

CHAPTER I

INTRODUCTION

This chapter explains the background of the study, research problems, research objectives, the significance of the study, and the scope and limitations. Each of these aspects is explained in detail in the following sections.

1.1. Background of the Study

According to Armstrong & Ferguson (2010), language serves as a means of delivering information and maintaining interaction among people. It plays an important role in communication because it enables individuals to share ideas, express thoughts, and exchange information with others. In communication, people do not always use language in a direct or literal way. They often employ various forms of language to express meanings, emotions, and impressions more effectively. One way people convey messages beyond their literal meanings is through figurative language.

Figurative language is a style of language that uses expressions beyond their literal meaning to create a stronger effect and appeal to the imagination (Arp & Johnson, 2018). Among various types of figurative language, hyperbole is one of the most commonly used expressions to emphasize certain ideas or create stronger impressions. Barnwell (1980) explains that hyperbole is a deliberate exaggeration used to create emphasis or dramatic impact. Leech (1981) also states that hyperbole frequently appears in everyday language to express exaggeration and evaluation. Therefore, hyperbolic expressions convey meaning through obvious overstatement and are not intended to be interpreted literally (Ruminda & Kharimah, 2017).

The use of hyperbole is commonly found in advertisements, where exaggerated expressions are often used to make products more attractive and persuasive to consumers. Advertisements function as a strategic communication process designed to encourage people to purchase goods or services (Barbu, 2015). In this context, hyperbolic language plays an important role in highlighting product advantages and creating memorable impressions on potential consumers. This study focuses on Maybelline New York advertisements because the brand frequently uses

persuasive and exaggerated language to promote its cosmetic products. Maybelline New York is one of the well-known cosmetic brands worldwide, founded in 1915 by Thomas Williams. The brand has developed various makeup products that are widely used by consumers, including face products such as foundation, concealer, pressed powder, primer, blush, and contour; eye products such as mascara, eyeliner, and eyeshadow; lip products such as long-lasting liquid lipstick, lip tint, and lip balm; as well as brow products such as eyebrow pencils, pomades, and brow mascaras. According to the official Maybelline New York website, the brand focuses on providing innovative and accessible beauty products that allow consumers to express their individuality. Through its advertisements, Maybelline New York frequently employs persuasive language techniques, including hyperbole, to emphasize product benefits and create attractive impressions. Therefore, this study analyzes hyperbolic language in Maybelline New York advertisements by focusing on its forms and functions.

The phenomenon of hyperbole in advertisements has garnered significant attention due to its effectiveness in enhancing message impact and consumer engagement. Hyperbole involves deliberate exaggeration to emphasize product benefits, making advertisements more memorable and engaging. Its uniqueness lies in its ability to convey strong impressions through overstatement, which, while not meant to be taken literally, effectively highlights the perceived value of a product (Callister & Stern, 2007).

Several studies have examined the use of hyperbole in various contexts, revealing its significant role in enhancing communication and persuasion. The first previous study, conducted by Asrah (2022) entitled “The Analysis of Hyperbolic Form in Selena Gomez’s Selected Song Lyrics,” focused on identifying the types of hyperbolic forms in selected song lyrics using Claridge’s (2011) theory. The second previous study, carried out by Utami (2020) entitled “Analysis of Expressions Containing Hyperbole in Motivational Videos on YouTube,” examined the forms and functions of hyperbolic expressions in motivational speeches based on Claridge’s (2011) theory. The third previous study, written by Tuzzahrah (2016) entitled “The Analysis of Hyperbolic Expressions Used in Lyrics

of Bruno Mars' Songs," explored how hyperbole enhances emotional expression in song lyrics, employing a qualitative descriptive method supported by Claridge's (2011) framework. The fourth previous study, conducted by Voltadewi (2014) entitled "The Form and Function of Hyperbolic Expression in Online Perfume Advertisements," analyzed how hyperbolic expressions function persuasively to attract and influence consumers in online perfume advertisements based on Claridge's (2011) theory.

From these previous studies, there are several similarities and differences between them and this study. Overall, many studies have examined hyperbolic expressions using a qualitative method, mostly based on Claridge's (2011) theory, across contexts such as song lyrics, motivational videos, and online advertisements. The similarity with Asrah's (2022) study lies in the focus on hyperbole analysis; however, the data source differs since the previous study analyzed Selena Gomez's song lyrics, while the present research uses a different object. Utami's (2020) study is similar in applying Claridge's theory to analyze hyperbole, yet it differs in the data source and analytical focus, as it examined motivational videos on YouTube and discussed both forms and functions of hyperbole, whereas the present study concentrates more specifically on identifying hyperbolic forms. In addition, Tuzzahrah's (2016) study shares a similarity in analyzing hyperbole in song lyrics, but the data source and research focus are different from the present study. Lastly, although Voltadewi (2014) also discussed the persuasive role of hyperbole, the study focused on online perfume advertisements, which is different from the object of the present research. Therefore, although many studies have discussed and analyzed hyperbole in various media, there is still no study that specifically examines hyperbolic expressions in Maybelline New York advertisements, which becomes the research gap addressed in this study.

Based on the problems and phenomena of using hyperbolic language elaborated above, it can be concluded that hyperbolic language plays a crucial role in advertising by enhancing message impact and persuading consumers. Although numerous studies have explored hyperbole across various media and contexts, none have specifically focused on hyperbolic language used in Maybelline New York

advertisements. Therefore, this study was conducted to fill this research gap by examining the forms and functions of hyperbolic language in Maybelline New York advertisements.

1.2. Research Questions

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

1. What are the forms of hyperbolic language found in Maybelline New York advertisements?
2. What are the functions of hyperbolic language in Maybelline New York advertisements?

1.3. Objectives of the Study

Based on the research questions, the objectives of this study are follows:

1. To explain the forms of hyperbolic language found in Maybelline New York advertisements.
2. To explain the functions of hyperbolic language in Maybelline New York advertisements.

1.4. Significance of the Study

This study aims to provide both theoretical and practical benefits. Theoretically, it deepens the understanding of hyperbolic language in Maybelline New York advertisements and contributes to the development of semantics, specifically in understanding hyperbolic language within advertisements. By analyzing seven forms of hyperbole, including single-word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, superlative hyperbole, comparison hyperbole, and repetition hyperbole, this research can be a reference for future studies on exaggerated language in marketing. This study also explains the function of hyperbole to strengthen messages and capture consumers' attention.

Practically, as an English Studies student with an interest in figurative language, the researcher hopes this study enhances personal knowledge of hyperbole and

illustrates how to identify and analyze its types and functions in advertisements. By exploring hyperbolic expressions in Maybelline New York ads, readers gain insight into how different forms of exaggeration are employed to persuade, influence, and engage consumers effectively.

1.5. Scope and Limitation

The scope of this study is Semantics, focusing on the analysis of hyperbolic language found in Maybelline New York makeup advertisements. The data were obtained from Pinterest, where hyperbolic expressions are frequently used to promote cosmetic products. This study analyzed 63 hyperbolic expressions identified from 40 selected advertisements. The analysis focused on identifying and analyzing the forms and functions of hyperbole based on the frameworks proposed by Claridge (2011) and McCarthy & Carter (2004). Furthermore, the study was limited to the analysis of words, phrases, and sentences containing hyperbolic language in the selected advertisements.