

AN ANALYSIS ON HYPERBOLE EXPRESSIONS IN BEAUTY PRODUCT ADVERTISEMENTS

THESIS

**Presented to
State College for Islamic Studies (STAIN) Kediri
In Partial Fulfillment of the Requirements
For the Degree of Sarjana in English Language Education**



By:

**NINA KURNIASIH
9322.120.13**

**ENGLISH DEPARTEMENT
FACULTY OF EDUCATION
STATE COLLAGE FOR ISLAMIC STUDIES
(STAIN) KEDIRI
2017**

APPROVAL PAGE

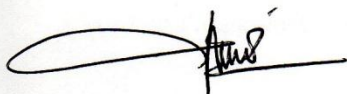
**This is to Certify that the Sarjana's Thesis of Nina Kurnasih has been proved
by Thesis Advisors for further approval by the board of examiner**

NINA KURNIASIH

932212013

Approved By:

Advisor 1



Moh. Muhvidin M, Pd.

NIP.198012262009121004

Advisor 2



Choithibul Umam, M.Pd

NIP. 197910222009121002

NOTA KONSULTAN

Nomor :
Lampiran : 4 (Empat) berkas
Hal : BimbinganSkripsi

Kediri, 31 Mei 2017

Kepada

Yth. Bapak Ketua Sekolah Tinggi Agama Islam (STAIN) Kediri
Di Jl. Sunan Ampel No. 07, Ngronggo Kediri

Assalamu'alaikum Wr. Wb

Memenuhi permintaan Bapak Ketua untuk membimbing penyusunan skripsi tersebut di bawah ini:

Nama : NINA KURNIASIH
NIM : 932212013
Judul : An Analysis on Hyperbole Expressions in Beauty Product
Advertisements

Setelah diperbaiki materi dan penyusunannya, kami berpendapat bahwa skripsinya telah memenuhi syarat sebagai kelengkapan ujian akhir Sarjana Strata Satu (S-1)

Bersama ini terlampir satu berkas naskah skripsinya, dengan harapan dalam waktu yang telah ditentukan dapat diujikan dalam sidang munaqasah.

Demikian agar maklum dan atas kesediaan Bapak, kami ucapkan terimakasih.

Wassalamu'alaikum Wr. Wb

Advisor 1



Moh. Muhyidin M, Pd.
NIP. 198012262009121004

Advisor 2



Chothebul Umam, M.Pd
NIP. 197910222009121002

NOTA PEMBIMBING

Nomor : Kediri, 31 mei 2017
Lampiran : 4 (Empat) berkas
Hal : BimbinganSkripsi

Kepada
Yth.BapakKetuaSekolahTinggi Agama Islam (STAIN) Kediri
Di Jl. SunanAmpel No. 07, Ngronggo Kediri

Assalamu'alaikumWr. Wb

Memenuhi permintaan Bapak Ketua untuk membimbing penyusunan skripsi tersebut di bawah ini:

Nama : NINA KURNIASIH

NIM : 932212013

Judul : An Analysis on Hyperbole Expressions in Beauty Product Advertisements

Setelah diperbaiki materi dan penyusunannya, sesuai dengan beberapa petunjuk dan tuntunan yang telah diberikan dalam sidang munaqasah yang dilaksanakan pada tanggal 13 juni 2017 Kami dapat menerima dan menyetujui hasil perbaikanya.

Demikian agar maklum dan atas kesediaan Bapak, kami ucapkan terimakasih.

Wassalamu'alaikumWr. Wb

Advisor 1



Moh. Muhyidin M, Pd.
NIP. 198012262009121004

Advisor 2



Chothibul Umam, M.Pd
NIP. 197910222009121002

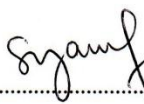
RATIFICATION SHEET

**AN ANALYSIS ON HYPERBOLE EXPRESSIONS IN BEAUTY
PRODUCT ADVERTISEMENTS**

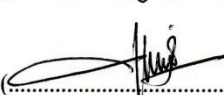
NINA KURNIASIH
NIM. 9322.120. 13

Has been examined by the Board of Examiners of State College for Islamic
Studies (STAIN) Kediri on , 13 juni 2017

1. Main Examiner :
Burhanudin Syaifulloh, M.Ed
NIP. 197906 20200912 1001

(.....)

2. Examiner I :
Moh. Muhyidin M, Pd.
NIP.198012262009121004

(.....)

3. Examiner II :
Chothibul Umam, M.Pd
NIP. 197910222009121002

(.....)

Kediri, 19 juni 2017

Acknowledged by

**Principal of State College for Islamic Studies
(STAIN) Kediri**


Dr. Nur Chamid, MM
NIP : 19680714 199703 1 002

MOTTO

"Whosoever alleviates the difficulties of other person, Allah will alleviate his difficulties in both this world and the Hereafter"

Hr Muslim

DEDICATION

In the Name of Allah, I heartily dedicate this thesis to:

1. Allah who the lord of the world and always give enlightens, guide me in all of my life
2. My beloved parents, Darsono (Alm) and Asiah who always give support and prayed for me.
3. My brother, Lukaman Surya and my sister in law, Lilis indarwati who always give support me.
4. My best advisors, Mr. Moh. Muhyidin, M.Pd and Mr. Chotibul Umam, M.Pd who have guide and advise me in doing this research.
5. All of my teachers and lecturers who have guide and advise me
6. Abuya, umy become my second parents in the Islamic Boarding School and all of my sisters in SunanAmpel Islamic Boarding School
7. Dewan Asatidz and all of students in SunanAmpel elementary school who always laugh for me.
8. All of my family, PP.Sunan Ampel my friends of TBI 13, KKN group 1 puncu, PPL at SMA N 1 kota kediri who have made stories, laughter together and supported me

ACKNOWLEDGEMENT

Bismillah, Alhamdulillah, Washolawati ‘ala Rosulillah. I praise Allah for His great loving kindness, who has guided me to finish this thesis entitled “An Analysis of Hyperbole Expressions in advertisement”. It is used to know the deep meaning and social function of hyperbole expressions on the beauty product advertisement.

This thesis will not be able to finish in the mean time without getting any help from people around me. In this occasion, the writer would like to give her deepest gratitude to all people who have encouraged, supported, given advices and contribution to her. Deepest thank goes to the following:

1. The chief of STAIN Kediri, Drs. Nur Chamid,MM., the chief of faculty of Education, Dr. H. Ali anwar, M.Ag., and also Mr .Chotibul Umam, M.Pd. who is the chief of English Department of STAIN Kediri.
2. Mr. Moh. Muhyidin M, Pd. And Mr. Chotibul Umam, M.Pd. as my advisors who always pleasantly guide me.
3. All my lecturers in this college who have shared the knowledge for me.
4. All the staff in Education Faculty office, Academic office, SLC and Library of STAIN Kediri who help me in the process of finishing my thesis.
5. My beloved parents, I’m nothing without you, you are my everything.
6. My beloved families, brother, sister, cousin, etc. You are my spirit.
7. My beloved second family in kediri umi and abuya you are my inspiration
8. All my lovely best friend whenever you are. You are my motivator

The writer realizes that this thesis is far from perfect. Therefore, the writer will receive any suggestion and critic to make this thesis better. Finally, with all of lacking and mistake, the writer hopes this thesis be useful for all people. Aamiin.

Kediri, May 30 2017

The writer

ABSTRACT

Kurniasih, Nina, 2017. "An Analysis of Hyperbole Expressions in Advertisements", Thesis, Tarbiyah, English Department, The state Collage for Islamic Studies of Kediri, Advisor: (1) Moh. Muhyidin, M.Pd. (2) Chotibul Umam, M.Pd.

Key words: *Hyperbole Expressions, Beauty product advertisement*

Hyperbole expression is one kind of figures speech that exaggerates thing with overstatement, sometimes hypebole expression used in advertisement. The purpose of the advertisement itself to persuade someone in order to follow the massage delivered by the advertisement, to consume it. This research is focused to find out kind of hyperbole in beauty product advertisements and also the function.

In this research, the researcher uses descriptive qualitative approach in conducting this research. This research just take three kind of beauty product, they are facial foam, foundation, and cream. The data from internet through the beauty product official website. There are three ways of data collection those are observing, documentation and identifying the hyperbole expression. Than the researcher analyzed the data using two ways the first method is identity method (uses when the writer found hyperbolic word in the beauty product advertisement and than the writer compare to the actual context of the sentence) and the second is distributional method there is two kinds they are Inductive Method (analyzed data using theoritical concepts) and deletion method (to delet some words or phrases from the data to show the words or phrases are meaningful or not).

The finding of this study There are seven types of hyperbole expressions, they are single word hyperbole indicate 29% , phrasal hyperbole get 14,3% than Clausal hyperbole 7%, for Numerical hyperbole get 21,4%, and than the Superlative 14,3% , Comparison 14,3% and last is Repetitation 0%, for the fungtions the researcher found four the function of hyperbole expressions that are to assure the quality of the product, than to indicate the good quality of the product, to show the characteristic quality of the product, the last is to make friendliness the reader. In conclusion, the advertisements mostly contain single word hyperbole form because single word is more economic than the other forms. The using of hyperbole expression is purposed to attract more attention from the readers, because an advertisement must be persuasive, noticeable and eye catching.

TABLE OF CONTENTS

COVER PAGE	i
APPROVAL PAGE	ii
NOTA KONSULTAN	iii
NOTA PEMBIMBING	iv
RATIFICATION SHEET	v
MOTTO	vi
DEDICATION SHEET	vii
ACKNOWLEDGEMENT	viii
ABSTRACT	x
TABLE OF CONTENTS.....	xi
CHAPTER I INTRODUCTION	
A. Background of the Study	1
B. Research problems	3
C. Purpose of the study	3
D. Significance of the study	4
E. Scope and limitation.....	4
F. Definition of Key Terms	5
G. Previous Study	7
CHAPTER II REVIEW OF RELATED LITERATURE	
A. Advertisement	8
B. Language of Advertisement	9
C. Characteristic and Function of language advertisement	9
D. Figure of Speech.....	11
E. Hyperbole as one of Figurative of Speeches	13
F. Form of Hyperbole Expression	14
CHAPTER III RESEARCH METHOD	
A. Research Design.....	17
B. Source of Data.....	18
C. Research Instrument.....	18
D. Technique of Data Collection	18
E. Technique of data Analysis	19
F. Triangulation	20
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION	
A. Research Finding.....	21
B. Discussion	38
CHAPTER V CONCLUSION AND SUGGESTION	
A. Conclusion.....	41
B. Suggestion.....	42
REFERENCES	
APPENDIXES	
CURRICULUM VITAE	