

ABSTRACT

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This study explains the categorization of wordplays in the advertisement's slogans. This study also explains the implied meaning of wordplays themselves in the advertisement's slogan. This study uses Delabastita's categorization of wordplay.

This study uses qualitative approach. The source of data is television and internet. The data are phrase, words, and sentences which contain wordplay. The data are analyzed based on the several types of wordplay and their implied meaning.

From the data analysis, it is found that there are five types of wordplay which are used in the advertisement's slogans with several amount of data. They are: phonological and graphological structure, lexical structure (polysemy), morphological structure, and syntactic structure. Moreover, there are 2 data of homonymic, 2 data of homophony, 3 data of paronymy, 3 data of metaphor, 7 data of metonymy, 6 data of idiom, 5 data of neologism, 4 data of abbreviation, 4 data of composition, and 2 data of syntactic ambiguity. Finally, those types of wordplay give the implied meaning of the slogan that is used to encourage and amuse the consumer to buy or use the product.

Keywords: Wordplay, Advertisement's Slogans, Implied Meaning