# AN ANALYSIS OF TYPES OF FIGURATIVE LANGUAGE USED IN INTERNET ADVERTISEMENTS

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**Abstrak**

Tujuan dari penelitian ini adalah (1) untuk mengetahui jenis majas apa saja yang paling banyak digunakan oleh para pengiklan untuk mempromosikan produk mereka. (2) persamaan dan perbedaan dari penggunaan majas pada produk pria dan wanita. Dalam penelitian ini, penulis mengelompokkan produk-produk yang digunakan oleh pria dan wanita. Hal ini dimaksudkan agar pembaca dapat mengetahui jenis majas apa saja yang paling banyak digunakan dalam masing-masing produk yang digunakan oleh pria dan wanita. Dalam menganalisis tentang tipe-tipe majas, penulis hanya fokus pada 4 (empat) tipe majas, antara lain: personifikasi, metafor, hiperbola, dan simile. Dalam teknik pengumpulan data, penulis menggunakan teknik mencatat (note-taking technique). Penulis mengumpulkan data dari iklan yang diterbitkan di internet. Berdasarkan analisis data ditemukan bahwa personifikasi merupakan jenis majas yang paling sering digunakan dalam iklan baik untuk pria (50%) dan wanita (44%).

Kata kunci:  majas, iklan di internet, personifikasi, metafor, hiperbola, simile

## A. Introduction

Language plays an important role in human communication. Without language, we cannot communicate each other. Wardhaugh (1972:3) states that language is a system of arbitrary vocal symbols used for human communication. The main function of language is as a tool of communication. As a main tool of communication, language has a very important role in human's life. Language is a specific human's characteristic that makes them different from other. By using language, people can say their intents, wants, messages and informations to other people.

There are two kinds of language. They are literal language and figurative language. The literal language has meaning as it is uttered. Literal language refers to facts without any exaggerations or alterations of the subject. The figurative

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language has the implied meaning or we can say that the meaning of the figurative language is based on the context.

Figurative language is a language which uses figures of speech (a way of saying one thing and meaning another). Keraf (1986:129) identifies that figurative language is based on two categories: direct and indirect meaning. The figures of speech compare one thing with another thing and find the similarity between these two things. Moreover, we can find some examples to compare the figure of speech. The first one is rhetoric figure of speech and the second is allusion figure of speech. Both can be found in simile, metaphor, allegory, personification, satire, hipalase, irony, innuendo, antiphrasis and paronomasia.

According to Perrine (1988:565) figurative language is the language that cannot be taken literally (or should not be taken literally) and say something other than ordinary ways or say one thing and mean another. Figurative language is used in imaginative rather than literal sense, it is used widely in daily speech and writing. Beekman and Callow (1974:94) say that figurative senses are based on associative relations with the primary sense. Figurative language is often used in the daily communication, literary works (novel, poems, poetry, and short story), speech, and in advertisement.

Figurative language has 16 types, but in this study, the analyzing is focused into 4 (four) types of figurative language that tend to be used in internet advertisements; there are personification, hyperbole, metaphor and simile.

**1. Personification**

Personification is a figure of speech in which human attributes are given to an animal, an object, or a concept. In addition, (Perrine, 1983:574) says that personifications consist in giving the attributes of human being to an animal, an object, or a concept.

**2. Metaphor**

Metaphor compares two subjects directly in the short time, not using the words: like, the same, as, etc.

Example: that person is scoundrel (Keraf, 1986:136)

In the phrase above, person is compared to crocodile, it does not mean that the *person* is *crocodile* but the *person* is like *scoundrel*. It is used to describe a man who does not have responsibility because it is known that he likes to temp women

**3. Simile**

Simile is an explicit comparison which directly says one thing as the same as the other thing. Simile used words: *like, as. Than, similar to, resembles, appears*, or *seem.*

Example: "Her lips parted *like* a ripe red pomegranate" (Keraf, 1986:138)

It can be seen that the word *like* compare *lip* to *pomegranate*. It describes the beauty of the lip itself.

**4. Hyperbole**

According to Harry (1976:138) "hyperbole is obvious and deliberate exaggeration; an extravagant statement. Hyperbole is a figure of speech that not intended to be taken which has a way of abundant to express something". Hyperbole is a figurative statement exaggerated (exaggeration), intended to obtain certain effects, not the truth.

Advertisements are known as media of communication where the advertiser delivers some messages to the reader through the advertisement. Advertising is the process of persuading potential customers to buy products or avail of services being offered to them. In delivering their ideas, the advertisers play with text. The producers use figurative language to deliver the message of the product. By using figurative language, the producers need to persuade the consumers to buy their products. Figurative language enables the producers to make the product sales quickly because they used the memorable sentence and distinguishing it from the competitor products. The producers publish their advertising not only in magazine, newspaper and in television, but also in internet.

Keiko (1994:43) notes that the language used in advertisement is very carefully chosen to have special effects. The word will create images as well as convey information and often there will be more than one meaning to some expression. It means that the language of advertising is very influential to get the special effects and the right choice of language is expected the prospective consumers will change their mind and behavior toward the product and buy it.

Advertising slogans are short, often memorable phrases used in advertising campaigns. Slogan is used by the producer to catch consumers attention to buy the products. By using the slogan, the producer can deliver the message of the product. Brand slogans have been subject to much interest from both practitioners and researchers, the reason being that slogans may have positive effects on their brands.

Arens (2006:424) states that slogans provide continuity to a series of advertisements in a campaign, and they reduce an advertising message strategy to a brief, repeatable, and memorable positioning statement. By using a slogan consumers would always remember about the product, thus making it beneficial to both the advertiser and the consumer. By using slogans, it is easy for producer to deliver the message of their product to the consumers.

**Christian Dior Addict Lipstick Polychrome Brown No 527**



"Its steel-blue case is like a precious cult object - you wouldn't think of giving it up. Put it on. Your lips are drenched with color and shine, as luscious as forbidden fruit. The color is purer. The shine more intense. The look more alive"

The example above can be classified into simile. It can be seen that the word like compares steel blue case with precious cult object. It does not mean that the case of the lipstick is like something precious more that anything and we have to adore it every time, but it case is like precious cult object. It only describes the beauty of lipstick itself.

From the example above, advertisement can be more attractive by using figurative language and persuade the buyer to buy the product. The advertiser used similes in this advertisement because they want compare the blue case of the lipstick with the cult object. The blue case describes the beauty of the lipstick, so when the consumers used the lipstick it can make their looks more beautiful.

**<u>Waterproof Rain Jacket Keeps You Dry When the Sky Unzips</u>**



Our men's rain jacket keeps you bone dry whether it's sparkling or raining cats and dogs. The waterproof PVC shell is lined polyester, which gives the jacket a much welcomed softer feels against the skin imported.

The use of this personification in this data can be seen in the sentence "**Keep you dry when the sky unzips".** In this example, the advertiser personifies the sky as having the human action; "unzip" means open the zipper. It is done by human and this sentence "sky unzip" means raining. Beyond the sentence, advertiser actually wants to state his product which waterproof rain will protect the people from hard rain. This product addressed to men.

From two examples above, we can see that every advertiser has different way in using figurative language in their advertisement. In every product the advertiser uses different types of figurative language. There are certain reasons that make the writer choose to analyzed types of figurative language as the focus of the research. First, the writer search and reads the internet advertisement that is frequently expressed in the form of figurative language, because figurative language gives interesting and differentiate features to be analyzed particularly the word meaning. Second, the writer found that many product in internet advertisement used some types of figurative language to attract the consumers. Third, the writer found different types of figurative language tend to be used in male and female product, and analyzed the meaning of the figurative language that used in the product.

## B. Discussion

Types of figurative language were collected from slogan in advertisenement as found in internet. The whole data were gotten from slogan of advertisement in internet. There were 100 ads, it was consists of 50 ads for man's product and 50 ads were taken from woman's product. The data were analyzed and classified into types of figurative language. The slogans in advertisements of man's product and woman's product were compared to find the types of figurative

language which tend to be used and found the similaraties and differences the types of figurative language both male's and female's products.

The data taken from slogan of advertisement that found in internet advertisement. There were 100 ads, they are 50 ads for man's product and 50 for woman's product.

**Table 1. Percentage of Types of Figurative Language in Male Products**

| No | Types of Figurative Language | Number of Data | Percentage |
|----|------------------------------|----------------|------------|
| 1  | Personification              | 25             | 50%        |
| 2  | Metaphor                     | 10             | 20%        |
| 3  | Hyperbole                    | 8              | 16%        |
| 4  | Simile                       | 7              | 14%        |

**Table 2. Percentage of Types of Figurative Language in Female Products**

| No | Types of Figurative Language | Number of Data | Percentage |
|----|------------------------------|----------------|------------|
| 1  | Personification              | 22             | 44%        |
| 2  | Hyperbole                    | 16             | 32%        |
| 3  | Simile                       | 8              | 16%        |
| 4  | Metaphor                     | 4              | 8%         |

From the table above, it can be seen that the advertisers have their own way to make the consumer interested in their products. In analyzing the data above, it was found that most of the advertisements in internet, the advertisers used figurative language which is personification. Most of the advertisers used personification because this figurative language easy to catch consumers' interest, so the consumers will buy their products. From 16 (sixteen) of types of figurative language, the analyzing only focused in 4 types of figurative language, because only four types of figurative language that mostly used in advertisements. The products were classified into male and female products, because it can help the writer and the readers to know the types of figurative language which is dominant and not dominant that used by advertisers in the slogan of advertisement in internet.

For female and male products, it tends to use personification in their advertisements. From the table above, the percentage of personification for male product is 50% and 44% for female products. It because by using personification the producers easy to deliver the message of their product to the consumer, it easy to catch consumers' attention by giving object with human attributes. The advertiser make the product become more attractive with personification because it is easy to understand what the advertisement means.

In male products, metaphor is on number two on the table of percntage that is 20%. While in female products, number two belongs to hyperbole that is 32%. There are differences in using types of figurative language both male and female products. The differences in using types of figurative language in the advertisement slogan between male and female product, influenced by the theory

of language and gender. In theory language variation by Holmes, women gossip more than men do, men tend to be less polite than women.

While the lowest percentage is Simile in male product that is only about 14%, and in female product the lowest percentage is metaphor it is about 8%. There are differences in using types of figurative language both male and female product. It can be said that male want to receive factual information about the product they do not interesting in comparing something with something else. In the contrary, women like to compare with something else because it will easy to attract and to catch their attention with the product.

## C. Conclusion

After analyzing the data, it can be concluding that figurative language is not only use in literary work such; novel, poetry, short story, drama, and poems, but is also used in advertisement. In order to make these advertisements more exciting and interesting, the advertisers used figurative language to make the product become alive. The use of figurative language in advertisement like in internet advertisement, gives big influence in promoting the product. It is easier the producers deliver the message of their product to the consumers.

The producers use figurative language to deliver the message of the product. By using figurative language, the producers persuade the consumers to buy their products. Figurative language enables the producers to sale the product quickly because they use the memorable sentence and distinguishing it from the competitor products.

Figurative language has 16 types, but in analyzing this paper was focused to analyze 4 types, they are: personification, hyperbole, simile, and metaphor that tend to be used in internet advertisements. The advertisements were classified into male and female products. These classifications are in order to show types of figurative language which is dominant and not dominant between male and female products.

From male products, it was found 4 types of figurative language, they were: personification, simile, metaphor, and hyperbole, personification was the highest number and simile was the lowest number that writer found in internet advertisements. While female products, personification was the highest number of types of figurative language that used by advertisers and metaphor was the lowest number that the advertisers used in internet advertisements.

In this study, the study was focused to analyze about 4 (four) types of figurative language that used in internet advertisements. Whereas there are others types that have not analyzed yet in this study. It is suggested that next writer can find other sources to analyze about figurative language, so it is not only in internet advertisements, the next writer can get the data from news paper, magazine, or any literary works that can give new result to the reader.

Note: This article is written based on Ratna Yuri's paper under the supervision of Rusdi Noor Rosa, S.S., M.Hum.

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