AN ANALYSIS OF FIGURATIVE LANGUAGE EXPRESSIONS IN ONLINE SHOP ADVERTISEMENTS

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Abstract: This research aims at identifying figurative expressions, their types and meaning in online advertisements. This research applied descriptive method. The subject of this research was advertisements phrases and sentences in online shop advertisements especially that released in Youtube. Based on the findings, It can be concluded that in advertisements, figurative languages are contained. There are various types such as hyperbole, metonimy, metaphor and simile found in online advertisements especially those are accessible in Youtube social platform in video-based database. Each kind of figurative language has different frequency as discovered. Hyperbole has in 15 data (75%), simile has 1 data (5%), metaphor is found in 2 data (10%) and metonimy has 2 data (10%). It is seen that hyperbole has the highest frequency and simile becomes the lowest. Persuasive sentences in online ads are sentences that aim to convince and persuade the reader or listener to carry out the idea expressed in the sentence about something. In making advertisements, people also have to use this type of persuasive sentence because so that readers or listeners feel persuaded to accept the offers in the advertisement. It is a must to pay attention to the use of language which is very important for the success of advertisements in the eyes of the public. The language used in advertisements must be able to be a presentation to the public so that they are interested in something being advertised. It is a must to pay attention to the use of language which is very important for the success of advertisements in the eyes of the public. The language used in advertisements must be able to be a presentation to the public so that they are interested in something being advertised.

Keywords: *Figurative languages, advertisement, Youtube, linguistics,semantics.*

INTRODUCTION

Language holds significant importance in the lives of human beings. It is a system of sounds governed by rules that convey meanings comprehensible to those who speak the language (Liando et al., 2023; Fasold and Clinton, 2014). In another sense, language serves as a means to convey information, ideas, concepts, and emotions, enabling human beings to communicate and exchange knowledge, beliefs, opinions, desires, commands, gratitude, and more.

Language plays a role in various aspects of human life, including business, where making sales, either of products or services, is crucial (Liando et al., 2022; Liando & Tatipang, 2022). Every sale is preceded by promotion or advertising. Advertising has become pervasive in modern life, appearing in print and electronic media, public spaces, and various other settings. Its purpose is to influence the mindset and behavior of the public in response to the messages conveyed (Clow and Baack, 2012; Liando et al., 2023). An advertisement's allure lies in its ability to evoke specific images, and language plays a key role in constructing this appeal, attracting consumers to the offerings. Without advertising, goods and services would struggle to reach distributors, sellers, and eventually consumers.

An online shop operates on a digital basis, independently managing its business transactions through devices used by both buyers and sellers. It represents a place where sellers and buyers may not meet physically, and transactions occur primarily through digital means. Advertising becomes especially vital for online shops, as it serves as the most persuasive way to reach potential buyers and promote goods or services at a minimal cost (Liando et al., 2018). When done positively, advertising is a means of selling through information dissemination. However, not all information is suitable for advertising.

In summary, advertising plays a significant role in the success of online shops by influencing the mindset and behavior of the public. The appeal of an advertisement relies on the language style used to remind audiences of specific images, thereby generating interest in the products offered.

Advertising becomes an attention of language. In fact, sometimes people imitate the words that is in the ad and brings the language of the ad to life daily. This has become a success for advertisers so that advertisements become popular. Accordingly, the product also became known and consumers get interested in buying it. Judging from its function, advertising language is different from the language used in scientific and literary essays.

To convey information, advertisements need to use short and concise language directly to the public. So that the advertising language has its own characteristics separately from other languages. One of the elements contained in the advertisement is the slogan. Slogan has two main functions, namely maintaining the continuity of a series of advertisements in campaigns and simplify an advertising

message strategy to be concise, repeatable, attention-grabbing, and easy for consumers to remember.

To make an effective and interesting advertisement, the importance of contents have to be considered. Based on the reasons above, the writer wants to conduct research about An Analysis Of Figurative Language Expressions In Online Shop Advertisements.

Language can be utilized for communication in both literal and figurative ways. Literal language employs words based on their actual, straightforward meanings, and it can be understood at face value without any hidden interpretations. On the other hand, figurative language involves using words in a way that departs from their literal meaning, resulting in expressions that cannot be taken literally. Instead, figurative language conveys a deeper truth or meaning beneath the surface.

According to Alexander (1977-190), figurative language, also known as figures of speech, builds and extends sensory images by associating one thing, action, or idea with another that is commonly linked to it. This use of figurative language adds a certain sense or feeling to the text, creating a more significant effect and allowing readers to vividly understand or visualize the concepts being conveyed.

The style of language is divided into comparative language styles, contradictions, innuendo, and affirmations.

1) Comparative (Hyperbole, Metaphor, Personification, Litotes, Euphemism, Synecdoche, Metronology, Alusio, Allegory, Association)

2) Contradiction (Paradox, Antithesis, Interminual contradiction, Symbolic Majors, Satire, Irony, Cynicism, Sarcasm)

3) Affirmation (Repetition, Redundancy, Rhetoric, Parallelism, Climax, Anti climax, Asyndeton, Polisidenton, Tautology.

YouTube is a digital media (video) platform that may be downloaded, uploaded, and shared all over the country (Baskoro, 2009). Youtube is a popular social media platform that is extremely popular with the general public. People use YouTube for a variety of purposes, including watching movies, listening to music, and watching numerous tutorials, as well as for amusement. According to Sianipar (2013), YouTube is a database that contains popular social media video material as well as a source of a variety of useful information. Youtube includes a feature that allows people to search for video information or immediately watch videos. In today

is digital era, YouTube is built as a video sharing site that is quite popular, especially among the younger generation, and even as a site for exchanging knowledge. YouTube is virtually exclusively used by the younger generation in their daily live. YouTube is a two-edged sword in community life, with both positive and harmful consequences. YouTube gives a wealth of information to the general population. People can use it as a tool to expand their knowledge, which is a beneficial influence. The disadvantage is that it can be used to watch useless videos, which can harm morale if not handled responsibly. Therefore let us use YouTube properly as a source of information and knowledge for us to support life.

An advertisement serves as a means of conveying information and communication for promoting products. According to Anwar (2006:1), it acts as a tool to sell ideas, goods, and services by utilizing media to attract consumers' attention and ultimately lead to actual purchases. In this way, advertisements function as a way to offer ideas, goods, and services while capturing the consumer's attention. Additionally, Beasley and Danesi (2002:1) define advertising as any public announcement aimed at directing people's focus towards the availability, qualities, and cost of specific products or services. Advertisements are ubiquitous in daily life, appearing in various forms such as audio-visual content on television, film, and videos, as well as brochures, newspapers, magazines, product labels, catalogues, and more. Nowadays, advertisements have extended to social media platforms and web services, including YouTube. The language used in advertisements plays a crucial role in persuading customers about the product's quality.

To be effective, an advertisement should possess several characteristics, as proposed by Leech (1966:25):

Attention-grabbing: It should be able to capture the audience's attention.

Sustained interest: It should maintain the audience's interest throughout.

Memorability: It should be easily remembered by the audience.

Prompt action: It should encourage the desired type of action from the audience.

RESEARCH METHOD

From the point of the nature of the data and analysis, this study includes in qualitative analysis as stated by Bogdan and Biklen (1992:30); "Qualitative research is descriptive. The data collected are in the form of words or picture rather than

number. The written results of the research contain quotations from the data to illustrate and substantiate the presentation".

The data were collected based on the analysis of the figurative languages in online advertisements and the researcher analyzed the data descriptively or qualitatively. In collecting the data, the writer applied library research. According to Nazir (1998:111), Library research is a technique of a collecting the data conducting a review study of books, literature sources, notes and reports that has conducted with the problems solved. The writer will collect the data from two sources, they are figurative languages in online advertisements and also other supporting sources as needed.

The collected data were analyzed through the procedures of qualitative analysis suggested by Bogdan and Biklen (1992):

1. Activity of Unitization

    In this activity the data were put into units. After that they were given codes for easy controlling.

2. Activity of Categorization

    In this activity, the data were then categorized based on the types of hyperbole.

3. Activity of Explanation

    In this activity, the data were explained based on the first and second step. The explanation based on the theories pointed out in the theoretical bases.

4. Activity of Interpretation

    In this activity the data were interpreted for conclusion of the findings.

FINDINGS AND DISCUSSION

Among lots of online shop advertisements twenty data of online advertisements containing figurative expressions were obtained. Those are all accessible on Youtube as a famous social platform. Those are put and categorized according to their types as presented below.

NO	ADVERTISEMENT WORDS/PHRASES/SENTENCES	PRODUCT	TYPE OF FIGURATIVE LANGUAGE
1	FEEL THE BEAUTY	WARDAH	**METAPHOR**
2	WEAR YOUR SKIN WITH PRIDE	NIVEA	**HYPERBOLE**
3	SILENCE YOUR HUNGER	KIT KAT	**HYPERBOLE**
4	TO MAKE YOUR SKIN GLOW	LAR'S	**HYPERBOLE**
5	TASTE THE GOOD LIFE	TASTEA	**HYPERBOLE**
6	FOREVER FUN	CHUPA CHUPS	**HYPERBOLE**
7	ONE TASTE AND YOU'RE IN LOVE	LAYS	**HYPERBOLE**
8	THERE'S NO DEEPER CLEAN THAN LISTERINE	LISTERINE	**HYPERBOLE**
9	AS FAST AS LIFE	CANON	**SIMILE**
10	THE ONLY WAY TO PRINT	EPSON	**HYPERBOLE**
11	ZERO NEVER TASTES GOOD	PEPSI ZERO SUGAR	**HYPERBOLE**
12	BREAK INTO SOMETHING GOOD	POP CORNERS	**HYPERBOLE**
13	ULTIMATE SMOOTHNESS ON YOUR SKIN	UNIQLO	**HYPERBOLE**
14	A FAMILY ORIENTED LAPTOP	ACER	**METONIMY**
15	UNWRAP THE MAGIC	H&M	**HYPERBOLE**
16	THE PORTRAIT EXPERT	OPPO	**HYPERBOLE**
17	THE HOME OF EVERYDAY MAGIC	LG	**METAPHOR**
18	IT STARTS WITH YOU	STARBUCKS	**METONIMY**
19	NAVIGATE TO THE MAX	YAMAHA	**HYPERBOLE**
20	BE NO ONE ELSE	LEXUS	**HYPERBOLE**

It is foun that:

NO	TYPES OF FIGURATIVE LANGUAGE	TOTAL OF EXPRESSIONS	%
1	METONIMY	2	10
2	METAPHOR	2	10
3	HYPERBOLE	15	75
4	SIMILE	1	5

After being put and categorized, the data were then explained. Each type is provided sample to be explained below:

1. FEEL THE BEAUTY (Wardah, Metaphor)

Metaphor refers to the figurative language used to express something in a more imaginative way. The sentence used in the advertisement wants people to imagine how the cosmetic product can make impact positively to the beauty and it is felt.

2. AS FAST AS LIFE (Canon, Simile)

Another common type of figurative language used in advertisement is simile. Simile aims to compare two things that are essentially different, but are considered to contain similar aspects, stated explicitly with words like or as … as. This makes the product marketing more effective.

3. A FAMILY ORIENTED LAPTOP (Acer, Metonimy)

Metonimy relates to to express something by using other words) that have characteristics, attributes, or other relationships. The ad above shows the use of metonimy because it tries to connect another object which is family leading an idea that the device as the product brings benefit for togetherness of users. This is the way of brand attracts customer.

4. UNWRAP THE MAGIC (H&M, Hyperbole)

This clothing brand contains hyperbole. It is an exaggeration that by wearing something people can instantly use magic. This is a powerful expression led to the interest of people Having put data into unity, categorized based on types of figurative language and analyzed the data, it is interpreted that advertisements particularly those who were published on Youtube contain the various figurative sentences. There are twenty sentences found in twenty advertisements. Those are hyperbole, simile, metonimy and metaphor expressions.

Each type of figurative language has different frequency as found. Hyperbole is found in 15 data (75%), simile is found in 1 data (5%), metaphor is found in 2 data (10%) and metonimy is found in 2 data (10%). It is clear that hyperbole has the highest frequency and simile becomes the lowest.

An advertisement that contains figurative language has an interesting delivery of language so that it can always be remembered and unconsciously influences readers or listeners as potential consumers to try and buy a product or service. A good form of advertising is simple, but the use of language used in conveying the

message of the offer is very touching and strongly convincing and hypnotizes the brains of potential consumers.

CONCLUSION

It can be concluded that in advertisements, figurative languages are contained. There are various types such as hyperbole, metonimy, metaphor and simile found in online advertisements especially those are accessible in Youtube social platform in video-based database. Each kind of figurative language has different frequency as discovered. Hyperbole has in 15 data (75%), simile has 1 data (5%), metaphor is found in 2 data (10%) and metonimy has 2 data (10%). It is seen that hyperbole has the highest frequency and simile becomes the lowest.

Persuasive sentences in online ads are sentences that aim to convince and persuade the reader or listener to carry out the idea expressed in the sentence about something. In making advertisements, people also have to use this type of persuasive sentence because so that readers or listeners feel persuaded to accept the offers in the advertisement. Figurative languages are interesting, striking, and easy to remember sentences or words to convey something to the general public. The use of particular words which of course has its own charm so that the message or offer in the advertisement can influence people.

It is a must to pay attention to the use of language which is very important for the success of advertisements in the eyes of the public. The language used in advertisements must be able to be a presentation to the public so that they are interested in something being advertised (Liando et al., 2023). It is a must to pay attention to the use of language which is very important for the success of advertisements in the eyes of the public. The language used in advertisements must be able to be a presentation to the public so that they are interested in something being advertised.

To the lecturers, the study result that figurative languages are commonly used in the online advertisement or in business can be an empirical input in the process of teaching language and linguistics as media or object since this is a linguistic phenomenon. To the students, it is recommended to use as reference and input so

that there will be interest to study or research deeply on semantics. To the next researchers, there can be more studies that deal with semantics or other subfields of linguistics, other figurative languages or other media.

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