

ABSTRACT

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The thesis deals with the figurative meaning in skincare advertisement on instagram. The objectives of this study were to find out types of figurative meaning and literal meaning in skincare advertisement on Instagram. The study was conducting by using descriptive qualitative method. The data of the study were 8 brands of skincare product, 50 advertisements. The findings inducted that there were four types of figurative meaning in the advertisement, they were (3 times) used simile, (15 times) used metaphor, (26 times) used hyperbole, (6 times) used metonymy. The dominant types of figurative meaning used in skincare advertisement on instagram was hyperbole where the customer would easily remember the advertisement because exaggerating meaning usually leaves something in the customer's mind

Keywords : Advertisement, Figurative meaning.

