

**FIGURES OF SPEECH; METAPHOR USED IN
HOUSING ADVERTISEMENTS
IN “THE POINT” NEWSPAPER IN NOVEMBER 2009**

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Abstract

M. Wahyu Widiyanto and Dias Andris Susanto. Figures of Speech; Metaphor Used in Housing Advertisements in “THE POINT” Newspaper in November 2009.

The objectives of the study are (1) to know the kinds of metaphor are used in housing advertisements, (2) to know how metaphors are used in the realizing meaning.

The object of this study was the housing advertisements in “THE POINT” in November 2009. The data were words, phrases and sentences in the housing advertisements that contain metaphors. This research was meant to analyze metaphor used in housing advertisements. To make it more effective, the analysis was conducted through several steps. First, the advertisements from the Jakarta Post newspaper were collected and then those advertisements were arranged in data cards as an attempt to know the metaphor and separated based on the types. Finally, the classified phrases or sentences in the Advertisements were identified and were interpreted to get the final result.

The kind of research does not focus on numbers or statistical figures but gives most attention on how deep is the writers’ knowledge towards the interaction among concept which is being learned. Analyzing the data here means analyzing the metaphor. The analysis of metaphoric devise used in housing advertisement was based on Holman’s theory. According to Holman there are none types of metaphors such as epithets, eponym, hyperbole, metonymy, oxymoron, paradox, personification, paronomasia, and synecdoche metaphor. Considering that not all of the types can be found in the data, this research will only take three types of whole to analyze the data.

The result of the analysis of metaphor used in housing advertisement showed that there are 10 hyperbole = 80%, there are 4 metonymy = 18 %, and only 1 personification = 2 %. It shows the most used metaphor is hyperbole. In this case hyperbole is the easiest metaphor to be used to describe some exaggerated message.

In housing advertisement does not contain satisfying amount of metaphor, so the writer suggest it would be better if someone else analyze the advertisement according to hyperbole metaphor.

Key words: *figures of speech, metaphor, housing advertisements*

INTRODUCTION

Language is a means of communication among human being. We can not life alone, so we need communication with another to fulfill our necessities. In Indonesia English is the first foreign language which is being taught since elementary school until university. English is the primary International language. Carol says, as cited by Ramelan (1992:10) language is an arbitrary system of speech sounds or sequences of speech sounds which are used or can be

used in interpersonal communication by aggregation of human beings and which are rather exhaustively catalogue thing, processes and events in human environment.

Since language is a means of communication, a man uses it to be able to communicate with others in society, in order understanding the meaning each other-between the speaker and the addressee. In the process of using language in communication, both speaker and listener negotiate the meaning. Therefore, there is a relationship between what is said by speaker attempts to convey the message or information he has a certain choice of words or constructions in order to know the effects on the listener. Furthermore, they have the same perception of what is being discussed or being talked about and the same understanding of the situational setting coloring the conversation. Sometimes, some people use the written form of language to convey their feeling, thought, or ideas.

There are several definitions of communication that most people agree. As Thomas (1981: 110) says, communication means the sending of message from one person or firm to another through written or spoken forms. As found in Webster's Ninth New College Dictionary (1990: 226) communication is a process by which information is exchanged between individuals through a common system of symbols, sign, or behavior.

One of indirect forms of communication is advertisement. It has an important role in informing and influencing consumers. Advertisement contains message to convey, that is, offering goods or services by using persuasion. This is the most important mission of it. Furthermore, Sandage in Djaja (1985:110) explain that “ advertisement is the dissemination of information concerning idea, service or product to compel action in accordance with intent of the advertiser”. Therefore, in order to make the mission successful, understanding has also to be achieved by both the speaker and the receiver the message it surely involving the use of language.

Relating to this, to get the customer's attention and persuade them, the advertiser might use figure language to explain the product and to promote it. It can use metaphor relying entirely on the thought and the way to promote it. Metaphor is used to compare essentially different things. As found in America Everyday dictionary (1961:170) metaphor is a figure that involves an implicit comparison between dissimilar things, suggesting identification of the one with other. Based on the previous description, the research discusses the language of advertisement especially figures of speech; metaphor, which will help its reader to understand easily.

STATEMENT OF THE PROBLEMS

1. What kinds of metaphor are used in Housing Advertisement in THE POINT Newspaper?
2. How is a figure of speech; metaphor used in realizing the meaning?

DEFINITION OF THE KEY TERMS

In order to avoid different interpretation between the writer and the reader some words and phrase related to the topic are explained here. They are:

1. Analysis is examine in detail (Oxford Learner's Pocket Dictionary, 1983: 12)
2. Metaphor is an implied comparison between two dissimilar things – an analogy that imaginatively identifies one object with another. (Keraf, 1996:139)
3. Housing advertisement is the kinds of advertisements of housing such as Apartments, Hotel, Villa etc. that is found in THE POINT in November 2009.
4. THE POINT is the kinds of English newspaper; it is the daily English written newspapers.

GENERAL NOTION OF ADVERTISEMENT

Advertisement is one of the media of communication giving information from advertisers to the people at whom the advertisers are aimed. According to Dirksen and Arthur (1969:55) advertisement consists of activities of a visual or oral nature direction to select publics for the purpose of informing or influencing them about a product or service. Dunn (1961:7) states that advertisement is paid non personal communication through various media by business firms, non profit organizations and individuals who are in some way identified in the advertisement message.

Based on the definition above, it can be concluded that advertisement is an important means of communication to convey message about products or ideas through any paid non personal medium and persuasive information. In order to understand the meaning of advertisement, it is important we know what its function something about the way advertisement is classified. Britt (1960:197) states that advertisement can be classified according to who advertisers, what, whom, and where in order to bring about what response. From definition above, it can be concluded that the types of advertisement depend on the company's objectives. In general, the company wants to get benefit by selling the product through advertisement. Based on the function or purpose, Bovey and William (1986: 18) classify advertisement into two: commercial advertisement and noncommercial advertisement.

Commercial advertisement promotes goods, services, or ideas for business with the expectation of making a profit. Its advertisement is interested to inform the customers that the product exists to point out its benefit so that when they are ready to buy the product, they will look favorably upon the seller's brand. This advertisement has own characteristics. The words, sentences and language are arranged effectively.

FIGURES OF SPEECH

Language is adaptable and lends itself to imaginative usage; we can express the same idea in different ways. We may make a direct; informative statement of fact; or we may use figurative language, language that has an emotional appeal. Figurative language goes beyond the literal meanings of words to achieve particular effect.

According Holman, (1986:195), figure of speech are forms of expression that depart from normal word or sentence order or from the common literal meanings of words, for the purpose of achieving a special effect. The similar definition is given by the Encyclopedia of Britannica. It is stated that "figures of speech is a board term for a large variety of uses words, phrases, clauses and sentences to achieve desired effects in meaning, sound and style sentences to achieve desired effects in meaning, sound and style (1965: 258).

From the definition above we can conclude that figure of speech is used in order to make a special effect. Brewton et al (1962: 910 states that professional writers use figures of speech to make their writing more colorful, more expensive, and more forceful. In this study the analysis will be focus only about metaphor. We know that metaphor is a part of figure of speech.

METAPHOR

Metaphor is used to compare essentially different things. According Keraf (1996: 139), metaphor is an implied comparison between two dissimilar things-an analogy that imaginatively identifies one object with another and either ascribe to the first qualities of the second or invest the first with connotations inherent in the other. "I must embark on the feature on which this question hinges and iron out hey roadblock". When using a metaphor, an author does not say that one thing is like another, but, rather that one thing is another. To say, "he is an

Ostrich" is to suggest that person bening discussed has some characteristics in common with the ostrich. Note the vitalized metaphor in the following example:

- The *sergeant* was a lion in battle.

- The great snake that you see there is *the Mississippi river*
- The man was playing with this town; it *was a toy* for him.
- Boys and girls, tumbling in the streets and playing, *were moving jewels*.
- She was *a tower of strength*.
- Don't *wolf your food*.
- The cat has *velvet paws*

A mere handful is a metaphorical expression for 'very few', but it is unfortunately combined in the same sentences with arms, which has no idiomatic function. An arm in a handful of position is as clumsy as 'co-operation based on the framework of fruitful mutual development'.

Certain types of metaphor have special names. They are as follows:

- (1) Epithet, which is descriptive that accompanies or is substituted for the name of a person or thing. An example is Shakespeare's use in Hamlet of "trumpet to the morn' for' cock". Also in phrase "the King of the Jungle" to substitute lion'.
- (2) Eponym, which is a person whose name is commonly associated with a special attribute that the name comes to stand for attribute, as Helen of Troy in Greek legend stands for strength.
- (3) Hyperbole, which is a conscious exaggeration, used in the intent of literal persuasion. Exaggeration may be achieved through the use of words whose meanings are broader or more intense than the literal meaning of the situation requires: starved for hungry; thousand of times, for many times; perfect for excellent. Notice the naturalness of the use of hyperbole in the following example:

- I will send *my soul away*
- One evening after dark a young man prowled among these *crumbling red mansions*, ringing their bells
- Lily, the caretaker's daughter, was literally *run off her feet* (answering the door and helping the gentlemen remove their overcoats)
- Here once the embattled farmers stood and fired *the shot heard round the world*. Hyperbole used here to emphasize that the shot was so loud that it could be heard all over the world.

Moreover, Chapman (1973:78) states hyperbole is a conscious overstatement that would normally foreground the theme by paradigmatic choices that seem excessive in context.

- (4) Metonymy, which is the substitution of the name of one thing for another which is closely associated, as crown for the king, sweat for the brow for hard labor. This may involve such usage as capital when employers are meant and labor for workmen. This may mean the substitution of the name Chancery for the writing of Chancery; the use of word to suggest death; shouting for victory;

Blade for dagger, nation for the people. The following example illustrates the use of metonymy in context. Recently I drove from Garrison – on Hudson to New York on Sunday afternoon, one unit in a creeping parade of metal, metal miles and miles of shiny paint and chrome inching along bumper to bumper.

Metonymy is so common a figure of speech, both in writing and speech that it frequently contributes language change. Figure such as heart for courage and throne for king or queen have become so much a part language that these meanings are listed in dictionaries as accepted usage. In addition, Chapman (1973: 78) defines metonymy as the use of some feature contiguous or closely associated with the referent.

- (5) Oxymoron, which is a kind of paradox or antithesis that links apparently contradictor or incongruous words. It is using contradiction or inconsistency for effect: “a holy devil, an idiot savant, a hopeless aspiration”.

- (6) Paradox, which is statement that appears to logically contradictory and yet may be true. Sometimes, in order to jolt his reader paying close attention, an author will employ an ironical device known as paradox. On the surface, a paradox appears to be contradiction; however, the careful reader will see that there is an underlying truth in what the author has said. Read the following excerpt.

“A father gives all his love to each one his children without discrimination whether it be one or ten, and if I am suffering now for my two sons, I am not suffering half for each of them but double...”

Your initial reaction may have been; “how is it possible for a father to give all his love to each of his children?” As you think about this, however, you must realize that a parent does not divide and subdivide his love as his family grows; he loves each child to his full capacity for loving. As a result, the death of two sons in war will cause a father to suffer doubly – fully for each one.

- (7) Personification, which is a figure that endows to suffers, animals, ideas, or abstraction with human for character, or sensibility, as in following examples:

- The yellow fog that rubs its back upon the window – panes.

- I remember how could kick back viciously. It was a mean a car.
- The houses seem a sleep.
- No locomotive could tell such tales of tower.

(8) Paronomasia, which is play on words based on similarity of sound and sharp difference in meaning, such as in ‘in the press conference, the reporters questions’ press the political.

(9) Synecdoche, which is commonly the naming of a part to mean the whole, as in ‘hands’ for “men who do manual labor”. But various other such substitutions are included in the term. The naming of the material for the thing made (“pigskin”for ‘football) or naming of the genus for the species 9 “creature for “man”). In addition Chapman (1973:77) defines synecdoche is the metaphorical use of a part of referent to stand for whole. For example, and when we meet at any time again, be it not seen in either of our *brows*.

In the example above.

Based on the illustration above, it can be viewed that metaphor should be fresh, clear, and should make an image for the readers. The purpose of using metaphor is to create a picture, to make the idea clear and forceful through comparison. And effective metaphor pleases the readers, brings the “well said” reaction.

THEORETICAL FRAMEWORK

When we wish to say something about ourselves or our environment, we choose away of ordering our thoughts, a way which will be, we hope, meaningful to ourselves and to our listeners, and a way which will do justice to the eager activity of our minds. Metaphor appears to be a very effective way of making meaning. Even though it is difficult to state in the words exactly what you mean, especially if you’re meaning concerns something intangible like an emotion or an abstract concept (truth, justice). At other tries, you may have difficulty in conveying an idea about something tangible that holds for you’re quality not immediately apparent to other people.

Metaphor is widely used by many fiction author, poets or men of letters. Yet, we can not deny that kinds of metaphor are merely ornamental additions and put in literally works to make them more impressive and beautiful.

Shipley (1962:159) mention some kinds of metaphor as well. They may be used;

- (1) to clarify

- (2) to illustrate
- (3) to energize
- (4) to animate inanimate objects
- (5) to stimulate associations
- (6) to raise laughter
- (7) to ornament

We state that the kinds of metaphor are more than ornament nowadays, they not only give clarification, illustration and stimulation toward our fantasy, but they also expand our imagination. Certain kind's metaphor has special names. The most common are epithet, eponym, hyperbole, metonymy, oxymoron, paradox, personification, paronomasia and synecdoche.

Therefore, I will narrow my range of the kinds of metaphor used in this thesis to those that can be found in the housing advertisement only three kinds of metaphor. They are hyperbole, metonymy, and personification. The use of metaphor is also important in advertisement, if the writers what their

Advertisements to be effective. It was once believed that the metaphor was the most powerful device to change people's attitudes quickly, effectively and lastingly.

RESEARCH DESIGN

The object of this study is housing advertisements in THE POINT newspaper in November 2009. That is a part of commercial printed English advertisement which consists of one or two phrases, headline, subhead, or body copy. To conduct this study purposive non – random was used. According Arikunto(2002: 117) purposive non – random sampling means that each sample is considered to have certain criteria in accordance with the purpose of the study. The advertisements are taken from THE POINT English newspaper in November 2009. It was collected from 20 newspapers in THE POINT during 1 – 30 November 2009. This data were used because they had same characteristics as the objective of the study. Besides, THE POINT newspaper is easily found in this country, and it contains many advertisements.

Instrument for Data Collection

To collect the data, this research will use documentation method by making data cards which the advertisements and description of the types of metaphor. Below are the data cards used for categories the types of metaphor based on the collected data.

| No | Types of | Metaphor found in | Types of |
|----|----------|-------------------|----------|
|----|----------|-------------------|----------|

| | advertisement | advertisement | metaphor |
|----|-------------------------|---|-----------|
| 1. | Lavender Apartment | Executive paradise | Hyperbole |
| 2. | Executive Menteng | A new concept of five – star living | Hyperbole |
| 3. | Apartment Plaza Senayan | One of the world ‘ s great life style complex | Hyperbole |
| 4. | Adhyaksa mansion | Only five minutes to toll road | Hyperbole |

Data cards as instrument

Procedures of collecting the data

The procedures of collecting data in this research involved several steps. The first step was reading the newspaper repeatedly the content form of the advertisement. The second was classifying some elements which related to the topic, such as the list of the housing Advertisements and the kinds of metaphor. The third step was analyzing the data which were taken from the classification process. The fourth step was collecting the books, dictionaries and encyclopedias relating the topic. And finally, the writer computed the data

Techniques of Data Analysis

In analyzing the data, qualitative research was used in this research. The kind of research will not focus on numerals or statistic but give most attention on how deep the writers’ knowledge towards the interaction among concepts which was being learned. The collected data were in the forms of sentences, phrases or classes in Housing advertisements. Analyzing the data means analyzing the metaphor.

In order to be effective, the analysis in this research was conducted through several steps. First, the advertisement from THE POINT Newspapers was collected and then they were selected to pick out housing advertisements. After that, the advertisements were arranged in data cards as an attempt to know the metaphor and separated based on the types. Finally, the classified phrases or sentences in the advertisements were identified and find the realizing meaning of the metaphor use in the housing advertisements.

RESEARCH FINDINGS

The kinds of metaphor used in housing advertisements

The writers would like to find out the metaphor in the housing advertisements, to make the construction more practice and easy to be identified, the writers put their metaphor findings such as hyperbole, metonymy, and personification. As the instruments of this

research, the writers used data cards to analyze the advertisements in THE POINT newspaper.

The data cards of metaphor expression in housing advertisement taken from THE POINT Newspaper.

| No | Type of advertisement | Metaphor found in Advertisement | Types of Metaphor |
|----|----------------------------------|--|-------------------|
| 1 | Lavender Apartment | Executive paradise complex | Hyperbole |
| 2 | Executive Menteng | A new concept of five-star living | Hyperbole |
| 3 | Apartment Plaza Senayan | One of the world's great life style | Hyperbole |
| 4 | Adhyaksa Mansion | Only 5 minutes to toll road | Hyperbole |
| 5 | Puri Cassablanca | Call us to find more information than just continently located luxurious apartment | Hyperbole |
| 6 | Senopati Apartment | A better place to stay | Hyperbole |
| 7 | Lavender Apartment | Touch the elegant | Personification |
| 8 | Prime United Kingdom Real Estate | Ever dream in owning a prime piece of UK freehold land | Metonymy |
| 9 | Paladian Park Apartment | The real private apartment | Metonymy |
| 10 | Adhyaksa Mansion | The perfect place to live | Hyperbole |
| 11 | Taman Raja Apartment | Provided with first class facilities | Hyperbole |
| 12 | The Elysian Hotel | The Elysian Bali's newest design Hotel | Hyperbole |
| 13 | Executive Menteng | A new concept of five – star living | Metonymy |
| 14 | Aditya Mansion | Strategic living in south Jakarta | Metonymy |
| 15 | Carlton Hotel Singapore | Room package at only S \$196 | Hyperbole |

Data cards as instruments

Those are the advertisements taken from THE POST newspaper in November 2007. After the writers collected the advertisements in THE POINT started from date 1 – 30 in November 2007, the writers found 15 advertisements which contain metaphor. There are 10 advertisements is hyperboles, 4 advertisements is metonymy, and only 1 / one advertisement is personification.

The most advertisements are taken from THE POINT newspaper in November 2007 is hyperbole. Hyperbole is a conscious over statement that would be normally foregrounds the theme by paradigmatic choices that seem excessive in the context. Many of the

advertisers used hyperbole, it is used in those advertisements because the advertisers want to persuade the readers and get the advantages as many as possible.

The realizing meaning of metaphor in housing advertisements

After finding some metaphor, the researchers look up the dictionary to know the real meaning of each word that has metaphor, and then she tries to understand the word one by one, the hidden meaning or the abstract meaning.

The abstract meaning which is not shown in the dictionary, it is interpreted by the writers' own interpretation. The some words in the housing advertisements probably have different construction and different structure so that it will have different message too. In this way, the writers try to know the real meaning of each sentence in the housing advertisement. The explanations are:

a. Executive paradise complex

Advertisement (1) is also hyperbole. It seems to give the readers promise that we can get more difficulties, it can make us feel so comfort, and when we stay at lavender apartment like a paradise. The advertisers used the emphasize message to ensure the readers. The hyperbolic expression found in the advertisement (1) is paradise.

b. A new concept of five-star living

Advertisement (2) is hyperbole which is shown by the underlined words five-star. From the writer interpretation, it is said that the Executive Menteng like star. The advertisers want to persuade the reader that is luxurious apartment which made the people like stars when they stay and buy that apartment.

c. One of the word's great life style

Advertisement (3) is hyperbole which is shown by the use of exaggerated words one of the worlds. It is said that there are not other apartment plaza Senayan. It can make life better for the people by staying at the Apartment Plaza Senayan

d. Only 5 minute to toll road

Advertisement (4) is also hyperbole. It seems to give a promise to the readers that by buying Adhyaksa Mansion they would get easy to toll road. They only need 5 minute to toll road. The advertiser in this advertisement want to persuades the readers by offering the reader full facilities, so that the readers buy this apartment.

e. Call us to find more information than just continently located luxurious apartment.

Advertisement (5) is hyperbole which is shown by the word luxurious. It is said that there are not other apartment that are more luxurious than Puri Casablanca. The real

meaning of this advertisement is just Puri Casablanca make people feel luxurious than they stay in the other apartment.

f. A better place to stay

Advertisement (6) is also hyperbolic. It seems to give a promise to the readers that there is not other apartment which made life better than Senopati Apartment. It is said that Senopati Apartment is the only better place to stay for the people. The hyperbolic expression in the advertisement (6) found the underlined word better. It is used in the advertisement to emphasize force message, so the reader interested to buy this apartment.

g. Touch of elegance

Advertisement (7) is personification which is shown by the word touch. The elegance of this apartment seems to act like human, and we can touch and hold the elegance of that apartment.

h. Ever dream of owning a prime piece of UK freehold land.

Advertisement (8) also uses metonymy. The advertiser mentions the name of the apartment in the advertisement UK freehold land, which refers to the name of the UK real estate. The realizing meaning of this advertisement is the advertiser wants to make the readers understand about this advertisement, and they also mention the name of the real estate. It makes the readers sure to buy it.

i. The real private residence

Advertisement (9) uses metonymic expression private residence. The advertiser mentions the substitute word Paladian Park apartment. It means that the advertiser wants to make the people understand the message of this advertisement by mentioning the name of the apartment.

j. The perfect place to live

Advertisement (10) is also hyperbolic. It is hoped that the Adhyaksa Mansion can solve the problems for the readers when the readers are confused to choose the apartment. So that they might not confuse to buy the Adhyaksa Mansion. The advertiser shows hyperbole in the advertisement (10j) by the use of the word perfect. It said that the readers can get place to live by buying Adhyaksa Mansion.

k. Provided with first class facilities

Advertisement (11) is hyperbolic which is shown by the word first class facilities. It is said that there are not other apartment which provide many facilities like in the Taman Raja Apartment. When we buy that apartment we get first class facilities, and it is better for people by buying Taman Raja Apartment.

l. The Elysian Bali's newest hotel

Advertisement (12) is also hyperbolic. It is shown by the exaggerated word newest. It said that there is not other newest hotel which made comfort. The Elysian Bali's hotel is the newest design hotel. The advertiser persuades the readers and gives emphasize to the advertisement that The Elysian Bali's hotel could give first class facilities to the people.

m. A new concept of five – star living

Advertisement (13) uses metonymic expression five – star living. Those words used to substitute the name of Excusive Menteng. The advertiser wants to emphasize the message of this advertisement, so they mention the place to live with those words five – star living.

n. Strategic living in South Jakarta

Advertisement (14) is also hyperbolic. The real meaning of this advertisement is Aditya Mansion is the only strategic place in South Jakarta. It seems to make sure the readers that Aditya Mansion is the strategic place. The hyperbolic expression in the advertisement (14n) found in the underlined words strategic living.

o. Room package at only S \$ 196

Advertisement (15) is hyperbolic. It seems to give a promise to the readers that buying that apartment they would get cheapest price. They only need S \$ 196 to get the new apartment. The hyperbolic expression in the Advertisement (12l) found in the underlined word only. The advertiser persuades the readers with the word only. It means the Advertisement is limited, actually the readers interested to buy this apartment with the cheapest price. So the word only used to emphasize the force message of this advertisement.

DISCUSSION

We have reviewed some psychological research findings and theories concerning the way we understand, produce and remember metaphor. Various mechanisms have been emphasized by different theories, including generalization of verbal responses, perceptual processes and imagery, verbal associations, abstract conceptual representations. In this case the key words in the metaphorical expression. The theoretical ideas are for most part highly speculative because relevant research is still sparse. We have expressed the hope that this study of metaphor might lead to a better conceptualization in general. This implies that implies that “ordinary language” and metaphor are continues phenomena, employing common cognitive and linguistic processes. Research might prove otherwise, but in any case.

Without it we shall never know. Much of psychological research on metaphors to date has not been directed at really fundamental problems in the area. Such work might require the systematic development of housing advertisement that vary in type, difficulty, correctness, and whatever other dimensions may seem relevant. May demand systematic extensions of some of the traditional paradigms that have been developed in verbal memory and language research. It would require detailed factual information on precisely how people respond to housing advertisement metaphor and under what conditions they produce them.

From all metaphor used by the advertiser in English newspaper, the researcher found 10 items (80%) of hyperbole, 4 items (18%) of metonymy, and only 1 items (2%) of personification. All of the metaphor used the advertisers to promote their product in order to that they can get advantages as many as possible.

CONCLUSIONS

Most advertisements use language in a text to explain products because the advertiser wants to give broad explanation to them. The advertiser uses metaphor as a headline. Because it lies in the leading position of the of the advertisements. It can catch the readers' eye and attention directly. Besides, metaphor is also found in other parts as in subheadlines and body copy.

There are some types of metaphor found in housing advertisements in English newspaper. They are **hyperbole**, **metonymy**, and **personification**. Hyperbole in the advertisements aims to get the readers' attention to the thing stuck out or important information of the products which are advertised. Metonymies in the advertisement aim to influence the readers to pay attention to the product which are advertised. They are shown by mentioning the name of the product without explaining the meaning of it.

Personification used in advertisements can make the product look like an object or something else or sensibility. The metaphor discussed in this study is forceful enough to create dramatic image in the advertisements, so the consumer are fascinated to buy the product being advertised.

The research only focuses on metaphor in Housing advertisements in THE POINT English newspapers in November 2007. Since there are still many objects of advertisement that had not been analyzed, it is hoped that there will be similar analyses to the other objects of advertisement.

As a literary work, the Housing Advertisements does not contain satisfying amount of metaphor as the writer expected before. The figurative languages used in the

Housing Advertisement also tend to be straight to the point, without many trifles. Consequently, the style can be regarded as dry and direct.

From the analysis, the writer found there are 10 hyperboles, 4 metonymy and 1 personification. The scope of metaphor is limited to the three categories as the writer has stated previously in the statement of the problem. From the finding, there are some points; the writer would like to convey:

1. The most used metaphor is hyperbole, it means that the writer tend to use hyperbole more than anything else. In addition, hyperbole is the easiest metaphor to be used to describe some exaggerated message.
2. Metonymy is also one of the easiest ways to exaggerate some message.

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