

## **ABSTRACT**

Language and Society are closely related to each other. It means that the forms of language can not be separated from that of the users of that language. Therefore, the choice of language types is much determined by the users because of the fact that the language variation is different language in advertisements many types language use in advertisements Language is a key of communication among people in the world. It means that without language people cannot get in touch with other people in doing their activities. they are figurative language dealing with its definition and its types. The theory reviewed in this study is concerning with language advertisement that deals with its definition and the characteristics of advertising language. to explain about the research method applied in this study. This method consists of several subchapters; they are the research design, source of data, data collection procedure and data analysis. These consist of two problems; they are the implied meaning of the utterances found each advertisement of the products and the second one is related to the types of figurative language

Keywords: figurative language in advertisements