

**FIGURATIVE LANGUAGE OF MAYBELLINE COSMETICS
ADVERTISEMENT FOUND IN CATALOGUE ONLINE ON PINTEREST**

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ABSTRACT

Advertisement is a media communication which contains sign the most. In order to achieve the selling goals, companies will provide advertisement to introduce their product. In this matter, the thesis writer focuses on analyzing figurative language in advertisement. They are two objectives intended to be solved in this thesis, they are to describe types of figurative language and describe the meaning of figurative language in Maybelline cosmetics advertisement found in Pinterest. This study was conducted to analyze the uses of figurative language in Maybelline cosmetics of the catalogue online Pinterest. This study focuses on observing the words which contain figurative language by using Perrine's theory. The method of this study uses descriptive qualitative because the researcher described the sentence that is categorized into figurative language. Whereas, data source were taken from advertisement catalogue online Pinterest which were publish on 2016 to 2018. The result of the data shows that there are eleven sentences which contain eight categorized figurative language and seventeen word that found in advertisement. The study found that there are eight kinds of figurative language which appeared in Maybelline advertisement such as: Personification, paradox, metaphor, apostrophe, symbol, allegory, hyperbole, and repetition.

Keyword : Language, Figurative Language, Maybelline Advertisement

INTRODUCTION

Background of the Study

Language is a means of communication used by every individual providing information in the form of thoughts, ideas, intentions and feelings. Language is as a tool to communicate, and then the use of language covers the entire domain of human life, both in the field of education, cultural, economic, political, legal, or other areas of life the use of language in human life, causing the appearance of the characteristics language (Susilo, 2014).

Advertisement is a message to encourage and persuade people to be interested in goods and services offered, either through print media or electronic media this modern era, the internet has become a medium that counts for advertising and promoting because internet users in indonesia increasing. Internet is one option v modern society as a source of information. The form of advertising media information is one that the internet also diverse. One of the advertisements through Pinterest social networking is popular at the moment. Social networking is a good business opportunity to market or promote the

product to be sold including:

electronic product, fashion product, product property, food product and others.

Social media which are currently used nowadays are Facebook, Instagram, Twitter

and Pinterest. Social media is the interaction among people in which they create, share, or exchange information and ideas in virtual communities and networks (Social Media, 2014)

Pinterest is a social media website that allows users to organize and share images and

videos from around the Web. Images uploaded by users are called Pins and they may be

organized into pinboards, which may be customized, themed and followed by other users.

Users can also like or repin content shared by other pinners. Much like Twitter, any

pinner can follow another. Pinterest represents a move toward more visual social media

platforms. In October 2011, Pinterest received \$27 million in venture capital funds.

Statement of Problem: there are two statements of the problem which is conducted with

the research question: What are types of figurative language used in Maybeline

Cosmetics Advertisement found in Catalogue Online on Pinterest? What is the meaning

of figurative language used in
Maybeline Cosmetics Advertisement
found in Catalogue

Online on Pinterest?

Objectives of the Study: there are
two objective of the study: To
describe the type of

figurative language used in
Maybelline Cosmetics Advertisement
found in Catalogue

Online on Pinterest. To describe the
purpose of figurative language are
used in Maybeline

Cosmetics Advertisement found in
Catalogue Online on Pinterest.

THEORETICAL BACKGROUND

Figurative Language

Figurative language is a
language which uses figure of
speech as a way of saying
something and another meaning.
Perrine (1988:565) says that

figurative language is
a language that cannot
be taken literary and
say something other
than the ordinary
ways or says one thing
and means another. It
is used in imaginative
sense rather than in
literal sense.
Figurative language is
often used in daily
communication,
literary works (novel,
poems, poetry, and
short story) and also in
advertisements.

Figurative language is a language
which uses words or phrases that
different from the

literal meaning. Figurative language
is a language using figures of speech
and it is

language that cannot be taken literal
or should not be taken literally only
(Perrine,

1983:581). It means that figurative
language is an expression used by the
person or the

author indirectly by using the
comparison. Thus, it cannot be
interpreted literally because

the comparison in figurative language
expression meaning.

Keraf (1998:129) divides
figurative language into two
classifications. The first is

rhetoric figure of speech which
consists of illiteracy, assonances,
anastrophe, asyndeton,

polycyndethon, chiasmus, ellipsis,
euphemism, litotes, paradox,
hyperbole and oxymoron.

The second covers simile, metaphor,
allegory, personification, allusion,
metonymy, irony

and synecdoche. Besides, Heitman
(1995) divides the types of figurative
language into

ten types. They are imagery, simile,
metaphor, adage, cliché,
personification, allusion,

symbolism, hyperbole and also
synecdoche. According to Kennedy
(1991:587-595), the

types of figurative languages were
classified into eleven types namely
metaphor, simile,

metonymy, synecdoche, transferred
epithet,

personification,

apostrophe, hyperbole,

understatement, paradox,
paronomasia.

Kinds of Figurative Language

in this research, the researcher discusses the figurative language based on Perrine's. According to Perrine, figurative language consists of 12 kinds, they are : simile, metaphore, personification, apostrophe, synecdoche, metonymy, symbol, allegory, paradox, hyperbola/overstatement, understatement, and irony.

Definition of Advertisement

According to Dunn (1978:58)

Advertisement is any paid, non personal communication through various media by firms, nonprofit organization and individuals who are in some way identified in the advertisement message and who hope to inform or persuade member particular audience. The message can be audio as in radio advertisement, visual as in television advertisement or cinema advertisement”.

Based on the definition above, advertisement is an advertising activity with or

nonprofit through various media which can be conducted by nonprofit organization and

individually in order to inform or persuade the particular readers. The message can be

audio or visual advertisement.

According to (Taylor, 1986) which stated that mentions three advertisement functions. The first

function is to create consumer awareness and product differentiations. In business field, there are some companies that have the same product. In order to get consumer, the companies use advertisement to show their product.

The second function of advertisement is used to create consumer good-will. The companies make an advertisement to make the consumers choose their product without any doubt. They will make the consumer feel that it is an appropriate choice to choose this product instead of other product. After the consumers have the companies' product awareness, the companies have to maintain their awareness by satisfying them with the products.

The last of the advertisement function based on Tylor(1986) is to make sales. This is important because companies make an advertisement in order to get consumers attention so that the consumer will buy the product. In order to be successful in making sales, the companies make advertisements to promote the product. An advertisement has a big role in persuade the consumer. Therefore, the companies will make

the advertisement as attractive as possible.

RESEARCH METHODOLOGY

Research Design

In conducting the study, the thesis writer applied qualitative descriptive. According to Babbie, Earl in her book *The basics of social research (six edition ed)* Qualitative research is scientific method of observation to gather non-numerical data (2014). It means that this study will use a non-numerical data for the research but the thesis writer will use such as symbol, word, phrase, and sentences for the observation data. To define the descriptive type of research, Creswell (1998:35) stated that, The descriptive method of research is to gather information about the present existing condition. The emphasis is on describing rather than judging or interpreting. The aim of descriptive research is to answer the research questions that refer to the present situation in order to elucidate it”

After collecting the data by using qualitative research the thesis writer use descriptive method of research to gather the information about the data that has been collected and the descriptive method will be used

for describing the data based on its definition/description to answer the research question.

ANALYSIS

In this chapter, the researcher presents the result of the data that has been collected and analyzed using Perrine’s theory. It concludes the type of figurative language used in the Maybelline Cosmetics Advertisement found in catalog online and the meaning of figurative language used in Maybelline Cosmetics Advertisement found in catalog online.

From the data analysis, it was found that many figurative languages were used in the Maybelline Cosmetics Advertisement in catalog online. There are eight types of figurative language used in Maybelline Cosmetics Advertisement found in catalog online, those are; Personification, Paradox, Metaphor, Apostrophe, Symbol, Allegory, Repetition, and Hyperbola. Maybelline Cosmetics Advertisement found in catalog online used almost all the kinds of figurative language, except for antithesis. In addition hyperbole held the highest frequency of the type of Figurative language used in

Maybelline Cosmetics
Advertisement found in catalog
online.

Types of Figurative Language Advertisement

In this thesis, the writer found that there are eleven sentences which contain eight categorized figurative language and seventeen word that found in advertisement.

No	Advertisement	Key word	Types of Figurative Language
1.	Sculpts and tames as it colors. Master the perfect brow in one simple Sweep	It, Sculpt, Tame Master	Personification Paradox
2.	Crisper color, Creamier feel. Nude lust turns to love	Nude, lust Turns to love	Personification Metaphor

3.	Crisper color, creamier feel. Revive your love for red.	Color, feel Revive Red	Metaphor Apostrophe Symbol
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Data 1

The pictures used figurative language personification and paradox found in the catalog advertisement.

Picture 1



Sculpts and tames as it colors.

Master the perfect brow in one simple Sweep

Keyword : Sculpt, Tames, It and Master

Types of Figurative Language :
Personification and Paradox

There are two figurative languages that found in picture. First sentence is personification, the word 'it' in the first sentence refers to the product which is unanimated object that cannot do 'sculpt' or 'tame' something by itself, it is why the first sentence associated to personification. The second sentence is associated to paradox because it states 'Master the perfect brow in one simple sweep', the word 'Master' mostly implies to people who have experience in doing particular activity. Meanwhile, 'in one simple sweep' is the exact opposite of being a professional or mastery.

The meaning of the advertisement. The addresser

attract the addressee to buy the product. The addresser explain about the advantages the product, that this product used

creamy wax crayon sculpts and tames as it colors with one easy swipe. The addresser show the result of the product was applied in eyebrow's addressee.

Data 2

Picture 2



Keywords : Nude, lust

Figurative Language: Personification, Metaphor

The picture has the same two first phrase as the previous picture. The two phrases associates to metaphor. For the sentence 'Nude lust turns to love' is associated to personification. 'Nude' is represent nakedness or bare skin, Meanwhile 'Lust' is sense strong desire which

is invisible object. If invisible unanimated object 'Turns to love' it is a way to express the effect and the strength of the product. The meaning of these advertisements is to make a customer attention. With the word nude making people curious, so they interest about this product.

Data 4

Picture 4



Crisper color, creamer feels.

Revive your love for red

Keyword: Color, feel revive, Red

Types of Figurative Language: Metaphor, Apostrophe, Symbol

There are three types of figurative language that found in this picture. The first phrase in this picture associates to metaphor. The word 'color' and 'feel' is unanimated object and mostly associated as adjective. In the phrases, they are functioned as noun

and bearing adjective to compare the texture of the product. The sentence 'Revive your love for red' associates to apostrophe to deliver the product message to the viewers. It is associated to symbolism because 'Red' also represent 'Love' in color symbol.

Thus, by using sentence, the advertiser want to give a sense to the consumers a real condition as it was whenever the consumers saw or heard the advertisement.

CONCLUSION AND SUGGESTION

Conclusion

As from the result of the data analysis that is describe in chapter IV, this research is concluded based on simulated question that will be described into two points. First is the type of figurative language used in the Maybelline Cosmetics Advertisement found in Pinterest and the second is to describe what the meaning of figurative language used in Maybelline Cosmetics Advertisement found in Pinterest.

Suggestion

The researcher realized that this research is far from perfect because this research still has many things that must be corrected. The researcher suggest

to the next researcher to choose other object, such as daily conversation, lyrics of song, and so on. The researcher also suggests to the students of English Department especially in linguistics who are interested in figurative language to apply other theories from different experts who have different perspective of figurative language and use methods to analyze the data. The researcher also expected that this research could be as reference to conduct other research especially figurative language.

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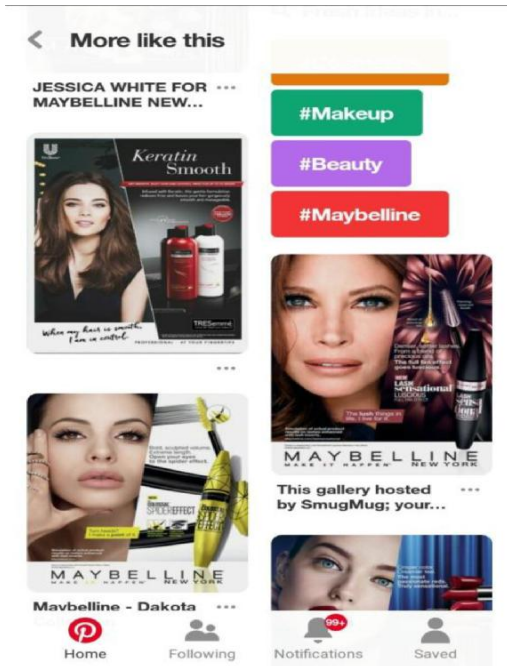
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APPENDICES

1. Table of Collecting Data



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