

## ABSTRACT

**Aritonang, Helena. 208222026. The Figures of Speech in Vogue's Advertisements. A Thesis. Faculty of Languages and Arts, State University of Medan. 2012.**

The objectives of this research were to describe the twelve types of figures of speech namely lexical metaphor, namely: metaphor, simile, personification, synecdoche, metonymy, symbol, allegory, overstatement, apostrophe, understatement, verbal irony and the one that dominant and also explain what does the dominant mean in Vogue's advertisements. This research was conducted by using the qualitative and quantitative design. It took fifteen advertisements taken randomly from Vogue's magazine which were published from October 2011 until January 2012. The result showed that there are only five figures of speech were used in the advertisements of Vogue's magazine, they are : hyperbole, personification, simile, metaphor and allegory. The total number of sentences in the advertisement is 59. The result of data analysis showed that the total numbers of figures of speech from the twelve types were: 28 hyperbole (47%), 5 metaphor (8%), 8 simile (14%), 15 personification (25%), 3 allegory (5%). It means that the most dominant type of figure of speech is Hyperbole with score 47%. The hyperbole is the most dominant type because the exaggerating meaning usually leaves something in the customer's mind so the customer would easily remember the advertisement and they would believe and eventually buy the product.