

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

Language is a system of symbols that are meaningful and articulate sound or tool, which are arbitrary and conventional and used as a means of communicating by a group of human beings to give birth to feelings and thoughts according to Wibowo (2001 : 3). Everyday people using language to show or express their feelings and thoughts to each other. Language also a systematic communication that we use to talk with other people by using pattern subject, verb, Object even adverb of time so it makes the language systematic. Based on the pattern, language is systematic communication so we need to make it become a good pattern so that people will understand what we want to say or what we tell them. Language is often viewed as a vehicle of thought, a system of expression that mediates the transfer of thought from one person to another, in everyday life. Language also serves an equally important social and emotional function. Language also arbitrary communication which people in the community agree with the language. Chaer (2014: 32 ) stated language is an arbitrary sound-symbol system used by group members social to work together, communicate, and identify themselves. Function the main language is as a means of communication between humans. Sometimes there is a language misunderstanding cause the language we never hear before but in one or two communities usually using that language or word as slang or habit language. People can find the arbitrary

language in social media, our community, commercial advertising on television, etc

Linguistic is the study of languages according to Halliday (2006: 116). Study about language helps us understand the structure of language, how language is used, variation in language, and the influence of language on the way people think. Linguistics helps us to understand languages around the world with the structure, use, acquisition in children and adults, and how they change over time. Linguistic studied about structure (such as sounds and meanings), linguistic pattern, component of language, how people gain or build knowledge, the way knowledge interacts with other cognitive processes and language varies. Linguistic is very broad, with many different fields. While studying linguistic you will learn about an aspect of the human language including the following: phonetics and phonology, morphology, syntax, semantics. Phonology and phonetics is the study of the sound system of the languages and deals with the basic utterances in speech, it can investigate by observing which physical properties of the vocal tract are used to distinct linguistic sounds to convey information. Morphology and syntax are concerned with the study of the internal structure of words and sentences, apart from the study of the sound system of languages, word and sentence structure, and also word structure.

Figurative language is part of the language that using words to mean something different from their ordinary meaning in the word emphasizes an idea. According to Keraf (2010: 121 ), figurative language is a style seen in terms of meaning, it can not be interpreted according to the meaning of the words that

make up it. Figurative language uses figures of speech such as similes, metaphors, and hyperbole to suggest new pictures or images or to create stronger effects. It is particularly useful in getting a specific message or feeling across. Figurative language has a fundamental impact on readers. Creating new connections between concepts, images, or objects that have little to no original link, readers discover new insights and see a more vivid or imaginative picture in their heads. Figurative language is also useful in explaining an abstract concept by comparing it to something else that readers can better relate to. It can transform the seemingly ordinary into something significant. Figurative language is used in any form of communication, such as in daily conversation, articles in a newspaper, advertisement, novel, and poems but it is very common in poetry but also use in prose and nonfiction writing as well.

The hyperbolic expression is one kind of figure of speech that exaggerates things with overstatement. This expression causes something that seems excessive than it does. Hyperbole cannot be taken therefore because the hyperbole has connotative meaning. The use of hyperbole generally conveys the feelings or emotions of the speaker, or of those with whom the speaker is talking. Hyperbolic can be used in the form of humor, joy, distress, and many other emotions, all depending on the context in which the speaker uses it. Claridge (2011:5) states that hyperbole is an expression that exceeds the literal expression and contains more semantic attributes of expression something. It is also effective to gain other's attention by using hyperbole. It is used frequently in society to deliver a

message to each other either in spoken or written language like in commercial advertisement.

Commercial advertisements sell something. Advertising comes in a myriad of forms and reaches thousands of niche markets. Advertising is typically designed to make consumers more aware of people, places, or products. In some cases, the advertising occurs as a public service, such as a campaign to make people more aware of the dangers of smoking or alcohol use. In other instances, the purpose of advertising is to gain the interest and trust of consumers. Advertisers seek to increase interest in buying a product, visiting a place, or using a specific service. Commercial advertising in general is the use of advertising to generate revenue. One important aspect of commercial advertising is that it creates a demand or a perceived need for something. As soon as the consumer has a reason to want, advertising is there to offer a solution to that need. Advertisements give answers to a consumer's questions, including where to eat, where to go, or what to buy.

The writer is excited to make research in commercial advertising on television to see the function, kind, and example of commercial advertising that use the hyperbolic expression. Nowadays we know technology has become better than before also have so many commercial advertising on television. Advertising has so many characteristics to persuade or to invite someone to buy the product and to use the product. Some countries or companies usually use the language in their advertisement, the language can be normal but can be exaggerated language to make the listener or audience interest to buy the product. Some of us certainly

watch commercial advertising on television and even we want to buy it because the advertisement is tempting. Advertisement usually using language style to make the product better than the other and they use exaggerated language that the writers think is hyperbole expression so writer wants to explore and observe what type of hyperbole they use and what is example advertisement that uses hyperbole expression so the writer and the reader will know which advertisement using normal language and which advertisement that using hyperbole expression.

Based on the explanation above, the writer interested to make research and observe hyperbole expressions that use in commercial advertisements so the title of the research is “Hyperbolic Expression on Commercial Advertising on Television”.

## **1.2 The Problem of the Study**

Based on the background above, The problem of the study is:” What type of hyperbolic expression is used on commercial advertising on television?”

## **1.3 The Objective of the Study**

Based on the problem of the study above, the objective of the research is “To find out type hyperbolic expression on commercial advertising on television”

## **1.4 The Scope of the study**

There are 7 types of figurative language consists of simile, metaphor, hyperbole, personification, irony, and litotes. The writer focused on hyperbolic

expression. Hyperbolic expression is divided into 7 types according to Claridge 2011 such as single word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition.

## **1.5 The Significance of the study**

The result of this research is expected to be useful for other people. There are two kinds of significances in this study, they are theoretically and practically :

### **1.5.1 Theoretically**

Theoretically, this study will become additional knowledge, references, and additional studies on figurative language, types of figurative language, the meaning, and function of hyperbole expressions for readers and the others researcher.

### **1.5.2 Practically**

The result of this research are expected to be useful for :

1. To the student of the English Department, this research is expected to enrich students' knowledge about the hyperbolic expression on commercial advertising on television.
2. To the lecturers of the English Department, this research is expected to give more information about Figurative Language especially Hyperbolic Expression on Commercial Advertising on Television

3. To the other researcher, this research is expected to provide references in conducting a similar research study about Hyperbolic Expression on Commercial Advertising on Television in the future.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **2.1 Theoretical Framework**

This chapter presents a review of related literature and an explanation of the related material. The writer presents some theories, definitions, and examples related to this study to strengthen this study. The researcher will observe and determine studies about the hyperbolic expression on commercial advertising on television.

#### **2.2 Semantic**

Semantic is the study to learn about meaning, truth, and reference. Semantic can address meaning at the level of word, phrase, sentences, or larger units of discourse. Semantic is a study about the relationship between linguistic form and meaning. The relation between sentence form and meaning generally is not random, but compositional. It means that the meaning of an expression can be predicted from the meaning of the words in the sentences and how it is combined Paul (2018: 4). According to Denham and Lobeck (2010: 8), semantic is the rules that govern how meaning is expressed by words and sentences in a language. Semantics also important role regarding the case of communication. It is because the language has the means to the speaker regarding conveying or communicating the meaning of his/her for the listener. Semantics is one of the important branches of linguistics and deals with the interpretation and meaning of the words, structure



of sentences, and symbols. It deals with the reading comprehension of the readers, in how they understand others and their interpretations. In addition, semantics constructs a relation between adjoining words and clarifies the sense of a sentence, whether the meanings of words are literal or figurative.

There are types or kinds in semantic since meaning in language complex with different theories such as Formal semantics, Lexical semantics, and Conceptual semantics.

#### 1. Formal Semantic

This type use technique in math, philosophy, and logic to analyze the relation or connection between truthness, reality with languages. The pattern of formal semantic is “if.....then.....”.

Example :

(1) If you go to the restaurant then you can buy and eat the expensive food

(2) If you study hard then you can get high scores or rank in your class

#### 2. Lexical Semantic

This type is the process to deconstruct the word and phrase in sentences to get the meaning and undertand the meaning of words or sentences.The study include noun,verbs,adjective,suffixes ,prefixes ,idiom and etc.

Example :

(1) I have dated a sugar daddy ( Sugar daddy can be defined as two meaning is sweet daddy or the old man who give you all you want)

### 3. Conceptual Semantic

Conceptual semantic is the type of semantic to define the meaning of the word based on the concept. This study includes a verb, adjective, idioms, adverb, etc.

Example :

- (1) Move (Move can be defined as an activity to move something like push, pull, change place but the other side move can be defined as a noun it means as movement, etc)
- (2) Baby ( Baby can define as two meaning based on the concept when you meet a small kid you will call baby but if you meet with someone you loved you also called baby )

### 2.3 Figurative Language

Figurative language is giving another meaning to the expression, or exemplify something to say something else. The usual figure is formed by taking into account the existence quality, state, shape, color, place, the time between two objects being compared. The explanation above is in line with the opinion of Keraf (2010: 136) which states that style figurative language is formed based on comparison or equation. Comparing something with something else, meaning trying to find the traits that show the similarities between the two things.

Figurative language refers to the use of words in a way that deviates from the conventional order and meaning to convey a complicated meaning, colorful writing, clarity, or evocative comparison. Fiction writers use figurative language

to engage their audience using a more creative tone that provokes thinking and sometimes humor. It makes the figurative language more interesting and dramatic than the literal language that uses words to refer to statements of fact.

### **2.3.1 Type of Figurative Language**

Types of Figurative Language according to Leech in Prawiro (2019: 27) figurative language consists of 7 types. They are simile, metaphor, personification, hyperbole, metonymy, irony, and litotes. Each type of figurative language has its definition by many experts.

The following are the description and examples of each type of figurative language :

#### **1. Simile**

A simile or parable is a comparison of two things that are substantially different but are deliberately considered the same. A parable is a style of comparative language that essentially compares two different things and which we deliberately consider the same Wicaksono (2016: 34). A simile is a figure of speech that compares two unlike things and uses the words “like” or “as” and they are commonly used in everyday communication. According to Perrine (2011: 61) Simile is used as means of comparing things that are essentially unlike. Communication being able to communicate effectively is one of the most important life skills to learn. Communication is defined as transferring information to produce greater understanding. It can be done vocally (through verbal exchanges), through written media (books, websites, and magazines),

visually (using graphs, charts, and maps), or non-verbally. A simile is used to spark an interesting connection in the reader's mind.

An example of a simile is, "The cat sat in the chair like a king overlooking his kingdom." The cat's sitting posture is compared to that of a king who relaxes in a special chair that is reserved for him and not any other person in the kingdom.

For example:

Orchid is as pretty as a rose.

Orchid is pretty as a rose.

It does not mean the Orchid is a rose. The meaning of the two examples is describing a beautiful girl. The words „pretty“ and „a rose“ are compared with the same purpose. Both of the examples above use the keyword „as“ and „like“ to compare between two, unlike things. It means the author compares Orchid's pretty just like a rose which means beautiful.

## **2. Metaphor**

Metaphor is a kind of analogy comparing two things directly but in a short form Keraf (2010:35). Metaphor can also be interpreted as comparing an object with another object Wicaksono (2016: 35). It can be concluded that metaphor is a style of language that compares things directly in a short form. A metaphor is a statement that compares two things that are not alike. Unlike similes, metaphors do not use the words "like" or "as." Such statements only make sense when the reader understands the connection between the two things being compared.

An example of a popular metaphor is "Time is money." The statement compares time and money, and it does not mean that the amount of time you have

equals the money that you have. Instead, it means that time is a valuable resource, and it should be used effectively to earn money. Any time wasted means that a person loses the chance to make more money.

Example:

Beryl has a heart of gold.

Beryl is crying blood.

The meaning of the heart of gold is describing a man who is kind and generous like gold. For example, the word crying blood means crying so hard because of hurt emotionally. Both of the examples above do not use connective words like simile, and the comparison is implied.

### **3. Metonymy**

Metonymy is a language style that uses a word to express something else because it has a very close relationship Keraf (2010: 142). In short, metonymy is the use of a figure of speech that is very closely related to other words which replace it. Metonymy is a substitute for words with other words in construction due to the presence of permanent characteristics Wicaksono (2016: 32). Example: I've been helping mom sell eggs by driving our duck Honda

### **4. Hyperbole**

Claridge (2011:5) states that hyperbole is an expression that exceeds the literal expression and contains more semantic attributes of expression something. From those definitions, we can conclude that hyperbole is a figure of speech that emphasizes a meaning with exaggeration of a statement. Hyperbole occurs in our everyday conversation. Hyperbole is a kind of language style that contains an

exaggerated statement, by exaggerating something Keraf (2010: 135). In short, hyperbole is a language style that contains an exaggerated statement of the meaning of the word. So, hyperbole is a statement in a way that exaggerates something. Hyperbole is an exaggeration that is created to emphasize a point or bring out a sense of humor. It is often used in conversation. Public speaking, also called oratory or oration, is the process of communicating information to a live audience. The type of information communicated is deliberately structured to inform, persuade, and entertain. Great public speaking consists of three components: Style: Masterfully constructed by using words to create without the speaker noticing it. The exaggeration is so outrageous that no one would believe that it is true. It is used to add depth and color to a statement.

An example of hyperbole is, "I would die for you." The sentence does not necessarily mean that one person is willing to die for the other, but it is used to exaggerate the amount of love that one person has for another person. Death is only used to show the extent of affection.

Other examples of hyperbole:

1. I have told you a million times to wash the dishes.
2. You are so slender that the wind can carry you away.
3. The afternoon is so bright that the sun would have to wear sunglasses.
4. You snore like a freight train.

## **5. Personification**

Personification is a figure of speech that attaches human characteristics to inanimate objects and abstract ideas Tarigan (2013: 17). Personification is a

metaphor that equates objects with humans, inanimate objects are made to act, think, and so on just like humans Wicaksono (2016: 33). Personification is the attribution of human characteristics to non-living objects. Using personification affects the way readers imagine things, and it sparks an interest in the subject. An example of personification is, “The sun greeted me when I woke up in the morning.” The sun is a non-human object but has been given human characteristics since greetings can only be performed by living creatures.

Other examples of personification include:

1. April is the cruelest month of the year.
2. The radio stared at me.
3. The car brakes screamed all through the journey.
4. The car stopped with a groaning complaint.

## **5. Irony**

The irony is a literary device in which contradictory statements or situations reveal a reality that is different from what appears to be true. There are many forms of irony featured in literature. The effectiveness of irony as a literary device depends on the reader's expectations and understanding of the disparity between what “should” happen and what “actually” happens in a literary work. This can be in the form of an unforeseen outcome of an event, a character's unanticipated behavior, or something incongruous that is said.

## **6. Litotes**

Litotes is a figure of speech and form of verbal irony in which understatement is used to emphasize a point by stating a negative to further affirm

a positive, often incorporating double negatives for effect. Litotes is a form of understatement, more specifically meiosis, and is always deliberate with the intention of emphasis. However, the interpretation of negation may depend on context, including cultural context. In the speech, it may also depend on intonation and emphasis; for example, the phrase "not bad" can be intoned differently to mean either "mediocre" or "excellent".

#### **2.4 Hyperbolic Expression**

Hyperbole is a style of language that contains exaggerating statements and does not determine it according to actual reality. According to Keraf (2010: 135) states that Hyperbole is a language style that contains an exaggeration, exaggerating something. Hyperbole is an expression that exceeds the literal expression and contains more semantic attributes of expression something Claridge (2011: 215).

The hyperbolic expression can find in media such as television, novel, magazines, and other media especially in advertisements so that readers interested to buy the product but some of the products using hyperbole expressions which exaggerated the reality of the product. Hyperbole is a language style that contains statements that are exaggerated in terms of number, size, or its nature to suppress, intensify, enhance impression, and influence by Damayanti (2013: 51). According to Achmad (2015:279), hyperbole is a language style in the form of an exaggeration of reality to give a deep impression and at the same time asking for attention.



Based on the explanation above hyperbole expression is the language style that exaggerated something such as the real meaning, number, size, etc and it uses in many media especially advertisements.

#### **2.4.1 Identifying Hyperbole**

Maria Christodoulidou (2011: 143 ) describes two types of hyperbole as follows.

- a. Overstatement of numbers and quantity The speaker tends to overstate numbers of times, years, occurrences, etc.
- b. Impossible descriptionis like fantasies which are produced in a way that they are not possible to occur. Therefore, it must be taken figuratively or rhetorically. An impossible description can be stated with exceeding manner, reality, feeling, condition, etc

#### **2.4.2 Function of Hyperbole**

Hyperbole is a figure of speech and it is involved in exaggerating the ideas that need the stress. However, it is a literary device and we use this device in our dailyconversation to include a certain effect. However, the interpretation of the example of hyperbole is not true, rather it is an embellishment and it highlights an emotion. It is applied to accentuate the thoughts, ideas, and images presented in the literature and it dramatizes the overall text.

The objective of use hyperbole is to add an amusing effect to the text. In literature, it carries a great significance as it allows the writers to present something common intensely. In short, by applying hyperbole, one can turn a common feeling into a remarkable one. Most importantly, the use of hyperbole

provides a contrast as with this technique, something is explained by giving extra stress and on the other hand, the other descriptions remain normal. Hence, it grabs the readers' attention and makes the literary work memorable for a long time

Hyperbole is generally used for emphasis or humor. A writer who wants to make a particular point may make that point by overstating or exaggerating it. Hyperbole can be used in descriptions to emphasize some particularly prominent features of a character, for instance. It can also be used to describe an action that is remarkable in some way. In these and other similar cases, hyperbole is used to emphasize a particular action, feeling, or feature and is not meant to be taken literally. Often, hyperbole in literature relies on imagery that can be quite humorous. While the main focus of a given use of hyperbole may simply be emphasis through overstatement, a humorous image is, intentionally or otherwise, often a secondary result. A man may be described as having "fingers like Italian sausages," for instance. While the purpose of this phrasing may be to comment on the size of the man's fingers, it relies on the humorous image of a man with thick, stubby, sausage-like fingers. Writers who use hyperbole, therefore, must be mindful of the images they rely upon, particularly if they do not want to infuse their work with humor.

Poets also commonly make use of hyperbole. It is, as in prose, generally used for emphasis, but is much more likely to be used exclusively for humor or at least to make a certain point through the use of humor. Hyperbole can also be used to emphasize a contrast: if one idea is exaggerated while another is stated normally or even understated, the result is an emphasis of the contrast between the

two. This is particularly common in poetry that seeks to explore two or more opposed ideas.

### **2.4.3 Type of Hyperbole**

There are seven type of hyperbole according to Claridge in 2011, namely single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition.

#### **1. Single Word Hyperbole**

This form only occurs when there is only one exaggerated content in an utterance or sentence. If the word is omitted, the hyperbolic meaning will completely disappear in the advertisement, one word hyperbole is more effective and economic. There are also universal quantifiers referring to single word hyperbole referring to number. They are all, every, everybody, nothing.

Example :

1. For the first time in forever ,there'll be music,there'll be light ,for the first time in forever,I'll be dancing through the night “

Forever in this statement does not mean really *forevers* but it refers to a very long time. In the sentence the hyperbolic word is *forever* ,if the word forever is removed from the sentence ,the element of hyperbole in that sentences will also completely disappear. The single word hyperbole with the word “forever “exaggerates the emotion.

#### **2. Phrasal Hyperbole**

Phrasal hyperbole is a certain combination of words and senses that create hyperbolic meaning. Among the other forms, this form occurs frequently. A noun phrase is the most common, and an adjective phrase is somewhat uncommon to occur. Verb phrase has more numbers than adjective phrase and preposition phrase is rare. One of the examples of phrasal hyperbole is “This home costs my entire money.” (Noun phrasal hyperbole). My entire money means all of the speaker’s money until the debt remains. The speaker wants to emphasize that his house costs most of his money by saying my entire money.

Example :

1.”Oh.me sore eyes can’t wait to see the queen and the princess .I bet they’re absolutely lovely”

This statement is phrasal hyperbole.It is combination of words and sense.”Mesore”refers to sense.it is something that can only be felt.”Eyes”is a word explained by the sense.The phrase “me sore eyes”express how he cannot wait to meet the queen and the word is applied to make things seems to be exaggerated.

### **3. Clausal Hyperbole**

Clausal hyperbole is a hyperbolic style that occurs by combining two or more clausal constituents. This form hardly occurs compared to the others. The example of the form taken from Claridge (2011:6) is “Nobody ever learns anything”.

Example :

1.”I,ve started talking to the pictures on the walls”

Talking is an activity that involves the speaker and hearer, it is impossible for a wall to be a hearer. This statement is clausal hyperbole, because clausal hyperbole is a hyperbolic style which occurs by combining one or more words.

#### **4. Numerical Hyperbole**

The number can be one of the hyperbolic signs and they occur frequently. Numerical hyperbole can be found in single word hyperbole, phrasal hyperbole, or clausal hyperbole. There are significant words to recognize numerical hyperbole, they are hundreds, thousands, millions, billions, etc. A sentence example of the significant word is "There are still thousands of works waiting for me tonight." By saying thousands of works the speaker intends to say that he has so many works to do, but the number is not literally in thousand.

Example :

1. "Beautiful! Powerful! Dangerous! Cold! Ice has a magic can't be controlled. Stronger than one, stronger than ten, stronger than a hundred men!"

This statement contains numerical hyperbole and the use of numerical hyperbole with the word "hundred" makes the situation become bigger and impossible to happen. In the reality it would not be possible if some men could stronger than a hundred men.

#### **5. The Role of Superlative**

If there is superlative, there must be comparison and superlative form can indicate hyperbole. Superlative makes something sound so excessive and extreme, therefore it leads to overstatement. Example of superlative hyperbole: “It is the cheesiest thing that I’ve ever heard.”

Example :

1. “Yeah. I bet Elsa’s the nicest, gentlest, warmest person ever. Oh, look at that. I’ve been impaled”

In this statement, there are 3 superlatives : nicest, gentlest and warmest. Superlative makes something sound so excessive and extreme.

## **6. Comparison**

In comparison, there is something that is being compared, and it potentially contains hyperbole. However, not all comparative phrases make sense to reach the goal. An example for a comparison hyperbole is “She misses more words out than she gets in” Claridge (2011:65)

Example :

1. “There’s twenty feet of fresh powder down there; it’ll be like landing on a pillow..... Hopefully”

In this statement, the word like is classified into comparison hyperbole because the speaker uses the sentences to exaggerate her feelings and persuade the hearer to jump.

## **7. Repetition**

Repetition in hyperbole mostly occurs in conversation or we can call it a phenomenon in spoken language. It appears from just saying „more X“ by repeating for several times. The repetition here is repeating at the same thing in a strict combination without interruption. Not all repetitions are hyperbole, many of them are just common repetition. An example for repetition is “Sexy today, sexy tomorrow, and sexy forever.”

Example :

1. .”Beautiful!Powerful!Dangerous!Cold!Ice has a magic can’t be controlled.Stronger than one ,stronger than ten,stronger than a hundred men!”

This statement is repetition hyperbole.The word „strong“ gives emphasis that the ice harvesters were very stronger than the other man.

## **2.5 Advertisement**

Advertisement is a means of powerful communication as a marketing tool in selling goods, provide service as well ideas or other ideas in form persuasive. Kusumawati (2010:27) suggested that advertising is a message that offers a product, both goods, and services, that is an address to the passing public medium. Tamburaka (2013: 96), explained that advertising is one of the mass communication techniques for pay for space or time the mass media provides for broadcast goods and services offered by the advertiser. Delivery of information in advertising using that language easy to understand, words are persuasive or persuasive with the purpose that consumers are attracted buy or try it.

The function of advertisement is to persuade someone to buy something and to use the product with persuasive sentences. Suwito (2013:419) describes the purpose of an advertisement is to marketing, communication, education, economic and social. Marketing goals are to fulfill demand user/buyers against goods/services, as well as ideas required.

### **2.5.1 Language in Advertisement**

The reminder function always reminds the consumers of a product hence they keep buying the product which is advertised without paying attention to the competitor's product. Since one of the advertisement's functions is persuasive, it should have good persuasive language to attract the consumers. The language could be spoken or written. In written advertisement, the text tends to use linguistic and rhetorical devices such as hyperbole, personafication and repetition to gain public's attention.

Advertising also has a certain characteristic in its lexical level.

According to Zhu Linghong in 2006 advertising divided into six, they are :

1. The use of monosyllabic verbs
2. Some examples of monosyllabic verbs are come, serve, give, feel, look, etc.
3. Weasel words
4. Weasel words are used to avoid direct statement in the advertisement, for instance, replacing the word buy in advertisement into getting.
5. The use of favorable words

5.1 Adjective: favorable adjective will assure the quality of the product.



5.2 The use of comparative and superlative degree: to indicate the good quality of the product. Comparative is used to show the distinctive quality of the product, whether superlative is used to point out the special feature. The superlative degree only occurs to claim the comparative superiority to their product.

6. The use of the personal pronoun

7. The most common personal pronouns in the advertisement are you and They indicate friendliness between the readers and the advertisers.

8. The use of compounds

9. Compounds are easy to form and have many variations. It can raise the reader's attention.

10. The use of neologism : coinage, making a new word name without reference to another, anagrammatic spelling: the use of the unexpected letter, borrowed words: borrow foreign words to make the product more interesting.

### **2.5.2 Kinds of Advertising**

According to Kriyantono (2013: 35 ) advertising can be classified in several broad categories that are not necessarily mutually exclusive, they are :

#### **1. By Purpose**

Based on the objectives, the types of advertising are:

## **1.1 Information Advertising**

An ad is categorized as an informational ad if the creative aims to :

- 1.1.1 Notify new products
- 1.1.2 Notify price or packaging changes
- 1.1.3 Explain how the product works
- 1.1.4 Reducing consumer fears, for example consumers are afraid of product side effects
- 1.1.5 Correcting erroneous information about the product. For example, there is information that the product is expensive and difficult to get partsspare, even though the information is wrong.
- 1.1.6 Inform the new uses of certain products; and
- 1.1.7 Mention also the services or services that accompany the product

## **1.2 Persuasive Advertising**

Persuasion ads are ads that directly persuade people for :

- 1.2.1 Choose the advertised brand
- 1.2.2 Advise to buy the advertised brand
- 1.2.3 Changing consumer perceptions of certain brands;
- 1.2.4 Persuade consumers to buy or accept offersnow

## **1.3 Reminder AdsIs an advertisement whose content aims to:**

- 1.3.1 Reminding that the product may be veryneeded in the near future
- 1.3.2 Maintain product awareness (consumer's state of mind)

- 1.3.3 Maintain good relationship with consumers
- 1.3.4 Remind where to buy the product
- 1.3.5 Remind consumers when the market is low; and
- 1.3.6 Confirming or confirming that the consumer's choice is right

## **2. By Nature**

Based on their nature, advertisements can be categorized into several categories types :

### **2.1 Commercial Ads**

Commercial advertisements are advertisements that are selling products or services services directly. Included in the types include:

- 2.1.1 Consumer Ads, advertisements that sell consumer goods(consumed goods), such as: shampoo, clothes, cars, candy,food, home, perfume and consume goods other.
- 2.1.2 Business-to-business Ads, advertisements that offer goods non-consumption. The advertising target is the company. For example,raw goods such as factory machinery, components or computer device.
- 2.1.3 Trade Ads, are advertisements that offer goods that are will be sold again. Therefore, the target of this ad is the suppliers, wholesalers, agents, retailers or retailers. For example, advertising which informs there is a big discount for party purchases.

2.1.4 Retailer Ads, are advertisements made by retailers so that the merchandise sells. For example, “massive discount on Ramayana Store during Ramadan”, invites people to date during Ramadan so that the merchandise in the depth of the store is selling well.

2.1.5 Direct Response Ads, is a new type of advertisement that allows consumers to provide immediate responses namely: when he saw it. That is, between the advertiser and consumer interaction occurs. For example, when there is a car ad. Consumers can ask for the desired car qualifications, such as body, color, tires, and accessories. This request can be delivered directly by post, telephone, fax or the internet.

## **2.2 Non-commercial Ads**

Non-commercial advertising is advertising that is not direct sell products or services. This ad is “soft-selling”, that is selling more images (image-selling) instead of selling products (hard selling/product selling). Included in this ad are: corporate advertisements, namely:

2.2.1 Public Relations advertisements, namely advertisements that aim to provide

2.2.2 important information about the company to the public, e.g. advertisements about acquisitions, change of directors, changes flight schedule, office change or announcement stock changes.

2.2.3 Institutional Ads, is a type of advertising that aims to build corporate image, meaning to instill awareness of the name

company is associated with a certain image that attached to the public mind.

2.2.4 Public Service Advertisements, are advertisements that contain messages that remind and invite the public to participate in the success of the programs aimed at for the common good.

2.2.5 Job Vacancies Ads, are advertisements that contain information about the company's need to find new employees.

2.2.6 Corporate Identity Ads, are ads that stand out more or introduce symbols that can remind public about corporate identity.

### **3. Based on Dissemination Media Media**

Based on the distribution media, there are several types of advertisements:

3.1 Print Media Advertising. Advertisements published in print media, both letters newspapers, magazines, tabloids or books.

3.2 Radio Advertising. Advertisements that are played or spoken by radio broadcasters.

3.3 Television Advertising. Advertisements shown on television.

3.4 Outdoor Media Advertising (outside the house). Ads placed in outside the house or on the side of an open road, in a public place such as billboards, billboards that display moving images such as television (megatron), banners, advertisements on city buses, banners, banners, posters, hanging mobiles, and billboards.

3.5 Cinema Advertising. Ads that are displayed in the form of slides on layers(cinema).

3.6 Internet Advertising/Digital Advertising. Included is social media such as facebook, twitter, youtube, and mobile advertising (for smartphones).

#### **4. Based on the form of presentation**

There are several types of advertisements based on the form of presentation, namely:

4.1 Spot Ads. Ads of short duration. This ad usually playson radio and television. This ad combines elements of words, music,and sound effects.

4.2 Column and Classified Ads. Advertisements published in print mediabased on column area or line length. Column adsand lines combine elements of words or sentences and picturesprint.

4.3 Adlib ads. Is an advertisement that is read or spoken by the broadcasterradio or television. Packed like people deliverinformation and like chatting with listeners. Advantagesadlibitum (adlibitum = spoken) is packaged, among other things,as information and the way it is delivered that chats and didn't realize it was an ad.

4.4 Advertorials. That is an advertisement whose presentation is like newsso that it can convey product information in more detail.Advertorial stands for advertising-editorial. Because it's packedas news, then advertorials have the following advantages:present information about the

product in more detail and more easily trusted (people perceive as written news berita journalists) so as if information.

4.5 Sponsored Ads. Form of advertising by buying space or slots certain time of the media. It can be 30 minutes, 60 minutes, or more. Also known as sponsored-programme. Often in the form of blocking-time, meaning the time slot of one or more radio stations and television has been ordered for the event from the sponsor.

### **2.5.3 Television as the Media of Advertising**

Despite the growing strength of social networks, television advertising is still the most influential medium in people's purchase decisions. A report from the Television Bureau of Advertising and Knowledge Networks Inc. reveals that 37 percent of television viewers make purchase decisions after watching advertisements on television compared to 7 percent for social networks. Impact and persuasion are two factors for a successful TV commercial that arouses viewer interest immediately and remains memorable. Television advertisements demonstrate their influence in a variety of ways.

### **2.5.4 Function of Television Advertising**

Generally, the only function of purpose of advertising is to sell things, product, service, or an idea. The real goal of advertising is effective communication between to company and consumers. The function of television advertising are:

1. Television ads reach targeted audiences to sell consumers products. Creative, imaginative, and engaging ads inspire, excite, convey information, and

generate brand loyalty. Ads personalize the relationship between a business and a consumer.

2. Television advertisements influence gender differences between males and females. For example, the frequent use of male voices in voice-overs conveys the notion that males are more credible and authoritative than females. Television advertising influences the impression of role-appropriate behaviors for both genders, affecting the popular perception of what makes a successful male or female. For instance, commercials about cosmetics further the notion that women's responsibility is to remain attractive forever.
3. Television advertising promotes the notion that buying products equal happiness. It nurtures a consumer culture that encourages people to buy new products as a way to conform to society's goals, values, and pleasures.

## **2.6 Previous Study**

Some writers have researched hyperbolic expression. The writer found there are similarities and also there are differences between the study of the writer and the previous study. The first previous study was written by Saomi Wahyu Volta Dewi (2014) from Universitas Diponegoro with the title "**The Form and Function of Hyperbolic Expression on Commercial advertising on Television**". Advertising, as a medium of communication, has various styles unique language. One of them is hyperbole style. Language style Hyperbole is often used in advertisements for beauty products, especially in advertisements for perfume. The author is also interested in analyzing the use of hyperbole in advertising perfume. This analysis is focused on looking for various forms of



hyperbolic expressions contained in perfume advertisements. The purpose of this research is to identify and classify the forms of hyperbolic expressions on perfume ads and find out why the hyperbolic expression is used in advertising perfume. The data used are language expressions that are expressed in words, phrases, and sentences advertised for perfume. The author uses two methods to analyze data, namely the separate and equivalent methods. The switching method used is lesion and inductive techniques. Whereas in the equivalent method, the authors use its sub-types, namely the referential method. The results of the research analysis showed that many perfume ads use a form of hyperbole. The form of hyperbole is often found in perfume advertisements in the form of a single word. The intended use The hyperbole in advertising is to make the ad more attractive, so consumers have a high interest in buying the advertised product. The previous study explains the definition of hyperbolic expression and the form of hyperbolic expression clearly, the previous study explains 7 forms of hyperbole expression such as single word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, the role of superlative, comparison and repetition, the writer of previous use a descriptive qualitative method as the research design and collecting the data through official website perfume advertisement, the writer of the previous study analyzing the advertisement by two methods such as identity method and distributional method. The similarity of the previous study and the study of the writer is the subject hyperbolic expression, the previous study and the study of the writer explain the definition, function, and also seven forms of the hyperbolic expression. The differences between the previous study and the study of the writer

are: the data of the previous study is online perfume advertisement but the data of the study of the writer is commercial advertising on television, the writer observes many types of the advertisement but the previous study only observe perfume advertisement, bab 2 the previous study use theory of meaning and the part of meaning but the study of the writer not use the theory of it, the previous study explain about hyperbole without explaining about figurative language as head of the hyperbole and another side the study of the writer explain the figurative language as the head of hyperbole.

The second previous study was written by Willia Definsyani, Hamzah, Fitrawati (2018) from Universitas Negeri Padang with the Journal title **“The Use of Figurative Languages Found in Product Advertisement for Different Gender”**. Figurative language is the use of words that make a reader has to make a good interpretation not only by seeing what the words refer to or what is said in the text but also by interpreting it from the context. Because of that, it can create a misinterpretation. The researcher used a descriptive method because the data were taken from the advertisements as a documentation method. The data were collected by downloading the data, reading them repeatedly, identifying the data that consist of the figure of speech, and putting them on the table provided. The data were also analyzed by tabulating the data, categorizing the figurative language into different forms, interpreting the meaning, classifying them into different types of figurative language, and analyzing them based on the theory of semantics, and language, and gender so that misinterpretation cannot create. The results in this research are 3 types of figurative language found in product

advertisements for different genders such as personification, simile, and hyperbole, and some differences of language between both genders such as the choice were of a word, the vocabulary, and the most significant types of figurative language which used by them. There were 28 phrases and sentences that used figuratively the language found in the product advertisements for different genders. The researcher only took 3 types of figurative language such as personification, simile, and hyperbole. After analyzing the data, the researcher found that there were 28 data in the form of words, phrases, and sentences which were classified into 3 types of figurative language found on product advertisements for different genders such as 3 personifications, 3 similes, and hyperboles. Based on findings, the researcher found that the most frequent type of figurative language is hyperbole. These data were classified and divided into both genders (women and men). The words, phrases, and sentences that have figurative language in the product advertisements are 56 % for women and 44% for men. For women, there are 2 or 67 % personification, 2 or 67 % simile, 10 or 45% hyperbole. On the other hand, there is 1 or 33 % personification, 1 or 33 % simile, and 12 or 55% hyperbole for men. Based on gender, the researcher found that personification and simile tend to be used for women's products rather than men's products. Hyperbole is the most frequently used by the advertiser on men's products. The writer's previous study used the descriptive qualitative method because the data were taken from advertisements as a documentation method. The data were collected by downloading the data, reading them repeatedly, identifying the data that consist of figure speech, and putting them on the table provided. The

data were also analyzed by tabulating the data, categorized the figurative language into different forms, interpreting the meaning, classifying them into different types of figurative language, and analyzing them by the theory semantic. the result in the research is 3 types of figurative language found in product advertisements such as personification, simile, and hyperbole. The similarity and differences between the previous study and the study of the writer are advertisements that using figurative language but the writer's previous study observes 3 types of figurative language on the other side the writer of the study observes only hyperbole expression. The previous study only uses 4 examples of an advertisement in hyperbole expression but the writer of the study using 5 examples of advertisement in hyperbole expression.

The third previous study written by Retno Rahmadiani from Universitas Negeri Yogyakarta in 2017 with the title **“Hyperbole in Lotion Beauty Product Advertisements on Television”**. This research aims to describe (1) lingual hyperbole form in lotion beauty product advertisement, and (2) the meaningmaking of lotion beauty product advertisement. This research was descriptive-qualitative research. The data were obtained by observation method and note taking. The method of data analysis used distributional method to analyze lingual form and pragmatic comparing method to analyze contextual meaning. The validity of the data used triangulation and peer discussion. The results of this research show that, first, lingual hyperbole forms that were used in lotion beauty product advertisements are (1) word form, (2) phrase form, and (3) clause form; second, the meaning which appeared in lotion beauty product

advertisements was contextual meaning. The result of this research, the lingual form of hyperbole in advertisements for beauty lotion products on television appears in three forms, namely lingual hyperbole in the form of words, lingual hyperbole in the form of phrases, and lingual hyperbole in the form of clauses. The form of lingual hyperbole in the advertisement for beauty lotion products appears in 44 forms. The lingual form of hyperbole in the form of words appears in two forms, namely the singular form appears in two forms with a percentage (5%) and the affixed form also appears in two forms with a percentage (5%). There are two forms of lingual hyperbole that appear in the form of phrases, namely endocentric phrases and exocentric phrases. The types of endocentric phrases that appear are attributive endocentric phrases appearing in three forms with a percentage (7%) and coordinating endocentric phrases appearing in one form with a percentage (2%). The type of exocentric phrase also appears in two forms, namely the prepositional directive exocentric phrase appears in one form with a percentage (2%), the conjunctive directive exocentric phrase appears in five forms with a percentage (10%). There are five forms of lingual hyperbole that appear in the form of clauses with their respective types. The form of the clause based on the completeness of the core elements can appear both, namely the incomplete clause appears in three forms with a percentage (7%) and a complete clause appears in ten forms with a percentage (24%). The form of the second clause is a clause based on its internal structure. Both types can appear, namely a complete clause with a coherent structure (S-P) appears in two forms with a percentage (5%) and a complete clause with an inversion structure (P-S) appears

in one form by percentage (2%). From the third clause is the clause based on the presence or absence of elements negation on P. Clause type only one appears, namely the positive clause appears one form with a percentage (2%). Clause form the fourth is the clause based on categorical filler element on P. The fourth clause only appears nonverbal clause only with some details. Nonverbal clause with noun clause type appears one form with percentage (2%), number clause five forms appeared with percentage (11%), the trait clause appeared four forms with percentage (9%), and nonverbal clauses (prepositional phrases) appeared three forms with percentage (7%).<sup>2</sup> The meaning studied in this study is the type of meaning textual and contextual, however the meaning that appears is only contextual meaning only. This matter it can be seen that all advertisements shown on television full of context/never out of context.

The fourth previous study written by Shindy Narina Quri from Universitas Padjajaran in 2017. The thesis is entitled “**Hiperbola Pada Tagline Iklan Makanan Cepat Saji: Kajian Semantik**”. This thesis is analyzing kinds of hyperbole and the meaning of it. Fast food advertisements are used in this research as the research object. The object of this research is fast food advertisements during the time of 2010-2014. The purpose of the research is to describe types of hyperbole and the meaning of it in fast food advertisement. Qualitative method used in this research with descriptive approach technique. Kinds of hyperbole identified using Claudia Claridge's (2011) theories and Geoffrey Leech (1981) is used for analyzing the meaning of the data. As the result, single-word hyperbole, phrasal hyperbole, clausal hyperbole, numerical

hyperbole, the role of superlatives, comparison, phrasal, clausal, and repetition hyperbole was found in this research. Conceptual meaning, affective meaning and connotative meaning were often founded in this research.

The fifth previous study written by Nida Kharimah from UIN Sunan Gunung Djati Bandung in 2017 with the title **“Hyperbolic Expressions In One Direction’s Love Song Lyrics”**. Throughout this research, the hyperbolic expressions are shown from three characteristics of hyperbole. The most common way of showing the hyperbolic expression is seen from the context. The context of every song lyric makes the interpretation of the expression becomes more exaggerate and therefore clearly show that those expressions are included in hyperbole. The context of love song lyrics is about love or about expressing love to someone. The hyperbolic expression is usually used to express the love. Someone exactly will choose an exaggerate word for making it more poetic and dramatic. The use of exaggerate words also can make a lyric more meaningful than the use of ordinary or literal words. The second way of showing the hyperbole is from the problem of literal meaning. Some expressions of hyperbole will be more exaggerated if meant literally. That is why, hyperbole is included as one figure of speech with non literal meaning. The less use of hyperbole is given through its gradability and intensification. The expressions shown with this way is not many since it is used to give the gradual words and given to show the intensity or emphasis of the statement. After analyzing each the hyperbolic expressions the researcher can get more understanding about the hyperbolic expression used in love songs lyrics and the researcher realized that the lyrics become more

interesting because of hyperbole use. However, many limitations are present in this research, and therefore, in regard to the study, there are some suggestions that might be helpful for those who are interested in conducting a future research of this study. First of all, the study of hyperbole must be widely analyzed not only in literary works but also in many other real situation or way of communication happens in our society. Characteristics and forms of hyperbole are small parts of the way to analyze the hyperbole, but these can be a way to open a further research to add the characteristics of hyperbole in different object. Finally, this research conducted in a very limited data. Themore data will give more variable to analyze and more findings to discuss.

Both of the previous of study are helpful and give a contribution to the writer to understand the hyperbolic expression that is used in commercial advertisement and as guidance to do this research.

## **2.7 Conceptual Framework**

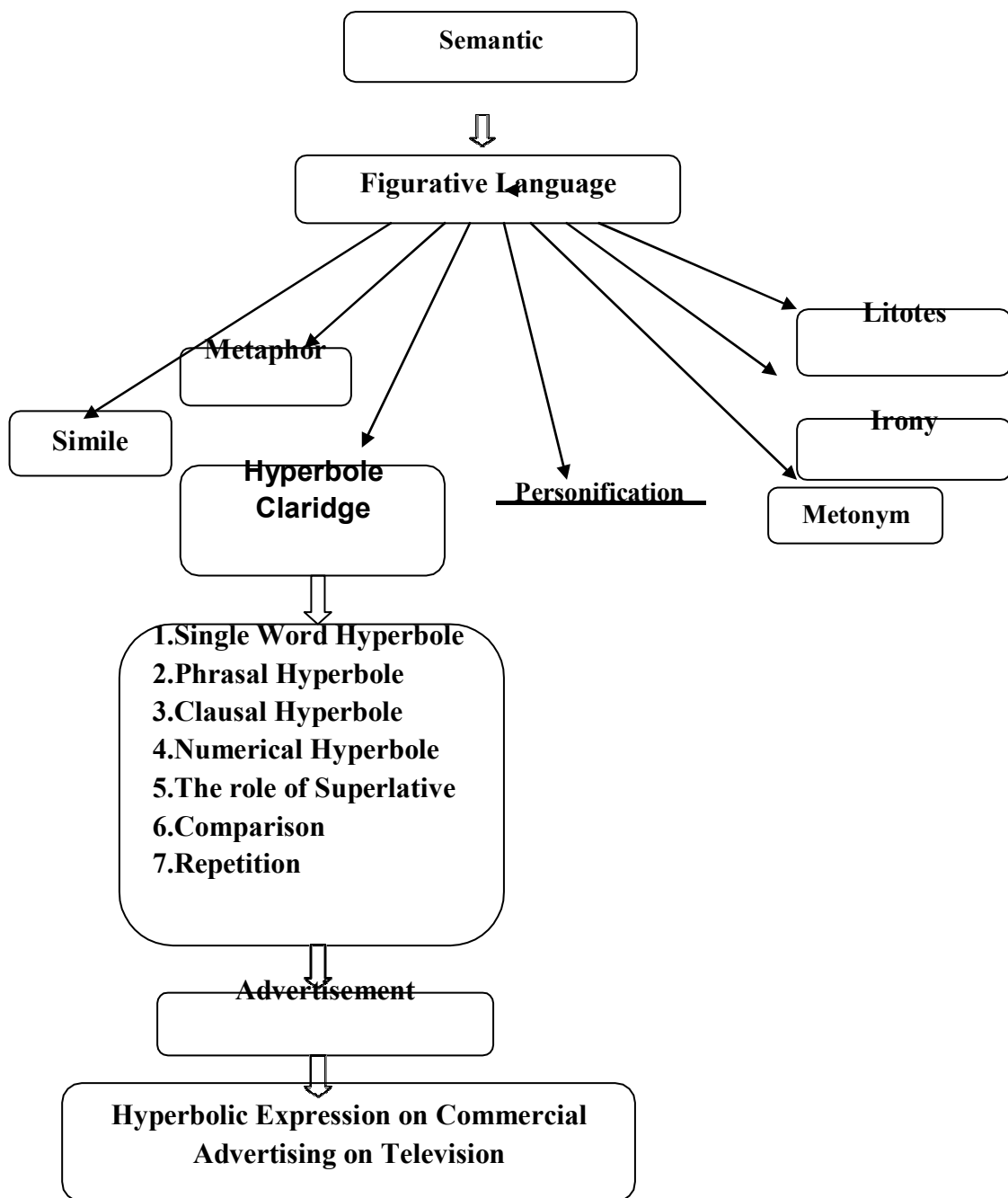
Semantic is the study of the meaning, truth, and references. Figurative is one of study that learns about the meaning and as the part of semantic. Figurative language is divided into 7 types by Leech such as simile, metaphor, hyperbole, personification, metonymy, irony, and litotes. The writer will focus on hyperbole or hyperbolic expression.

Hyperbolic expression is a language style that contains statements that are exaggerated in terms of number, size, or its nature to suppress, intensify, enhance impression, and influence. Hyperbole is divided into 7 types by Claridge 2011



such as single word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition.

Hyperbole use by advertisements to persuade the reader or the listener so they will buy and wear their product but some advertisements use exaggerated statements to enhance the impression. There is an advertisement that uses normal statements but also there is an advertisement that uses exaggerated statements and publishes on television. Based on the explanation above the writer make research on “Hyperbolic Expression on Commercial Advertising on Television”



**Figure 2.6 Conceptual Framework of Hyperbolic Expression on Commercial Advertising on Television**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

All studies or research used a research design. The writer researched by applying the descriptive-qualitative method. The qualitative method involved collecting and analyzing non-numerical data to understand opinion, experience, and concepts about something. The data used to gather knowledge about the problem or find new ideas for new research. According to J. Moleong (2016: 49), Qualitative research was research that aims to design understand the phenomenon of what is experienced by the subject of the study such as behavior, perception, motivation, action, etc. According to Bungin (2011: 49) the problem in research qualitative territory in narrow space, with levels low variation, but has a great depth of discussion unlimited. Meanwhile, the problem in research quantitative is usually general, has a territory area and level of variation that is complex but located at the surface.

The descriptive qualitative method was the result that The writer gave a detailed explanation of describing the phenomenon of hyperbolic expression in commercial advertising on television.

#### **3.2 Data and Source of Data**

Data was a set of values of qualitative about one or more persons or objects. Data also the information contained in everything anything that was the

field and research objectives. Data was excavated and collected through various data sources between others: Documents, Informants, events or activities, places or locations, and things. The data in this research focused only on hyperbolic expression in commercial advertising in television. Data was word and phrase. The writer used five examples of commercial advertising on television that used hyperbole expressions such as Rinso, Vaseline, Selai Nutella, and Kuaci Ikan Rebo on youtube. The source of data was taken from commercial advertising on television that take from Youtube.

### **3.3 Instrument**

The instrument was the device a writer use in collecting data by Arikunto (2006: 12). Based on the research problem, the writer used observation and documentation as an instrument in this research. The writer observed by using a mobile phone, pen, note, video of hyperbole expression in commercial advertising on television. The writer made the documentation of hyperbole analysis in the appendix paper.

### **3.4 Technique of Collecting Data**

There are some steps that the writer did to collect the data. They are:

1. Searching the youtube video of commercial advertising on television
2. Downloading video and watch
3. Translating the commercial advertising on television into the English language

4. Analyzing or observing the commercial advertising
5. Collecting the data based on Hyperbole expression on commercial advertising on television
6. Writing the type of hyperbole expression that they use

### **3.5 Technique of Analyzing Data**

The data analyzed through qualitative analysis, the writer used theory purpose by Miles and Huberman ( 2014:14) said that the qualitative data analysis consists of three procedures. Based on theory, the writer followed the step :

#### **3.5.1. Data Reduction**

Data reduction processes to sort, focus, identify, simplify, abstract, and transform the data that were considered important. In conducting research, the writer selected data that gave valuable information in research; the data was chosen by identify and classify the types of hyperbolic expression in commercial advertising on television

#### **3.5.2. Data Display**

In the step to find data display, the data was reduced then the writer was identified, classified, and analyzed the data to observe the youtube video of commercial advertising by identifying the video that uses hyperbole expression.

#### **3.5.3. Conclusion Drawing of Verification**

Conclusion drawing of verification was the last step in the technique of analyzing data. In this step, data reduction and data display conclude by the support of data to the collection as evidence to strengthen the data which find in the youtube video of commercial advertising on television and it done by write the total of each the implicit constituent, in relevant columns of categories in the table data analysis.

### **.3.6 Triangulation**

Triangulation refers to the application and combination of several research methods in the study of the same phenomenon. By combining multiple observers, theories, methods, and empirical materials, researchers hope to overcome the weakness or intrinsic biases and the problems that come from a single method, single-observer, and single-theory studies. Cohen and Manion (2000: 254) define triangulation as an "attempt to map out, or explain more fully, the richness and complexity of by studying it from more than one standpoint. Altrichter (2008: 147) contend that triangulation "gives a more detailed and balanced picture of the situation.

There are four theories type of triangulation of data Rugg (2010: 14-17) They were :

- i. Data Triangulation

Data triangulation was the use of a variety of data sources, including time, space, and person in a study. The finding can be corroborated and any weaknesses in the data can be compensated for by the strengths of other data, thereby

increasing the validity and reliability of the result. The approach used in many sectors to strengthen conclusions about findings and to reduce the risk of false interpretations.

ii. Investigator Triangulation

Investigator triangulation was the use of more than one investigator, interviewer, observer, researcher, or data analyst in a study. The ability to confirm findings across investigators without prior discussion or collaboration between them can significantly enhance the credibility of the findings. Investigators' triangulation is particularly important for decreasing bias in gathering, reporting, and analyzing study data.

iii. Theory Triangulation

Theory triangulation was the use of multiple theories or hypotheses when examining a situation or phenomenon. The idea was to look at situations/phenomena from different perspectives, through different lenses, with a different question in mind. The different theories or hypotheses do not have to be similar or compatible; in fact, the more divergent they are, the more likely they are to identify different issues and concerns.

iv. Methods Triangulation

Methods triangulation is the use of multiple methods to study a situation or phenomenon. The intention is to decrease the deficiencies and biases that come from any single method. In other words, the strengthening of one method may compensate for the weakness of another. This type of triangulation is very similar to the mixed-method approaches used In social science research, where the result

from one method is used to enhance, augment and clarify the result of another. It was also a variation on data triangulation with an emphasis on using data collected for different programs, locations, populations, etc.

Therefore, in this research, the writer used data triangulation. It means that data triangulation was more relevant in this research needs to include some more complete data to compare the primary data with the data which examined and the result of this study to make sure the data which examined and the result of this study makes sure the data was valid.