

BAB IV

CONCLUSION

After analyzing the research findings and the analysis in the preceding chapter, the conclusion, limitations, and some suggestions are taken. The conclusion is drawn based on the formulated research question, limitations summarized based on the problems felt by the author while writing this research, and the suggestion is intended to give information to the subsequent researchers who are interested in further research in this area.

4.1 Conclusion

This study concerns with the hyperbolic expression in Jollibee advertisements. This study focuses only on analyzing the forms and functions of the hyperbole that occurred in Jollibee advertisement on Instagram. The data of this research were only focused on analyzing the forms of hyperbole (single word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, superlative, comparison, and repetition) and the function intended by the hyperbolic expression found in Jollibee advertisement taken. From 445 post, there are 34 data chosen with the purposive sampling by considering some requirement aspects of hyperbolic expression contained in the advertisement and there is also the limitation of time of Jollibee advertisement post on Instagram in April 2021 until March 2023. The data were analyzed using linguistics theory focused on hyperbole by Claridge (2011) in order to find out the answer of the research questions.

As far as it is concerned, most of the Jollibee advertisements on Instagram contain single word hyperbolic form. Eighteen advertisements contain single word of hyperbolic form, seven advertisements contain superlative hyperbolic form, four advertisements contain clausal hyperbolic forms, two advertisements contain comparison hyperbolic form, and the last, numerical, repetition, and phrasal only happen in one advertisement each. Furthermore, one example can be grouped into one or two hyperbolic forms. This is due that in one example could contains more than two hyperbolic markers, and one hyperbolic expression can be categorized into more than one hyperbolic form.

Furthermore, there are some hyperbolic functions in terms of food advertisement that occur in the finding data. They are exaggerated taste, amplified benefits, excessive visuals and dramatic language. Customers have to considerate that hyperbole in food advertising is often intentionally exaggerated and not meant to be taken literally. Its primary purpose is to capture attention, create an emotional connection, and ultimately persuade consumers to try or buy the product. In the case of food advertisements, the use of hyperbole is difficult to separate from supporting visuals (images). Images or visuals support customers in implementing writing that contains hyperboles. This is different from the use of hyperbole in novels or short stories. In short stories, the use of hyperbole is indeed focused on writing and does not require the help of supporting images, especially in dialogue, because usually the reader can immediately imagine what the author means.

4.2 Limitations

The writer acknowledges that this study has limitations. The first limitation is there is no official linguist who has written a theory about the function of the hyperbole in detail from the point of view of linguistics. Consequently, the author has to summarize from several sources to get what are the functions of the hyperbola, especially in food advertisements from various sources. Next, there are still very few journals or articles discussing the use of hyperbole in food advertisements. Discussions about hyperbole in articles or journals can indeed be counted a lot, but research focusing on hyperbolas in food advertisements could be categorized in small count.

4.3 Suggestion for Future Research

After conducting this study, the author acknowledges that this study must be refined. Hyperbole is one the topics in semantics whose research continues to develop. Thus, the author suggests that hyperbole researchers in the future can be more varied in choosing research objective and adapt to the time as well. The author personally hopes there will be more research about subjectivity in hyperbole and level of hyperbole. For Jollibee, the author suggests to use other form of hyperbolic expression to create a variation of the advertisements, and try to use other words when using hyperbolic expression, reduce using *forever* because its already too many used in their advertisements.