ABSTRACT

Khofifah, Nur. 2015. *An analysis of Metaphor used in Computer Brand Slogan Advertisement*. English Department, Faculty of Letters and Humanities, State Islamic University Sunan Ampel Surabaya. Advisor: Dr Moh Kurjum, M.Ag.

Key terms : *Figure of speech, Metaphor, Advertisements, Slogan*.

In this globalization and industrialization era, in which many goods are produced in a very large amount every day, the existence of advertisements becomes out of burst too as its result. Companies utilize advertisements to sell their products. Therefore it is so easy for us to find out advertisements such as printed on newspapers and magazines we are reading, often appear on the internet while we are surfing, presented on the billboards in side of roads we are taking, and many more. In advertising, there is one element which holds an important role to make an advertisement can attract people's attention. It is popularly called slogan

The researcher used a descriptive approach method. The data are taken from internet slogan by taking 10 slogans best in Indonesia 2013 advertisement. They are: Acer, Asus, Apple, Dell, HP. Lenovo, Sony, Toshiba, LG, and MSI. In this research, the writer is considered as the main instrument that existence is determiner in collecting data. Conducting this study, the researcher finds out that advertisement slogan computer use implicit or explicit. It is possible that different interpretation will arise among the reader. In conducting this research the researcher finds out that advertisement slogan in computer slogan brands use implicit and explicit metaphor. From this analysis the researcher can conclude that implicit metaphor more frequently than explicit metaphor in advertisement in advertisement computer brands slogan.

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INTISARI

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Kata Kunci : : *Figure of speech, Metaphor, Advertisements, Slogan*.

Dalam era globalisasi, dimana banyak barang yang di produksi dalam jumlah yang sangat besar setiap hari, keberadaan iklan untuk menjual produk mereka. Oleh karena itu mudah bagi kita untuk mengetahui iklan seperti dicetak pada surat kabar dan majalah yang kita baca. Sementara itu kita sering menjumpai di internet dan disajikan disisi jalan yang kita lewati. Dalam iklan ada suatu unsur yang memegang peran penting untuk membuat iklan dapat menarik serta mendapatkan banyak perhatian orang, hal ini pada umumnya disebut dengan slogan.

Dalam penelitian ini peneliti menggunakan metode pendekatan deskriptif. Data tersebut diambil dari slogan internet dengan mengambil 10 slogan terbaik di Indonesia pada tahun 2013. Seperti Asus, Acer, Apple, Dell, HP, Lenovo, Sony, LG, MSI, and Toshiba. Penelitian ini, peneliti berperan sebagai instrument utama keberadaan untuk mengumpulkan data. Dalam Penelitian ini peneliti menemukan bahwa slogan iklan dicomputer menggunakan implicit dan explicit metaphor. Dari hasil analisa ini peneliti dapat menyimpulkan bahwa metafor implicit lebih sering digunakan dari pada explicit dalam iklan slogan komputer.

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