

Conference Paper

A Stylistic Analysis of German Advertisements

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ABSTRACT

This research aims to find out which language styles and how to analyze the stylistics that exist in the German advertisements of Nike, Coca-Cola, the North Face, and Porsche. This research is qualitative and descriptive and helps German teachers and students to understand the stylistics. The data in this research are words, sentences, dialogues, or conversations that contain language styles in German advertisements of Nike, Coca-Cola, the North Face, and Porsche. According to Kulmbach's theory, 48 out of 80 sentences in the four advertisements were identified as language styles. The most frequently used language style in these advertisements is the comparative language style, but the repetition, contradiction, and conjunctive language styles can also be found in some sentences. The comparative language style essentially compares two different things that are deliberately seen as the same thing. This research has been validated by an expert and the results of this analysis are accurate.

Keywords: Stylistics, German advertisements, the language

Introduction

Exposure to advertising is common in everyday life, whether in the form of visual, audio, or audiovisual adverts. Advertisements belong to the indirect communication media because they require media in their transmission so that recipients can easily access them (Rahmawati et al., 2021). Advertisements delivered to the public contain certain verbal, non-verbal, or a combination of both. Whereas verbal messages are usually delivered orally or in writing, non-verbal messages contain meaning. From this, it can be concluded that advertising is a medium for language learning (Babocá, 2016).

In this research, the reasons that motivated the author to make advertisements of several German brands on YouTube in German the subject of research are, firstly, that sometimes in an advertisement one does not even realize that there are sentences that contain stylistics. In the sentences spoken in the adverts, language is used that is short, concise, clear, and interesting but has a figurative meaning so that it is interesting to the writer. Secondly, the language used in adverts gives suggestions or influences the audience to consume or do something that is in line with the expected purpose of the copywriter or to persuade consumers with words. Thirdly, YouTube media is the most effective media for influencing people in the age of millennials; the message of an advert reaches the public quickly. It is well known that in the age of millennials, almost everyone has access to the Internet, especially YouTube, both young and old because it is convenient and easily accessible.

This research is based on the theory of style and deals with linguistic style. Stylistics explains how and which linguistic means should be used so that oral or written statements correspond to the aim of the statement and the function of the statement (Šafránková, 2017). In language style, it is possible for an advertiser, as a representative of a company or a product, to express thoughts through certain linguistic features to show the characteristics of the product. This is because an

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advert is also concerned with beauty in certain situations, indirectly conveying messages and expressing non-intellectual feelings (Windayanto, 2021).

Methods

The research method is a part of the review in which the techniques used must be consistent with the problem under research. The method used in this research is descriptive inquiry. Kulmbach's theory is used to analyze language styles.

The data and the data source

The data in this research are words, sentences, dialogues or conversations that contain language styles in German advertisements of Nike, Coca-Cola, the North Face, and Porsche. The data sources for this research are German advertisements by Coca-Cola, Nike, the North Face and Porsche published on YouTube.

1. Nike - Just Do It Germany: *Helden*, via the YouTube channel SportsOnScreen, which was published on 10 December 2019.
2. Coca-Cola - *Offen wie nie zuvor*, via the YouTube channel Coca-Cola Germany, published on 20 July 2020.
3. The North Face - *Das ist mehr als eine Jacke*, via the YouTube channel W&V, published on 27 October 2021.
4. Porsche - *75 Jahre Porsche Sportwagen*, via the YouTube channel Porsche Deutschland, published on 22 March 2023.

Data collection techniques

Methods and techniques of data collection are the rules used by the author when collecting research data. In this research, the authors used literature studies and documentation methods to collect data. The means and procedure used in this research to produce documentation and literature study is documentation or recording (Khoiria, 2022). Data documentation is an important tool used by the author in situations of observation without participant observation. The research document used in the study takes the form of video material and dialogues in German advertisements by Nike, Coca-Cola, The North Face, and Porsche, which were published on YouTube.

Instruments

Through Satoto's theory of stylistic classifications by Nurmala, et al. (2023) and Kulmbach's (2013) explanation of stylistic types, the four adverts were identified. All sentences in the adverts were identified and categorized based on the stylistic structure.

Table 1. Nike "Just Do It" Germany: *Helden*

No.	Types of language styles	Language style	Advertisement texts
1	Repetition	Epiceukis	<i>Dann sind wir Helden...nur an diesem Tag. Dann sind wir Helden. An diesem Tag.</i>
2	Comparison	Metaphors	<i>Ich, ich bin dann König und du, du Königin. Niemand gibt uns eine Chance, doch können wir siegen.</i>
3	Contradiction	Oxymorons	<i>Obwohl sie... unschlagbar scheinen... werden wir Helden. Schüsse... reißen die Luft, doch wir küssen, als ob nichts geschieht.</i>
4	Conjunction	Resentia	<i>"Du tust es nie nur für dich." Just do it.</i>

Table 2. Coca-Cola "Offen wie nie zuvor"

No.	Types of language styles	Language style	Advertisement texts
1	Repetition	Repetition	<i>Was wenn ich zuhöre? Was wenn ich hinhöre? Was wenn ich den Glanz seiner Augen vermisse? Hey, ich bin kein Tänzer, aber für dich, völlig den Rhythmus tanze ich, fühle ich den Rhythmus tanz für dich.</i>
		Chiasmus	<i>Ich glaube an die Kraft, wie unser Essen, unsere Musik hat. Und ich trag dich auf Händen in unseren eigenen vier Wände.</i>
		Personification	<i>Ab heute lasse ich meine Träume ansteuern, und mit dir bei all deinen Abenteuern. Mehr Großfamilie ist voll, mein Ding schenkt allen meinen Neffen kleine Cousine.</i>
2	Comparison	Periphrasis	<i>Ich bin an deiner Seite sage „ja, (ja ja ja) ich will“. Zu jedem dem Wort steht, dass ich sage. Meine Stimme zählt und ich verschaffe ihr gehört. Ich bin stark, wie eine Frau kapiert. lasst uns offen für das neue Bleiben, so offen wie nie zuvor.</i>
		Synaesthesia	<i>Ich sag nie mehr was meinen Job unwichtig ist. Weißt du was? Ich sage nie (nie nie) mehr, wir haben zu viele Touristen hier.</i>
		Simile	<i>Und nie wieder Lehrer haben zu viele Ferien. Schule nervt“ oder Schule nervt, weil es langweilig ist. Wer sagt, wir müssen zurück zum Normal? überhaupt zurück? Was wenn unser Normal etwas Neues ist? und das Alter einfach nicht mehr passt?</i>
3	Contradiction	Satire	<i>Was wenn du und ich der Unterschied sind? Was wenn wir neu sind und offen? Wie wär's? und was, wenn ich es genieße, bewusster zu reisen und jeden Moment mag ich?</i>
		Irony	<i>Was wenn ich meine Haut zelebriert, mein Körper, mein Haar, jeden Tag, sogar montags.</i>
		Cynicism	<i>Meine Kopfhörer sind nicht meine Ohren.</i>
4	Conjunction	Erotesis	
		Assidenton	
		Symbolic	

Table 3. The North Face "Das ist mehr als eine Jacke"

No.	Types of language styles	Language style	Advertisement texts
1	Repetition	Anaphora	<i>Das ist alles da draußen. Das ist alles in dir. Das ist: The North Face.</i>

To be continued...

2	Comparison	Metaphor	<i>Das ist mehr als eine Jacke. Das ist dein Ticket nach draußen.</i>
		Personification	<i>Das ist die Stimme, die dir sagt. Das sind 27 Anrufe in Abwesenheit. Das ist der Mut wieder aufzustehen.</i>

Table 4. Porsche: 75 Jahre Porsche Sportwagen

No.	Types of language styles	Language style	Advertisement texts
1	Comparison	Personification	<i>Seit 75 Jahren sind Träume unser Antrieb und wir träumen in allen Farben. Sie treiben uns weiter zu mutigen Ideen.</i>
2	Contradiction	Hyperbole	<i>Unsere Träume erstrahlen in unzähligen Farben und mehr mint Grün. 24 Stunden sahen wir das Salzburg Design im Rot.</i>
3	Conjunction	Symbolic	<i>In dies Rot speed Gelb.</i>
		Symmetry	<i>Wir stehen für die Kühnen, die Wegbereiter, die Mutig auch für ihn hier.</i>
		Polysindention	<i>So verleihen wir auch den nächsten 75 Jahren unseren Anstrich.</i>

Data analysis techniques

This research is analyzed in the form of a description of the data about the questions addressed in the research. The analysis technique used to analyze the data is the interpretative qualitative technique. As in the study conducted by the author, the author first describes all the data in this study that were obtained using the Miles and Huberman analysis technique. The analysis technique described by Miles and Huberman includes data reduction analysis, data displays, and summarising the results (Khoiria, 2022). After describing the data, the author analyzed the data in several steps. The process of examining the data analysis begins with reviewing and describing all the data collected, both primary and secondary data. The process of analyzing data in an investigation refers to the process of data analysis to be taught, i.e. after reading, studying, and examining, the next step is to reduce and present the data and then draw conclusions.

Results and Discussion

According to the method of qualitative data analysis of Rani (2022), 48 out of 80 sentences in the four advertisements were identified as language styles according to Kulmbach's style theory. The stylistic analyses of the German advertisements of Nike, Coca-Cola, The North Face, and Porsche are as follows.

1. Nike "Just Do It" Germany : *Helden*

a. Epizeukis

1) *Dann sind wir Helden...nur an diesem Tag.*

2) *Dann sind wir Helden.*

3) *An diesem Tag.*

The three sentences above are identified as epizeukis because they repeat words intended for emphasis. "Dann sind wir Helden" is repeated many times in the advertisement text. The words in the advertisement reinforce the title "Helden". The "Helden" in the advert are not the "superheroes" often depicted in famous Marvel films. The "Helden" here is played by athletes who win competitions and thus contribute to advancing, enriching and inspiring society.

b. Metaphor

1) *Ich, ich bin dann König und du, du Königin.*

The sentence is a metaphor because it compares two things that are similar or have the same characteristics. King and queen are a pair of rulers known since antiquity that rarely if ever exist today. King and queen are used to represent today's leaders and can be defined in such a way that anyone can become kings and queens if they become heroes.

c. Oxymoron

1) *Niemand gibt uns eine Chance, doch können wir siegen*

The sentence is an oxymoron. According to the definition and characteristics of an oxymoron, it is a statement that contains contradictions through the use of opposite words. "Niemand gibt uns eine Chance" means that the chance to win or even try cannot be and can be interpreted as defeat. But in the next sentence it reads "doch können wir siegen", which means it contradicts the first sentence.

2) *Obwohl sie... unschlagbar scheinen... werden wir Helden*

The sentence is called an oxymoron because it has the characteristic of an oxymoron that it contains contradictory things in one sentence. The sentence shows a contradiction, where seemingly unbeatable is defined as pessimistic or without hope of victory. However, the next word says that we will be heroes, which is defined as never giving up and continuing to fight.

3) *Schüsse... reißen die Luft, doch wir küssen, als ob nichts geschieht.*

The sentence is called an oxymoron because it contains contradictions in a single sentence. The first sentence is described as a war. The shot here is defined as war. As many people have pointed out, most heroic films are about romance. So here the sentence describes the conditions of modern war, but ignores the tension in the search for love.

d. Resentia

1) "Du tust es nie nur für dich." Just do it.

The sentence is identified as resentia because the sentence does not explicitly say what its purpose is. "Nie nur für dich" is a sentence that states that there are other people who are the purpose of "tust". However, the meaning of the statement is already known. Heroes are portrayed as a deserving person who never does memorable deeds just for themselves, but for others.

2. Coca-cola „Offen wie nie zuvor“

a. Repetition

1) *Was wenn ich zuhöre?*2) *Was wenn ich hinhöre?*3) *Was wenn ich den Glanz seiner Augen vermisse?*

The three questions above are labeled as repetition because they repeat the same group of words. "Was wenn ich" is used to convey a statement that will be a concern of yours in the future. Listening is something that is often done during the conversation. However, it is certainly difficult to listen attentively and directly. Staring directly is also something that cannot be done during the Covid period, so it is a longing to do in the new normal period.

b. Chiasmus

1) *Hey, ich bin kein Tänzer, aber für dich, völlig den Rhythmus tanze ich, fühle ich den Rhythmus tanz für dich.*

Repetition and inversion also occur in this movement, so one can say that the movement is a chiasmus. Rhythm and dance have a close relationship. The words "den Rhythmus tanze ich" in the main clause are repeated in the subordinate clause and inverted by placing the predicate after the comma.

c. Personification

- 1) *Ich glaube an die Kraft, wie unser Essen, unsere Musik hat.*

The sentence is called personification because it gives inanimate objects human characteristics. Food and music do not have the power that humans have. However, food and music are one of the sources of human power. The power referred to here is the power of attraction, which is the source of the strength of sights.

d. Periphrase

The following four sentences are called periphrasis because they use long phrases and reflect the actual phrase. The phrase can be abbreviated, or a shorter and more recognizable expression can be used;

- 1) *Und ich trag' dich auf Händen in unseren eigenen vier Wände.*

It means Homes

- 2) *Ab heute lasse ich meine Träume ansteuern, und mit dir bei all deinen Abenteuern.*

It means live together or getting married

- 3) *Mehr Großfamilie ist voll, mein Ding schenkt allen meinen Neffen kleine Cousine.*

It mean to give birth

- 4) *Ich bin an deiner Seite sage „ja, (ja ja ja) ich will“*

It means accept a marriage proposal

e. Synaesthesia

- 1) *Zu jedem Wort steht, dass ich sage.*

- 2) *Meine Stimme zählt und ich verschaffe ihr gehört.*

The two sentences are connected and form a unit by expressing the use of different senses. The sentence can therefore be described as synaesthesia. The word is spoken with the mouth, the sound is emitted with the mouth, counted with the fingers and heard with the ears.

f. Simile

- 1) *Ich bin stark, wie eine Frau kapiert.*

The sentence is considered a simile because it compares strength with a woman's mind. The two things are different, but are intentionally compared. Strength is known to be the power or ability to deal with complicated situations. While a woman's mind is not an actual strength, a woman's mind can also be figuratively expressed as strength because what a woman understands is usually justified and will not lead to further arguments. The use of the conjunction "wie" is also to be understood here as a simile.

- 2) *lasst uns offen für das neue Bleiben, so offen wie nie zuvor.*

Here, a comparison is made between two events, so that the sentence is to be interpreted as a simile. "Offen für das neue Bleiben" is an unknown future event, while "so offen wie nie zuvor" expresses both past and future events.

g. Satire

- 1) *"ich sage nie mehr was mein Job unwichtig ist"*

The word "nie mehr" implies that "mein Job unwichtig" was always or often mentioned before the new normal period. Therefore, the sentence is a satire sentence because it is a satire on itself, which often underestimates small jobs that turn out to be very influential in human life.

h. Irony

- 1) *und nie wieder haben Lehrer zu viele Ferien*

"Zu viel Ferien" is described as pointed satire or irony because teachers, as educators whose work takes place in the classroom, teach students directly. However, during the Covid period, teachers have "zu viele Ferien" because the work is done from home.

i. Cynicism

- 1) *"Schule nervt" oder Schule nervt, weil es langweilig ist.*

The statement is cynical because it expresses an expression that makes a mockery of human kindness. "Schule nervt" says that the way learning is taught is not appropriate, even though teaching is a virtue and often considered an honourable task. But because in the Covid era, school or learning took place online, it became annoying and boring.

j. Erotesis

1) *Wer sagt, wir müssen zurück zum Normal? überhaupt zurück?*

The above question is called erotesis because it has the characteristic of erotesis, i.e. a sentence that does not require an answer. The question can be answered in different ways: I, you, he, we and everyone else.

2) *Was wenn unser Normal etwas Neues ist?*

Like the first sentence, the sentence above is called erotesis because it has the quality of a question that does not require an answer. This sentence expresses new thoughts about New Normal. It also invites you to engage in something new and fun.

3) *und das Alter einfach nicht mehr passt?*

This question states that age is increasing and lifestyles are also changing. "Das Alter passt nicht mehr" says that the activities we do are also related to age. And this question does not require an answer, because it is an insight into a question that invites the audience to think critically. That is why the sentence is an erotesis.

4) *Was wenn du und ich der Unterschied sind?*

"Der Unterschied" affirms that differences in the New Normal can come from anything. "Du und ich" explains the different factors that will be found in the New Normal. Everyone can be a difference and everything can be a difference factor. The sentence is called Erotesis because it has multiple and indefinite answers. Anything can be the answer to this question, so the sentence is identified as a question that does not require an answer.

5) *Was wenn wir neu sind und offen?*

The new and more open possibilities are also critical questions to think more deeply about the new normality. Therefore, the sentence is also called erotesis, which has the characteristic of not requiring an answer to the question posed.

6) *Wie wär's?*

This sentence is an erotesis because it does not demand an answer. This question implies that there are many other questions that arise in the face of the new normality.

7) *und was, wenn ich es genieße, bewusster zu reisen und jeden Moment mag ich?*

This phrase is also known as erotesis because it is a question that does not require an answer. During the Covid period, there are many concerns: no direct contact with other people, always keep your distance, wear masks, wash your hands carefully, etc.

k. Assidenton

1) *Was wenn ich meine Haut zelebriere, mein Körper, mein Haar, jeden Tag, sogar montags.*

Several body parts are mentioned in this sentence, but they are not connected by a connecting sentence. This sentence is therefore identified as an assidenton.

l. Symbolic

1) *Meine Kopfhörer sind nicht meine Ohren*

The statement belongs to the symbolic language style because it connects two similar objects. The headphones are a hearing aid connected to an electronic device, while the ears are a human limb that functions to hear. These two objects have the same function but are used differently. With Covid, we do not interact directly with others, which means we only hear through the headphones and cannot listen directly.

3. The North Face „Das ist mehr als eine Jacke“

a. Anaphora

1) *Das ist alles da draußen.*

2) *Das ist alles in dir.*

3) *Das ist : The North Face.*

The three sentences above are called anaphora because they repeat the first word in each line. "Das" in this sentence refers to the jacket from The North Face that is being advertised.

b. Metaphor

1) *Das ist mehr als eine Jacke. Das ist dein Ticket nach draußen.*

The statement "mehr als eine Jacke" already describes or depicts the comparison. The word comparison is mentioned in the next sentence. And from this sentence, we can know that the next word or phrase that is described as similar or compared is jacket. Ticket are described as papers or cards with words or numbers that are used as proof of an agreement before entering a place. The ticket acts as an admission ticket or item that must be shown or handed over before entering a ride, tourist attraction or other thing for which a ticket is required. The ticket is used in this sentence as a comparison to a jacket. The jacket in this context is described as something that must be worn before going out. This explanation therefore shows that the sentence uses a metaphor.

2) *Das ist die Stimme, die dir sagt, weiter!*

The voice is something that can be heard. The voice is a change in air vibrations that has a wavelength and a period in its frequency. The voice can be used to heal or harmonise the mind and soul. This definition is in contrast to the jacket, which is a device made of cotton fibres and is worn in winter. In "Die dir sagt" it says that the jacket can be the voice that you hear in order to keep having new experiences outdoors. This explanation makes it clear that the sentence is a metaphor.

3) *Das sind 27 Anrufe in Abwesenheit.*

Missed calls are common in daily life due to the many activities we do. Thus, there are many missed calls because one does not have time to hold the mobile phone due to being too busy or enjoying the activities one is doing. The illustration is a metaphor compared to wearing a jacket outdoors; people enjoy their activities and therefore miss many calls.

c. Personification

a) *Das ist der Mut wieder aufzustehen.*

This sentence is identified as personification because the definition and characteristics of personification, i.e. the comparison of objects with people, match the definition and characteristics of personification. "Der Mut" only belongs to people or living beings, while objects, such as jackets, do not have these characteristics. This leads to the conclusion that the above sentence is a personification.

4. 75 Jahre Porsche Sportwagen

a. Personification

1) *Seit 75 Jahren sind Träume unser Antrieb und wir träumen in allen Farben.*

2) *Sie treiben uns weiter zu mutigen Ideen.*

The two sentences above are referred to as personification. Drive is an ability that a person possesses by exerting pressure on objects so that they can move. However, the word dream is often used and contrasted with the word drive. Dreaming can be interpreted as an image of future goals to be achieved, so the word drive is used as pressure to realise it immediately.

b. Hyperbole

1) *Unsere Träume erstrahlen in unzähligen Farben und mehr mint Grün.*

The sentence is called hyperbole because it has the characteristic of hyperbole, namely to exaggerate something. Dreams are sleeping flowers and cannot radiate. Radiance is a property that lamps, stars and the sun possess. Therefore, the sentence is exaggerated to describe dreams.

c. Symbolic

1) *24 Stunden sahen wir das Salzburg Design im Rot.*

The above sentence is a symbolic style of language because it has symbolic properties, namely describing sentences with symbols. "Das Salzburg Design im Rot"; the flag of Salzburg is dominated by the colour red, which is defined as bold and passionate. When the sentence is spoken in the advert, a scene with a red car can be seen.

2) *In dies Rot speed Gelb.*

The sentence can also be recognised symbolically. Red is interpreted as a symbol of courage and vigour. Similarly, yellow is interpreted as symbolising cheerfulness and caution. If you look at the sentence again, it symbolises courage and a burning spirit, but also remains cautious.

d. Symmetry

1) *Wir stehen für die Kühnen, die Wegbereiter, die Mutig auch für ihn hier.*

The sentence above is called a symmetrical language style. According to the definition of symmetry, this is a sentence that uses different words but has the same meaning. The bold, the pioneers and the courageous have the same meaning, namely someone who does not despair, consistently pursues his goals, works selflessly and is different from most.

e. Polysyndeton

1) *So verleihen wir auch den nächsten 75 Jahren unseren Anstrich.*

Words that are parallel are connected by conjunctions such as "so" and "auch". The word "verleihen" has a parallel meaning to "den nächsten", which stands for future continuity. From this we can conclude that the sentence is a polysyndeton.

An interesting discussion arises from the second advertisement, Coca-Cola. The purpose of Coca-Cola itself is to promote change in the age of the new normal. The advertisement does not present any products, but simply urges people to be more open-minded and care more about others. The product also only appears three times in the advert, on a highway billboard, on a man drinking Coca-Cola products and at a large family dinner. As a globally known beverage product that is at the top of people's favorites, these products use a variety of language styles in their advertising. The dominant language style in this advert is erotesis. Erotesis is a question expressed to elaborate on a statement and stimulate thought about the topic being discussed, but does not require an answer. The use of erotesis is also at the beginning of the advert, which makes it more interesting. The use of language style in this advert is also supported by repetition, chiasmus, personification, periphrasis, synaesthesia, simile, satire, irony, cynicism, assidenton and symbolism.

Coca-Cola advertisement contains all four types of linguistic styles in accordance with Satoto's classification of linguistic styles in Nurmala et al: 2023. Similarly, Nike advertisement contains all four types of linguistic styles but uses only some of the criteria described by Kulmbach, namely only the linguistic styles epizeukis, metaphors, oximoron and resientia. In contrast to Porsche, who does not use the language style type of repetition. And the least use of the language style is found in The North Face advert. In this advertisement, the language style of comparison dominates, which serves to compare the company's own products, namely jackets, with other objects that have the same characteristics and are accepted in society.

Conclusion

This research deals with the language style in the German adverts: Nike "Just Do It" Germany : Helden, Coca-Cola "Offen wie nie zuvor", The North Face "Das ist mehr als eine Jacke", 75 Jahre Porsche Sportwagen. On the basis of the discussion, some conclusions can be drawn with regard to the problems and objectives of the study formulated in the introduction.

From the 80 sentences contained in the four advertisements, 48 sentences were identified as linguistic styles, namely epiceukis (3 times), metaphor (4 times), oxymoron (3 times), resensia (1 time), repetition (3 times), chiasmus (1 time), personification (4 times), periphrasis (4 times), synaesthesia (2 times), simile (2 times), satire (2 times), irony (1 time), cynicism (1 time), erotesis (7 times), asidenton (1 time), symbolic (3 times), anaphora (3 times), hyperbole (1 time), symmetry (1 time) and polysindenton (1 time).

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