

## INVESTIGATING COSMETIC ADVERTISEMENT'S FIGURE OF SPEECH ON COMMERCIAL TELEVISION IN INDONESIA

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### ABSTRACT

Advertising is one of the essential types of mass communication expected to persuade people to buy a product or service. In advertising, the use of language must be persuasive because it affects to influence consumers to buy these goods. Using figurative expressions in advertising is one way to attract the attention of consumers. This qualitative study aims to determine the types of figurative expressions and functions used in advertised cosmetic advertisements on Indonesian television. The data of this research are cosmetic advertisements that are broadcast on Indonesian television in 2022 which express English figurative expressions in advertising slogans. Based on the 10 data identified, the researchers find that all of them share figurative expressions of various kinds. The expression find in this research is hyperbole. It has been found that from 10 advertisements. After analyzing the data obtained in Cosmetic Advertisements on Television, there are 5 figurative languages in Cosmetic Advertisements. There are: Personification, Repetition, Hyperbole, Metaphor and Simile.

**Keyword: Advertisement; Cosmetic; Figurative language.**

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## 1. INTRODUCTION

It is undeniable that language plays a vital role in people's daily lives and that they cannot be removed from it because they are so reliant on it. Language can also be used to convey emotions in humans. People can discuss ideas and share their perspectives by using language. They can also communicate how they are feeling. It is true to say that language affects practically every aspect of human life. People cannot engage with one another or convey their meaning without language since it serves as a bridge for communication. Languages come in two varieties: spoken language and written language. An utterance in spoken language is one that is created from sound, such as in speech, storytelling, discussion, radio or television broadcasts, etc. While written language refers to expressions that take the form of written texts, such as those found in books, journals, newspapers, comic books, novels, etc. Language is the ability to communicate that is produced by human speech, in the form of sound and movement as a means of interacting with other humans. Related to language, Keraf (2004: 3) said that language has four purposes: (1) as a means of self-expression, (2) as a means of communication, (3) as a means of social integration and adaptation; and (4) as a means of social control. Knowing a language allows you to communicate with others and be understood by them. This means you have the ability to create sound strings that denote specific meanings and to comprehend or interpret the sound strings created by others (Fromkin, 2009).

As was already mentioned, people convey their ideas through written words. An advertisement is one type of written language that was developed by humans. The language used in commercials is distinct from language used in everyday conversation. In order to make the advertising stand out from the competition and be more engaging for the audience, the advertisement creators design their own

languages. It adds a message to advertising that persuades the listener, reader, or spectator. Therefore, innovative language use in advertisements will grab the reader's interest (Mcenery, 2009). The beauty of advertising slogans on television is the skillful and economical use of words. As time goes by television is a form of entertainment. TV advertising during shows of interest are certain to be seen by an audience with a variety of interests. These advertisements influence how the public perceives their means of subsistence. They form a particular perspective on various products that are advertised on television. Simply put, the language used in TV advertising is what is most persuasive (Mehwish Noor, 2015).

There are so many types of advertisements on television that we encounter in everyday life. There are advertisements for food and beverages, cosmetics, perfumes, cigarettes, gadgets, and many others. From several types of advertisements, cosmetic advertisements display strong words in the form of effective and attractive slogans to get customers' attention. The words used are very unique and creative in the slogan, especially the use of figure of speech or diction. For a number of reasons, advertisements are chosen as the research's data source. First, whether written or spoken, advertising is a type of textual communication that grows concurrently with technological advancement. People can connect with one another in a variety of ways thanks to technological advancements. Second, as television advertisements stress a message from advertisers to customers, they are included in transactional discourse in linguistic studies. Third, unlike the majority of other languages used in daily life, the language of advertisements is concise and convincing. When we talk about figure of speech, of course what we have in mind is that figure of speech is things that must be related to literary works such as poetry, prose, and so on. In fact, it is not only those literary works that use figure of speech, but also other things that use figure of speech to describe a goal as one of them is advertising. Figure of speech can be called as a rhetorical figurative language. Advertising language requires figurative language when it comes to slogans that show purpose advertisement.

Figure of speech that contrasts two distinct ideas, they describe a new brand, yet well known, product (Madden, 2002). Figure of speech is defined as an unconventional method of saying things (Perrine & Arp, 1992). Positive opinions toward products are influenced by figurative language in advertising across contexts. The current study shows that, in contrast, because of the conversational conventions particular to this type of communication, the use and usefulness of figurative language in consumer-generated material is context-specific (Ann Kronrod, 2013). There are about 200 different types of figures of speech, according to some experts. Although there are many other types of figure of speech, here the researcher will only explain some of the many figures of speech that are often used in literary and non-literary works. Actually there are various kinds of figure of speech, but the researcher only mentions a few of them which are related to the use of figure of speech in cosmetic advertising slogans. The following list will explain some of the types of figure of speech that are often found and used in cosmetic advertising. There are 16 different categories of metaphorical language (Abrams, 1999) Simile, Synecdoche, Metaphor, Metonymy, Hyperbole, Personification, Paradox, Sarcasm, Allegory, Allusion, Antithesis, Apostrophe, Epithet, Euphemism, Symbol, and Repetition are some examples of literary devices.

a. Metaphore

When a phrase or expression that typically refers to another object, concept, or action is used to refer to another item, idea, or action in order to convey some shared feature between the two. In a metaphor, the similarity is implied as a hypothetical identity rather than being expressed explicitly as a comparison. (Baldick, 2001). In addition, a metaphor compares two unrelated ideas and creates an implied or covert comparison between them, suggesting that one idea is equivalent to another even though it is not (X. J. Kennedy, 2005).

b. Hyperbole

A form of speech that emphasizes by exaggerating (Cuddon, 2013), a statement that is extravagant and exaggerated but not meant to be taken literally is known as hyperbole (Lingga, 2006).

c. Personification

A figure of speech that refers to inanimate objects, abstract concepts, or animals as though they were people (Baldick, 2001), an object, animal, or abstract phrase is given human characteristics to perform an action or display emotion (X. J. Kennedy, 2007).

d. Metonymy

It is a metaphor that can be used to switch out one thing with another that is closely related (Baldick, 2001). According to traditional accounts, it refers to someone or something by employing a word whose literal meaning is somewhat relevantly associated as the vehicle (Griffiths, 2006).

e. Simile

A function word is used to compare one item to another in a language known as a simile (Joanna Thornborrow, 1998).

f. Synecdoche

Synecdoche is a figure of speech in which a portion of an object is used to represent the entire thing (Yanti Ester Sitompul, 2018).

g. Paradox

A statement that appears to be logically contradictory or ridiculous on the surface can really be interpreted in a way that makes sense (Abrams, 1999).

h. Sarcasm

In everyday, sarcasm is occasionally used as a synonym for all types of irony, but limiting it to the crass and mocking use of seeming praise for dispraise is significantly more helpful (Abrams, 1999).

i. Allegory

An allegory is a story, whether it be in prose or verse, where the agents, actions, and sometimes even the scene are fabricated by the author to make sense on the "literal," or primary, level of signification while also denoting a secondary, associated order of signification (Abrams, 1999).

j. Allusion

Allusion is a form of reference, although as we'll see, there's considerable debate about whether it needs to be concealed, implicit, or indirect (Irwin, 2001).

k. Antithesis

Contiguous phrases or clauses that exhibit parallelism, or a similar word order and structure, in their syntax are said to have an antithesis, which is a contrast or opposition in their meanings (Abrams, 1999).

l. Aphostrophe

Aphostrophe is a figure of speech used to express an exclamatory statement (Greek *apostrophé*, "turning away"; the final e is spoken). It happens when a speaker diverts from speaking directly to the reader or the audience (for example, in a play) and addresses a third party, such as the antagonist or another person who is occasionally not present in the scene (Sayakhan, 2016).

m. Epithet

An adjective or adjectival phrase that describes a particular characteristic of a person or thing is referred to as an epithet in criticism (Abrams, 1999).

n. Euphemisms

A neutral expression is substituted for a blunt one that might be uncomfortable or embarrassing. Euphemisms are regularly used when discussing topics like religion (Abrams, 1999)

o. Symbol

A phrase or object that has significance in and of itself becomes a symbol when it is employed to signify another thing entirely. The word or item may be visible to the naked eye or may not (Yanti Ester Sitompul, 2018).

p. Repetition

Repetition is the mention of both words and sentences repeated (in Learning Central, 2004: 2). Meanwhile, Gorys Keraf (2002: 127) argues that repetition is the repetition of sounds, syllables, words or parts of sentences that are considered important to put stress in an appropriate context.

Some figure of speech patterns repeat vowel and consonant sounds, phrases that contain words and rhymes. Another figure of speech, however, has connotative or nonliteral meaning. The characteristics of a figure of speech can be characterized by repetition and other effects on its use which is in line with the term of scheme and tropes. The word "scheme" refers to the figure of speech that deals with word repetitions and word order. Over-code and internal redundancy are features of the method (David Glen Mick, 1996). As a structuring element of figure of speech, scheme includes rhythmic repetition, phoneme sequences, grammatical structures, or words with a similar sense (Alm-Arvius, 2003). As a result, introducing repetition and other kinds of impacts to the full slogan text makes it more memorable and appealing. Tropes alter the meaning of words in unexpected ways. It concerns the usage of a term, phrase, or image outside of the context of its intended meaning. It does not code and beg the reader to elaborate (David Glen Mick, 1996). The phrase will require a variety of interpretations from a variety of readers because it has intentional meaning rather than just being a

syntactic construction or rhythmic repetition. Metaphor, simile, metonymy, hyperbole, onomatopoeia, and similar devices can be considered to be included in tropes because they change the meaning of a phrase or a set of words. Scheme includes asyndeton, ellipses, climax, alliteration, and assonance. Rhyme and alliteration are well-known instances of schematic figures, while metaphor and puns are well-known examples of trope figures. So, in order to distinguish the effect and taste of advertising slogans, scheme and tropes are used.

Each figure of speech has a unique meaning that depends on the sentence's context. In addition, each figure of speech has a specific function when it is utilized in a sentence. The usage of a figure of speech in a slogan advertisement serves specific functions for the researcher. The purpose of the language employed in advertising is to enhance the consumer experience. Regarding the intent behind the usage of figures of speech in slogan advertisements, there are differing viewpoints. First, to use language play to inform and entertain people, second, to convince viewers that the message a figure represents is worthwhile or true, third, to aid in the retention of both the message's literal and figurative expressions. Figure of speech gives words or sentences their intended meaning in a nonliteral fashion, making it possible for slogan advertisements to use this technique. Literary standards of imagery and figures of speech are used to study language in services advertising. Examples of simile, metaphor, symbol, allegory, and personification are provided, along with definitions and a study of the text of advertisements. Figurative language is found to be related to specific needs for services advertising to tangibly provide the intangible, make a complex product plain to the consumer, and distinguish one brand from another. From the explanation above, the researcher concludes that the use of figure of speech in advertising can affect the language itself to be more expressive, imaginative, memorable, and interesting. Language used in advertisements has a creative idea to convey a message to the reader or audience. Additionally, in order for an advertisement to be successful from a business standpoint, it should present an object to society using a variety of linguistic tenses. The term "style" describes how language is employed in a particular situation, by a particular person, for a certain goal, etc (Wells, 1995). According to Wells (1995), there are various ways that advertisements formulate their messages. These include hard sell, soft sell, lecture and drama, straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson.

a. Hard sell

A hard sell is a logical informational message intended to appeal to reason and elicit a response. This style's approach is straightforward and places an emphasis on the features, amenities, and advantages of concrete products. Hard-sell messages attempt to persuade the customer to purchase because the product is excellent, superior, or the finest.

b. Soft sell

A soft sell makes use of an emotive message and is built around an image that is meant to move the audience and elicit an emotional and mental response. The message is subtly conveyed in an intriguing and confusing manner, illuminating how advertisements sell feelings and aspirations rather than specific product features. Clearly, a hard sell is more persuasive than a soft sell. Hard and soft selling techniques can occasionally coexist.

c. Lecture and drama

The majority of advertising combines two fundamental literary devices, such as lecture and drama. A lecture is a formal, structured teaching that a teacher delivers verbally. A drama is a play or story that centers on characters in a particular circumstance. Direct address takes the form of lectures. From a stylistic perspective, the speaker addresses the listeners via the textual or visual medium. The speaker gives proof (generally speaking) and uses an argument to persuade the audience. The audience gets the message "from a distance."

d. Straightforward

The advertisement typically does not use any gimmicks or embellishments while delivering a simple factual message. In other words, the messages in this type of commercial are more intellectual than they are emotive.

e. Demonstration

An idea or message that is focused on how to utilize the product and what it can do for you is given using the demonstration method. The benefits of the product are highlighted. People are persuaded to believe what the advertisement has said during demonstrations. Additionally, the

speaker conveys the words with vigor and volume, as though what has been said is factual and accurate. A extremely effective strategy for persuasion is demonstration.

f. Problem solution

The message starts with an issue and the product is then presented as the answer to that problem in the problem solution, also known as the product as hero technique. Advertisers frequently employ this strategy to make the smoother operation of the product they are advertising.

g. Slice of life

A complex version of a problems-solution message disguised as a little of drama is what the slice of life is all about. It employs a typical setting with "average individuals" discussing the issues. The audience is placed in the position of listening in on the discussion of the issues and their solutions.

h. Spokesperson

Another well-liked communication strategy involves having the individual talk for the goods. It is thought that spokespersons and endorsers increase credibility. They are people "just like us" who we might seek counsel from or celebrities or experts we respect.

i. Comparison

Comparison is a technique used in advertising to express ideas or a message by contrasting one product with another. When comparing two or more products, it typically concludes that the advertiser's brand is superior. Direct comparisons that specifically mention a competitor are acceptable, as are indirect comparisons that merely make reference to other well-known companies.

## 2. RESEARCH METHOD

This research is a descriptive qualitative research that is the researcher intends to analyze the types of figure of speech and the purpose of figure of speech used in cosmetic advertisements that are broadcast on television. Qualitative data is defined or can also be referred to as data that approaches and characterizes something. This data can be observed and recorded. This data type is non-numeric. This type of data is collected through observation methods, conducting focus groups, and similar methods. Sources of data in this study are taken from several cosmetic advertisements on television and only a few slogans containing figure of speech will be choosing as the subject of this research.

**Table 1 Skincare advertisement on TV**

No	Category	Product Advertising	Source of Advertising	Time of Date
1.	Moisturizer Cream	Citra Natural White UV	RCTI	19/ 10- 2022
2.	Shampoo	Dove	TRANS TV	19/ 10- 2022
3.	Cushion	Pixi	MNCTV	19/ 10- 2022
4.	Moisturizer Face Cream	Wardah	ANTV	20/ 10- 2022
5.	Nivea Product	Nivea	INDOSIAR	21/ 10- 2022
6.	Whitening Face Cream	Garnier	MNCTV	22/ 10- 2022
7.	Whitening Day Cream	Poise	SCTV	22/ 10- 2022
8.	Face Cream	Nivea	MNCTV	23/ 10- 2022
9.	BB Cream	Silky Girl	ANTV	24/ 10- 2022
10	Shampoo	Pantene	RCTI	25/ 10- 2022

In completing this study, the researcher will apply several steps to convey answers to the two research questions of this study. The first step is to collect data. Researcher starts to identify the text of cosmetic slogans on television then recorded. The second step is to separate the data find

into two, namely slogans in English and slogans in Indonesian, because not all of the cosmetic slogan text in English. After setting aside slogans that do not use English, the researcher finds that there is an English cosmetic slogan text containing figures of speech and places it in a table entitled the use of figure of speech in a cosmetic advertising slogan on television. Open coding: notes and headings were written in the text while doing close reading. The videos were watched as many as necessary by the writers. In this study, the writers used some codes. They were D. Psf, D. Rpt, D. Hyp, D. Mtp, D. Sml, D. Prl, D. Mtnm, D. Allt, and D. Hmn. The letter 'D' stands for the word 'data', and the next letters stand for the type of figurative language, for instance, Psf stands for personification expression. All of the codes are explained below:

- a. D. Psf : Data of personification expression
- b. D. Rpt : Data of repetition expression
- c. D. Hyp : Data of hyperbole expression
- d. D. Mtp : Data of metaphor expression
- e. D. Sml : Data of simile expression
- f. D. Prll : Data of parallelism expression
- g. D. Mtnm : Data of metonymy expression
- h. D. Allt : Data of alliteration expression
- i. D. Hmn : Data of homonymy expression

### 3. RESULTS AND DISCUSSION

Advertising is a means used to offer goods or services to the public. The language used in broadcasting advertisements on television serves as a promotional tool, namely language which is a tool for games and manipulation by television to sell production goods to viewers in the form of advertisements. Advertisers use the message to gain advantage, namely by persuading potential consumers in such a way that potential consumers will do what advertisers expect, or buy products or services as offered. Advertising does not just convey information about a commodity (object or service), but has the nature of encouraging and persuading us to like, choose and buy it. Advertising is an activity to deliver news that is delivered on orders from parties who want the product or service in question to be liked, selected and purchased. Advertising is a means used to offer goods or services to the public. Submission of information in advertisements uses language that is easily understood by consumers and uses more persuasive words or persuasion with the aim that consumers are interested in buying or trying it. Because advertising is persuasive and influencing, then in its delivery must use language that is informative, communicative, and attracts attention. Therefore, language creativity is needed in making advertisements. Language creativity can be demonstrated by the use of words and the use of attractive language styles in an advertisement.

The data in this study focused on the form of the use of language in advertisements for facial skin care beauty products on television. Data collection is done by recording, listening and recording techniques. The analysis of the use of language style in advertisements on television which became the corpus of this study amounted to 10 units. All advertisements are from 10 brands of facial skin care beauty product advertisements. The object of research which consists of 10 advertisements consists of several categories of advertisements for facial skin care beauty products, namely: facial soap, facial cleanser & freshener, facial masks, creams for face whitening, creams for acne removal, and wrinkle removal creams and black spots removal.

**Table 2 Figurative language of advertisement on TV**

No	Data	Product Advertising	Figurative Language
1.	Moisturizer Cream	Citra Natural White UV	D. Psf

2.	Shampoo	Dove	D. Rpt
3.	Cushion	Pixi	D. Rpt
4.	Moisturizer Face Cream	Wardah	D. Hyp
5.	Nivea Product	Nivea	D. Hyp
6.	Whitening Face Cream	Garnier	D. Hyp
7.	Whitening Day Cream	Poise	D. Mtp
8.	Face Cream	Nivea	D. Mtp
9.	BB Cream	Silky Girl	D. Sml
10	Shampoo	Pantene	D. Sml

The form of figure of speech contained in the discourse of cosmetic advertisements on television.

**a. Personification**

**Citra Natural White UV**



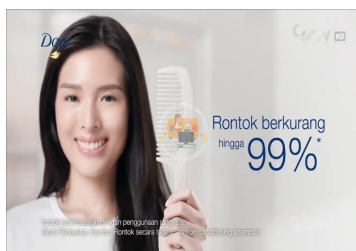
With Chinese pearl powder and

The lotus flower “**is able to make**” the skin look shiny white

Citra natural white UV is able to create. The form of the personification language style above is in being **able to make**. Implicitly able to make means able to make white skin shiny. Citra Pearly White UV acts like a human. Able to make more appropriate that do living things or humans.

**b. Repetition**

**Dove**



“**Strong hair strong her**”

The sentence above is part of the repetition figure of speech. Repetition is the repetition of sounds, syllables or parts of sentences that are considered important to give stress in an appropriate context. The repetition figure in the ad above is "**Strong**". The repetition is to convince viewers that Dove Shampoo is able to strengthen every strand of hair.

#### Pixi



**"Make you glow, make it glow"**

The sentence above is part of the repetition figure of speech. Repetition is the repetition of sounds, syllables or parts of sentences that are considered important to give stress in an appropriate context. The repetition figure in the ad above is "**Make**". The repetition is to convince viewers that Pixi Cushion is able to make the face glow.

#### c. Hyperbola Wardah



**"Perfect Bright Moisturizer"** will make your face glow from the first swipe and is halal.

Hyperbole is a language style that contains statements that are exaggerated in number, size or nature with the intention of emphasizing a statement or situation to intensify, increase the impression and influence. This style of language involves words, phrases, or sentences. The hyperbole figure in the ad above is "**Perfect Bright Moisturizer**". The hyperbole is used to express too much perfection.

#### Nivea



**"100 years** skincare for life, trusted for **100 years"**

Hyperbole is a language style that contains statements that are exaggerated in number, size or nature with the intention of emphasizing a statement or situation to intensify, increase the impression and influence. This style of language involves words, phrases, or sentences. The hyperbole figure in the ad above is "**100 years**". The hyperbole is used to express an excessive number of years.



## Garnier



“The only cream that gives **complete fairness**”

Hyperbole is a language style that contains statements that are exaggerated in number, size or nature with the intention of emphasizing a statement or situation to intensify, increase the impression and influence. This style of language involves words, phrases, or sentences. The hyperbole figure of speech in the ad above is “**Complete Fairness**”. The hyperbole is used to express an adjective that is too exaggerated.

## d. Metaphore

### Poise



“White is now **luminous**”

Metaphore is a figure of speech that is used to equate something else, or known as a figure of speech. Majas is a style of language used to convey messages in an imaginative way. Majas The metaphore contained in the ad above is “**luminous**”. The word “**luminous**” still lives on in its original meaning. Therefore, the deviation of meaning as contained in the sentences above is a living metaphore.

### Nivea



“Beauty is **generosity**”

Metaphor is a figure of speech that is used to equate something else, or known as a figure of speech. Majas is a style of language used to convey messages in an imaginative way. Majas The metaphor contained in the ad above is “**generosity**”. The word “**generosity**” still lives on in its original meaning. Therefore, the deviation of meaning as contained in the sentences above is a living metaphor.

## e. Simile

### Silky Girl



“Works *like* magic”

Simile figure of speech describes a condition by doing a comparison or comparing one thing with other things in one sentence. The figure of speech contained in the ad above is "*like*".

### Pantene



“Hot *as* ice”

Simile figure of speech describes a condition by doing a comparison or comparing one thing with other things in one sentence. The figure of speech contained in the ad above is "*as*".

There are 16 different categories of metaphorical language, they are Simile, Synecdoche, Metaphor, Metonymy, Hyperbole, Personification, Paradox, Sarcasm, Allegory, Allusion, Antithesis, Apostrophe, Epithet, Euphemism, Symbol, and Repetition are some examples of literary devices. After analyzing the data obtained in Cosmetic Ads on Television, there are 5 figurative languages in Cosmetic Advertisement on TV commercial in Indonesia. There are: Personification, Repetition, Hyperbole, Metaphor and Simile.

Based on the exposure to data analysis, there are things that were found in the research and require discussion. Data that requires discussion, namely the public's response to the language used in advertisements for facial skin care beauty products on television. Some things that make people interested in trying it after watching advertisements for facial skin care beauty products on television, including the use of language. The main purpose of an advertisement is to make the advertised product sell well in the market. In an effort to attract attention, the advertisement is made as attractive as possible, starting from the use of very attractive language to being supported by the appearance of a beautiful model star. Of course, it indirectly proves that by using advertised beauty products, the advertiser has white and clean facial skin as the use of language that has been conveyed in the advertising message of facial skin care beauty products on television.

## 4. CONCLUSION

There are five types of figurative language used in Cosmetic Advertisement, namely: Personification, Repetition, Hyperbole, Metaphor and Simile. Dominant type of figurative language in Cosmetic Advertisement is mostly hyperbole, namely words that are used more than once. The reason for using figurative language in cosmetic advertisements on television is to soften delivery, so it is not stated directly, even though the meaning of the figurative language is same in the end, but it explains

what the Advertisement says in delivery. So, using figurative language in cosmetic advertisements does not make the listener feel bored even though the meaning of the sentence is similar.

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