

## ABSTRACT

**Feri Irawan, AN ANALYSIS OF FIGURATIVE LANGUAGE FOUND IN BARACK OBAMA'S SPEECH.** Thesis. Pacitan: STKIP PGRI Pacitan, 2024.

*This research aims 1) to analyze the types of figurative language contained in the speeches, 2) to determine the most frequently used types of figurative language, and 3) to understand the purpose of using figurative language by Barack Obama in his speeches.*

*The research method is descriptive qualitative with a semantic approach. The data sources were from five of Obama's speeches in 2011. The data collection was through document and content analysis by downloading the text and video of Obama's speech from the official White House website. The researcher then listened and read the text of the speech, identified the figurative language contained in the text, and recorded and classified the types of figurative language. The data analysis technique employed Spradley's theory, which includes domain analysis, taxonomy analysis, and cultural theme analysis.*

*The results show that 1) there are seven types of figurative language found in Obama's speech, namely metaphor (66%), simile (2%), personification (26%), hyperbole (11%), metonymy (23%), irony (6%), and symbolism (2%). 2) Metaphor is the most dominant figurative language used by Barack Obama during his speech. 3) Obama's use of figurative language aimed to strengthen the message, create a clearer image, and engage the audience.*

**Keywords:** *figurative language, metaphor, speech, Barack Obama*