FIGURATIVE LANGUAGE ANALYSIS AS MARKETING COMMUNICATION USED BY BUTTON SCARVES INSTAGRAM CAPTION

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ABSTRACT

This research aims to analyze and describe in depth the use of captions on the Button Scarves Instagram account as a marketing communication strategy. This study belongs to the descriptive research. The data collection technique was depth observation and documentation. There were 50 caption as reserach objects being analyzed. The result of the study showed that the caption on the Buttonscarves account has several pattern or format elements used, namely, opening sentence, product or promotional information, call to action, and hashtag. The type of figurative language most frequently used was the first, namely Metaphor which consisted of 24 texts, Personafication 9 captions, Hyperbole 8 captions. Metonymia 6 captions, Simile 2 captions, Synecdoche 1 caption.

Keywords: Button Scarves, Marketing Communication, Instagram Caption.