



THE USE OF FIGURATIVE LANGUAGES FOUND IN PRODUCT ADVERTISEMENTS FOR DIFFERENT GENDERS

Willia Defisyani¹, Hamzah², Fitrawati³

English Department

Faculty of Languages and Arts

Universitas Negeri Padang

email: williadefisyani8@gmail.com

ABSTRACT

Figurative language is the use of words that make a reader have to make a good interpretation not only by seeing what the words refer to or what it is said on the text, but also by interpreting it from the context. Because of that, it can create a misinterpretation. The researcher used a descriptive method because the data were taken from the advertisements as documentation method. The data were collected by downloading the data, reading them repeatedly, identifying the data that consist of the figure of speech and putting them on table provided. The data were also analyzed by tabulating the data, categorizing the figurative language into different forms, interpreting the meaning, classifying them into different types of figurative language, and analyzing them based on theory of semantics, and language and gender so that misinterpretation cannot create. The results in this research are 3 types of figurative language found in product advertisements for different genders such as personification, simile, and hyperbole, and some differences of language between both genders such as the choice were of word, the vocabulary and the most significant types of figurative language which used by them.

Keywords : figurative language, advertisements, genders

A. INTRODUCTION

Figurative language can be found in written and spoken language. In written language, it can be found in the book, novel, short story and advertisement while in spoken language, it can be found in song, speech, and tv program. Because of that, Hamzah (2012:41) states that good language users are supposed to be able to express themselves both written and spoken language. Figurative language or figure of speech is not only used in literary works such as novel, poetry, short story, drama and poems, but it is also used in advertisements. One of linguistic devices that are used in advertising is the use of figurative language. Figurative language is commonly used in advertisement to make the product advertised to be more interesting. Suryasa (2016) states that the figurative languages are frequently used in promoting



products because they make the products become familiar and more interesting to the most potential consumers in a society.

There are many kinds of figurative meaning. Leech in Dewi (2010:2) has classified figurative meaning into eight types. They are: personification, simile, metaphor, hyperbole, irony, litotes, metonymy and oxymoron. In contrast, Keraf (1998: 129) divided majas (figures of speech) into two classifications, namely majas retorik (rhetoric) and majas kiasan (analogy). The first classification covers alliteration, assonances, anastrophe, apophasis, apostrophe, asyndeton, polycyndeton, chiasmus, ellipsis, euphemism, litotes, paradox, hyperbole and oxymoron. Meanwhile the later covers simile, metaphor, allegory, personification, allusion, metonymy, irony and synecdoche.

The function of advertisement is promotional to draw people's attention. From a linguistic point of view, the language of advertising must be informative, instructive, distinctive and persuasive. It must employ a style of language that will help in attracting people's attention. May (2012: 221) states that advertisements are used for commercial purposes, especially for get the consumers' willing. The advertisement is the marketing of a certain product. Then, commercials and advertisements have a function by means of persuasion where the messages are defined in a manner that influences the way the consumer perceives goods. Bloor and Bloor (2007) also state that advertisements can come in a multitude of shapes and via different media such as print, film, radio, electronic (the internet, electronic billboards, etc). Most often, advertisements are multimodal, exploiting both linguistic and pictorial resources. They may involve human or animal actors or animations. They can contain hundreds of words, one word or no words at all.

By using the figurative language, the producers can persuade the consumers to buy their products. Suryasa (2016) states that figurative languages can make the producer sell the products quickly because they use the memorable words, phrases and sentences. In the other side, Larson (1998) argued that a figure of speech cannot be taken literally. For example, a metaphor "snow" to indicate the color "white" would be meaningless to people living in tropical countries in which snow does not exist. In this case, to make a similar comparison, another image such as paper, tissue, and cotton should be taken. The use of figures of speech involves a risk "misinterpretation". Because of that, if people interpret it words by words, it will often be completely misunderstood

In accordance with this, it is necessary to know: (i) the contextual meaning of the figurative language based on theory of semantics, and then (ii) how figurative language becomes a big problem such as misunderstanding. Therefore, this article specifically discusses: (i) the concept and the types of figurative language, (ii) advertising and the language of advertisement and then what types of figurative language are used in product advertisements. The discussion is meaningful since it can solve a problem such as misinterpretation while looking at the meaning based on the contextual meaning, not literal meaning. The data and information in this article are those collected through library research. The sources of the data are 20 products that are classified and analyzed into 3 different types of figure of speech such as personification, simile, and hyperbole. The data were only written

expressions of figure of speech which belong to words, phrases and sentences and consist of figure of speech.

B. RESEARCH METHOD

The researcher used a descriptive method because the data were taken from the advertisements as documentation method and the data were described based on semantic analysis. Some expert said that descriptive qualitative method means describing the data systematically, factually and accurately. The purpose of descriptive research is to describe systematically the facts and characteristics of a given population or area of interest, factually, and accurately. The final written report has a flexible writing structure (see Creswell 2009, p.173). This study was suitable to a descriptive qualitative method. The data were words, phrases and sentences in the form of written data in the advertisement and belonged to qualitative data. The source of the data of this study was taken from the product advertisements. The media was internet advertisements like the pictures of product and the language of advertising used in promoting the products. This product advertisement consisted of the figurative language which were used for different genders.

The instruments of the research were the researcher, and the tools can be written equipments and tables in order to collect the data in different forms. This researcher also used a table about the form, type and meaning of the figurative language which were identifying, classifying and analyzing. The data were collected by downloading the data such as pictures of products and their language of advertising for different genders at least 5 products for each genders, reading them repeatedly, identifying them into the phrases and sentences that consist of the figure of speech and putting them on table provided.

Table 1. Types of Figurative Language

No	Product	Form		Type of Figurative Language	Interpretation
		Phrase	Sentence		

The data were also analyzed by the following procedures. First, tabulating the words, phrases and sentences which belong to figure of speech. Second, categorizing the figurative language into the form of words, phrases and sentences. Then, interpreting the meaning of those figure of speech. Next, classifying them into the different types of figurative language. After that, analyzing the data based on theory of semantics, and language and gender so that misinterpretation cannot create. Last, finding the differences of language use, the purpose of using the types of figure of speech and language features between female and male products.

C. RESULT AND DISCUSSION

1. Research Finding (tentative)

There were 28 phrases and sentences that used figurative language found in the product advertisements for different genders. The researcher only took 3 type of figurative language such as personification, simile, and hyperbole. Those were common used on product advertisement for different genders.

Table 1. Type of Figurative Language

No	Figurative language	Women		Men	
		Frequently	Percentage	Frequently	Percentage
1.	Personification	2	67 %	1	33 %
2.	Simile	2	67 %	1	33 %
3.	Hyperbole	10	45%	12	55%
TOTAL		14	50%	14	50%
		28 data			

After analyzing the data, the researcher found that there were 28 data in the form of words, phrases and sentences which were classified into 3 types of figurative language found on product advertisements for different genders such as 3 personifications, 3 similes, and 22 hyperboles. Based on findings, the researcher found that the most frequently type of figurative language is hyperbole.

These data were classified and divided into both genders (women and men). The words, phrases and sentences that have figurative language in the product advertisements are 56 % for women and 44% for men. For women, there are 2 or 67 % personification, 2 or 67 % simile, 10 or 45% hyperbole. On the other hand, there is 1 or 33 % personification, 1 or 33 % simile, and 12 or 55% hyperbole for men. Based on gender, the researcher found that personification and simile tend to be used for women's product rather than men's products. Hyperbole is the most frequently used by the advertiser on men's products.

Table 2. The Language Differences between Different Genders

No	Figure of speech	The choice of word	
		Male	Female
1.	Personification	Irritate (action) Sensitive (adj)	Be born (attribute) Beautiful (adj)
2.	Simile	Like	As smooth as As spirited as
3	Hyperbole	Numerical hyperbole Phrasal hyperbole Clausal hyperbole	Numerical hyperbole Phrasal hyperbole

There were also many words or terms that used to indicate the gender's difference on products. Although both gender used personification, there were some differences on the choice of word such as the use of verbs in personification. The researcher found that the attribute verbs are usually used for women's products while the action verbs are common used for men's products. In simile, you can find that the connective words are used for women and men are different. Women's products use the connective words "as" such as „as smooth as" and „as spirited as", but the connective word "like" is common used for men's products. To indicate whether the product belongs to women or men, you can know that the different comparison of language between both genders. Women tend to be compared with flowers and fruits. On the other hand, men tend to be compared with animals.

In hyperbole, there is numerical, phrasal and causal hyperbole. Based on findings, those three types such as numerical, phrasal and causal hyperbole are found on women's product while causal hyperbole cannot be found on men's products. Although both genders often use numerical hyperbole, they have different types of hyperbole to be the most significant type which is used on their product advertisements. The most significant type which is used on men's products is phrasal hyperbole. In contrast, women's products tend to used causal hyperbole.

2. Discussion

Figurative language is commonly used in advertisement to make the product advertised to be more interesting. The function of advertisement is promotional to draw people's attention. From a linguistic point of view, the language of advertising must be informative, instructive, distinctive and

persuasive. It must employ a style of language that will help in attracting people’s attention. By using the figurative language, the producers can persuade the consumers to buy their products

The data and information in this article are those taken from product advertisements for different genders. The findings are 10 products that are classified and analyzed into three different types of figure of speech such as 3 personifications, 3 similes, and 4 findings of hyperbole. The data were only written expressions of figure of speech which belong to words, phrases and sentences and consist of figure of speech.

1) Personification

The type of figurative language which is giving the characteristics of human to non-human, giving the position of human characteristics that has feelings to nonhuman, inanimate objects or abstract ideas, and attributing a personality to impersonal object.

In the advertisement, the writers or the advertisers use personification to deliver message, and describe something to be interesting. The writer usually expresses that the thing advertised can do something like human. This figurative language can also make a very deep impression to the readers who read the product or service advertisement.

Below are some examples of phrases and sentences using personification that is taken from product advertisements?

Table 1. Personification

D	Product	Gender		Form		Personification	Interpretation
		W	M	P	S		
1.	Doy care	✓			✓	Let your skin be born again	A body wash which can make you feel alive and fresh again
2.	Nivea men		✓		✓	Don’t let sensitive skin irritate you	A face wash which won’t irritate your sensitive skin
3.	Nivea	✓			✓	Beautiful moments are born in the shower	A body wash which make you have beautiful moments with your partner.

The examples above are categorized as personification. Those sentences are categorized as personification because the things are considered as human characteristics.

In datum 1, you can see the word “born”. The author gives the characteristic of human who fell “be born” to the non-human “skin” in order to make their product “doy care” become alive and interesting. People know that the feeling of “be born again” just can be felt by human, and it cannot be felt by the skin. In the advertisement, the writers or the advertisers use personification to describe something “body wash” to be interesting. The writer usually expresses that the thing “body wash” advertised can do something “can make you feel alive and fresh again. By using the words “be born again”, it express that the feeling of people who use the body wash are similar with what women feel after washing her body such as feeling alive and fresh anymore.

In datum 2, you can find the word “irritate”. The author gives the characteristic of human who get injured to the inanimate thing “sensitive skin” to make the promotion of the product and persuade the consumers so that they can be interested in using the face wash, especially with brand “Nivea men”. People know that the action of “irritate” just can be done by human, and it cannot be done by the sensitive skin. In the advertisement, the writers or the advertisers use personification to describe something “face wash” to be interesting. The writer usually expresses that the thing “sensitive skin” advertised can do something “irritate you”. By using the word “irritate”, it express that a brand of face wash “Nivea men” can be suitable with your sensitive skin and by using it, you won’t irritate your skin which is very sensitive.

In datum 3, you can find the word “born”. It is categorized as personification because it is an impersonal object “moments” have characteristic like human who are born. It is used to make the products become the consumers’ wish and persuade them to buy. People know that the wish of *born* just can be felt by human, and it cannot be felt by the moments. In the advertisement, the writers or the advertisers use personification to describe something “Nivea body wash” to be interesting. The writer usually expresses that the thing “beautiful moments” advertised can do something “can be born in the shower”. By using the word “born”, it express that “Nivea body wash” can make you have beautiful moments with your partner. By washing her body with the product “Nivea body wash”, you can get beautiful moments while doing interactions with others such as feeling of confidence and freshness.

2. Simile

The type of figurative language which has the following attributes such as a comparison of two different things but it is considered as the same, make a comparison between two unlike things by using the connective words (like, as and like as), and become an explicit comparison.

There are some purpose of using simile in the advertisements such as getting the readers interest in buying the product, giving a very deep impression to them, making an emotion for the reader to try and eat something, and describing something.

Below are some examples of phrases and sentences using simile that are taken from product advertisements.

Table 2. Simile

D	Product	Gender		Form		Simile	Interpretation
		W	M	P	S		
1.	Axe deodorant spray		✓		✓	They will be like octopus	A merk of deodorant spray that protect you fromsweat and a bad fragrance
2.	Olay	✓		✓		Olay pro-X skin cream for skin as smooth as peach	A merk of facial cream which make your skin smooth and healthy
3.	Lux spirited	✓		✓		Lux fine fragrance body wash, a long lasting scent as spirited as you are	A merk of body wash which has a long lasting fragrance and increase your spirit

All examples above belong to simile because of using the connective words such as like, as and like as. It is categorized as simile

because of using the comparison of two different things, but it is considered as the same.

In datum 1, the product says “They will be like octopus” to give emphasis that it is a kind of deodorant spray which has a characteristics like animal “octopus”. It means get protection. This belongs to simile because of making a comparison between two unlike things “they” and “octopus” by using the connective words “like”. People know that the word “they” and “octopus” are two different things, but has the same characteristic *protection*. They refer to men who want to get a protection from sweat and bad fragrance while octopus is a kind of wild animal which can protect and fight the other animal by spurting a black liquid. In the advertisement, the writers or the advertisers use simile to describe something “axe deodorant spray” by comparing two things so that people feel the deep impression to use and buy the product “axe” to get a protection, especially for men who produce sweat and bad fragrance more than women.

In datum 2, it is considered as simile because of comparing two different things by using connective word “as smooth as”. They are skin and peach. Those two things have some differences, but has the same characteristics *smooth*. Olay is a kind of cream product to make the skin of people’s face become smoother while peach is a kind of fruit which has yellow or whitish flesh, delicate aroma and fuzzy or velvety on the surface. In the advertisement, because the surface of the peach is similar with people’s face, the advertiser use simile to persuade and convince the consumers to use a merk of facial cream “Olay Pro-X skin cream” which make your skin smooth and healthy.

In datum 3, you can also find the connective word “as spirited as” to compare two different things such as “body wash” and “scent”. It belongs to simile while two different things are considered to have the similarity in function for *giving more spirit and fragrance to you*. Lux is a brand of body wash that has an extra fragrance while a long lasting scent is a special fragrance which stays longer than the others. Because both have the same function, in the advertisements, the advertiser use simile to persuade and convince the consumers to use the brand of body wash product “Lux” which has a long lasting fragrance and increase your spirit to be confidence,

3. Hyperbole

Hyperbole is the type of figurative language which has the style of language in expressing something exaggeratedly, contain excessive statements and bring untrue meaning, and exaggeration to create emphasis or effect, not the truth. It consists of exaggerated statements in such amount; size, nature, and quality in order to the speakers want to give stressing on their statements or situation. Hyperbole is a

figurative for exaggeration which tells more than the truth about the size, number, or degree of something without intending to deceive.

In the advertisement, hyperbole or overstatement is used to cause the effect and reaction from the reader such as serious, ironic, and humorous. It deforms facts by making them appear much bigger than they are if looked at objectively by giving stressing or emphasis on their statements or situation. The use of hyperbole is to emphasize the strong expression by using numerical expressions and expressions of accumulation and quantity. Then, in advertising, it is aimed to make greater, and increase impression to the readers. The advertiser or the author uses phrasal hyperbole, clausal hyperbole and numerical hyperbole.

Below are some examples of phrases and sentences using hyperbole that are taken from product advertisements.

Table 3. Hyperbole

D	Product	Gender		Form		Hyperbole	Interpretation
		W	M	Phr	S		
1.	Garnier cream	✓			✓	The only creams that gives complete fairness	A cream which makes you feels complete and suitable with your face.
2.	Axe spray		✓		✓	New axe excite Even angels will fall	A brand of deodorant spray makes women interested with the fragrance
3.	Pond's men		✓	✓		Pollution out for bright + energized skin	A brand of facial wash that cleans your face from dust and pollutions
4.	Garnier men		✓	✓		Voted by a thousands of men as the product of the year	A brand of face wash which is used and liked by many men

Those examples above are categorized as hyperbole because in advertising, it is aimed to make greater, and increase impression to the readers. The advertiser or the author uses phrasal hyperbole, clausal hyperbole and numerical hyperbole.

In datum 1, you can find the phrase “the only cream”. It is impossible if it is the only cream in the world. There are many cream products with different brands and the garnier is one of the products, not the only one. In this example, you can find unreal meaning “**complete fairness**”. People know that “fairness” is a judgement of human who want to get justice. In the advertisement, it is used to describe the feeling of “complete” with your faces needed and it has untrue meaning. It is only exaggeration to create emphasis or effect and untrue like the cream is the only one product and suitable with your face. By using the product “garnier cream”, you can feel complete and suitable with your face’s skin. The face’s skin problem like acnes and pimples, by buying and using this product can be solved. The advertiser or the author uses phrasal hyperbole “only”.

In datum 2, you can find the phrase “angels will fall”. It is categorized as hyperbole because it is impossible to happen. People know that **angel** is a myth when you die, you will see the beautiful woman who live in the heaven. She cannot be found in the world. In this case, the word “angels” refers to many beautiful women who will be interested with you while using the product. In the advertisement, the advertiser want to persuade and convince many men to use the product “Axe” by creating emphasis or effect and untrue meaning. By using the product, you can make many women fall in love with you, especially for men. It also indicates that the product is made for men and belongs to one of the men’s products. The problem like sweat and bad smells that make women dislike can be solved. The advertiser or the author uses causal hyperbole “even”.

In datum 3, you can find the phrase “pollution out”. It belongs to hyperbole because it is impossible if the pollution can go out from human life. People know that **pollution** cannot be separated with human environment. The pollution is caused by human’s behaviour and the effect of global warming. In this case the word “pollution” refers to dusts and black spots on your face because of the effect of your activities outside. In the advertisement, the advertiser wants to persuade and convince you that the product “Pond’s men” is a brand of facial wash that cleans your face from dusts and pollutions. The word “men” in the product also indicate the product are used for men who have a problem with his face like producing much more sweat and dust while doing activities like sports and works. The advertiser or the author uses phrasal hyperbole “out”.

In datum 4, you can find the word “thousands of men”. It belongs to hyperbole because of using numerical hyperbole “thousands of”. People know that **thousands** is the high quantity. This amount is usually got when there are more than a thousand things. In this case, it contains untrue meaning when the amount people as much as it is. You cannot count the amount of people in the world. In the advertisement, the advertiser deforms facts by making them appear much bigger than they are. If you looked at objectively, it is used to give stressing or emphasis on their statements. By using numerical expressions, the advertiser emphasize the strong expression to make a brand of face wash “garnier men” seems great because it is used and liked by many people, especially for men.

D. CONCLUSION AND SUGGESTION

There are 3 types of figurative language found on product advertisements for different genders such as personification, simile, and hyperbole. Personification is a figurative language which shows that the thing is considered as human life by giving the characteristics of human to non-human. Simile is an explicit comparison or the comparison of two different things but it is considered as the same by using the connective words such as like, as and like as. Hyperbole is a figurative language which tells more than the truth about the size, number, or degree of something without intending to deceive.

There are also some differences of language between both genders such as the choice of word, the vocabulary and the most significant types of figurative language which were used by them. The researcher found that the attribute verbs are usually used for women’s products while the action verbs are common used for men’s products in personification. In simile, women tend to be compared with flowers and fruits. On the other hand, men tend to be compared with animals. In hyperbole, there are numerical, phrasal and causal hyperboles. The most significant types which are used on men’s products is phrasal hyperbole. In contrast, women’s products tend to used causal hyperbole.

Based on research that has been done, it is known that in the advertisements, there are many words, phrases and sentences that consist of figurative languages. In this study, the researcher is limited is only a few types of figurative language that can be discussed. However, there are also other types of figure of speech such as euphemism, litotes, paradox, and oxymoron which are not found in the results. From the explanation above, the researcher can suggest for future research can use different theories and data so that all types of figurative language found in the advertisement can be discussed totally.

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