

# AN ANALYSIS OF FIGURATIVE LANGUAGE USED IN COSMETIC ADVERTISEMENT ON INDONESIAN TELEVISION

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## ABSTRACT

*This article analyzes "Figurative Language Used in Cosmetic Advertisements on Indonesian Television". The problems of this research are the types of figurative language, the most dominant type of figurative language and the reason why figurative language is used. This thesis is analyzed by using qualitative methods and by applying library research methods where some references are taken from several source books. The types of figurative language are Personification, Hyperbole, Repetition, Metaphor and Simile. The results of this study found 5 Figurative Languages found in 37 Cosmetic Advertisements. There is Personification (24,32%), Hyperbole (21.62%), Repetition (10.81%), Metaphor (37.84%), Simile (5,41%). And the most Dominant type of the five Figurative Languages is Metaphor.*

**Keywords:** *Figurative Language, Personification, Hyperbole, Repetition, Metaphor*

## ABSTRAK

Artikel ini menganalisis tentang "Bahasa Kiasan yang digunakan dalam iklan kosmetik di Televisi Indonesia". Permasalahan dari penelitian ini adalah jenis-jenis bahasa kiasan, jenis Bahasa Kiasan yang paling Dominan dan alasan mengapa Bahasa Kiasan itu digunakan. Skripsi ini dianalisis dengan menggunakan metode kualitatif dan dengan menerapkan metode penelitian kepustakaan dimana beberapa referensi diambil dari beberapa buku-buku sumber. Jenis Bahasa Kiasan tersebut adalah Personifikasi, Hyperbole, Repetisi, Metaphor, dan Simile. Hasil dari penelitian ini menemukan 5 Bahasa Kiasan yang ditemukan dalam 37 Iklan Kosmetik. Ada Personifikasi (24,32%), Hiperbola (21,62%), Repetisi (10,81%), Metapor (37,84%), Simile (5,41%). Dan jenis paling Dominan dari lima Bahasa Kiasan adalah Metapor.

**Kata Kunci:** *Bahasa Kiasan, Personifikasi, Hiperbola, Repetisi, Metapor*

## 1. INTRODUCTION

Language is important and plays a big role in human social life because language is a tool for communicating between humans with one another. One of the means of communication is the mass media. Mass media is an official means and channel as a means of communication to spread news and messages to public. Mass media can be in the form of electronic media and print media. Electronic media, namely television. The development of the

television world in Indonesia is extraordinary, and of course because of the large funding support. Sources to get these funds are from various advertisements. Advertisement is a way to promote a product, brand or service to an audience to drive interest and sales. Advertising designed a lot to promote and introduce new products from one society to society, this often leads to change radical in lifestyle, community behavior patterns and stimulate, for example, make fast food,

ready-made clothing, health and beauty products. Observe the ads that always appear or when interspersed with programs on television, most of them almost certainly contain advertisements for beauty care products for woman or called cosmetics. Cosmetic are ingredients or preparations intended to be used on the outside of the human body to clean, perfume, change appearance. Cosmetic advertisements, for example face whitening advertisements always show beautiful, attractive, and attractive models popular so that it can increase trust in the product, which in the end able to “force” the target audience to buy the advertised product, especially if it is supported by the use of promising language styles. So that it will increase the interest of television viewers.

Characteristic specific advertising language, among others, short, concise, clear, and attractive. Therefore, it is necessary to choose the right words and figurative language (how to use language) to produce attractive advertisements and supported by demonstrations by advertising models with very varied message delivery.

In general, advertising uses language as the main means of conveying the message to be conveyed. Language in advertising is persuasive. It's not maybe the ad is delivered using standard Indonesian because it actually makes the ad less interactive and less interesting. The advertisement for facial skin care beauty products on television, as in the example above, raises the question of what can influence the viewer's mind set so that they are finally interested in trying and then buying facial skin care beauty products after watching the advertisements on television. This question is very interesting to investigate further because the use of figurative language in the advertisement of facial skin care beauty products is one of the things that influence the public in deciding an action to “use” the advertising product or not. Then how do people respond to the use of figurative language in

these television commercials? With the phenomenon of using figurative language as stated above, an advertisement can be analysed using language.

## 2. THEORETICAL FRAMEWORKS

### a. Semantics

Semantics is the study of meaning. Semantics include the semantics of programming languages, formal logics, and semiotics. In international scientific vocabulary semantics is also called *semasiology* ( A. Koller, 2005) In Linguistics, it is the study of the interpretation of signs or symbols used in agents or communities within particular circumstances and contexts. In written language, things like paragraph structure and punctuation bear semantics content other forms of language bear other semantic content.

Hurford (2007:1-2) *Semantics A Course Book* says that semantics is the study of meaning in language. The word mean, then, can be applied to people who use language to speakers (and authors), in roughly the sense of ‘intend’ and it can be applied to words and sentences in a different sense. Semantics focuses on the meaning of words, phrases, or sentences in the language, (<http://en.wikipedia.org/wicxki/Semantics> ) The study of linguistics meaning or morphemes, words, phrases and sentences is called semantics. According to Saeed (2009:3) semantics is the study of meaning communicated through language. Semantics is concerned with aspects of meaning in language.

### b. Figurative Language

Figurative language is language that used words or expressions with a meaning that is different from literal interpretation. Figurative language is a way of showing mind through a special language that shows the soul and the soul and the characteristics of the writer (language user) (Gorys, 2009:113). According to Merriam Webster's Encyclopaedia, figurative

language has five different forms: understatement or emphasis, relationship or resemblance, figures of sound, errors and verbal games.

Tarigan (2009:4) said that “Figurative language or language style is an attractive language which used to increase the effect by introducing and comparing an object or certain matter or more general soothing else. Figurative language has many types such as metaphor, simile, personification, idiom, hyperbole, alliteration, onomatopoeia, synecdoche and many others.

#### 1. Hyperbole

Hyperbole is a figure of speech in which uses an extravagant or exaggerated statement to express strong feelings. A hyperbole is not to be taken literally.

#### 2. Simile

Simile is compares two things like a metaphor but a simile uses the words ‘like’ and ‘as’. Simile is comparison which has explicit characteristic, it means that use words likes as and like (Potter, 1997).

#### 3. Metaphor

Metaphor is one figure of speech in which an expression is used to refer to something that it does not literally donate in order to suggest a similarity. Metaphor is variety of analogy which compare two things directly, but in short pattern (Gorys keraf, 1994).

#### 4. Personification

Personification is speaking of something that is not human as if it had human abilities and human reaction. Personifications is figure of speech in imaginative something, which doesn’t have soul, as though they have human characteristic (Potter, 1997).

#### 5. Alliteration

The repetition of the same initial letter, sound or group of sound in a series of word. Alliteration includes tongue twisters.

#### 6. Onomatopoeia

Onomatopoeia is a language that names something or an action by imitating the sound associated with it. They add

some reality to the writing.

#### 7. Synecdoche

Synecdoche is type of figurative language that uses one part to refer to the whole, or the whole to refer to the part.

### 3. RESEARCH DESIGN

In this study the writer used qualitative research. The descriptive qualitative is used to analyse the figurative language in cosmetic advertisement on television. Qualitative research does not use numbers in collecting data and in providing interpretation of result. However it does not mean that in this qualitative study the researcher is not allowed to use number. Descriptive qualitative method is one which is used to make description to make description of situation and events or to accumulate the basic data.

Biklen in (Moleong 2002:27-29) states in that there are five characteristics of qualitative approach. First, it has natural setting the direct language data source and the researcher are the key of instrument, second, the data obtained are in the form of word not in statistics one. Third, the processes are more importance than the results. Forth, the data analysed inductively, the writer analyses from the general and conclude into specific aspect. Fifth, qualitative research, for the writer to analyse and interpret figurative language used by cosmetics advertisement on television.

In collecting data, the researcher did some steps, such as:

1. The writer watch television and find the figurative language from cosmetic advertisements on television.
2. The writer collect advertisementst from television.
3. Classifying figurative language data in cosmetic advertisements on television.
4. Finding the text of language style in cosmetic advertisement on televisison.

The Technique of data analysis used

in this research consist of some process, there are:

1. Analysing the types of language style that are used on cosmetic advertisement on Indonesian Television.
2. Deciding the most dominant kind of figurative language used in cosmetic advertisement on television.
3. Analysing and giving the reason of the most dominant type of figurative language on television cosmetic advertisement.
4. Finding out the dominant type of figurative language used in cosmetic advertisement with the formula:  
$$X = \frac{F}{N} \times 100\%$$
Where:  
X = the percentage of the type of figurative language  
F= frequency of the type of figurative language  
N= total number of the type of figurative language
5. Drawing the conclusions based on the result of the study.

#### 4. DISCUSSION

After collecting the data, the writer classified the data based on the types of figurative language. Then the data were analyzed by describing and explaining the figurative language. After analyzing data, there were four types of figurative language found in the cosmetic advertisement on Indonesian television, namely: Personification, Hyperbole, Metaphor, Repetition and Simile.

##### 1.The Types of Figurative Language in Cosmetic Advertisement on Indonesian Television.

After analyzing all the cosmetic advertisement, the writer finds that there are four types of figurative language found in the cosmetic advertisement in period May-June are personification, hyperbole,

metaphor, repetition and simile.

Personification is a style language that gives human characteristics or behaviour to inanimate objects.

1. Listen to your Lips  
The advertisement above is taken from cosmetics advertisement May 2022 period, cosmetic advertisement aired on Indosiar broadcast by Sarah tuff, the cosmetic advertisement about foundation Lip ice Lipstick used for woman. This is personification. This sentences exaggeration, because the sentence invites to listen to the lips, while what should be heard is the voice.
2. Swipe your way around the world  
The advertisement above is taken from cosmetics advertisement May 2022 period, cosmetic advertisement aired on Indosiar broadcast by Dewi sandra, the cosmetic advertisement about Lipstick Wardah used for woman. this sentences is personification, because the swipe is only for living things, not inanimate object like lipstick product.

Hyperbole is a type of figurative language that contains words, phrases, or sentences that are excessive in number, size, or nature. Hyperbole figure of speech intends to emphasize a statement or situation to intensify, enhance its impression and influence.

1. Stay gorgeous all ways  
The advertisement above is taken from cosmetics advertisement April 2022 period, cosmetic advertisement aired on Indosiar broadcast by Paula Verhoeven, the cosmetic advertisement about Lipstick makeover can used for woman. This sentence is hyperbole, because this sentence is hyperbole, because has its time, not always beautiful in everything there must be a bad.
2. The powerful drop of youthfulness  
The advertisement above is taken from cosmetics advertisement April

2022 period, cosmetic advertisement aired on Indosiar broadcast by Inneke Koesharawati, the cosmetic advertisement about wardah day cream can used for woman. This sentence is hyperbole, because the Powerfull drop of we know that something that drips is water or liquid not youth that is dripping.

Repetition is the repetition of sounds, syllables, words, or other parts of sentences that are considered important to give stress in an appropriate context.

1. More glowing, more beauty  
The advertisement above is taken from cosmetics advertisement April 2022 period, cosmetic advertisement aired on Indosiar broadcast by Sarwendah, Keanu, the cosmetic advertisement about MS.glow mousturizer can used for woman. The language style used in the advertisement above is repetition because the sentences more glowing more beauty have the repetition of beautifying sounds that follow each other to emphasize and make it more artistic.

Metaphor is the use of words or groups of words not with the true meaning, but as a painting based on similarities or comparisons.

1. Bright Complete  
The advertisement above is taken from cosmetics advertisement April 2022 period, cosmetic advertisement aired on SCTV broadcast by Vanesha Prescilla, the cosmetic advertisement about Garnier serum can be used for woman. This is metaphor. It means that this garnier serum product for the face can brighten the face and make a bright complete face.

Simile or like is one of the figure of speech I Indonesian. Simile is a figure of

speech that expresses something indirectly with an explicit comparison expressed by prepositions and conjunctions, such as, like, for example, similar.

1. Feel like a queen everyday  
The advertisement above is taken from cosmetics advertisement July 2022 period, the cosmetic advertisement about perfume vitalis EAU de royale can be used for woman. The sentences above is said to be simile because it contains the word like.
2. Work like a magnet  
The advertisement above is taken from cosmetics advertisement April 2022 period, the cosmetic advertisement about Garnier rose water can be used for woman. The sentence is a simile because the perfume product is said to work like a magnet.

## **2. The Dominant Type of Figurative Language in Cosmetic Advertisement on Indonesian Television.**

The percentage of each kind of figurative language that are found in cosmetic advertisement are 9 Personification (24,32%), 8 Hyperbole (21,62%), 14 Metaphor (37,84%), 4 Repetition (10,81%), 2 Simile (5,41%). With this evidence above, the writer found the most dominant types of figurative language is metaphor. The total numbers are 14 sentences,37,84%.

## **3. The Reason of the Occurrence of the Dominant Type of Figurative Language in Cosmetic Advertisement.**

Metaphor is found to be the dominant type of figurative language found in this research. The reason of the occurrence of metaphor as the dominant type of figurative language in cosmetic advertisement are related with its function :

1. Figurative Language, gives us

imaginative pleasure. This means that figurative language can make words more interesting.

2. Figurative Language is a way to add emotional intensity to statements that are simply informative and convey an attitude with information. That is, figurative language can convey great emotions.
3. Figurative Language is a means of concentration, a way of saying many things in a short compass. That is, figurative language is a tool to shorten our goals.

## 5. CONCLUSIONS

The conclusion of this study can be formulated based on research questions.

- a. The writer found 37 data that matched the characteristic of language style in advertisements. The advertisement uses 5 kinds of language styles. personification, hyperbole, repetition, metaphor and simile.
- b. In this study, the most dominant type of figurative language used in cosmetic advertisement on Indonesian Television is metaphor which consists of 14 sentences 37,83%.
- c. There are three (3) reason of the occurrence of Personification as the dominant type of figurative language in cosmetic advertisement. They are give us imagination pleasure and make words interesting. To add emotional intensity to statement that are simply informative and convey great emotions. And saying many things in a short compass and a tool to shorten our goals.

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