

ABSTRACT

Mufarrohah, A. 15.05.111.000.73. A Study of Hyperbolic Expressions in *Maybelline* Cosmetic's Advertisements. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Dr. Sriyono, S.S, M.Hum.

This study focuses on hyperbolic expressions in *Maybelline* cosmetic's advertisements. This study aims to explain the forms of hyperbole and the hyperbole scales which is found in *Maybelline* cosmetic's advertisements based on theory which is proposed by Claridge (2011) and Horn (1989). This study uses qualitative method to obtain the data because the data are in the form of words. The source of data of this study is *Maybelline* cosmetic's advertisements. The data are the words, phrases, clauses or sentences which contain hyperbole expressions.

From the findings, the writer finds 25 data of forms of hyperbole. Those are 10 data for single word hyperbole, 7 data for phrasal hyperbole, 4 data for clausal hyperbole, 3 data for numerical hyperbole and 1 datum for comparison hyperbole. In addition, there are also 25 data of hyperbole scales. Those are 4 data for semantic scales, 18 data for pragmatic scales and 3 data for argumentative scales. From those findings, the writer concludes that the writer only finds five of six forms of hyperbole and the most frequently form which is occurred in the *Maybelline* cosmetic's advertisements is phrasal hyperbole. Meanwhile the hyperbole scale which is frequently occurred in the realization of hyperbole is pragmatic scale.

Keywords: Hyperbole, Maybelline Advertisement