

CHAPTER I

INTRODUCTION

This chapter is divided into five sections, including the background of the study, research problem statements, research objectives, the significance of the study, as well as the scope and limitations. Each of these aspects will be discussed in detail in the following sections.

1.1. Background of the Study

Language is a communication system that uses sounds, words, and grammar to convey thoughts, emotions, and ideas (Giannakis, 2014). We use language as a communication tool when interacting, so language plays an important role in everyday life. A person will use language in conversation to connect with others. This often makes them unaware that the language they use contains hyperbole. According to Burgers et al., (2016) hyperbole is a form of expression that exaggerates facts in order to influence the feelings of the reader or listener.

Hyperbole is one of the most widely used types of figurative language. According to Leech (1983) hyperbole is a feature of everyday speech that is used to exaggerate and evaluate. For example, “I’ve been waiting for you out here for a thousand years”, the hyperbole in the sentence is used to express anger for waiting too long. The word “thousand years” is a depiction of the time that she has been waiting for, and it is not an actual time. In the use of hyperbole from this example, the speaker is not saying X, but rather saying something more than X (Claridge, 2011).

Hyperbole is also found in many digital communications such as advertisements. Advertising is a way for advertisers to communicate with readers, in which there is a process of persuading consumers to buy the goods or services offered (Barbu K, 2015). The use of hyperbole words in advertising is very influential on the image of the product to attract attention and persuade the public. For example, “sky high lash impact from every angle” found in Maybelline advertisement uses hyperbole by making an exaggerated claim “sky high” and “lash

impact” This sentence describes the results on the eyelashes, as if the eyelashes become very tall and thick from all angles. Hyperbolic sentences found in beauty advertisements can attract the attention of readers, especially women.

L’Oréal Paris is one of the famous product brands among teenage girls. It has 5 categories in one product, namely hair care, hair color, facial skin care, body care, bath, and makeup (Monteiro, 2017). Although it is a big and well-known brand, in marketing its products L’Oréal Paris still uses hyperbole in its advertisements. Such as telling the advantages, features, and promised results of the product. This aims to persuade, invite, and convince in order to reach more consumers. Therefore, researchers are interested in analyzing hyperbole in L’Oréal product advertisements because the use of hyperbole language used in these advertisements describes the product as if it has extraordinary advantages and benefits over other products.

This research was conducted to analyze what types and functions of hyperbole are found in L’Oréal Paris product advertisements with the title “An Analysis of Hyperbolic Expressions in L’Oréal Paris Product Advertisement”.

1.2. Research Questions

According to the background of the study above, there are two main issues as follow:

1. What are types of hyperbolic expressions are used in L’Oréal Paris product advertisement?
2. What are the functions of hyperbolic expressions in L’Oréal Paris product advertisement?

1.3. Objectives of the Study

Based on the research questions, this study is focused on:

1. To explain the types of hyperbolic forms are used in L’Oréal Paris product advertisement.
2. To explain the functions of hyperbolic expressions in L’Oréal Paris product advertisement.

1.4. Significance of the Study

The results of this study are expected to provide knowledge and benefits both theoretically and practically. Theoretically, this research can provide an understanding of the forms and functions of hyperbole found in L'Oréal Paris product advertisements. By analyzing the forms of hyperbole such as single word of hyperbole, phrasal hyperbole, clausal hyperbole, comparison hyperbole, and repetition hyperbole, this analysis is also expected to serve as a reference for more in-depth research on hyperbolic expressions in advertisement. In addition, this research explains the function of hyperbole in reinforcing messages and attracting consumer attention.

Practically, as a student of the English Study Program who is interested analyzing figurative language, the researcher hopes that this research can add to the researcher's knowledge about figurative language, especially hyperbole. This research provides examples of how to analyze the types and functions of hyperbole in advertisements. By understanding the examples of hyperbole from the L'Oréal Paris advertisement, readers can know the different types of hyperbole used in advertising and how each type plays a role in influencing and reaching consumers.

1.5. Scope and Limitation

The scope of this research is pragmatic analysis that discusses the forms of hyperbole and its functions. In this study, the researcher analyzes texts in L'Oréal Paris advertisement that contain hyperbole. The author only focuses on the text contained in the advertisement then analyzes the forms of hyperbole based on the theory of Claridge (2011) and analyzes the function of hyperbole based on the theory of McCarthy and Carter (2004).