

**ABSTRAK**

Agusulistyaningrum, Asri. 2015. *Gaya Bahasa dan Diksi dalam Iklan Komersial (Suatu Kajian Semantik)*. Yogyakarta: Program Studi Pendidikan Bahasa Sastra Indonesia, Jurusan Pendidikan Bahasa dan Seni, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Tujuan penelitian ini adalah mendeskripsikan jenis-jenis gaya bahasa dan diksi yang digunakan dalam iklan komersial surat kabar *Sindo* edisi Februari – Maret 2014. Penelitian ini termasuk penelitian deskriptif. Data dalam penelitian ini berupa kalimat-kalimat iklan yang mengandung gaya bahasa dan pilihan kata tertentu. Pengumpulan data dilakukan dengan mengidentifikasi dan menandai iklan yang mengandung gaya bahasa dan diksi tertentu. Data dianalisis dengan cara mencermati secara teliti gaya bahasa dan diksi yang ditemukan, kemudian mengaitkannya dengan teori, mengklasifikasikan iklan berdasarkan gaya bahasa dan diksi tertentu. Setelah itu mendeskripsikan tujuan dan pengaruh penggunaan gaya bahasa dan diksi dalam iklan.

Hasil penelitian menunjukkan bahwa gaya bahasa yang dipakai meliputi majas perbandingan, majas pertentangan, majas pertautan, dan majas perulangan. Majas perbandingan meliputi gaya bahasa personifikasi (11), gaya bahasa antiproposisi (5). Majas pertentangan meliputi gaya bahasa hiperbola (7), gaya bahasa ironi (2). Majas pertautan meliputi gaya bahasa metonimia (15), gaya bahasa asindeton (14), gaya bahasa elipsis (11), gaya bahasa erotesis (2). Majas perulangan meliputi gaya bahasa asonansi (5), gaya bahasa epizeusis (4), gaya bahasa aliterasi (1). Diksi yang dipakai meliputi kata umum (6) dan kata khusus (3), kata abstrak (4) dan kata konkret (1), kata populer (5) dan kata kajian (23), kata asli (2) dan kata serapan (27), sinonim (27) dan antonim (8).

Berdasarkan hasil penelitian gaya bahasa dan diksi yang telah dilakukan, peneliti memberikan saran kepada peneliti lain agar dalam penelitian selanjutnya lebih memperhatikan variasi mengenai jenis gaya bahasa dan diksi yang tidak hanya bersumber pada surat kabar tetapi juga siaran televisi dan radio.

**ABSTRACT**

Agusulistyaningrum, Asri. 2015. *The Figure of Speech and Diction in Commercial Advertisements (A Semantic Knowledge)*. Yogyakarta: Indonesian Language and Literature Study Program, Department of Language and Arts Education, Faculty of Teachers Training and Education Sanata Dharma University Yogyakarta

This research was conducted as an attempt to describe the types of figure of speech and dictions employed in commercial advertisements on “Sindo” News in February-March 2014 edition. This study was descriptive research. The data analyzed in this study were advertisements containing figure of speech and certain diction. The researcher gathered the data by identifying and marking the advertisements containing the stylistic device and certain diction. The researcher carefully analyzed the data by observing the discovered figure of speech and certain diction. Afterwards, the researcher employed theory to analyze the data then the researcher classified it based on the figure of speech and certain diction. At last, the researcher described the aims and the effects of the figure of speech and certain diction.

The result of this study revealed that the stylistic devices found in the advertisement were comparison, contradiction, connection, and repetition. The comparison enveloped 11 personifications and five anticipations. Moreover, the researcher discovered seven hyperboles and two ironies as included in contradiction. In the connection stylistic device, the researcher found out 15 metonymy, 14 asyndeton, 11 ellipsis, and two erotesis. Repetition stylistic device covered five assonance, four epizeuksis, and one alliteration. Furthermore, the dictions used in the advertisement were six common words, three special words, four abstracts words, one concrete word, five popular words, 23 knowledge of words, two original words, 27 absorption words, 27 synonyms, and eight antonyms.

Based on the result of this study, the researchers addressed recommendation for further researchers that they might pay much attention to the variations of figure of speech and diction from other media, like television and radio.