composed by John Vesely*. She has three problems formulation which are the kinds, the meanings and the messages in *Secondhand Serenade's Song Lyrics*. She uses descriptive qualitative method with biography approach to analyze the main

data. Yunita's paper has the result that the song lyrics contain seven kinds of figurative languages. Those figures of speech are simile, metaphor, synecdoche, metonymy, personification, hyperbole and antithesis. The writer concluded that Yunita's paper has the same topic of discussion which is the figurative language and the same research method that is descriptive qualitative research. However, the main data is different. The researcher's main data is a product catalogue and Yunita's main data is song lyrics. In addition, there is a differentiation of theory between Yunita's paper and the researcher's paper. Yunita uses the theory of figurative language by Hatch, Reaske and Keraf. However, the researcher uses the theory of figurative language by Laurence Perrine. (Yunitasari, Astika. 2018. *Figurative Language Found on Secondhand Serenade's Song Lyrics Composed by John Vesely*. Tulungagung: IAIN <http://repo.iain-tulungagung.ac.id/id/eprint/7161>)

The second is derived from Faruk's paper (UIN Sunan Ampel, Surabaya, 2017) entitled *An Analysis of Figurative Language Used in the Great Gatsby Movie*. Faruk's research study focuses on the figurative language and the functions of figurative language by using Kennedy's theory. Faruk's study also conducts descriptive qualitative method to describe and analyze both types and functions of figurative language in the movie. The result of his study found 10 kinds of figurative languages such are personification, metaphor, hyperbole, litotes, paradox, ellipsis, symbol, metonymy, simile climax and anti-climax. In addition, Faruk's paper describes the functions of figurative language which are to make a beautiful sentence in writing style and as a poetic sentence. Besides, the

functions try to omit the same word and meaning to make a good beautiful sentence in writing a text of literary work and to know the issue of the story in climax and anti-climax. Faruk's paper has the similarity with the researcher's paper that focuses on figurative language and functions. However, both papers have the different theories in which Faruk's paper uses Kennedy's theory and the researcher's research theory uses Perrine's theory. In addition, both papers have different main data such as movie and catalogue. (Umar, Faruk. 2017. *An Analysis of Figurative Language Used in the Great Gatsby Movie*. Surabaya: UIN Sunan Ampel <http://digilib.uinsby.ac.id/18038/>)

The third is derived from Yatma's paper (IAIN Tulungagung, 2015) entitled *A Study on Figurative Languages Used In Short Stories Written By O. Henry*. Yatma's paper tries to find out the kinds of figurative language, the meaning of the figurative language and the message of O. Henry's short story. Yatma's research method uses descriptive qualitative design because the study focuses on the analysis or interpretation of the context of written material. Yatma selects Henry's short story based on the theme and finds out all of the words, sentences and phrases that contain figurative language. The result of Yatma's paper found 13 kinds of figurative language such as rhetoric, asyndeton, litotes, metonymy, metaphor, repetition, ellipsis, antonym, euphemism, personification, hyperbola, simile and pleonasm. Yatma's paper also found that every kinds of figurative language have different meaning based on the content of the short stories. The last result that there are two kinds of messages in the short story that are moral and social messages. In addition, Yatma's paper has the similarity with the

researcher's paper that both papers analyze figurative language and use descriptive qualitative approach. However, both papers have the differentiation in the main data which are a product catalogue and short story. (Yatma, RinaDwi. 2015. *A Study on Figurative Languages Used in Short Stories Written By O. Henry*. Tulungagung: IAIN <http://repo.iain-tulungagung.ac.id/2274/>)

The fourth is derived from Fitratunnas's paper (UIN Maulana Malik Ibrahim, Malang, 2017) entitled *Analysis on Advertisement of the Jakarta Post Newspaper*. Fitratunnas's paper has two main problems which are the types of figurative language of advertisement in Jakarta post and the function of the types of figurative language on the advertisement of the Jakarta post newspaper. Fitratunnas focuses on observing the words by using Reask's theory that consists of simile, metaphor, metonymy, alliteration and hyperbole. Fitratunnas's paper and the researcher's paper have the same method of analysis that is descriptive qualitative. The result of her paper found seventeen sentences which contains figurative language in the advertisement. Fitratunnas's paper found that there are five kinds of figurative languages which appeared in advertisement of the Jakarta post newspaper such as alliteration, metonymy, metaphor, simile and hyperbole. The result of her research also found the function is to attract the reader's attention. According to Fitratunnas's and the researcher's paper that the similarities of both papers are the problems formulations which look for the types and functions. The differentiation of both papers is the theory and the main data. Fitratunna's main data is advertisement of a newspaper and the researcher's main data is Oriflame's catalogue. (Fitratunas. 2017. *Figurative Language Analysis on*

Advertisement of the Jakarta Post Newspaper. Malang: UIN Maulana Malik Ibrahim <http://etheses.uin-malang.ac.id/10934/1/12320070.pdf>)

The fifth is derived from Nisa's paper (Universitas Muhammadiyah Surakarta, 2016) entitled *Figurative Language Used in the Browning's Poems*. Nisa's research focuses on two objectives that are identifying the types and finding the meaning of figurative language in the poems. Nisa's research uses descriptive qualitative and applies observation and documentation. She also classifies the data by using Perrine's theory. The paper has the similarity on the theory of figurative language that uses Perrine's theory. The differentiation is in the main data that Nisa's data is the poems and the researcher's main data is the product catalogue. In addition, Nisa also uses another different theory by Leech to find the type of meaning of figurative language. The result of her research found 10 types of figurative language such as symbol, simile, metaphor, synecdoche, paradox, metonymy, personification, apostrophe, hyperbole and understatement. In addition, she found that there are five types of figurative language meanings such as connotative, affective, stylistic, conceptual and reflective meaning. (Nisa, Atik Choirun 2016. *Figurative Language Used in the Browning's Poems*. Surakarta: Universitas Muhammadiyah <http://eprints.ums.ac.id/41994/>)

According to the previous studies above, the researcher concludes that five research studies above have differences with the researcher's research study. All previous studies have different main data and theories with the researcher. They use newspaper, movie, song lyric, short stories and poem as the main data. However, the researcher focuses on analyzing Oriflame catalogue of 2019.

Several previous studies also have different theories and approaches to analyze the problem. It can be concluded that although all related studies analyze figurative language, they have different main data, theory and issue.

1.6 Theoretical Approach

The researcher presents the theoretical approach in analyzing the research study by presenting Perrine's theory (1983). According to Perrine's theory (1983: 571) that a figure of speech is any way of saying something other than the ordinary way. A figure of speech defines as a way of saying one thing and meaning another (Perrine 1983: 571). Perrine states that figurative language is a language that cannot be taken literally. Figurative language is another way of saying something from a common way or unusual in some way (Wales 2014: 161). The author tries to give the special effect by using the language style. In addition, Perrine's theory presents several types of figure of speech that are metaphor, simile, personification, apostrophe, synecdoche, metonymy, symbol, paradox, allegory, overstatement/hyperbole, understatement/litotes and irony.

The researcher also uses Perrine's theory to know the function of using figurative language in the catalogue. Perrine's theory (1983: 578-579) shows four functions of figurative language such as giving imaginative pleasure, bringing an additional imagery, adding emotional intensity and saying much in a brief compass. The functions show the effects or reaction to the readers when they read the catalogue. It means, reading a product catalogue can give an emotional feeling and other sensation. It can be described that when the readers read the texts of the

catalogue, they will be interested to buy and try the products. The beautiful words can give the effect to the readers. The effects can be the readers' decision to buy, try and repeat order. All the effects can be caused by the way of the author to arrange the sentence more attractive and vivid. The author's way to describe the function and the benefit of the product will lead the readers to choose one of the products in the catalogue.

1.7 Method of Research

1.7.1 Type of Research

The type of research was descriptive qualitative method which describes the use of language in Oriflame catalogue of January 2019. The descriptive qualitative method emphasizes the description and interpretation of the data. In other words, the descriptive qualitative method focuses on collecting, classifying, arranging, interpreting data and conducting analysis. The research uses figurative language analysis from a stylistic perspective. The researcher used qualitative method because the data are collected by the researcher in the form of the text the catalogue rather than in the form of number.

1.7.2 Data Sources

The data source of the research is taken from Oriflame catalogue January 2019. Oriflame provides a monthly edition catalogue and informs the promo of the products every month. In this research, the data is all language products in

Oriflame catalogue of January 2019 that contain both types and function of figurative language.

1.7.3 Data Collection Technique

In the research, the data collection is a documentation technique. Here the researcher uses some several steps. The first is choosing Oriflame catalogue of January 2019 as the main data with focuses on product because the brand has many good products for homecare, perfume, make-up product, etc. The second is reading the catalogue to find out the type and function of figurative language which related to the researcher's interpretation. After that, the researcher classifies the types and function of figurative language.

1.7.4 Data Analysis Technique

In data analyzing technique of this research, the researcher does some steps. Those are:

1. analyzing the type of figurative language by making sign or underlining the sentence or phase which contains type of figurative language and writing some information in the page of catalogue;
2. analyzing the function of figure of speech based on Perrine's theory;
3. writing down the proof or evidences in a note. It makes the type and function easier to be understood;
4. drawing the conclusion of the analysis;

1.8 Paper Organization

The research is divided into four chapters. The first chapter is introduction and it is divided into nine sub chapters. It consists of background of study, research questions, objectives of study, significances of study, literature review, theoretical approach, method of research, and paper organization. The second chapter is theoretical approach. It consists of the explanation of figurative language and the function of figurative language. The third chapter is analysis which consists of the data analysis of the research study. The fourth chapter will consist of conclusion and suggestion for the future researcher.



CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 CONCLUSION

In this sub chapter, the researcher concludes the research discussion in chapter three. It relates to the research objectives in chapter one which try to identify the figurative language and explain the function of the use of figurative language in Oriflame catalogue January 2019. The conclusions can be described as follows:

1. There are seven types of figurative language in Oriflame catalogue January 2019 such as metaphor, apostrophe, simile, hyperbole, personification, synecdoche and symbol. However, there are four types of figurative language which are not find in Oriflame catalogue January 2019 such as metonymy, litotes, allegory, irony and paradox.
2. There are four types of function based on Perrine such as to give imaginative pleasure, to bring emotional intensity, to increase additional imagery and to say much in a brief compas. It can be describes as follows that the first function of figurative language is to give imaginative pleasure. There are some types of figurative language which contain the first function such as metaphor, apostrophe, hyperbole, personification, synecdoche, and symbol. The second function of figurative language is to bring emotional intensity which is found in hyperbole. The third function of figurative language is to increase additional imagery and it can be found in metaphor, apostrophe, simile, hyperbole,

personification and synecdoche. The last function of figurative language is to say much in a brief compass and it can be found in apostrophe.

4.2 SUGGESTION

After presenting the conclusion in the previous sub-chapter above, the researcher gives the suggestion in this sub chapter as follows:

1. To the other researcher

The researcher hopes that the research study can give a contribution to the other researcher who try to analyze figurative language in a catalogue, song lyric, poetry and other source. The researcher hopes that this study can be a reference to other students or researcher in analyzing figurative language.

2. To the lecturers

The researcher hopes that the lecturers can help the other students who try to analyze figurative language and improve the other researchers' ability to arrange a research study and guide the researchers to finish their research study.

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