

- กฤษฎา ลดาสารรงค์. (2554). *การสร้างความสุขในองค์กรด้วยวัฒนธรรมการทำงานแบบครอบครัว* (สารนิพนธ์ปริญญาโทบริหารธุรกิจ). กรุงเทพฯ: มหาวิทยาลัยธรรมศาสตร์.
- ธนภัทร์ ทับทิมศรี. (2551). *วัฒนธรรมองค์กรของกลุ่มงานสอบสวน กองบังคับการสอบสวน กองบัญชาการตำรวจปราบปรามยาเสพติด* (สารนิพนธ์ปริญญาโทบริหารธุรกิจ). กรุงเทพฯ: มหาวิทยาลัยเกริก.
- นิตยา ภัตสรศิริ, และ อรวรรณภัตสรศิริ. (2556). *วัฒนธรรมองค์กรของมหาวิทยาลัยสุโขทัยธรรมมาธิราช.วารสารอิเล็กทรอนิกส์การศึกษารเรียนรู้ทางไกลเชิงนวัตกรรม, 3, 15-31.*
- ปิยะ ละมุลมอญ. (2556). *วัฒนธรรมองค์กรที่ส่งผลต่อการเป็นองค์กรแห่งการเรียนรู้ของสถานศึกษา สังกัดสำนักงานเขตพื้นที่การศึกษาประถมศึกษาปทุมธานี เขต 1* (วิทยานิพนธ์ปริญญาโทบริหารธุรกิจ). ปทุมธานี: มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี.
- พยัต วุฒิรงค์. (2550). *วัฒนธรรมองค์กรที่ส่งผลต่อความสำเร็จในการจัดการความรู้และ The Competing Values Framework (CVF).* *จุฬาลงกรณ์วารสาร. 19(75), 5-23.*
- พิชาย รัตน์ดิลก ณ ภูเก็ต. (2552). *องค์กรและการบริหารจัดการ*. นนทบุรี: ริงค์ ปียอนด์บุ๊คส์.
- พิสิฐ พูลสวัสดิ์. (2548). *วัฒนธรรมองค์กรกับความผูกพันต่อสถานศึกษาของครูในสังกัดสำนักงานเขตพื้นที่การศึกษานครปฐม เขต 2* (วิทยานิพนธ์ปริญญาโทบริหารธุรกิจ). นครปฐม: มหาวิทยาลัยศิลปากร.
- ไพฑูรย์ รุ่งเรือง. (2557). *วัฒนธรรมองค์กรกับประสิทธิผลการปฏิบัติงานตำรวจชุมชนสัมพันธ์ของสถานีตำรวจนครบาลบางเขน* (สารนิพนธ์ปริญญาโทบริหารธุรกิจ). กรุงเทพฯ: มหาวิทยาลัยเกริก.
- กิมมณัส นิลมาลา. (2555). *วัฒนธรรมองค์กรกับประสิทธิผลการปฏิบัติงานของข้าราชการกรมข่าวทหารอากาศ* (สารนิพนธ์ปริญญาโทบริหารธุรกิจ). กรุงเทพฯ: มหาวิทยาลัยเกริก.
- Cameron, K. S., & Quinn, R. E. (1999). *Diagnosing and Changing Organizational Culture: Based on the Competing Values Framework*. Massachusetts: Addison-Wesley.
- Cameron, K. S., & Quinn, R. E. (2000). *Diagnosing and Changing Organizational Culture: Organizational Culture Assessment Instrument (OCAI)*. Retrieved December 15, 2018, from [http://my.ilstu.edu/~llipper/com435/survey\\_ocai\\_culture.pdf](http://my.ilstu.edu/~llipper/com435/survey_ocai_culture.pdf).
- Robbins, S. P. (1989). *Organizational Behavior: Concepts, Controversies, and Applications*. (4th Ed.). New York: Prentice-Hall.

### โวหารภาพพจน์ภาษาอังกฤษที่ใช้ในโฆษณาโรงแรม กรณีศึกษาโรงแรมเครืออมารี

### An Analysis of English Figurative Language used in Hotel's Advertisements: A Case Study of Amari Hotels

สมยงค์ โสมอินทร์<sup>1</sup> และพุทธรชชาติ ลิ้มศิริเรืองไร<sup>2</sup>  
Somyong Som-In<sup>1</sup> Puttachart Limsiriruengrai<sup>2</sup>

<sup>1</sup>อาจารย์สาขาวิชาภาษาอังกฤษ คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏบุรีรัมย์

<sup>2</sup>อาจารย์สาขาวิชาภาษาอังกฤษธุรกิจ คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏบุรีรัมย์  
somyong.si@bru.ac.th

### บทคัดย่อ

การวิจัยครั้งนี้ได้ทำการวิเคราะห์ภาษาภาพพจน์ของภาษาอังกฤษในโฆษณาโรงแรมโดยมีวัตถุประสงค์เพื่อศึกษาภาษาภาพพจน์และการวิเคราะห์ความหมาย ของภาษาอังกฤษในโฆษณาของโรงแรมกลุ่มตัวอย่างเป็นโฆษณาโรงแรมในเครือ Amari ทั้งหมด 11 โรงแรมในประเทศไทย โดยโฆษณาทั้งหมดมาจากเว็บไซต์ทางการของ Amari.com การวิจัยนี้เป็นการวิจัยเชิงคุณภาพแบบพรรณนา การวิเคราะห์ข้อมูลทำโดยนำโฆษณาจากเว็บไซต์ Amari.com ทั้งหมด 11 โรงแรม มาวิเคราะห์เพื่อระบุประเภทของภาษาภาพพจน์ของภาษาอังกฤษและวิเคราะห์ความหมายจากประโยคทั้งหมด 48 ประโยค อติพจน์เป็นโวหารที่พบมากที่สุด ผลการวิจัยนี้จะช่วยให้ผู้อ่านเข้าใจความหมายโดยนัยและการใช้ภาษาที่เป็นภาษาภาพพจน์ได้ดีขึ้นอีกทั้งผู้ประกอบการสามารถนำข้อมูลที่ได้จากผลการวิจัยไปใช้ในการเขียนโฆษณาได้อีกด้วย ยิ่งไปกว่านั้นผู้สอนภาษาอังกฤษยังสามารถประยุกต์ใช้ผลการวิจัยในการสอนได้อีกด้วย

**คำสำคัญ:** ภาษาภาพพจน์ของภาษาอังกฤษ, โฆษณาโรงแรม

### Abstract

The purposes of this research were to identify the types of English figurative language and to analyze the meaning of English figurative language in hotel's advertisements. The samples consisted of the advertisements of 11 hotels of Amari hotel's branches in Thailand, all the advertisements were from official website Amari.com. This is a descriptive qualitative research. 11 hotel's advertisements from website Amari.com were analyzed in order to find the sentences that consist of English figurative language to identify types of English figurative language. From 48 sentences using figurative language, Hyperbole found the most among 11 hotel's advertisements. The results of this research will help readers understand the implicit meanings and the use of figurative language in media better. Moreover, entrepreneurs can use the findings in writing their advertisements. It was also suggested that English teachers can use the findings to apply in their teaching.

**Keywords:** English figurative language, hotel's advertisements

### Background and Significance of the Study

Language is art crucial tool to convey information, idea and feeling of people. People need language to communicate with others. According to Oxford Online Dictionary (2018) and Merriam – Webster online dictionary (2018), language is the one of the most important for human being. Both spoken and written, people use language to exchange their knowledge and ideas for a living and to improve their lives. Conforming with the world's most spoken language chart from Babbel Magazine (2016), English is one of the most spoken language, 372 million people. From Harvard Business Review (2012), “English is now a global language of business. More and more multinational companies are mandating English as the common corporate language”.

Due to a global language of business that English become a crucial tool for industrial, so many companies promote their products by using English language. Advertising helps inform customers about the brands available in the market and the variety of products. It is done using various media types, with different techniques and methods. Advertisements in mass media are fascinating and creative (Kannan & Tyagi, 2013: 1).

Figurative language is commonly used in advertisement for more effective, persuasive and impactful such as metaphors and similes. Figurative language makes a comparison that is not meant to be read literally. Figurative language can help create pictures. Since English become the language used in business the most, figurative language in English can make the language in advertisements become more attractive. At the same way, the statistics of foreign

tourist from Tourism Authority of Thailand from 1 January to 20 September of 2018 increased as 1.36% from last year. Therefore, hotel business is the key element for supporting the tourists.

Based on the explanations above, researchers are interested in identifying the type of English figurative language and analyzing the English figurative language found in advertisements of Amari hotel field in Thailand on official website. Amari, Formerly Amari Hotel and Resorts in a Thai – based hotel and resort chain operating a network of mid to upscale properties throughout Asia and the Middle East. It is now owned by ONYX Hospitality Group, a hotel management company based in Bangkok. According to the annual Golden Pillow Award of China Hotels, top 5 award for industry in China, Amari was recognized as “The Most Popular International Hotel Brand of Southeast Asia” (Hospitality Net. online). Therefore, researchers are interested to study English figurative language which found in advertisement of Amari hotel field in Thailand on its website. The results of this research will be useful for English figurative language learners, help readers understand the implicit meaning and the use of figurative language. Writers can use the findings in writing their advertisements.

### Purposes of the Study

1. To identify the types of English figurative language used in the hotel’s advertisements.
2. To analyze meanings of the English figurative language used in the hotel’s advertisements.

### Research Conceptual Framework

In this study, the conceptual framework of the research developed from the literature review and related research studies is in the following figure:

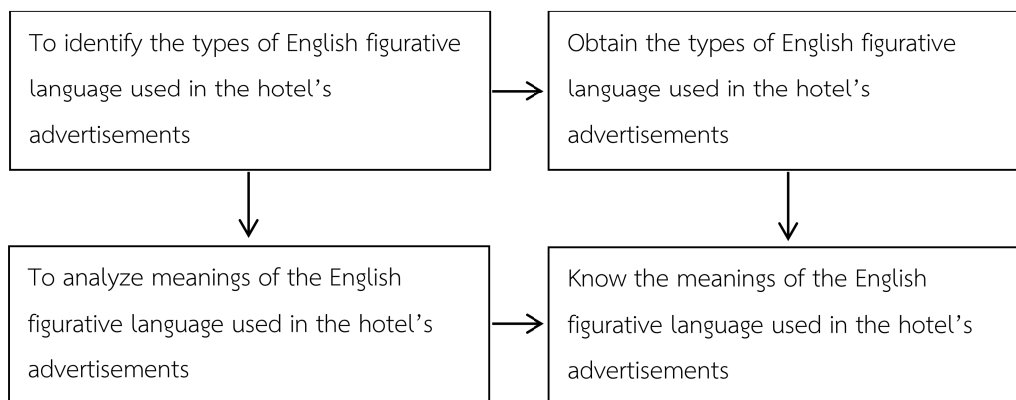


Figure 1: Research Conceptual Framework

### Definitions of Key Terms

1. To Analysis refers to investigate, to study and to categorize the words using in hotel’s advertisements.
2. English refers to the language using in advertisements of “Amari” hotel field in Thailand on official websites.
3. Figurative language refers to the use of words that go beyond their ordinary meanings. There are simile, metaphor, personification and hyperbole.
4. Hotel’s advertisements refer to advertisements of “Amari” hotel field in Thailand on official websites which consist the word "Amari" in their names.

## Methodology

### Research Design

This is a descriptive qualitative research. Quantitative method is used to calculate the percentage of each strategy found in English figurative language analysis of this study and used for calculating the degrees of agreement among the experts which called Index of Inter - Rater Reliability (IRR). While qualitative method is used to analyze the data from hotel's advertisements. The type of this research is mostly descriptive qualitative research. The researchers investigated English figurative language. However, all types of English figurative language were not investigated. The researchers focus to analyze English figurative language which mostly appears in the advertisements.

### Population and Samples

The population of the study is a total of 20 hotels in Amari's network. The Amari hotel is ONYX's Hospitality brand with national and international. There are including Amari Don Muang Airport Bangkok, Amari Residences Bangkok, Amari Watergate Bangkok, Amari Nova Suites Pattaya, Amari Ocean Pattaya, Amari Residences Pattaya, Amari Buriram United, Amari Koh Samui, Amari Vogue Krabi, Amari Hua Hin, Amari Phuket, Amari Dhaka, Amari Doha, Amari Yangshuo Guilin, Amari Johor Bahru, Amari Havodda Maldives, Amari Vang Vieng, Amari China Hotels, Amari Laos Hotels and Amari Sri Lanka Hotels.

The samples of this study selected by purposive sampling and consist of a total 11 hotels in Thailand Amari's network including of Amari Don Muang Airport Bangkok, Amari Residences Bangkok, Amari Watergate Bangkok, Amari Nova Suites Pattaya, Amari Ocean Pattaya, Amari Residences Pattaya, Amari Buriram United, Amari Koh Samui, Amari Vogue Krabi, Amari Hua Hin and Amari Phuket. The researchers are verified that two of Amari hotels in Thailand received the Hall of Fame Certificate from Trip Advisor and Amari Pattaya received a Hospitality Excellence Award for five consecutive years from 2010 to 2015 (Trip Around Thai. 2015: online). Accordingly, the selected hotels were adequate to reflect all contents in analyzing.

### Research Instrument

The research instrument is analytical table that is the primary instrument for mustering and analyzing data (Arifah. 2016). According to Bogdan and Biklen (1982: 27 cited in Widyanti, 2013), the instrument is analytical table; to process the raw data collected to the conclusion made because the researchers do not need a questionnaire and according to Widyanti (2013), another instrument used in research was analytical table that became the device to categorize and classify the data into the types of figurative language: metaphor, simile, personification, and hyperbole; to determine the use of figurative language in categorize the advertisement text.

In this study, content analysis was employed to examine the numbers of figurative language used in hotel advertisement and types of figurative language used in each advertisement in order to examine how figurative language has linkages with hotel advertisements (Supasamout. 2006: 21).

### Analytical Table

The analytical table was another crucial component used to analyze and display the translation strategies found in this study. The table consisted of three columns containing four elements: 1) Ads Text, 2) Types of Figurative Language, 3) Explanations, the researchers have studied the analytical table adapted from Ain (2013) and Widyanti (2013).

**Table 1:** Analytical Table

No.	Ads Text	Figurative Language				Explanation
		Simile	Metaphor	Personification	Hyperbole	

### Data Collection

In this research, the data were collected by using the following steps:

1. Plan on the topic of the research and consult the instructor about choosing the topic of the research.
2. Study the previous researches related to the topic in order to get some theories and ideas.
3. Write the background and start collecting the data.
4. Read 11 hotel's advertisements from website Amari.com.
5. Find the sentences that consist of English figurative language to identify the type and analyze the meaning.

### Data Analysis

Frequency and percentage were used in the quantitative data analysis. And qualitative data were analyzed by using descriptive analysis.

## Results

### 1. Types of English Figurative Language that Used in the Advertisements

**Table 2:** Summary of Figurative Language found in Hotel's Advertisements

Types of Figurative Language	Frequency	Percentage (%)
Hyperbole	30	62.50
Metaphor	16	33.33
Personification	2	4.16
Simile	0	0
<b>Total</b>	<b>48</b>	<b>100</b>

Table 2 above describes the summary of the figurative language found in the advertisements. There are 48 sentences that used figurative language in the advertisements. From the table above, it was found that hyperbole is the most frequent type of figurative language used in the advertisements. The total number of hyperbole is 30 sentences. The second type of figurative language is metaphor with a total number of 16 sentences and personification category with 2 sentences. However, the simile was not found in the advertisements. In the advertisements, the copywriter mostly used figurative language to describe the product or service to convince customers that company's product or service is right for their needs, to create a desire for product or service and

enhance the image of the company, to proclaim new products or services and to reinforce salespeople's messages and make customers take the next step ask for more information, request a sample, place an order, and so on and draw customers' attention to the business.

## 2. Meanings of English Figurative Language Used in the Hotel Advertisements

### 2.1 Hyperbole

Hyperbole is use of exaggerated terms for emphasis. There is hyperbole used in all 11 hotels' advertisements.

**Example :** Soft beds that you'll sink into

Explanation: This sentence tries to make readers wants to jump up and sleep on the beds that very soft. But in fact, nobody sinks into the beds.

**Example :** snorkeling in crystal clear waters at the Jetty

Explanation: This phrase contains hyperbole by these words “crystal clear waters” show that the water is as clear as crystal.

### 2.2 Metaphor

Metaphor is an analogy identifying one object with another and ascribing to the first objects more quality than the second. Metaphor may be simple, that is, may occur in the single isolated comparison or a large metaphor may function as the controlling image of the whole work. From 11 hotels, metaphor was found in the advertisement of 10 hotels which are Amari Hua Hin, Amari Ocean Pattaya, Amari Residences Pattaya, Amari Nova Suites Pattaya, Amari Phuket, Amari Vogue Krabi, Amari Koh Sami, Amari Watergate Bangkok, Amari Residences Bangkok and Amari Don Muang Airport Bangkok.

**Example :** Hua Hin has long been a magnet for Thai and foreign holiday makers.

Explanation: The meaning of this sentence is Hua Hin is a popular target for tourists like a magnet that attracts people to visit.

**Example :** where island paradise is exactly how you've imagined it to be

Explanation: This phrase consists of metaphor because the copywriter compares an island to paradise, while in fact it is just an island.

### 2.3 Personification

Personification is the non-human objects are portrayed in such a way that we feel they have the ability to act like human beings. There are only 2 hotels used personification in their advertisements.

**Example :** schools of colorful fish and coral reefs inviting you to play

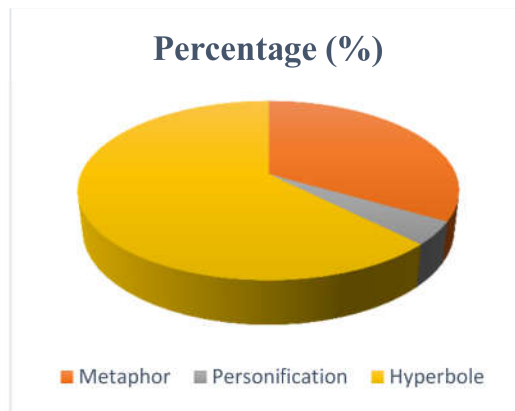
Explanation: This sentence is personification since the fish and coral reefs are not people, they cannot invite any client, they just live their lives.

**Example :** Rise to stunning views in the morning or feel at one with the soothing sounds of the sea breeze whispering while the sun slowly sinks

Explanation: “the sea breeze whispering while the sun slowly sinks” is personification because it is assume to be something that is not people actually the sea cannot whisper.

From 11 hotel's advertisements, English figurative language was found in every hotels as follows, the first hotel "Amari Hua Hin", hyperbole is used the most (2 times) and then metaphor (once). The second hotel "Amari Ocean Pattaya", hyperbole is also the one that used the most which found 5 times, follow with metaphor that found once. The third hotel "Amari Residences Pattaya", metaphor ranks first with 2 times and hyperbole found once. The

fourth hotel "Amari Nova Suites Pattaya", the most dominant English figurative language is hyperbole (3 times) follow with metaphor (2 times). The fifth hotel "Amari Phuket", the most dominant English figurative language is hyperbole which found 8 times, follow with metaphor which found 4 times and personification 1 time. The sixth hotel "Amari Vogue Krabi", both hyperbole and metaphor found 2 times. The seventh hotel "Amari Koh Samui", hyperbole is also the one that used the most which found 2 times, and both of metaphor and personification found once. The eighth hotel "Amari Watergate Bangkok", hyperbole is also the one that used the most which found 2 times and then metaphor that found once. The ninth hotel "Amari Residences Bangkok", both of hyperbole and metaphor found once. The tenth hotel "Amari Don Muang Airport Bangkok", hyperbole is also the one that used the most (2 times) and metaphor (once). The last hotel "Amari Buriram United", the only type of English figurative language that found is hyperbole (2 times).



**Figure 1:** Percentage of Types of Figurative Language Used in Hotel's Advertisements.

A pie chart above displays the percentage of types of figurative language in hotel's advertisements. The most dominant English figurative language is hyperbole with 62.50%. The second is metaphor with 33.33%, and personification with 4.16%, respectively.

This study aimed to identify the type and analyze the meaning of English figurative language used in hotel's advertisements. The findings found that there are 48 sentences consist of English figurative language. Hyperbole was found the most, 30 times or 63%. 16 times or 33% of metaphor, and 2 times or 4% of personification.

In these advertisements, the copywriters used hyperbole the most because hyperbole helps readers picture the places easily by making the sentences in exaggerated way certainly attract reader's attention which is not only make advertisements attractive, but also make them informative and persuasive. Researchers concluded that hyperbole is used to make the thing become greater than it should be.

#### Discussion of the Findings

There are 3 types of English figurative language were used in hotel's advertisements, which are hyperbole, metaphor and personification. The type that were used the most is hyperbole, the use of exaggeration is easily attracts people. For instance, "soft beds that you'll sink into", this phrase explains how soft the beds are, as soft as something can sink under them while in facts, nothing sinks into it. Metaphor ranked second, by comparing something to another such as, "located in the heart of Bangkok", the heart in this phrase actually means the central of the city which is an important area. The least type was personification which the easiest to find, by finding the non-human objects that have ability like human beings. For example, "schools of colorful fish and coral reefs inviting you to play",

from the sentence, there is non-human are inviting, in facts, they are just living their lives. Those English figurative languages made hotel's advertisements interesting; the advertising would not be boring and dulled.

The findings are supported with the previous study of Ain (2013) that conducted a research entitled "An Analysis of Figurative Language in The Song Lyrics by Maher Zain" which hyperbole was found as a dominant type of figurative language. The findings are also in line with the findings of Widyanti (2013), the research entitled "A Stylistic-Pragmatic Analysis of Figurative Language in Harper's Bazaar Magazine Advertisement" found that the most dominant type of figurative language is metaphor which occurs 8 times. Since metaphor easily catches reader's attention and make the advertisements informative, attractive and persuasive. So figurative language plays an important role in Harper's Bazaar Magazine Advertisement. As for the results about personification, this type of figurative language is used only 2 times. This might reflect the difficulty of writing when assigning the qualities of a person to something that is not human or that is not even alive, like nature or emotions (Your Dictionary. 2018: online).

### Implications of the Findings

Researchers proposed the implication as follows:

1. To the students

Figurative language has an important role in linguistic studies, especially for English learners. To understand the language better, deep in meaning, figurative language that the contents are related to implicit meaning is needed.

2. To the teachers

Since this research is studied with figurative language, it can be used as a simple guide for teaching or to be used as an example in the linguistic class.

3. To the readers

This research provides the theories, examples and results of English figurative language for easy understanding. Because the media are around us, to know the implicit meaning in advertising of any business is useful to make easier decision to pay for the products and services.

4. To future researchers

For the next researcher who will continue this research, figurative language has more than 4 types, so researchers suggested that to study in other business writings.

### Suggestions for Future Studies

To continue this research in compare, use different theories and samples will be useful in the future for English learners. For variety results, study in different hotels that advertising by native speaker, the way of language would be more natural and up to date.

### References

- Ain, Q. (2013). **An Analysis of Figurative Language in the Song Lyrics by Maher Zain**. English Education Department of Tarbiyah Faculty of Sheikh Nur Jati Institute for Islamic Studies Cirebon, Indonesia.
- Arifah, K. (2016). **Figurative Language Analysis in Five John Legend's Songs**. English Letters and Language Department Faculty of Humanities Maulana Malik Ibrahim State Islamic University of Malang, Indonesia.
- Babbel Magazine. (2016). **The 10 Most Spoken Languages In The World**. Retrieved 8 September 2018, from: <https://www.babbel.com/en/magazine/the-10-most-spoken-languages-in-the-world>.



- Harvard Business Review. (2012). **Global Business Speaks English**. Retrieved 8 September 2018, from: <https://hbr.org/2012/05/global-business-speaks-english>.
- Hospitality Net. (2011). **Amari Wins 'Most Popular International Hotel Brand' Award from Golden Pillow Awards**. Retrieved 5 September 2018, from: <https://www.hospitalitynet.org/news/4052081.html>
- Kannan, R., & Tyagi, S. (2013). Use of language in Advertisements. **English for Specific Purposes World**. 13(37): 1-10.
- Merriam-Webster Dictionary. (2018). **Merriam-Webster**. Retrieved 3 September 2018, from: <https://www.merriam-webster.com/dictionary/language>
- Oxford Online Dictionary. (2018). **English Oxford Living Dictionaries**. Retrieved 3 September 2018, from: <https://en.oxforddictionaries.com/definition/language>
- Supasamout, P. (2006). **A Classification of Figurative Language Used in Lipstick Advertisements in Women Magazines**. Master's Project, Faculty of Graduate School Srinakharinwirot University, Bangkok.
- Widyanti, N. (2013). **A Stylistic-Pragmatic Analysis of Figurative Language in Harper's Bazaar Magazine Advertisement**. English Language and Literature Study Program English Education Department Faculty of Language and Arts Yogyakarta State University, Indonesia.
- Your Dictionary. (2018). **Examples of Hyperbole**. Retrieved 15 September 2018, from: <http://examples.yourdictionary.com/examples-of-hyperboles.html>

สภาพ ปัญหา และประสิทธิผลการฝึกประสบการณ์วิชาชีพภาษาไทย :  
กรณีศึกษานักศึกษาชาวจีน มหาวิทยาลัยราชภัฏนครราชสีมา  
States, Problems and Effectiveness of Professional Experience Training in Thai:  
A Case Study of Chinese Students at NRRU

กนิษฐา พุทธานันท์<sup>1</sup>, รุ่งเพชร วรพงศาพิศัย<sup>2</sup>, วุฒินันท์ ชัยศรี<sup>3</sup>, ชมชนก ธนาวีราภรณ์<sup>4</sup>  
และปทุมวดี ล้ำเลิศ<sup>5</sup>