ABSTRACT

Eldis, Plasidiana. 2022. **Analysis of Figurative Language found in English Slogan of Beverage Products.** English Department Faculty of Foreign Languages Mahasaraswati Denpasar University, Supervisor: Komang Dian Puspita Candra, S., M. Hum; Co-Supervisor: Ida Bagus Gde Nova Winarta, S.Pd., M. Hum

This research intended to find out the types of figurative language in English Slogan of Beverage Advertisements, identifying and analyzing the meaning of each kind of figurative language found in English Slogan of Beverage Advertisements. Thus, in analyze the data the researcher used descriptive method by using theory proposed by Kennedy (1983) and Leech (1981). Based on the result the analysis, the writer found seven (7) types of figurative language in English Slogan of beverage Advertisements. In analyzing the data, the writer used the theory of figurative language by Kennedy (1983) to classify and kinds of figurative language they are Comparative Figurative Language, Contradictive Figurative Language, and Correlative Figurative Language. In analyzing the meaning, the writer used the theory of meaning by Leech (1981) to explain the meaning, English Slogan contain of figurative language. After analyzing the data above, the writer concludes that there are 25 English Slogan from the total of data contained of figurative language found in English Slogan of Beverage Products. The result of the data based on the types of figurative language the most dominant of figurative language used in English Slogan Beverage Products is Comparative figurative language with 10 data (40%), Contradictive figurative language with 9 data (36%), Correlative figurative language 6 data (24%). The meaning of each figurative language had different meaning based on the English Slogan and the most dominant meaning used in Beverage Advertisements is Connotative Meaning 17 data (68%), Affective Meaning 3 data (12%), Conceptual Meaning 4 data (16%), and the last Social Meaning 1 data (4%).

Keywords*: English Slogan, Figurative Language, type, meaning*