

ABSTRACT

Ratnasari, N. 2014. *A Study of the Figures of Speech in Southeast Asian Commercial Tourism Advertisement*. Thesis: English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Under the guidance of Dr Masduki and Iqbal Nurul Azhar, S.S.,M.Hum.

This study is focused on figures of speech used in Southeast Asian Commercial Tourism Advertisements. Precisely, it is intended to analyze the types of figures of speech, the types of figures of speech dominantly used and the functions of the dominant types of figures of speech in Southeast Asian Commercial Tourism Advertisement.

The study used descriptive qualitative approach. The sources of data are eleven videos of commercial tourism advertisements of Southeast Asian countries member. They are Indonesia, Malaysia, Singapore, Brunei, Vietnam, Myanmar, Cambodia, Philippines, Thailand, Laos, and East Timor.

The result of this study shows that the utterances or the texts contain figures of speech. There are 26 data found. 6 data belong to metaphor, 2 data belong to simile, 4 data belong to personification, 1 data belong to apostrophe, 1 data belong to symbol, 1 data belong to allegory and 11 data belong to hyperbole. The dominant type of figures of speech is hyperbole. The functions of the dominant type is to exaggerate the utterances, give different impression to the viewers or customers when they are watching the advertisement, and make the viewer or consumer remember easily to the products or services which the advertisements offer.

Key words: Figures of Speech, Commercial Advertisement.