

ABSTRAK

Skripsi ini berjudul "*Figurative Language* pada Slogan Pariwisata di Kawasan Asia: Kajian Semantik" yang bertujuan untuk menganalisis jenis-jenis figurative language dan makna-makna yang digunakan pada slogan pariwisata negara-negara di kawasan Asia. Penelitian ini menggunakan teori Knickerbocker & Renniger (1974) untuk mengidentifikasi jenis *figurative language* dan teori Leech (1981) untuk mengidentifikasi jenis *meaning*. Metode yang digunakan adalah deskriptif kualitatif dengan pendekatan kualitatif, di mana sumber data diperoleh dari website resmi pariwisata atau travel masing-masing negara di kawasan Asia. Dari total 41 data (100%) yang dianalisis, ditemukan 18 data (43,90%) berupa *metaphor*, 11 data (26,83%) *hyperbole*, 8 data (19,51%) *personification*, 2 data (4,88%) *synecdoche*, 1 data (2,44%) *metonymy*, dan 1 data (2,44%) *allusion*. Selain itu, dari tujuh jenis *meaning*, penelitian ini menemukan lima jenis *meaning*, yaitu 22 data (53,66%) *connotative meaning*, 9 data (21,95%) *conceptual meaning*, 7 data (17,07%) *affective meaning*, 2 data (4,88%) *social meaning*, dan 1 data (2,44%) *reflective meaning*. Hasil penelitian ini memberikan wawasan strategi komunikasi pemasaran yang efektif dan berkontribusi praktis bagi pengembangan industri pariwisata dalam menciptakan strategi komunikasi pemasaran yang lebih inklusif.

Kata Kunci: semantik, *figurative language*, *meaning*, slogan.

ABSTRACT

This research is entitled "Figurative Language in Asian Region Tourism Slogans: A Semantic Study," which aims to analyze the types of figurative language and meanings used in the tourism slogans of countries in the Asian region. This research employs the theory of Knickerbocker & Renniger (1974) to identify the types of figurative language and Leech's (1981) theory to identify the types of meaning. The method used is descriptive qualitative with a qualitative approach, where the data sources are obtained from the official tourism or travel websites of each country in the Asian region. From a total of 41 data (100%) analyzed, 18 data (43.90%) were identified as metaphors, 11 data (26.83%) as hyperboles, 8 data (19.51%) as personifications, 2 data (4.88%) as synecdoches, 1 data (2.44%) as a metonymy, and 1 data (2.44%) as an allusion. Furthermore, from the seven types of meaning, this study identified five types, namely 22 data (53.66%) of connotative meaning, 9 data (21.95%) of conceptual meaning, 7 data (17.07%) of affective meaning, 2 data (4.88%) of social meaning, and 1 data (2.44%) of reflective meaning. The results of this study provide insights into effective marketing communication strategies and offer practical contributions to the development of the tourism industry in creating more inclusive marketing communication strategies.

Key Words: semantics, figurative language, meaning, slogan.