

CHAPTER I

INTRODUCTION

This chapter explain about the baground of the study, research problems, purpose of the study, significance of the study, scope and limitation, and definition of key terms.

A. Background of the study

Hyperbole expression is one kind of figures speech that exaggerates thing with overstatement. According to Claridge, hyperbole is an expression which exceeds the literal expression and contains more semantic attributes of expression something.¹ This expression causes something seem excessive than it really does. Hyperbole cannot be taken literally, therefore we can say that hyperbole has connotative meaning. Hyperbole is an understatement which exaggerates condition and is purposed to emphasize the meaning.² It is also effective to gain the others' attention by using hyperbole.

Advertisement is spread through many media, for example internet, television, newspaper etc. Advertising, mass media advertising to be more precise, has played a major role in business to consumer marketing, and enabled

¹ Claridge, Claudia. *Hyperbole in English: A Corpus-based Study of Exeggeration*. Cambridge: Cambrigde university press. P.5.2011

² Harris, Robert. *A Handbook Of Rhetorical Device*.2008. [Http://Www.Virtualsalt.Com](http://Www.Virtualsalt.Com). Accessed 27 November 2016

companies to meet communication and other marketing objectives.³ Hackleysays: Advertising is central to the creation and maintenance of the wider meaning.⁴ Advertisement now not only published in printed but also in electronic media especially the internet. Nowadays we will easier to find many Advertisements in the internet than printed media. Many companies create their own official websites to promote their Advertisements, for example fashion companies which sell beauty product i.e.cream, hand body, facialfoam, foundation etc.

Now days, beauty productsbecome prestigious business,they offer various types of beauty products such as facial lightening, acne removal through a variety of brands of cream. All offer the advantage of their beauty products, one of the ways they do by advertising on television, internet websites and others. Advertisement that they make in design with beautiful to attract an audience sometimes to exaggerate the benefits of the product and now there are many advertised by endorse such the popular artists that attract the attention of the communities to use these products.

Every day we find advertisement in the television. It has function to promote their product. It contains many hyperbole expressions to exaggerate their product. Harrissays that hyperbole explains an understatement which Exaggerates condition and is purposed to emphasize the meaning. It is also effective to gain

³ Minh HouPoh. D, Adam. S *An Exploratory Investigation Of Attitude Toward The Website And The Advertising Hierarchy Of Effects*,[Http://Ausweb.Scu.Edu.Au/Aw02/Papers/Refereed/Poh/Paper.Html](http://Ausweb.Scu.Edu.Au/Aw02/Papers/Refereed/Poh/Paper.Html) [Www Online]. 2007. Accessed 27 November 2016

⁴Hackley C. *Advertising And Promotion: Communicating Brands*, London: Sage,2005.P.1.

the others' attention by using hyperbole. The reason of choosing this topic is because the writer wants to show if figurative language especially hyperboles does not only appear in novels, poem, song lyric but also in advertisement because the writer want to know what is the function hyperbole in advertisement. Now days we know that there are many new beauty products and there are many advertisements especially beauty product which give stimulate for reader or audience to use that product and there are many people especially women want to use that product. Actually they are do not know the real effect and quality the product, they feel interest after saw the advertisement in the television or internet.

B. Research Problems

According to the statement in background of the study above, the researcher wants to know about:

1. What are forms of hyperbole expression found in advertisement?
2. What are the functions of lexical word in hyperbole expression found in beauty product advertisement?

C. Purpose of the study

Based on the research problem the purpose of the study to consist:

1. To identify and classify the forms of hyperbolic expression in advertisement
2. To find out the function of hyperbole expression in advertisement.

D. Significance of the study

This finding of this research is expected to give some examples of hyperbole expression in online beauty product advertisements. For the researcher, this study is very useful because it can give more knowledge about the function of hyperbole expression in online beauty product advertisement. The result of this study is expected to give some contribution for english teacher and english student in analyzing the hyperbole expression in online advertisement based on semantic analysis.

For readers of this research could provide more insight about the use hyperbole expression in online beauty product advertisement. After get some information from this reseach researcher hopes the reader to be more careful in choosing beauty products because many advertisement featuring their products by giving excessive expression of the benefits of these products whereas we do not know the real effect of the product.

E. Scope and limitation

In this research the writer just focuses on hyperbole expression. The writer just take data online advertisement so the data are from internet especially official website. The writer just want to take the three kinds of beauty products it is facial foam, cream and foundation. The writer analyze the form and function of hyperbole expressions which occur in beauty product advertisement. Hyperbole theories which are used in this study are from Claride (2011). According to

Claridge: There are seven forms of hyperbole , namely single word hyperbole, phrasal hyperbole, causalhyperbole, numerical hyperbole, the role of superlative, comparison, and repetition.⁵

F. Definition of Key Terms

The writer wants to explain meaning of the words in this reseach to avoid misunderstanding because it is essential to give the definition of key term. The definition of key terms are presented:

1. Advertisement

Advertisement is an identified sponsor has paid for any form of non-personal communication about anorganisation, product, service or idea that has passed through a mass communication channel to reach a broad audience.⁶ Advertisement also means notice in a newspaper, on televition, etc, telling people about a product, job or service.⁷ Advertising is the best way to communicate to the customers. Advertising helps informs the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. Advertisements in mass media are fascinating, exciting

⁵Claridge, Claudia. *Hyperbole in English*. 2011

⁶Karlsson, Linda. *Advertising Theories and Models . How Well Can These Be Transferred From Text Into Reality?*. "Dissertation" Faculty of Economics and Technology. Hogskolan Halmstad: 2007. P.

⁷*Oxford Learner's Pocket Dictionary*: Fourt Edition (China: Oxford University Press, 2008), P. 7

and creative in this world of globalization.

2. Hyperbole Expressions

Hyperbole is one of figure of speech often using exaggeration and humor to emphasize meaning that is not meant to be taken literally. In other words, hyperbole is an example of figurative speech that uses exaggeration to emphasize the magnitude of things such size, feeling, effort or reaction. Such statements are not meant to be taken literally but they demonstrate the intensity of meaning.⁸ Hyperbole expression is one kind of figures speech that exaggerates thing with overstatement. It is used when someone express something or states of condition in a bigger way than in its ordinary one. The counterpart of understatement deliberately exaggerates conditions for emphasis or effect.

3. Beauty Product

Beauty product is Any product, especially a cream or lotion, intended to improve a person's appearance, frequently in plural.⁹ This moment a lotof beauty products appear in various circles, all presenting a wide range of variety with a wide range of benefits especially to look more beautiful. Each of these products has its own advantages and weaknesses.

⁸Ahyadi, Whatistionexperts.Com (Online).[Http://Whatistionexperts.Com/Hyperbole-Definition-Examples](http://Whatistionexperts.Com/Hyperbole-Definition-Examples). Accessed 8 Desember 2016.

⁹English Oxford Living Dictionaries Online. [Https://En.Oxforddictionaries.Com](https://En.Oxforddictionaries.Com). Accessed 02 Desember.2016

G. Previous Study

The previous study come from The “International Conference Rciic’15 Redefining Community in Intercultural Context”. A study entitled “Use of Hyperbole in Advertising Efectiveness” written by Oana Barbu-Kleitsch Faculty of Political Sciences, Philosophy and Communication, West University of Timisoara, Romania on May 2015. He discussed about the used of rhetorical figures in advertising communication. The research is aimed to emphasis on the powerful representative role of hyperbole in promoting alimentary related products and their advertising effectiveness. And the writer only took hyperbole used in advertising as a visual puffery or does it appeal to more.

Other studies come from the studies which have advertisements as the object . A study Entitled “The Form And Function Of Hyperbolic Expression In Online Perfume Advertisements” written by Saomi Wahyu Voltadewi From Faculty Of Humanities Diponegoro University, Semarang 2014 which discussed the figurative language in advertisement. Here the writer focuses on hyperbole expression which the researcher want to know the reason why the advertiser using hyperbole expressions in advertisement.The data of the research are language expressions in online perfume advertisements, but not all of perfume advertisements. Only hyperbole perfume advertisements are used in this research.