

ABSTRACT

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Semantics is a branch of linguistics which discuss about meaning. Meaning plays a role as a tool to convey the experience of the soul, mind, and purpose and there are two types of meaning, they are literal meaning and non-literal meaning. In this study, the researcher focuses on discussing non-literal meaning. Non-literal meanings are often used in communication, both spoken and written. In written, non-literal meaning is often used in many advertisements in some mass media. The aim of this study is to describe the types of non-literal meaning and explain how non-literal meaning appear. The data were analyzed based on the theoretical concept by Geoffrey Leech (1981) which concerned about types and the meanings of non-literal meaning. Descriptive qualitative was applied to analyze types of non-literal meaning in this study because the research described the utterance of the sentence that is categorized into non-literal meaning. Whereas, data source were taken from Vogue Magazine in fashion advertisements which were published in February-April 2022. The result of the data shows that there are 4 types of non-literal meaning found in Vogue Magazine, and there are 17 sentences which used types of non-literal meaning they are 11 case of hyperbole, three cases of personification, two cases of metaphor and one case of metonymy. Hyperbole is the most dominant type of non-literal meaning because advertisers want to make readers interested and get attention with the advertisement.

ABSTRAK

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Kata Kunci: *Semantik, Makna Non-literal, Majalah Vogue, Iklan*

Semantik adalah salah satu cabang linguistik yang mana membahas tentang makna. Makna berperan sebagai alat untuk menyampaikan pengalaman jiwa, pikiran, dan tujuan dan ada dua jenis makna, yaitu makna literal dan makna non-literal. Dalam penelitian ini, peneliti berfokus pada pembahasan makna non literal. Makna non-harfiah sering digunakan dalam komunikasi, baik lisan maupun tulisan. Secara tertulis, makna non-harfiah sering digunakan dalam banyak iklan di beberapa media massa. Tujuan penelitian ini adalah untuk mendeskripsikan jenis-jenis makna non-literal dan menjelaskan bagaimana makna non-literal itu muncul. Data dianalisis berdasarkan konsep teoritis Geoffrey Leech (1981) yang memperhatikan jenis dan makna makna non-literal. Deskriptif kualitatif diterapkan untuk menganalisis jenis makna non-literal dalam penelitian ini karena penelitian ini mendeskripsikan ucapan kalimat yang dikategorikan ke dalam makna non-literal. Sedangkan sumber data diambil dari Vogue Magazine pada iklan fashion yang terbit pada Februari-April 2022. Hasil data menunjukkan bahwa terdapat 4 jenis makna non-literal yang ditemukan pada Vogue Magazine, dan terdapat 17 kalimat yang menggunakan jenis makna non literal yaitu 11 kasus hiperbola, tiga kasus personifikasi, dua kasus metafora dan satu kasus metonimi. Hiperbola merupakan jenis makna non literal yang paling dominan karena pengiklan ingin membuat pembaca tertarik dan mendapat perhatian dengan iklan tersebut.