

THE PERSONIFICATION OF FIGURATIVE WORDS IN TRUBUS MAGAZINE: A MODERN STYLISTICS STUDY

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Abstract: Personification is one of the figurative languages used in casual and academic texts. One of the popular magazines that employs figurative language to attract readers is Trubus. The current study aims to analyze the classification, structure, rhyme words, lexical meaning, and imagery styles of personification in Trubus magazine. It is descriptive qualitative research using the Metaphor Identification Procedure (MIP) approach. The data source in this study is Trubus magazine, edition 2021. Data analysis covers the personification of figurative language's reduction, assessment, and inference. The result found that the personification style in this magazine belongs to inanimate objects, which tend to be abstract. Meanwhile, the rhyme words employ the beauty of the alliteration sound at the beginning of the word. Further, the grammatical structure is general. Lastly, grammatical, textual, and contextual fields contribute to meaning-making.

Keywords: modern, personification, style, stylistics

INTRODUCTION

The use of language style is widespread in literary and scientific texts. The purpose of using language styles in science is to help the readers understand complex concepts by providing an imagery description. In addition, using language style, the writer can include implicit messages, and the reader is more motivated to explore the text (Maryatin, 2018). On the other hand, language in magazines works more than just as a medium of delivering information. Magazine functions as a medium for conveying information, attracting mass interest, enhancing product image, giving pleasure effect, and building lifestyle (Bair et al., 2012; Ratna, 2013; Hornikx et al., 2020; Boschma & Daalmans, 2021). To fulfill this function, the role of the language used is crucial. Busri & Badrih (2022) stated that mass media, including magazines, influence the audience in ways that are not seen as doctrines. To aim for this goal, the selected language style is employed intentionally by the writer of the text.

The language style relates to human nature, feelings, forms and qualities, living objects (plants and animals), inanimate objects, and abstract things (Deyin, 2018). One of the language styles that is commonly used is personification language. In any written text, including the magazine, the language personification style of figurative language is related to the function of language as an aesthetic object because the language has aesthetic characteristics that evoke aesthetic feelings (Hu, 2017). Personification describes all kinds of objects as human beings. This pattern aesthetically relates human nature, feelings, forms, and qualities, to living objects (plants and animals), inanimate objects, and abstract things. The aesthetic aspect described with figurative language talks about the development of social, cultural, political, economic, and religious studies, including the agribusiness sector (Ratna, 2013; Sugiarti, 2016; Puspitalia, 2016). This opinion will be studied and tested in the current study so that the dynamics of language development,

especially the personification of figurative language in Trubus magazine, are validated.

Bina Swadaya Foundation founded Trubus Magazine in Jakarta on May 24, 1967 (Yajri, 2012). Even though already a half-century old, Trubus Magazine survives by publishing printed editions in full-color quality. Trubus magazine provides information on cultivation and marketing in the field of agribusiness. The function is expected to improve the quality and quantity of the agribusiness sector in Indonesia. In addition, it is where the interdisciplinary study of the aesthetics of language needs to be carried out.

Research on agribusiness magazines has finally caught the attention of literary observers, primarily stylistic and aesthetic ones. However, research on language styles from 2019 to 2022, especially in interdisciplinary studies, is scarce, with approximately 61 research (Lens.org, 2022). It shows that this field has yet to be explored much. Thus, analysis of figurative language is worth doing to enrich the treasures of literature, especially the stylistic discipline. Not to mention, the role of the personification style in increasing agricultural motivation in Indonesia can undoubtedly be answered by the use of personification language in various media, one of which is agriculture magazines (Rosita, 2020; Alwandi & Muchlisoh, 2021). Previous research is conducted by Burhan Nurgiyantoro (2015). It is a qualitative descriptive study with a cultural stylistic approach. It suggested that strong-bound cultural texts, often found in literary texts, seem more appropriate once approached with cultural stylistics.

Another study conducted by Carston & Wearing (2015) found that the relative simplicity of hyperbole allows the exploitation of a variety of non-literal linguistic communication independent mechanisms, including loose use, metaphor, simile, ironic expressions, and other attitudes. Deyin (2018) states that the meaning construction of different personifications is provided by using different conceptual integration network models. It means the construction of personification is a very complex process. Conceptual integration theory has potent explanatory forces for the meaning construction of personifications in discourse. Further, Kövecses (2018) analyzes metaphors

in media language and cognition. This study highlights that conceptual metaphors not only shape media language (in the most general sense) but also construct virtual reality. Conceptual metaphors can structure media discourse intertextually and intratextually and explain seemingly incoherent media discourse, which seems to be the typical case. Furthermore, the conceptual theory of metaphor can explain why people mix metaphors in natural ways.

There are also several other research relevant to the current research. Yajri (2012) researched metaphors in commodity branding strategies using Trubus magazine's structural semiotic analysis. The study concluded that Trubus magazine uses signifiers to show meaning with an aesthetic language containing denotation, connotation, and myth. Puspitalia (2016) suggested 14 types of figurative language used in the article titles of Gatra magazine. This research describes the use of all kinds of figurative language in the title of the article. Correspondingly, Yono (2020) argued that personification has a structure and function as language aesthetics.

This study collaborates the strengths and weaknesses of each previous study with modern stylistic analysis. The aesthetics of language used in agribusiness have been widespread, but the highlight of its impact has received little attention. One example is the phenomenal metaphor in an advertisement for Bango soy sauce: "*I raised Malika with all my heart, like my own child.*" (I, 2019). These aesthetic elements are certainly more interesting than formal and rigid language.

Thus, this research aimed to classify the style of personification of animate, inanimate, and abstract things, to identify the rhyme words of personification figurative language style, to analyze the linguistic structure of personification, to observe the lexical aesthetics of personification derived from verbs and adjectives that denote human characteristics or traits, and to figure out the way personification creates aesthetic meaning.

The implication of this research within the scope of literary studies and other disciplines is that personification style can be associated with the linguistic form, conceptual structure, or communicative function. In addition, the personification style in exact magazines can be used as a benchmark for

cognitive representation, understanding, interpretation, and appreciation by language users. (Dorst, 2011).

METHOD

This descriptive qualitative research explores and photographs social situations thoroughly, broadly, and in-depth (Sugiyono, 2015). The researchers served as the instruments (Moleong, 2018) because they collected, classified, and interpreted the data. Data were collected in the form of words, phrases, and sentences. Therefore, the research report was in the form of a description accompanied by data excerpts from the titles of popular articles in Trubus magazine.

The data sources were 71 article titles from 617 to 625 editions from April to December 2021. Each edition contains seven to nine topics. PT Trubus Swadaya publishes the magazine with a focus on the agribusiness sector.

Data analysis was carried out in several stages, referring to the Metaphor Identification Procedure (MIP) (Dorst, 2011). The steps covered (1) determining the lexical units in the title, (2) determining the contextual meaning based on the dictionary, (3) determining the context of each contextual meaning and connecting it to body actions, historically, (4) marking the lexical unit as personification, and (5) interpreting sound, lexical, and image systems.

FINDINGS AND DISCUSSION

The results of this study are specific to the use of the personification style in the article titles of Trubus magazine. Based on data analysis, the findings are related to 1) the classification of personification style, 2) the personification structure, 3) the rhyme words of personification, 4) lexical markers of personification, and 5) imagery in personification lexical markers. The data were exposed according to the following table.

Table I Research Data Exposure

num.	description	amount
1.	Personification Classification	
a.	Living things (animals, plants)	69
b.	Non-living things	8
c.	Abstract	9
2.	Structure of Personification	

a.	Subject + Predicate + Other (optional)	69
b.	Predicate + Object (optional) + Other	18
3.	Rhyme Words in Personification	
a.	Alliteration	6
b.	Assonance	12
4.	Lexical Sign of Personification	
a.	Verb	38
b.	Adjective	32
5.	Imagery in the Lexical Sign of Personification	
a.	Movement	22
b.	Vision	20
c.	Feeling	12
d.	Thinking	10
e.	Touch	2
f.	Tasting	2

The discussion for each research result in table 1 is provided in five aspects of the findings regarding personification use, as in the following section.

Personification Classification

Based on data analysis, there are three types of personification in the article titles of Trubus magazine: 1) personification of living objects in the form of animals and plants, 2) non-living objects, and 3) abstract things, as in the following examples.

(1) *Ceplukan Jaga Gula Darah*

Goldenberry can maintain blood sugar

(2) *Cinta Landak Tak Pernah Retak*

Hedgehog's love is never broken

Datum (1) describes the 'ceplukan' plant (golden berry), which is attributed to human activity, 'to maintain .While in datum (2), 'landak'/'hedgehog' as an animal was considered to have 'love .The term 'love' is a trait that belongs to humans. This example is a personification style that falls into the category of living things. Sixty-nine personifications found for living things dominate the number of other personification categories. It is due to the topics covered by Trubus magazine, the agriculture of plants and animals. According to Escalera (2019), the aesthetics of language used in this agribusiness field provides the impression that animals and plants are "living things ."This personification causes non-living things to have the same characteristics as humans. Animals and plants are considered capable of having the ability to maintain something, as in datum

(1), and even to have feelings of love, as in datum (2).

Next, the category of non-living objects includes mountains, rice fields, houses, vehicles, and other objects that can be seen and touched, as presented in the data below.

(3) *Kala Pasar Cari Kala Lili*

While The Market was Looking for
Kala Lili

(4) *Benua Biru Memburu Jeruk Purut*

Blue Continent Hunts Kaffir lime

Based on datum (3), the word '*pasar*'/'market' indicates the category of inanimate objects. Likewise, datum (4) states '*Benua Biru*'/'The Blue Continent,' another name for the Continent of Europe. It is also a category of non-living objects. The use of inanimate objects as subjects in the personification in the article titles of *Trubus* magazine is quite limited. In this study, there are only 8 data found.

The world of agribusiness is still related to market share. Thus, the personification used in the inanimate objects, such as '*pasar*'/'market' and '*Benua Biru*'/'The Blue Continent,' which refers to the market share of agribusiness products, gives the impression of movement that occurred in static things. The aesthetics personification language is baled to invite the readers' awareness that the business of the agribusiness sector is still in demand.

Meanwhile, 9 data show abstract personification, as in the following.

(5) *Arif Menangkap Kepiting*

Be Wise in Catching Crabs

(6) *Rayuan Bisnis Gula Kelapa*

The Seduction of the Coconut Sugar
Business

Datum (5), for example, uses the subject '*arif*'/'be wise'. In the Indonesian Dictionary (*Kamus Besar Bahasa Indonesia*), wise means prudent; clever; knowledgeable (Nasional, n.d.). It implies the abstract nature of the term 'wise' because it cannot be seen or touched. Then in datum (6), the term '*rayuan*'/'seduction' is abstract. It could not be seen, but it could only be felt. Seduction is natural to humans as language creatures. The abstract thing given by human nature provides life and a more concrete form. Thus, in the readers' minds, there is an impression that they can feel the seduction.

Based on these findings, all personification styles tend to be abstract. It

applies to the style of personifying animate, inanimate, or even abstract objects. First, the living personification style is exemplified in datum (1), 'Golden berries maintain the blood sugar's stability,' and datum (2), 'Hedgehog's love is never broken,' such as having abstract characteristics in the sentence structure. The words 'maintain' and 'love,' which should be done and experienced by humans, are also attributed to 'golden berries' and a 'hedgehog'. These findings differ from the research result by Yajri (2012) and Puspidalia (2016), that the metaphorical style in *Trubus* is only related to political branding with economic value.

The second classification showed the same, namely the personification of non-living things, as exemplified in data (3) and (4).

Data (5) and (6) produce abstract, nuanced things. Theoretically, these data are included in the personification style indicator, which is abstract. For example, the sentence "Rayuan Pulau Kelapa"/"Seduction of coconut sugar business" has the character of personification. Still, the structure can be abstract because the phrase "business seduction" is not included in a proper sentence, and "coconut sugar" is an unusual manifestation daily.

Likewise, the classification of abstract personification styles. This personification style is a container of personification style, which is not included in the style of personification of animate and inanimate objects (Zuhdy & Masadi, 2016). Even though both are included in the abstract category, as in datum 4, "Benua Biru Memburu Jeruk Purut"/"Blue continent hunts kaffir limes," this quote consists of several words which are built based on *licentia poetica*, offering freedom to the writer to get out of the language conventions (Ardiansyah et al., 2020).

The phrase '*Benua Biru*'/'Blue Continent' with the predicate '*memburu*'/'to hunt' will have personification linearity if it is written with the object boats, fishermen, or things related to the sea. However, it is abstract when it coincides with a grammatical concept that has nothing to do with the maritime sphere. The diction '*jeruk purut*'/'kaffir lime' at the end of the sentence makes the sentence abstract, so it becomes an

abstract personification style (Huda & Buana, 2021).

Structure of Personification

Data analysis shows two forms of personification linguistic structure in the title of the Trubus magazine article.

a. Nonhuman Subject + Predicate + Other (optional)

- (7) *Gula Aren Mengungkap Pasar*
Palm Sugar Uncovers the Market
- (8) *Pisang Penolong Diabetes*
Bananas Diabetes Helper
- (9) *Ulat Tentara Segera Menyerah*
Army Caterpillars Immediately Surrender

Datum (7) shows '*gula aren*'/'palm sugar' as a non-human subject in the form of an inanimate object. The verb '*mengungkap*'/'uncover' is a predicate with human nature, which means to open. 'Market' is the object of the sentence. In datum (8), the word 'banana' is a non-human subject but a living thing, a plant. The term following the subject is '*penolong*'/'helper.' It is a term of human nature. While 'diabetes' is the object of the sentence. Datum (9) follows S+P only. The word 'army caterpillar' refers to one of the caterpillar variants, meaning the subject of living things. The terms following the subject reflect the characteristic of human nature, 'segera menyerah'/'immediately surrender.'

b. Predicate + Non-human/Other Object

- (10) *Tersihir Suplir*
Enchanted by Suplir

In data (10), the personification structure is even shorter, 'bewitched' as a verb that functions as a predicate and 'supplier' as the name of a plant that acts as an object.

Karenggauci (2013) mentions that a good title should be relevant, provocative, and brief. Suppose it is associated with the function of personification as the aesthetic language of the article's title. The title has fulfilled the three elements. The structure consists of only two parts, the predicate in the form of human nature and the subject/object in the form of living/inanimate objects/abstract things. The use of personification also has a provocative effect on the reader's senses.

When associated with other studies, the style of grammatical structure in Trubus

magazine must fulfill acceptable sentence characteristics. For example, it can be seen in the sentence structure, which does not use the subject element, sometimes eliminating the predicate. Suppose this case is compared with the study of Puspidalia (2016), which focuses more on sentence structure. In that case, it will view that the characteristics of sentences containing vital elements, such as the subject, can still be used to convey ideas to readers (Idayatiningsih, 2017).

On the other hand, the use of this model gives rise to a 'grammatically unacceptable' style whose message is acceptable. Therefore, not all sentences omit the primary elements will make the sentence meaningless (Sinambela et al., 2019; Novia & Nurhayati, 2020) because sometimes the reader understands the message or intent based on the construction of the sentence.

Rhyme words in Personification

Phonemes are related to the playing of a particular rhyme so that they create beautiful sound orchestrations.

a. Alliteration

- (11) *Bikin Begonia Bugur*
Make Begonias Vibrant
- (12) *Penerbang Pulang ke Pagupon*
Flight Returns to Pagupon
- (13) *Karena Kefir Korona Kabur*
Because Kefir Corona Runs Away

The repetition of a consonant sound at the beginning of a word in a line of poetry is called alliteration. Trubus Magazine determines the title by using the principle of alliteration. 'Datum 11 shows the consonant /b/repetition at the beginning of each word. In datum (12), there is also a repetition of the consonant /p/, and in datum (13), there used a repetition of the consonant /k/. The beauty of the alliteration form is usually used to show the figurative content of meaning that can only be understood through feelings (Tobing et al., 2020). The data alliteration style offers a sense of beauty to the voice.

b. Assonance

- (14) *Aroid Anyar Mencuri Hati*
New Aroids Steal Hearts
- (15) *Padi: Tahan Banting di Lahan Kering*
Paddy: Able to survive in dry land
- (16) *Supaya Betta Juara*
So that Betta is the Champion

These vowel sounds are used sequentially to produce a rhymatic effect in the reader's mind (Hashmi et al., 2019). Some Trubus magazine article titles use assonance. The number of titles characterized by assonance is more than alliteration. Title (14) *Aroid Anyar Stealing Hati* experienced the repetition of the vowel /a/ at the beginning of the first and second words and the repetition of the sound /i/ at the end of the third and fourth words. Furthermore, the title in datum (15) uses the repetition of vowels /i/ and /a/ alternately. While in datum (16), repetition of the vowel /a/ at the end of the word is applied. Referring to Subroto (2013), the rhythm in the reader's mind creates a comfortable effect and gives a more definite meaning.

The beauty of the alliteration sounds in several sentences of the Trubus article has its characteristics. If the beauty of alliteration, in general, can be seen at the end of words, in Trubus's article, we can see it at the beginning. This difference makes the alliteration writing style in Trubus a new movement, especially in language-style writing.

The writing style emphasizes alliteration and resonance as part of creative writing (Samudji, 2018). The alliteration in Trubus's article reinforces agribusiness dictions related to the use of plants from various aspects, mainly for persuasive style (Januarti, 2019; Rudito & Anita, 2020). The literacy style found in the sentence "*Penerbang Pulang ke Pagupon*" has a consonant resemblance at the beginning of the word. In this way, the intra-lingual and extra-lingual aspects created by Trubus magazine can influence and attract readers' attention (Utama et al., 2021). In addition, the alliteration style can beautify, emphasize, and add variety and avoid monotonous modes that tend to bring about boredom.

Lexical Sign of Personification

The lexical meaning of personification falls into the class of verbs, nouns, and adjectives (Nur & Didah, 2018). Lexical discussion in personification refers to word classes as markers of human action/nature attached to living things, non-living things, and abstract things. Dorst (2011) calls it a metaphor focus. Based on data analysis, there are two types of words used, verbs and

adjectives. The discussion of this word class must be related to the context or the sentence in which it is positioned.

Some examples of metaphor focus (MF) can be seen in the following excerpt.

- (17) *Meniran Bikin Bugar*
Meniran Makes You Fit
(18) *Sayuran Hidroponik Masuk Desa*
Hydroponic Vegetables go to the village
(19) *Karena Kefir Korona Kabur*
Because Corona Kefir Has Gone

In datum (17), the personification marker is the verb '*bikin*'/'to make,' a non-standard form of '*membuat*'/'to make'. The title presents '*meniran*' as the subject of living things, a plant that can make one's body fit. Next, in datum (18), the plant subjects, 'hydroponic vegetables,' refer to human characteristics. The word '*masuk*' or 'goes' belongs to a class of verbs that can have a moving effect. Contextually, hydroponic vegetables are expected to be marketed in the village because they are only familiar in urban areas. Likewise, datum (19) uses the verb '*kabur*' or 'to run away,' which is attached to the subject of a living object, Corona. The word run away, as a verb, means to run quickly, which refers to human nature. Using the word *kabur*/to run away means that Corona, a deadly virus, must go away as soon as possible.

The use of adjectives as the metaphoric focus is found in the following data.

- (20) *Kopi: Lembut Nian Usai Diperam*
Coffee: Super Smooth After Steeping
(21) *Dari Rimba Elok Rupa*
From the beautiful jungle
(22) *Cinta Landak Tak Pernah Retak*
Hedgehog Love Never Brokes

Datum (20) indicates that the author uses the word '*lembut*' or 'smooth' or "soft" to describe the nature of coffee. Coffee is an inanimate object. So then, a human characteristic is attached to it, '*lembut*,' which means soft and smooth, or it can be kind. The soft diction aesthetic gives the impression of tasting the coffee. It gives a smooth feel on the tongue and can also give the effect of calm or comfort. It would feel

different if the writer used the term "the coffee is delicious," though both sentences imply the same meaning. Next, in datum (21), the focus is on using the adjective 'elok' or 'beautiful'. Beauty is generally used to define one's physical appearance. However, in the title, the author uses it to explain the beauty of the forest as an inanimate object. Finally, in datum (22), the adjective "love," which, of course, refers to the feelings experienced by humans, is used to explain the nature of the hedgehog, which is the animal. It would create a different sense of value once written as "Hedgehog Farming Prospects are Still Good."

The meaning of essential words in data (17), (18), and (19) will not provide a complete message to the reader without paying attention to the pattern of sentence construction, the structure of the text contained within, and even the context within the text (Attas, 2019).

The verbs in data (19), (18), and (19), such as 'bikin'/'to make,' 'masuk'/'to enter', and 'kabur'/'to run away' have unique characteristics, especially in their lexical meanings. The lexical meaning of the verbs will be complete when viewed from the two grammatical and textual aspects and will be perfect under the perspective of context (F & Mahardika, 2019). Correspondingly, the words 'lembut'/'smooth,' 'cantik'/'beautiful,' and 'cinta'/'love' has a lexical meaning that is 'synesthetic' (Nurgiyantoro, 2015). Therefore, the meaning of each of these words will be perfect once juxtaposed with the context of the sentence.

In previous studies, the lexical meaning can only be seen in the dictionary's meaning (Pandanwangi & Kusbianto, 2017). In various cases, the lexical meaning will become grammatical in the editorial of the sentence and become a contextual meaning once related to the situation (Arsita & Aji, 2020). However, everything will be ambiguous when the sentence already uses the style of 'licentia poetical' (Nommik, 2017). In the sentence, there is a combination of words that are not grammatically correct, but it has an aesthetic impression.

Imagery in the Lexical Sign of Personification

Based on data analysis, there are six

types of imagery in the title of Trubus magazine articles according to the intensity of occurrence. They are: movement, sight, feeling, thought, touch, and taste. The following will be discussed based on the following data.

(23) *Kala Pasar Cari Kala Lili*

When The Market is looking for
Kala Lili

(24) *Bangkit Setelah Bencana*

Rising After the Disaster

Data (23) and (24) are examples of motion imagery. The word 'cari'/'to look for' in data (23) is a non-standard form of 'mencari'/'to look for'. *Mencari* is a verb that means 'to find, to get,' indicating a movement. Furthermore, the word 'bangkit'/'to rise' in datum (24) indicates a movement of getting up (from sleeping, sitting) and then standing up. The use of motion imagery aims to cause special effects to display the concrete nature of something abstract (Rahmatika et al., 2018). For example, the market is considered an inanimate object and cannot move. Then, it is given the image of "looking for" to give the impression of being alive.

Next, we can see an example of visual imagery in the title of the Trubus magazine article.

(25) *Pisang Morosebo: Pendek Menawan di Pot*

Morosebo Bananas: Short but still
charming in pots

(26) *Meniran Bikin Bugar*

Meniran Makes You Fit

Visual imagery is related to concretizing visible objects so they can be seen visually (Ulfayani et al., 2021). For example, in datum (25), the verb 'menawan'/'charming' means to attract or captivate. Charming can usually be seen with the eyes. For example, "this woman is charming," someone sees the woman physically. Personally, the word charming is attached to living things, namely bananas. Using visual imagery has created an imaginative aesthetic that the banana is beautiful. As for datum (26), *meniran* is a type of vegetable. It includes living things associated with the verb 'bikin'/'to make'. "Then the "fit" image defines healthy and

fresh, meaning it is visible and fancy to see.

Feelings reveal what we experience in our hearts (Mazhud, 2020). Some examples that represent the image of feelings can be found in the following data.

(27) Atasi Rongrongan Hama

Undermine Pest problems

In datum (27), the adjective 'atasi'/'to solve' shows a feeling of always being disturbed, damaged, or harmed. In this case, it refers to plants damaged by pests and diseases. Aesthetic diction in agribusiness is used to show that there are several ways to reduce damage by pests.

(28) Kopi: Lembut Nian Usai Diperam

Coffee: Super smooth After Steeping

(29) Anggrek Anak Manis dari Batu

Sweet Child Orchid from the Batu

The tactile image can appear through the sense of touch (skin). A word can evoke things sensible by the skin, for example, rough, soft, warm, cold, and so on (Septiani, 2020). Based on datum (28), coffee is an inanimate object attached to human nature, "soft." The term soft refers to the image of the sense of touch because it is soft and smooth. The datum (29) uses gustatory imagery, namely "sweet," which belongs to the type of taste that we can feel on the tongue.

CONCLUSION

Several conclusions could be drawn based on the findings and discussion presented in the previous section. First, all personification styles hold an abstract tendency. It applies to the personification style of animate, inanimate, and abstract objects. Abstract personification is built based on *licentia Poetica*, which allows the writer to get out of the rules of language.

Second, the alliteration sounds' beauty is found not only at the end of the words but also at the beginning. It shows a unique style of writing in *Trubus* magazine. In addition, the alliteration style aims to beautify, emphasize, and add variety and avoid monotonous language that may bore readers.

Third, the grammatical structure in the personification style of *Trubus* magazine has grammatical equivalence with the sentence structure in general: subject, predicate, object, and adverb. The grammatical equivalence could be seen in the parts of the article titles' syntactical structure.

Fourth, the paradigm of lexical meaning in this study is the meaning of the essential words written in *Trubus's* article titles included in the field of grammatical, textual, and contextual meanings. The lexical meaning of the verbs in each of these sentences would have a full meaning when viewed from the grammatical and textual aspects, and specifically, it would be more appropriate when viewed from the context.

Finally, the depiction of the style in the article titles could be categorized as a form of abstract personification style. Specifically, chosen vocabularies create an aesthetic effect for the readers so that it seems to animate inanimate objects imaged by the authors.

Future studies may develop the research into various fields of humanities and sciences. Hence, the personification style can invite the reader to read and enjoy the text of other fields, including exact sciences and politics. They have used such models of language, and personification styles, in designing a written rhetoric speech. Personification style can be a stimulus – a reader's response so that it generates new inspirations.

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