

Abstract

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This study focuses on analysing the types of figure of speech. It also examines the functions of figure of speech found in traffic street banners. The source of data in this study was traffic street banners. Traffic street banners are taken from the internet released on May 2016-2018. This study uses a descriptive qualitative research design. Then, the data are in the form of sentences that contain of figure of speech. The result of this study showed that there were two types of figure of speech: Grammatical and lexical, and tropes. Grammatical and lexical consist of parallelism (2 data), while tropes involve simile (7 data), metaphor (4 data), and irony (4 data). Then, related to functions of figure of speech the writer found four functions of figure of speech. Figure of speech is used to bring additional imagery, to add emotional intensity, to afford imaginative pleasure, and to concrete the meaning in the brief compass.

Key words: Figure of Speech, Traffic Street Banners, Types of Figure of Speech, and Functions of Figure of Speech.

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LIST OF ABBREVIATION

001: The number of data

The Name of Police Team

SA: Satlantas Abes

SB: Satlantas Brebes

SG: Satlantas Bogor

SS: Satlantas Sambas

Types of Figure of Speech

FOS: Figure of Speech

S: Simile

P: Personification

M: Metaphor

H: Hyperbole

I: Irony

PM: Parallelism

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