

CHAPTER I

INTRODUCTION

This chapter consists of some sub-chapters such as background of study, statements of the research problems, objectives of study, significances of study, scope and limitation of study. Those are explained in the following.

1.1 Background of Study

In daily life, people cannot be separated from the needs information. By the advancement of technology, people create some media in order to optimize communication. In creating this communication, people are interested in the facilities which are provided by electronic media to helped their fulfillment. These needs and desires are made people in their life more committed to communication either through electronic media or printed media. One of the media that is often used is electronic such as, internet, TV, radio, etc.

People usually use internet to advertise their products for other people. Advertisement is a form of communication, either in printed media or electronic media. An advertisement contains a message which wants to be conveyed to the readers or consumers so that they can be interested in something which is advertised. Advertisements are made in such a way in order to make the readers want to buy the products or services that they want to be offered, accordingly if there are no advertisements, consumers who live far from production centers will not get information about that products or services which are needed. Many

advertisements appear in the social media. One of them is beauty product advertisement.

The most interest advertisement which makes women are interested is beauty product. It is because by the advertisement, women can quickly find out the latest product especially cosmetic products. In cosmetic products, there are various brands which are very famous such as, Maybelline, Wardah, Inez, etc. One of the famous brand cosmetic in Indonesia from New York, America is *Maybelline*. *Maybelline* also becomes cosmetic product which is very well liked by Indonesian women. It is because this product is lost lasting using until 16 to 24 hours and the series of *Maybelline* product's ranks number 1 either in Indonesia or in the world (Perfect Beauty, 2018). Therefore, it can inspire Indonesian women to be more confident in expressing their beauty.

Meanwhile, in making a product, advertiser should prepare the advertisements to promote their products. The important mean that is used to promote some products is language. The advertising language is delivered in a concise, clear and interesting. It has a purpose to make people are encouraged to hear or read messages which are delivered through these advertisements. In order to make the consumers are interested in using the products or services which are offered, the advertisement language must also be persuasive which is able to persuade, invite, and convince the consumers. Beside having to be persuasive, the language of advertisement must also be able to create a description about the product, that is to tell the advantages, strengths and features of the product. In addition, in advertisement there is a creative advertiser who must create a pattern or style,

form, tone of words or even figurative language to increase the attractiveness of the consumers' attentions. One of figurative languages which is usually used to make a good promotion is hyperbolic expression. Hyperbolic expression is kind of figurative languages which exaggerates things with overstatement. This expression causes something seem better than it really does. Hyperbole cannot be taken literally, therefore we can say that hyperbole has connotative meaning. As Claridge (2011, p. 5) said that "hyperbole is an expression which exceeds the literal expression and contains more semantic attributes of expression something". It is also potent to get the other's attention by using hyperbole. Therefore, it is used frequently in society to deliver messages to each other either in spoken or written language.

From this case, the writer is interested to analyze this topic because *Maybelline* is one of famous cosmetic brands, especially among Indonesian girls. It makes the writer interested to know how hyperbole as figurative language is used to promote and persuade the consumers to use and buy the products, to know how the unique language of hyperbole which is used by each company, especially in *Maybelline* advertisement as the way of promoting the products and to know how hyperbole is used as persuasion techniques in *Maybelline* advertisement. Therefore, this study is conducted to explain about what are the forms of hyperbole and hyperbole scales which are used in *Maybelline* cosmetic's advertisements. For example:



NEW CAT EYES, GO FELINE!

(<https://www.maybelline.co.id>)

Based on the example of advertisement above, the phrase *new cat eyes* shows hyperbolic expression in the form of phrasal hyperbole. Phrasal hyperbole based on Claridge's statement is "the particular combination of words and senses that produces the overall hyperbolic meaning" (2011). The word *new cat eyes* shows that this product is the best choice to be used in our eye as mascara so that if we use this product, our eyes seem like cat eyes which looks sharp than before we do not use this mascara. Therefore, from that explanation, this advertisement uses phrasal form to lead to an overstatement from the mascara advertisement.

1.2 Statements of the Research Problems

According to the background of the study above, there are two statements of the problems. Those are:

1. What are the forms of hyperbole in *Maybelline* cosmetic's advertisements?
2. What are the scales of hyperbole which are used in *Maybelline* cosmetic's advertisements?

1.3 Objectives of Study

Based on the statement of the research problem, this study is focused on:

1. To explain the forms of hyperbole which are used in *Maybelline* cosmetic's advertisements.
2. To explain the hyperbole scales which are used in *Maybelline* cosmetic's advertisements.

1.4 Significances of Study

The results of this study are expected to give new knowledge and utility either theoretically or practically. Theoretically, this study can give knowledge contribution about forms and scales of hyperbolic expressions and give explanation for the readers about how to analyze hyperbole as one kind of figurative languages in the advertisements. In addition, hopefully this study could be a reference for the next researchers who want to conduct the same topic.

Practically, this study gives specific and clear explanation about hyperbole as one kind of figurative languages. Hyperbolic expressions in English can be references for local linguist who wants to learn more about hyperbole. Furthermore, this study can give motivation and inspiration for the other researchers about hyperbole in the next time.

1.5 Scope and Limitation of Study

The scope of this study is semantic analysis which discusses about the forms and scales of hyperbole in hyperbolic expression. In addition, this study uses the

theory proposed by Claridge (2011) to explain the forms of hyperbole and Horn (1989) to explain the hyperbole scales in the advertisement. The limitation of this study only focuses on the words, phrases and clauses which are used in lipstick and mascara of *Maybelline* cosmetic's advertisements.