

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

This research analyzed the types and functions of figurative language in beauty advertisements on FOX TV Channel in 2024. The analysis was conducted using Leech's theory (1969) for types of figurative language and Hidayat's theory (2004) for functions. From the analysis, 22 data were found consisting of various stylistic devices. The results show that the dominant types of figurative language are metaphor (27.27%), personification (27.27%), and hyperbole (27.27%), which appear almost equally in the data. These findings suggest that beauty advertisements frequently rely on imaginative comparisons, human-like expressions, and exaggerated claims to strengthen their persuasive power. Less frequently used styles include simile (9.09%), metonymy (4.55%), and synecdoche (4.55%). Interestingly, irony was not found, indicating that advertisements avoid using sarcastic or contradictory tones in order to maintain a positive and persuasive impression.

Regarding functions, the most frequent function is to persuade the reader (50%), confirming that persuasion is the primary goal of advertising. The second most frequent is to create a certain mood (27.27%), which helps advertisements evoke emotions such as confidence, romance, or happiness. Meanwhile, to make the writer's idea clearer (13.64%) and to add the artistic effect of the idea (9.09%) are less dominant but still contribute to enhancing message delivery.

In conclusion, this study demonstrates that figurative language in beauty advertisements is not only a tool to describe products but also a persuasive strategy that shapes emotions, attitudes, and perceptions of the audience. The dominance of metaphor,

personification, and hyperbole reflects the creative and aesthetic role of figurative language in modern advertising.

4.2 Suggestions for Future Research

This study is limited to beauty advertisements broadcast on FOX TV Channel in 2024. Future research may extend the scope by analyzing advertisements from different media platforms such as social media, online streaming services, or printed magazines, which may reveal other stylistic features. Additionally, further studies could apply different theoretical perspectives on stylistics, semiotics, or discourse analysis to broaden the understanding of how figurative language functions in various advertising contexts.

