

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Advertisement is information promotion through written or oral communication. Written advertisements are promotion in written form, which are commonly found in newspapers, magazines, or billboards while the oral ones are those in spoken forms, such as those found on radio and television (Muthmainah, 2016).

Advertisements have several functions, including promoting or selling a product and providing information from an institution. According to (Armstrong, 2002), advertising involves buying and selling goods and services, all trade industry activities and relationships, and promoting various products. Advertising has a significant role in business because consumers become aware of the advantages of an item and can decide whether to buy the product. Also, advertisements can make consumers pay attention to information or products that are being advertised (Widyahening, 2015).

In the globalization era, advertisement plays a vital role in providing information to the public. Advertisements are written in a particular way; they usually use words with connotative meanings, figures of speech, and even ambiguity to convey their message and create the desired effect (Boyevna, 2013). These language styles are employed because advertising a product requires linguistic creativity that attracts the audience's attention as well as characterizes the product. Thus, when people encounter an advertisement, they can immediately recognize the brand or product being promoted.

Language in advertising functions as a communicative bridge between producers and consumers. Producers generally use an appealing language style so that consumers can receive the information more easily or feel motivated to purchase the product. This

demonstrates how language has a strong influence on people and their habits. In the context of beauty advertisements, the choice of words becomes especially important since beauty products often promise transformation, improvement, and emotional satisfaction.

One of the platforms for viewing advertisements is television. We can see advertisements on TV for all products. People have long used television to promote goods and services, from food products and daily necessities to beauty products; the point is to tell the benefits or advantages of the product so that people are interested in buying the advertised product. Beauty products are one of the advertisements that many people are interested in, especially women. Advertising, of course, uses a variety of language styles that are useful to make people interested in buying it. For this reason, in this research, I will analyze the type of figurative language used in beauty advertisements and the function of the figurative language used in these advertisements, especially in beauty advertisements.

Leech (1969), in his work *A Linguistic Guide to English Poetry*, states that stylistic devices or figures of speech function as **foregrounding devices**—forms of language that stand out from ordinary usage and capture the reader's or listener's attention. He identifies ten types of stylistic devices: **Metaphore, Simile, Personification, Hyperbole, Irony, Metonymy, Synecdoche**. These styles, although originally discussed in literary contexts, are widely applied in advertising language to increase memorability, build emotional appeal, and persuade audiences. Beauty advertisements, in particular, frequently adopt these styles to strengthen the message, highlight product effectiveness, and create an aspirational image that attracts consumers. So, this type can be seen in the following examples:

A1: "Your **eyes say enough**." (Cosmetic, 2022)

A2: "Change your hair **as** often **as** you change your mind." (Hair color, 2023)

A3: "Color **damage** may not show from a distance, but up-close **damage** cannot be

hidden.” (Shampoo, 2023)

A4: “Change your dark skin by Nivea Whitening.” (Body Lotion, 2023)

Advertisement (1) is classified as personification because the sentence implies that the eyes are personified. In this case, the sentence uses the eyes as a substitute for humans who can say ‘enough,’ even though the word ‘enough’ is also one of the activities that humans always do. Then, advertisement (2) is a simile, a language style that explicitly compares two things with a different reality. They use the comparative words ‘as often,’ meaning ‘the same meaning.’ The word ‘hair’ refers to the mind, so the advertisement means you can change your hair color more often, just as you change your mind. Next, advertisement (3) is assonance because it shows the repetition of the ‘D’ consonant sound in word damage and damage that follows each other in the sentence, and it makes this advertisement more artistic. Through this product, the advertiser wants to help you by providing a solution through the “Pantene 3 minutes miracle” that can repair damage and noose your hair strength for strong and healthy from afar and up close. Advertisement (4) can be categorized as a euphemism because euphemism replaces a less harsh or more pleasant term with another term. The words “change your dark skin” are considered unpleasant, and this advertisement aims to provide a product that can brighten the skin.

The advertisement above demonstrates different styles in the language of beauty advertisements. I am interested in further examining what styles are used and which type is dominantly used in ads based on Leech (1969) theory on FOX TV. Because we can see TV advertisements are presented repeatedly, it is easier for me to watch them.

1.2 Theoretical Framework

1.2.1 Sociolinguistics

Sociolinguistics is the study of language and its relationship with society. People use their language styles to convey and express spoken and written language because they relate

to social aspects. Sociolinguistics, as a branch of linguistics, seeks to explain the characteristics of language variation and the relationship between language variation and social factors.

According to Fishman (2010), sociolinguistics should cover everything from "who speaks what language to whom and when and for what purpose." So, the object of study in sociolinguistics is language variation and language style.

1.2.2 Language Variation

According to Wardhaugh (2006), language variation is one way of giving specifics about the variety of dialects that speakers of a language can speak. Variation is a characteristic of language, and there are several ways of saying the same thing, such as pronunciation (accent), word choice (lexicon), or morphology and syntax (sometimes called "grammar"). The variation includes dialects, registers, and styles.

1.2.3 Language Style

Style refers to how a writer organizes words to convey ideas to the reader in a particular medium. In advertising, for instance, a writer uses style to portray the emotions or messages they wish to communicate. According to Keraf (2002), style in language is the ability and proficiency in composing and arranging words elegantly. This aspect of style is closely related to diction, since it involves the evolution and change in meaning that arise from selecting specific words, phrases, or clauses for particular situations. The right choice of words, especially in advertising, provides consumers with clear and practical information about a product, ensuring they understand its benefits.

Language style plays an important role in the structure and delivery of the writer's message. Keraf (2002) suggests that a writer's style reflects how they structure their writing to convey ideas to readers. Badiah (2016) also emphasizes that language style is essential in advertisements because it fosters buyer interest. By employing a distinct

language style, advertisers can increase consumer interest in the message conveyed. Furthermore, persuasive language styles in advertisements help attract consumers to purchase the advertised products.

Every word chosen by the writer is intentional and contributes to the overall idea they want to express to consumers. Seyler (2008) points out that word choice can be either denotative or connotative. Denotative meaning refers to the literal, explicit, or true meaning of a word, while connotative meaning involves figurative or symbolic meanings often used in literary and advertising contexts. In this study, the focus is on connotative language, particularly figures of speech.

Leech (1969), in his book *A Linguistic Guide to English Poetry*, categorizes a number of figures of speech as foregrounding devices that make language stand out and become more memorable. According to **Leech (1969) in *A Linguistic Guide to English Poetry***, figures of speech are central to language style, such as: **Metaphore, Simile, Personification, Hyperbole, Irony, Metonymy, Synecdoche**. These devices are frequently employed in beauty advertisements to enhance persuasiveness, create emotional appeal, and strengthen the aesthetic quality of the message. Here is the seven figurative languages by Leech (1969):

1. Metaphor

An implicit comparison without using linking words.

Example: “*This cream is your fountain of youth.*”

This sentence is a **metaphor** because it makes an implicit comparison between the cream and the *fountain of youth* (a legendary spring that gives eternal youth to those who drink from it). The cream is not literally a fountain, but it is described as such to imply that using the cream will make the user’s skin look young and fresh. There **are** no linking words like *as* or *like*, which makes it a direct metaphor

rather than a simile. The effect **is** persuasive and emotional: it suggests that the product has magical or extraordinary power to stop aging.

2. Simile

An explicit comparison using linking words such as *like* or *as*. The words commonly used are *as... if*, *as... as*, *as... like*.

Example: “*Skin as smooth as silk.*”

This sentence is a **simile** because it makes an **explicit comparison** between *skin* and *silk* using the linking word “**as... as**”. *Silk* is known as a fabric that is extremely soft, smooth, and luxurious. By comparing skin to silk, the advertisement suggests that using the product will make the user’s skin just as soft and flawless as silk. Unlike a metaphor (which states directly “*your skin is silk*”), a simile uses comparison words (*as... as*, *like*) to show similarity. The effect is persuasive and descriptive: it creates a clear mental image that makes the audience imagine how pleasant and smooth their skin could feel.

3. Personification

Attributing human qualities to inanimate objects or abstract concepts.

Example: “*Let your skin drink the hydration.*”

This is personification because it gives a human quality (the ability to drink) to something non-human, which is *skin*. In reality, skin cannot literally drink; only humans can. By attributing this human action to skin, the advertisement creates a vivid and imaginative image of how the product provides deep moisture. The effect is persuasive and emotional: it makes consumers think of their skin as a living being that can “drink” and “refresh” itself, emphasizing how essential hydration is for beauty and health.

4. Hyperbole

Exaggeration used for emphasis or dramatic effect.

Example: “*The ultimate cream for flawless skin.*”

This is hyperbole because it uses exaggeration to emphasize the product’s quality. The word “ultimate” suggests that this cream is the *best of all*, the final and perfect solution. The phrase “flawless skin” is also an exaggeration, because in reality no skin is completely perfect. Advertisers use this kind of dramatic claim to catch attention and persuade customers, even if the statement is not literally true. The effect is emotional and persuasive, making the audience believe that the cream can deliver extraordinary results.

5. Irony

Expressing meaning by saying the opposite, often for humor or emphasis.

Example: “Bad hair days are the best days... if you love disasters.”

The statement literally praises bad hair days, but the irony lies in the contrast—bad hair days are actually undesirable. This ironic tone emphasizes the need for the advertised shampoo or conditioner.

6. Metonymy

Replacing the name of something with another term closely related to it.

Example: “*The red carpet look in one touch.*”

This is metonymy because it replaces the idea of celebrity glamour and prestige with the phrase “red carpet.” In reality, the *red carpet* is not the beauty look itself, but it is closely associated with glamorous events like award shows and famous celebrities. By saying “*red carpet look*”, the advertisement suggests that the product can give users the same style, confidence, and elegance as celebrities on the red carpet. The effect is persuasive and aspirational: it makes consumers imagine themselves as glamorous and important, just like movie stars.

7. Synecdoche

Using a part to represent the whole, or the whole to represent a part

Example: “*All eyes on you*”

This is synecdoche because it uses a part of the body (eyes) to represent the whole people who are looking. In reality, it is not just “eyes” that look, but people. By saying “*all eyes on you*”, the ad emphasizes that everyone’s attention will be focused on the user of the product. This part-for-whole substitution makes the message short, catchy, and dramatic, which is effective in advertising. The effect is persuasive and flattering: it makes the audience believe they will be admired and noticed by many if they use the product.

1.2.4 The Function of Figurative Language

The function of figurative language is to beautify and convey clearly the message to be conveyed. Hidayat (2004) classifies the function of figurative language into:

1. To increase the reader’s taste

This function refers to how the use of figurative language can increase interest and readers can appreciate the text. A well-chosen language style can make the content of the text more interesting and enjoyable, so that readers can contribute to and enjoy the text.

2. To persuade the reader

In this function, the figurative language used is like an invitation that attracts the reader's attention and can be used strategically to convince or influence the reader's opinion or belief. In this function, persuasive sentences are often used.

3. To add the artistic effect of the idea being offered by the writer

This function emphasises how stylistic choices can enhance the aesthetic quality of a text. Stylistics that have an artistic effect can include the use of metaphors,

imagery, and other literary devices that contribute to the overall beauty of the writing.

4. To make the writer's idea clearer

Figurative language can also serve to clarify a writer's ideas and make them easier to understand. With the right choice of words, sentence structure, and stylistic elements, writers can ensure that their message is effectively communicated and understood by readers.

5. To create a certain mood

The style of language used can strengthen the ideas conveyed by being able to build a certain emotional atmosphere or mood in the text by applying stylistic choices consistently, the writer can evoke certain feelings and responses from the reader.

1.3 Review of Previous Studies

Many studies of language style in literature have been conducted by students or scholars. Some students' theses and some scholarly articles related to the present study are discussed here.

One study that discussed language style is found in a thesis by Rahmawati (2019). This thesis aims to examine the kinds of language styles used by William Wells' theory (1995) and some strategies used in language styles in advertisements for "The New York Times" magazine. A descriptive qualitative method was used to conduct this research. The data is collected from all the New York Times Magazine advertisements published on March 6th to 12th, 2019. She found twelve data points and 4/10 kinds of language styles in the ad. The result of data analysis shows the dominant style used in The New

York Times advertisements was a straightforward style, which is 4 data, soft sell style is also 4 data, hard sell style is 3 data, and comparison style is only 1 data. So, the strength of this study is the discussion, and the author's explanation about each kind of language style, including the findings and examples from the data.

Another study discussing language style can be found in a journal by Saputri, Barus, and Muna (2021). This research aims to analyze the Language style used in English commercial products and educational advertisements online. They got the data by collecting fifteen English commercial products and five educational advertisements using the descriptive qualitative method. Wells' theory (1995) is used in this research to find the language style. This research shows that they found 15 data points of commercial product advertisements. They found six language styles that dominated their study: spokesperson, problem solution, demonstration, slice of life, comparison, and combination of problem solution and comparison style. In education advertisements, they found three language styles: hard sell, soft sell, and straightforward style, from 5 data points. The strength of this research is how it collects and finds the data.

The other study discusses the language style in English commercial advertisements, which can be found in a thesis by Muthmainnah (2016). This research aimed to analyze the different language styles used in English commercial advertisements on television. As in the previous study, this research also used the theory of Wells (1995). In this theory, Wells explained several language styles: personification, simile, metaphor, metonymy, alliteration, assonance, ellipsis, euphemism, prolepsis, and hyperbole. The descriptive approach is the method used in this research. As a result, she found 10 data points and showed that the dominant language style is personification because four English advertisements use it. It is followed by an alliteration style found in three advertisements, assonance is found twice and once in a simile. The other study discusses

language style in English commercial advertisements, which can be found in a thesis by Muthmainnah (2016). This research aimed to analyze the different language styles used in English commercial advertisements on television. As in the previous study, this research also used the theory of Wells (1995). In this theory, Wells explained several language styles: personification, simile, metaphor, metonymy, alliteration, assonance, ellipsis, euphemism, prolepsis, and hyperbole. The descriptive approach is the method used in this research. As a result, she found 10 data points and showed that the dominant language style is personification because four English advertisements use it. It is followed by an alliteration style found in three advertisements, assonance is found twice and once in a simile.

The last study of language style in advertisement can be found in a journal article written by Putri, Sunra, and Mustikawati (2022). This research aimed to examine the types of language styles in advertisements on CNN. This qualitative research method uses descriptive techniques, so the data was from 13 random advertisements on CNN. Unlike previous research, they used the theory of Mirabella and Ariana (2010) about the category of language style. Data analysis shows that the dominant category of language style is morphological style, which accounts for 5% of the data. Then, the next category is found: 3 data are in the syntactical and rhetorical categories, and the least dominant is the sloganized category, which is only 2 data. The strength of this research is in grouping data using tables to make it easier for readers to see the data presented

1.4 Research Questions

Based on the title *An Analysis of Figurative Language in Beauty Advertisement on FOX TV Channel* the following sentences below are the statements of problem:

1. What type of figurative language is mostly used in beauty advertisements on FOX

TV channel?

2. What is the function of figurative language that mostly found in beauty advertisements on FOX TV channel?

1.5 Objective of the Research

Based on the problem above the following statements are the objectives of this research:

1. To determine the types of figurative language that is dominant used in beauty advertisements on FOX TV channel.
2. To identify the function of figurative language as found in beauty advertisements on FOX TV channel

1.6 Scope of Research

This study is limited to advertisements that promote beauty products on TV. The data is limited to the advertisements promoted by FOX TV during 2024. The object of the study is limited to identifying the figurative of language, based on Leech (1969), and the functions, based on Hidayat (2004).

