

FIGURATIVE LANGUAGES USED IN MOVIE TAGLINES

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Abstrak

Slogan adalah salah satu bagian terpenting dalam sebuah film. Setiap slogan dalam film memiliki gaya merekamasing-masing yang membuat slogan tersebut berbeda dari slogan yang lain. Penggunaan majas bahasa sebagai gaya pembuatan slogan adalah salah satu kunci untuk membuat slogan tersebut berbeda dari yang lain dan dapat menarik perhatian para pembaca yang membacanya. Selain itu slogan dalam film dapat mendukung pembentukan makna dari film tersebut. Artinya setiap slogan film berbedasat dengan yang lain bergantung pada konteks dan jenis dari film tersebut. Tujuan dari penelitian ini adalah untuk menganalisis gaya dari majas bahasa dan makna yang terbentuk dari setiap slogan film. Penelitian ini menggunakan teori tentang majas bahasa dari Perrine (1992) dan multimodal analisis dari O'Halloran (2011). Analisis dokumen merupakan teknik yang digunakan mengumpulkan data dalam penelitian ini. Penelitian ini menggunakan metode kualitatif untuk menganalisis slogan film. Data dalam penelitian ini berupa poster, judul, dan slogan film. Ada dua poin utama dalam penelitian ini. Yang pertama adalah majas bahasa yang digunakan untuk menganalisis slogan film. Majas yang digunakan dalam slogan film adalah majas metafora, alegori, personifikasi, sinekdok, symbol, paradox, hiperbola, dan understatement. Yang kedua adalah makna yang terbentuk dari majas bahasa dalam slogan film. Setiap slogan film memiliki maknanya masing-masing berdasarkan pada judul, slogan, gambar, dan jenis dari film tersebut. Faktor-faktor tersebutlah yang membentuk makna dalam slogan film. Perbedaan jenis alir dalam film dapat menimbulkan makna yang berbeda dari setiap film. Setiap slogan film dibuat untuk menarik perhatian para penonton untuk melihat film tersebut.

Kata kunci: majas bahasa, film, slogan

Abstract

Tagline is one part of the movie that has the big role for the movie. Every movie tagline always has their own style that makes them different from each other. Using the figurative language as the style of the tagline is one of the keys to make that tagline different and can attract the audience's attention. Beside that tagline of the movie also can construct the meaning of the movie. The meaning of the tagline different from one and another depends on the context and the genre of the movie. The aim of this research is to analyze the style of the figurative language and the constructed meaning of every movie tagline. This research uses the theory from the Perrine (1992) about the figurative language and O'Halloran (2011) about the multimodal discourse analysis. Document is the technique to collect the data. This study uses the qualitative method to analyze the data. The data of this study is taken from the cover, title, and the tagline of the movie. There are two main points of the result of this study. The first is the figurative language that is used in the movie tagline. The figurative languages in the movie taglines are metaphor, allegory, personification, synecdoche, paradox, hyperbole, and understatement. Every movie tagline has their own figurative language that can construct the meaning of that tagline based on their title, tagline, picture, and genre. Different genre can cause the different meaning of the tagline. Every movie tagline is made to persuade and attract the audience's attention to watch the movie.

Keywords : figurative languages, movie, tagline.

INTRODUCTION

Movie tagline is one of the important factors that support the movie regarding the attention of the people. It means that every movie tagline supports the building of people's interpretation toward the movie title. The definition of a tagline is a kind of a branding slogan typically used in marketing materials and advertising product. The idea of the tagline is to make an essential expression that will entirely up the tone and the reason of the brand product, like a film. It can also reinforce the audiences' memory of a product. Moreover, some taglines are successful enough in warranting the inclusion in popular culture. Every movie tagline is always related to the title and the content of the movie. Generally, the function of movie tagline is to communicate the value of the movie. Thus, the content of the movie can be understood by the audience through the taglines. It can trigger the curiosity of the audience to the whole story of the movie. So, the tagline really has the powerful aspect for supporting the movie. The directors of the movie have their own style for making the movie tagline. They usually choose a unique variety to make it different from other taglines. The different genre usually causes the different tagline of the movie. So, every movie tagline will be exactly different from other taglines concerning the style of language use in the term of the figurative languages.

Analyzing the figurative languages of movie tagline is very interesting. It is the new things in linguistics area because some researcher always analyzes about the linguistics feature of advertisement. The advertisement always has the tagline to promote their product. From the tagline, the company of the product persuades the reader to buy their product. Some of them analyze about the cigarette advertisement, cosmetic advertisement, product advertisement, etc. Using tagline in the advertisement is the easiest way for the company to promote their product. Nowadays, many companies try to make the best tagline for their product. So, if they have the good tagline for their product, they can sell their product very well. The function of the tagline in movie and advertisement is similar; it is used to deliver something to the people who read it. However, some of the people do not take the attention to the tagline in the movie. Some of them just read the title and the picture of the movie, but they forget to read the tagline. The director of the movie makes the tagline with the purpose. They want to attract the people's attention through the tagline. The tagline of the movie makes people feel curious about the story in that movie, so tagline really has the big influence to the movie. The reason of analyzing

this research is to understand the style of every tagline in the movie, in the terms of its figurative languages.

This study analyzes the figurative languages, and constructed meaning of figurative language in movie tagline. The purpose of this study is to identify the figurative languages that are present in the movie taglines, then to find out the constructed meaning in the movie tagline. This study focuses in the linguistic area that analyzes figurative language and constructed meaning in movie tagline. This study analyzes the tagline of the western movie in the last 20 years because there are so many movies around this world that have the tagline.

Figurative language is the language that can persuade the people who read it. The figurative language is giving the extra dimension to the language to attract the reader attention. According to the explanation from the Perrine (1992), figurative language is saying something more than their ordinary way. Every movie tagline uses the figurative language to attract the audience attention to watch the movie. There are eight figures that is used in analyzing this movie tagline, and those figure are divided into three types. First is figurative language by comparison and substitution. Second is figurative language by representation. Third is figurative language by contrast. The figurative language by comparison and substitution compares one word to another word. There are two figures in this type; those are metaphor and allegory. The definition of metaphor is figure of speech that compares the word in the sentence without using the comparison word such as "like", "as", or "similar to". Then the definition of allegory is a figure of speech when descriptive words or phrases have a second meaning than their ordinary meaning. Next is the figurative language by representation. There are three figures in this type; those are personification, synecdoche, and symbol. The definition of personification is the figure of speech when the word is used to represent the other word. Then the definition of synecdoche is a figure of speech when a piece of something is utilized to represent to the entire of something or the entire of something is utilized to represent the part of it. The last figure in this type is symbol. The definition of the symbol is a figure of speech that defined something that has meant more than what it is. Next is the figurative language by contrast. There are three figures in this type; those are paradox, hyperbole, and understatement. The definition of paradox is figure of speech in the contradiction between something that is true. Then the definition of hyperbole is figure of speech that expresses something in the bigger way than its original meaning. The last is understatement. The understatement is the opposite of hyperbole. The

understatement is saying something less than its original meaning.

In analyzing the meaning of the tagline, in this study uses the discourse analysis field. This study focuses on the Multimodal Discourse Analysis because there are some factors that can construct the meaning of the tagline, such as picture and text. The definition of Multimodal discourse analysis (MDA) is discourse studies that focus on the study of language in combination with other resources such as images, scientific symbolism, gesture, action, music, and sound. (O'Halloran 2011). MDA is a study that is used to analyze the text, picture, and sounds that combine and makes a meaning. The meaning of every tagline is different each other because every tagline has their own style that makes them different. The copywriters have their own style for making the taglines. It represents the purpose and the idea that will deliver through the tagline. The director of the movie makes their own style of their tagline for delivering the idea or the message from the movie. The director of the movie makes the tagline for persuading the reader to watch the movie. Every genre of the movie has their own style of their tagline. There are five genres of the movie that will be used by the writer to analyze the style of the tagline of the movie. Those are action, drama romance, comedy, horror, and science fiction.

This research analyzes about the figurative language, and constructed meaning of figurative language in the tagline. Analyzing the figurative language of the movie tagline make people understand that every movie has their own ways of making the tagline. It is also explained to them that tagline of the movie can construct the meaning that supports the movie. Therefore, people can see the style of every movie is different through their tagline. It is because tagline represents the whole story of the movie. This study is used to explain that every movie has the several factors that can attract people's attention. From this study, people will understand that some of the movie taglines consist of the figurative language and meaning that is used to persuade people to watch the movie. The result of this study can give knowledge to the reader about the figurative languages, and help them to understand more about it. This study explains the figurative language of the tagline in the movie.

METHOD

Based on the research question of this study which explains the figurative language of the movie tagline, this study uses the descriptive qualitative method,

which focuses on the word, phrases, and sentence. Qualitative research is characterized by its aims, which relate to understanding some aspect of social life, and its methods which (in general) generate words, rather than numbers, as data for analysis (Patton, 2002). Qualitative researches are involved in studies of the non-numerical data. This method is suitable for analyzing the figurative language in the movie tagline because it analyzes the figurative language and meaning of movie tagline.

The object of this research is the tagline of the movie. The reason of analyzing this tagline is for understanding the figurative language of the movie tagline, because every tagline in the movie has their own figure of speech that makes them different each other. There are five genres of the movie that will be analyzed in this research. Those are action, comedy, drama and romance, horror, and science fiction. Every tagline of the movies always have their own style, it is used to attract the audience to watch that movie. The tagline of the movie is also used as the representation of the movie.

The data of this research is in the form of word, phrase, or sentence of movie tagline. Then the source of the data is from the description of the movie. It is taken from the cover of each movie, the form of the tagline on the cover is the phrases or sentence which written smaller than the title. The tagline for the data in this research is taken from English movie. This data focuses on the tagline of the movie from many genres.

From the theory of Marshall (2006) about the technique of collection the data in qualitative approach, there are three technique, those are observation, interview, and analyzing document and materials culture. The technique of collecting the data that suitable for this research is analyzing the document. This technique is reviewing the variety of existing resources (e.g. document, data file, written text, etc). In this research, the data is the tagline of the movie. Tagline of the movie is in the form of written text and by reviewing some movie can collecting the data of tagline in every movie. The researcher is taken as the instrument of this study because the researcher is the one who answer the research question, describe, and analyze the data in this study.

Based on the explanation from Miles, Huberman, & Saldanna (2014) data analysis in qualitative research is divided into three steps, those are data condensation, data display, and conclusion. First is data condensation. There are so many taglines that can be analyzed by the researcher but not all of the tagline will be analyzed in this research. The researcher will reduce the list of the movie tagline, and choose the tagline that related with figurative language aspect. After collecting all of the data, the researcher reduces the tagline that only consists of two main words because it is difficult to analyze

because it can cause the ambiguity. The example of the data condensation is from the movie Ghost Ship “Sea Evil”. This tagline is reduced because that tagline only consists of two words. Second is data analysis. It explains the analysis of the data based on the theory that is analyzed in this study. The last section is the conclusion. It explains about the conclusion of the result of the data. It explains the result of the research question 1 until the research question 3 that already analyzed based on its theory.

RESULT AND DISCUSSION

Figurative Languages in Movie Taglines

1). Figurative Language by Comparison and Substitution

This figure of speech compares one word to another word. There are two figures in this type, those are metaphor and allegory.

• Metaphor

Metaphor is divided into two types, conceptual metaphor and visual metaphor.

-Conceptual Metaphor

Safe Haven (2013): “*Trust your heart to keep you safe*” (Drama & Romance Movie)

The figurative language of this movie is conceptual metaphor. This tagline compares the word “heart” and “safe”. “Heart” is the vehicle (source) then “safe” is the tenor (target). The word “safe” is the tenor because it explains about the heart as its vehicle. In this tagline, the word “heart” represents the place and the word “safe” represents the comfort condition. From the tagline “trust your heart to keep you safe” means that heart makes us feel comfort if people can trust their heart. It is because the heart is usually identified as calm, and comfort thing. “Heart” is the physical thing that human has, and then “safe” is the abstract thing that explains about the condition. So, this tagline is categorized as the conceptual metaphor.

-Visual Metaphor

Men in Black (1997) : “*Protecting the Earth from the scum of the universe!*” (Action Movie)

The figurative language of this tagline is visual metaphor. This tagline compares the word “scum” and “human”. The “scum” is the vehicle in this metaphor and then the “human” is the tenor. In this tagline, the word scum of the universe is used as the representation of villain. Scum

and villain are the different thing, but they have the same characteristic. Both of them are the things that irritate others, so the director of the movie uses the word scum as the representation of the villain that want to irritate other people in the world. It is categorized as the visual metaphor because the word scum represents the villain that both of them have the same characteristic.

Some of the taglines of the movie is categorized as the metaphor because in that tagline compares two dissimilar things without using the comparison word. In the form of the metaphor, some movie taglines compare the abstract thing with the physical thing, then the rest of it compares two dissimilar things with the same characteristic.

• Allegory

The Avengers Age of Ultron (2015): “A new era begins” (Action Movie)

The figurative language of this tagline is allegory. It contains two meaning in one phrase. The first meaning of ‘a new era begins’ is the changing of the situation become better than before because the superhero becomes stronger. Then the second meaning of a new era begins is the changing of the situation become worse than before because the enemies become stronger and more numerous. Therefore, this tagline has the second meaning than its original meaning.

Allegory is the figure of speech that has the second meaning than their ordinary meaning. It means that one sentence or phrase can have more than one meaning. Some of the movie taglines have more than one meaning. It depends on the people that interpret it. That tagline has more than one meaning to make the audience curious about the movie. This figure is categorized as the comparison and substitution because one meaning of the tagline can compares to other meaning of the tagline to catch the main meaning of the tagline.

2). Figurative Language by Representation

This figurative language occurs when the word is used to represent the other word. There are three figure in this type; personification, synecdoche, and symbol.

• Personification

The Forest (2016) : “*Where fear grows*” (Horror Movie)

The figurative language of this tagline is personification. In this tagline, the word “fear” is an abstract quality and “grow” is a human characteristic. Then the abstract quality “fear” is given a human characteristic “grows”, so the word “fear” has the ability like a human that can grow.

The personification aspect that analyzes the movie tagline indicates that it explains something that is given a human characteristic. Some of those things are an inhuman thing but that things act like a human because it is given the human characteristic.

- **Synecdoche**

This figure is divided into two types. First is part of something represents the whole of it. Second is the whole of something represents the part of it.

-Part of something represents the whole of it.

The 40-year-old virgin (2005): *"The longer you wait, the harder it gets"* (Comedy Movie)

The figurative language of this tagline is synecdoche. In this tagline the words "the harder it gets" refers to someone that he love. This tagline uses the word "it" as the representation of someone that he loves and loves him. It is related to the title of this movie that the character of this movie is still single, and still waiting for her crush.

-The whole of something represents the part of it.

Hunger Games (2012): *"The world will be watching"* (Science Fiction Movie)

The figurative language of this tagline is synecdoche. In this tagline, the words "the world" refers to the people in the world. However, in this case the words "the world" not refers to all the people in world, it is just refers to some of the people in the world. It is called as the synecdoche because the words " the world" as the representation the whole of something to the part of it.

The synecdoche term is divided into two parts. First is the part of something represent the whole of it. Then the second is the whole of something represent the part of it. Some of the tagline use this term to represent the part or the whole of something to deliver their message.

- **Symbol**

Fast and Furious 6 (2013) : *"All roads lead to this"* (Action Movie)

The figurative language of this tagline is symbol. In this tagline, 'all roads' not only means the real road in the fact, but in this tagline the words "all roads" means the way of getting something. It is used to represent that all of the instruction lead them to one place.

The symbol in this movie tagline explains about something that has meaning more than their ordinary meaning. That tagline has meaning beyond than its ordinary meaning. All roads explain about the instruction. It is more than its meaning.

3). Figurative Language by Contrast

This figurative language occurs when the word explains the contradiction of the ordinary meaning of its word. There are three figure in this type; paradox, hyperbole, and understatement.

- **Paradox**

The Boy (2016): *"Every child need to feel loved"* (Horror Movie)

The figurative language of this tagline is paradox. In this tagline "every child need to feel loved" is a paradox because the child in this tagline is not the real child, it just a doll. However, in this movie the doll is not like the usual doll, this doll is alive. It is contrast with the fact that there is a doll that alive. Then it is indicated as the paradox because it is contrast with the truth.

The paradox is the figure of speech that expressing something that contrasts with the truth. The child in this tagline explains about the doll. It is contrast with the truth so it is categorized as the paradox.

- **Hyperbole**

The Simpsons movie (2007): *"The greatest family adventure of all time"* (Comedy Movie)

The figurative language of this tagline is hyperbole/overstatement. In this tagline "the greatest family adventure of all time" indicates as the hyperbole, because in this tagline explains that this movie explains about the greatest family adventure of all time although the adventure of this family is not great as its tagline. There are so many problems that this family faces during their adventure.

The hyperbole is saying something bigger that what it means. Some tagline of the movie uses this figure to deliver their message. It is used to emphasize their message in that tagline.

- **Understatement**

Sicko (2007): *"This might hurt a little"* (Horror Movie)

The figurative language of this tagline is the understatement. In this tagline the word "little" indicates as the understatement, because the explanation of "hurt a little" is not similar to the story of the movie. It is not a little hurt but it is a big hurt and causes the death. Then the word "little" in this tagline is indicated as the understatement.

There is one of the movie tagline that use this term. This figure is expressing something less than its mean. It is used to deliver their message in a different way by saying it less than its original meaning.

Constructed Meaning of Figurative Language in Movie Tagline

• Constructed Meaning of Figurative Language in Action Movie

Men in Black (1997) : “Protecting the Earth from the scum of the universe!”

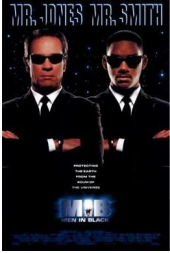
Cover	Factor
	<ul style="list-style-type: none"> • Title : Men in Black • Tagline: “Protecting the Earth from the scum of the universe!” • Picture : picture of two men who wear the black suit and wear the glasses. Then the background is like in the space.

Table 4.1

The meaning of the tagline from this movie is about protecting the safety of the earth from the villain. The director of this movie uses the words ‘*scum of the universe*’ as the representation of the villain. It is related with figurative language of this tagline, visual metaphor. The word ‘scum’ in this tagline represents the villain. It means that this movie explains the story of the man who protects the earth. In the cover of this movie, there is the picture of two men who wear the black suit and wear the glasses and the background is in the space. It the picture explains that those two men are the agent who wants to protect the safety of the earth. The tagline of this movie also explains that this movie tells the story of the agent that called as Men in Black to protect the earth from the villain. The villain is alien. This movie is categorized as the action movie because it is related to the context of this movie and it can be seen from its tagline “*Protecting the Earth from the scum of the universe!*” and its title “*Men in Black*”. Then the tagline of this movie can construct the meaning that this movie will give us the story of men who fight with the villain or the alien to protect the safety of the earth. The director of this wants to give the little explanation of this movie that this movie is the action from its tagline and the cover that support this movie. All of the action movies construct the meaning that those movies explain the fighting or war story.

• Constructed Meaning of Figurative Language in Comedy Movie

The hangover (2009): “Some guy just can’t handle Vegas”


Cover	Factor
	<ul style="list-style-type: none"> • Title : The hangover • Tagline: “Some guy just can’t handle Vegas” • Picture : there is the picture of the three men with one baby that wearing a glasses with an innocent expression.

Table 4.2

The meaning of the tagline from this movie is about the people that getting lost in Las Vegas. This tagline explains that some of the men cannot survive in Las Vegas. It is related to the title of this movie “*hangover*” means the illness caused by alcohol drinking, it explains that those people are hangover in the Vegas. It is related with the figurative language of this movie, synecdoche. This tagline uses the word Vegas to represent one of the clubs in Vegas not the whole city of Vegas. This movie explains the story of the 3 guy that will celebrate the bachelor party for their friend in Vegas, but they get some problem after they do their party. In the cover of this movie, there is the picture of the three men with one baby that wearing glasses. This picture explains the chaos condition because their expression expresses something that confusing. There is a baby with them but actually, they are still single. From the cover of this movie explains that this movie is categorized as the comedy movie because the expression of the three men in this picture is really funny and then the picture of the baby that wearing the glasses also explain that this movie is the comedy movie. All of the movies in this genre always have the funny factor from its title, tagline, or picture. It is used to indicate that this movie is categorized as the comedy movie.

• Constructed Meaning of Figurative Language in Drama Romance Movie

Beastly (2010): “Love is never ugly”

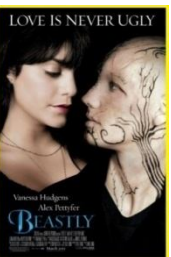
Cover	Factor
	<ul style="list-style-type: none"> • Title : Beastly • Tagline: “Love is never ugly” • Picture : there is the picture of the ugly man and beautiful woman. They look each other and their expression shows that they love each other.

Table 4.3

The meaning of the tagline of this movie is about love. Love is never wrong and never fails. It explains that

love is never seeing the physical appearance, although it is beautiful or not, because love is looking into the heart. It is related with the figurative language of this movie, personification. This word “love” is given the human characteristic “ugly”. The title of this movie is ‘*beastly*’, it explains the people that ugly and looks like an animal. Although this man is very ugly but he still needs love. He is looking for the woman that loves him honestly. Then there is a woman that loves him so much, she does not care about the physical appearance of the man, she still loves the man. In the cover of this movie, there is the picture of man and woman. The woman is very beautiful but the man is very ugly. They look each other and their expression shows that they love each other. This movie is categorized as the drama and romance movie because from the cover of this movie explains that the story of this movie is the love story between the beautiful woman and the ugly man. In the tagline of this movie “*love is never ugly*” also use the word “love” that can indicate that this movie is the drama romance movie. All of the movies in this genre always explain the love and social life story, and its tagline usually contains the word that expressing love.

• Constructed Meaning of Figurative Language in Horror Movie

Insidious 2 (2013): “It will take what you love most”

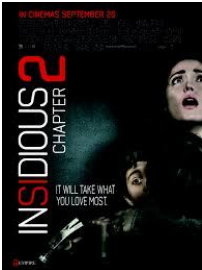
Cover	Factor
	<ul style="list-style-type: none"> • Title : Insidious 2 • Tagline: “It will take what you love most” • Picture : there is a picture of woman and boy that hide behind her, then behind those two people, there is the black shadow of the devil that follows them

Table 4.4

The meaning of the tagline of this movie is about something or the mysterious thing that will take the people that they love most. It explains that there is a mysterious thing who will take the people they love and never give them back. This tagline is also related with the title of this movie ‘*insidious*’ means the devil that hidden and follows us and has a bad plan to us. It is related with the figurative language of this movie, synecdoche. “It” in this tagline refers to the devil. Then that devil wants to take the people that they love most. This movie explains about the devil that follows the boy and wants to take his soul because that devil wants to live forever. In the picture of this movie there is a picture of woman and boy

that hide behind her, then behind those two people, there is the black shadow of the devil that follows them. The expression of that woman expresses that she fears and try to protect her son from that devil. It is related with the tagline of the movie because that woman really loves her son and the devil wants to take him. This movie is categorized as the horror movie because the title and the tagline of this movie represents something that scary, the title and the tagline of this movie explains that the bad devil wants to take the people that he follows. The picture of this movie also explains that this movie is the horror movie, which is from the woman’s expression that expressing that she feels fear. All of the movies in this genre always explain the scary, mysterious, and the devil story.

• Constructed Meaning of Figurative Language in Science Fiction Movie

Jurassic World (2015): “The park is open”


Cover	Factor
	<ul style="list-style-type: none"> • Title : Jurassic World • Tagline: “The park is open” • Picture : there is a picture of an old logo of this park but in this movie, the logo looks better than before

Table 4.5

The meaning of the tagline of this movie is the park that ever close before is open again with the new looks. It explains that this park is the old park and it is ever close before but now this park is renovated and it is open again. It is related with the figurative language of this movie, allegory. This tagline has second meaning than its original meaning. First, this park is the new park and it is open. Than second is this park is the old one and open again. This movie explains the story about the dinosaur park that opens for everyone who wants to see the dinosaur. In this movie, the park is looking more wonderful than before but this park has the same problem with the old park. Then the condition of this park is chaos because some of the dinosaurs are come out from their stable. In the picture of this movie, there is a picture of an old logo of this park but in this movie, the logo looks better than before. But this logo explains that this movie still explains about the dinosaur park. The title and the tagline of this tagline are related because the title of this movie is ‘*Jurassic World*’ that explains that this is the new park of the dinosaur and it is open for everyone. This movie is categorized as the science fiction movie because the dinosaur movie is the fiction movie that is combined

with the science knowledge. Dinosaur is something that does not exist in this era so this movie explains the fiction story. All the movies in this genre always explain something that is not real in this world, and it is called as science fiction movie.

CONCLUSION

There are several figurative languages that are used in analyzing this movie tagline. Those are the metaphor, personification, synecdoche, paradox, symbol, hyperbole, understatement, and allegory. Not all of the figurative language that explains by Perrine (1992) is used in analyzing this movie tagline, only eight-figure that used in analyzing this movie tagline. Then in analyzing this movie, tagline there is one figure that is more dominant than the others. The most dominant of figurative language that is used in analyzing this movie tagline is synecdoche. It is figurative of speech in which a part of something is used to represent the whole or the whole of something is used to represent part of it. This figure is used to explain the whole condition in the simple way or it is used to explain the part of condition in the term of its whole part to emphasize the meaning in that tagline. Seven taglines have used this figure. Then the second figure that used in movie tagline is Allegory with the six taglines. The third is the metaphor with the five taglines. The fourth is hyperbole with four taglines. The fifth is personification with the three taglines. Next is the sixth and seventh is paradox and symbol with two taglines. Then the last is the understatement with one tagline.

The figurative language in the movie tagline can construct the meaning of its tagline. The title and the picture of the movie support the tagline of the movie, because all of that aspect expresses the story of the movie that represents in their tagline. Those factors help to construct the meaning in each tagline and help it to deliver the message from that movie. Every genre of the movie can cause the different meaning in that tagline.

The tagline can attract people and persuade them to watch that movie. Then tagline also can make people feel curious about the story and try to catch the story of the movie. Beside that the tagline in the movie also help the people to get the main message of the movie after they watch that movie and connect it with the tagline of that movie.

Finally, this research explains that every movie tagline always has their own style that makes them different from the other. Then the movie tagline is the important part of the movie because the tagline has the big role in supporting the movie.

The writer of this research hopes that this research can be useful for the other people. This research explains about the figurative languages of the movie

tagline and hopefully, this research can help the other researcher who wants to do the research especially in the figurative language field. The other researcher who wants to do the research about the figurative language, movie tagline, or discourse may use this research as their reference because this research explains about those elements.

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