

ABSTRACT

Triartha, Fenty. 208222022. An Analysis of Metaphor in People Magazine's Advertisements. A Thesis. Faculty of Languages and Arts, State University of Medan. 2012.

The objectives of this research were to find out the five concepts of lexical metaphor, namely: Noun-noun, noun-verb, noun-adjective, sound concepts, social concepts and the dominant one used in *People Magazine's* advertisements. This research was conducted by using qualitative descriptive design. It took fifty advertisements taken randomly from *People* magazines which were published in March 2011 until December 2011. The result of analyzing found five concepts of lexical metaphor were used in the advertisements in *People Magazine*, they were: noun-noun, noun-verb, noun-adjective, sound concepts and social concepts. There were 50 lexical metaphor concepts in 50 advertisements. The findings of data analysis showed that the total numbers of lexical metaphor from the five concepts were: 7 (14%) noun-noun, 22 (44%) noun-verb, 13 (26%) noun-adjective, 6 (12%) sound concepts, and 2 (4%) social concepts. It means that noun-verb concept is the most dominant type of lexical metaphor used in *People Magazine's* advertisements. It is 44%. Noun-verb concept is dominant because it proofs the theory that the copywriters want to make advertisement as an events that happen in life and considered as a thing that move or alive. Furthermore, the advertisement's taglines designed to be interesting and creative to create the rhetorical effects in readers' minds, and persuaded them to buy the product.