

**AN ANALYSIS OF FIGURATIVE LANGUAGE IN
SELECTED NIKKITUTORIALS PRODUCT REVIEWS:
SEMANTIC APPROACH**

THESIS



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**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra**



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Hereby declare that the term paper entitled:

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is the real work of myself and I realize that this thesis has never been published in other media before, partially or entirely, in the name of mine or others

Batam, 27 Januari 2023



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The term paper has been examined on the data as indicated below:

Batam, February 27th 2023



**Nurma Dhona Handayani, S.Pd., M.Pd
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ABSTRAK

Metodologi kualitatif deskriptif yang digunakan dalam penelitian ini karena data dalam penelitian ini non-numerik untuk menemukan jenis bahasa figuratif dan alasan bahasa figuratif. Untuk memenuhi tujuan penelitian ini, penelitian ini menerapkan teori Perrine tentang jenis dan alasan bahasa figuratif. Teori Perrine diterapkan pada ulasan produk Nikkietutorials yang dipilih di Shane Dawson X Jeffree Star Conspiracy Palette, Jeffree Star Cremated Palette dan koleksi Lust Blood Lust Jeffree Star di saluran YouTube -nya. Peneliti memilih data karena meninjau produk adalah kegiatan yang melibatkan berbagi pendapat pribadi, dan tidak boleh ada gangguan dari orang lain. Nikki sebagai pencipta saluran YouTube ini mengatakan dia tidak pernah mengkompensasi tinjauan produknya. Dengan demikian, ulasan produknya dipilih untuk penelitian ini. Data dikumpulkan dalam metode pengamatan dan mencatat dengan meyakinkan kalimat untuk mendapatkan data yang valid. Data dianalisis dengan menggunakan metode referensial. Hasil penelitian ini disajikan pada akhirnya dalam teknik informal. Hasil penelitian ini dilakukan dengan cara deskriptif. Peneliti menemukan ada sembilan dari dua belas jenis bahasa figuratif dan semua dari empat alasan bahasa kiasan. Jenis bahasa figuratif adalah simbol, alegori, perumpamaan, metafora, personifikasi, apostrof, metonimi, hiperbola, dan meremehkan. Peneliti tidak menemukan synecdoche dan ironi. Ucapan Nikkie dalam ulasan produk Nikkietutorial yang dipilih sebagian besar diucapkan menggunakan hiperbola dan meningkatkan intensitas emosional. Produk yang sedang ditinjau dipenuhi untuk Nikkie sebagai pembicara karena tiga di antaranya memiliki kualitas yang baik dan warna yang dipilih dari naungannya bagus.

Kata Kunci: *Semantik, Bahasa Figuratif, Tinjauan Produk*

ABSTRACT

Descriptive qualitative methodology used in this research since the data in this study non-numerical to find the kind of figurative language and reason of figurative language. In order to fulfill the objectives of this research, this study applied Perrine theory about the kind and the reason of figurative language. Perrine's theory was applied to the selected NikkieTutorials product review in Shane dawson x Jeffree Star Conspiracy Palette, Jeffree Star Cremated Palette and Jeffree Star Blood Lust Collection in her YouTube channel. The researcher selected the data since reviewing products is an activity that involves sharing personal opinion, and there should not be any interference from other people. Nikki as the creator of this YouTube channel said she never compensated for her product review. Thus, her product review was chosen for this study. The data were collected in observational method and note-taking by bolding the sentence to get the valid data. The data was analyzed by using referential method. The result of this study presented in the end in informal technique. The result of this research was performed in descriptive way. The researcher discovered there were nine from twelve kind of figurative language and all from four reason of figurative language. The kind of figurative language were symbol, allegory, simile, metaphor, personification, apostrophe, metonymy, hyperbole, and understatement. The researcher did not find synecdoche and irony. Nikkie's utterances in selected NikkieTutorials product review were mostly uttered using hyperbole and increase emotional intensity. The products under review were satisfied for Nikkie as the speaker because three of them has a good quality and the choosing colour of the shade was good.

Keywords: Semantics, Figurative Language, Product Review

MOTTO AND DEDICATION

MOTTO

**Greatness from small beginning
(Francis Drake)**

DEDICATION

**I dedicated this thesis to my wonderful parents who always support me
through all ups and downs**

I dedicated this research to the readers who read this research

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Humans use symbols or signals comprehended together to express messages both orally and nonverbally called communication. Salzmann (2012) stated that language plays an essential role in daily life, even in the most difficult circumstances, communication is always carried out using language. Colston (2004) added that people use language not only to communicate, but also convey their emotions, show empathy, hate, love, dismissing, attracting people, bonding, and other purposes. Nevertheless, communication is not merely dependent on using the same language, but also on understanding the same meaning and experiencing the same experience. Thus, studying the language structure will enable human beings to live better and understand each other as expected.

There is meaning in every language or message conveyed by people. The approach that discusses about meaning is semantic approach. Saeed (2016) explained that speakers can be categorized differently depending on how they pronounce words, build sentences and in conveying the meaning of certain individuals in their words. By the explanation above, the speaker's message is always contained meaning and different purpose on every message also different to communicate their message based on the situation and their knowledge in using language. Nowadays people exploit this issue incorrectly to their own benefit. It aims to manipulate and deceive by selecting the appropriate phrase

The one of branch of semantic study called figurative language study about how people deliver the message and the purpose of using language. Figurative language is distinctive technique of using language used by the author to write their fiction in an imaginative and memorable way. Abrams and Harpham (2015) explained that figurative language is a deviation language from the authors by standardizing the meaning of the words or the structure of words in order to generate specific meaning or effect. By applying the figurative language, the writer able to camouflage the literal meaning of their works also it elevates the works more alive and more attractive.

Figurative language is often used by writers or speakers to represent feelings and thoughts. This encourages readers or listeners to interpret the literary works more creatively. Perrine (2018) added that the readers must have a good sense in grasping the figurative language, because it contains a lot of risk of misinterpretation. Afterwards, Abrams and Harpham (2015) informed the figurative language is not only appear in poetry context, in reality it used in all types of discussion. For instance, on the advertisement. For illustration of using figurative language in advertisement was found in “Pizza Hut Christmas Festive Joy 2020” was uploaded by Pizza Hut Singapore.

“Make it simple with the Christmas **super pan pizza, super crispy, super oozy, super easy to give and super yummy**”

The scientist Perrine (2018) said hyperbole is one of the part of figurative language employed by writers to exaggerate or overstate the reality or possibility. From the speech above the **super pan pizza, super crispy, super oozy, super easy to give and super yummy**” contains figurative language named hyperbole.

The word **super** shall be used if the pizza has the highest value if it compares to another pizza in this world. But in this case, the **super** word used by Pizza Hut to exaggerate their perspective. Besides, the reason of figurative language was to increase more emotional intensity of the product. It can be said by how the speaker used the extraordinary words **super pan pizza, super crispy, super oozy, super easy to give and super yummy** along attitude and emotion to express how delicious the pizza.

The following phenomena incorporates the figurative language is in product description in E-commerce. It written in Keto gummies product description that sell in E-bay by Profile-t (111) one of them said:

” This keto gummies can help support energy, performance, and focus to help you power through the most strenuous days, eating juice compressed Gummies **can make fitness more happy.**”

Perrine (2018) informed personification is a figure of language used to animate animals, inanimate, or ideas. From the comment from the expert above, the statement above conveyed by the writer in the description contained personification. In fact, a dead thing cannot do anything as well as keto gummies cannot affect the mood of the readers to be more amused. The writer also wanted to deliver this gummy will be very useful for his or her customers weight loss journey. The writer put the dramatic effect and brought the additional imagery to the reader.

In notice of figurative language, the phenomena of figurative language also pop up on product review. Nowadays, product review is a new trend to boost the branding of the product. “The concept of online product reviews is defined as a

kind of electronic word-of-mouth written and released by consumers on the Internet, which enables people to easily obtain the opinions and personal experiences of different products from unknown individuals” Purnawirawan (as cited in Wang and Wang, 2020). Product review is an activity to analyse a product based on his or her personal opinion or factual experience. Also Sarkar and Ahmad (2021) added for the customers it become consideration to buyers to decide and enhance their trustworthiness of the product they are intending to purchase. Reviewing a product can also be found on various platforms such as on YouTube.

One of the phenomena of figurative language contain in product review is from NikkiTutorials videos. The YouTube channel is created by Nikkie de Jager who comprises video material that reviews a variety of cosmetic products. Before she be involved in makeup, she was an ordinary teenager who was then inspired by Lauren Conrad's make up on "The Hills". She reached her highest of popularity in 2015 with content entitled "The Power of Makeup" with 42 million viewers. With more than 13 million subscribers, this YouTube channel has been operating for more than 14 years and has contributed a lot in makeup industry. Nikkie won several awards. One of them, she is the winner of 9th Annual Shorty Awards in category of YouTube Guru in 2017. Consequently, of her dedication, this research took her as the subject of this research.

In the first video entitled Jeffree Star cremated Palette review.Yikes! | NikkieTutorials contained figurative language. “The **Morgue** which looks **like a little bit more of a brown toned medium gray**”. Nikkie as the speaker was

trying the one of shades in the palette named Morgue. From the sentence found in NikkiTutorials video it shows the usage of simile. Ambalegin and Arianto (2020) said simile is a word or phrase used to picture something or condition in different terms in purpose to compare two things (same qualities) to make the phrase stronger than before with using simile words. Nikkie compares the two bold phrases above with using “**like**”. Nikkie defines the colour of Morgue as little more of a medium grey with brown tones. By this, Nikkie was giving imaginative pleasure in order to portray what Morgue shade in colour looks like.

Nikkie also included the kind of figurative language in her statement in her product review entitled “Shane Dawson x Jeffree Star conspiracy palette. The truth!!! | NikkiTutorials”. For example, “that's a good combo so that is blending out absolutely **incredibly** like do you see it that fade it's like so soft and smooth no trouble so far”. Nikkie as the speaker was tried out the one of the shades of the palette named My Pills. As stated by Perrine (2018) the expression above represents hyperbole. According Merriam- Webster-Dictionary **incredibly** is an adverb for being out of ordinary and improbable to be believed. Fact of the matter, the colour is only a regular shade of soft cream. Nikkie was just putting more emotional intensity to her statement to express her opinion about the shade.

Some experts have investigated the figurative language applied Perrine’s theory. The first is by Al-Khasawneh (2021) who aimed at examining figurative language employed in headline news. The method of this study was using descriptive qualitative method. Perrine’s theory was used during the investigation. For the data source the writer used headlines news from Saudi Press Agency

(SPA). The result of this study was personification was the most commonly used in headline news while metonymy was the least frequently used.

The second study was done by Pythaloka (2022) who intended to identify the kind of figurative language contained in song lyrics. In this study the writer also used Perrine's hypothesis as the guide. Descriptive qualitative method was used in analysing the figurative language. For the data source the writer took song entitled art of life from X-Japan fourth studio. At the end, the analysis shown there are seven kinds that exist in Art of life. Where metaphor and hyperbole were the commonly used in this song.

There are similarities between the two previous research and the present. The previous and the current study applied Perrine's theory to investigate the data and use same method namely descriptive qualitative method. While, the difference of is the present engaged a speech product review by NikkiTutorials as the data source whereas the previous study was investigated figurative language in text. Also, the present research revealed the kind and the reason of using figurative language while the previous just discover the kind of figurative language. The researcher of this research interested to expose the kind and the reason that used figurative language is because the phenomena of figurative language ca be found in every people's message, not only in literary but also in non-literary. The non-literary text that become the data source is product review by Nikkie De Jager in NikkiTutorials YouTube Channel.

1.2 Identification of the Problems

From the background of the research above, it was discovered some problems, such as:

1. The usage of figurative language able to lead the reader or hearer to misunderstanding.
2. A presence of figurative language in advertisement and product description.
3. The occurrence of figurative language usage in selected Nikkitutorials product review.
4. The kind of figurative language contain used by creator in selected Nikkitutorials product review.
5. The reason of figurative language used by creator in selected Nikkitutorials product review.

1.3 Limitation of the Problems

Based on the identification of the research, the limitation focus to analyse:

1. The kind of figurative language used in selected NikkiTutorials product review.
2. The reason of figurative language used in selected NikkiTutorials product review.

1.4 Formulation of the Problems

The limitation of the problems was given a researcher question. The problems according to limitation of the problems into the following question:

1. What are the kind of figurative language are used in selected NikkiTutorials product review?
2. What are the reasons of using figurative language used in selected NikkiTutorials product review?

1.5 Objectives of the Problems

This research resolved the issue that aims to accomplish some purposes. The objectives for the research are:

1. To analyse the kind of figurative language are used in Nikkitutorials product review.
2. To analyse the reason of using figurative language are used in NikkiTutorials product review.

1.6 Significance of the Research

1. Theoretical Significance

Theoretically, this research able to provide readers with information about semantics approach. The goal is to give more comprehension specially in figurative language in product review. The findings are expected to enrich the specific information contained in product reviews, such as the kind and reason. The researcher also expected this study serve as resource for student who are take linguistic study.

2. Practical Significant

Practically, the result of this study is expected to be useful for English Department student. Hopefully by reading this research, the students able to

distinguish the kind of figurative language and increase their knowledge about the reason of figurative language contains in product review.

1.7 Definition of Key Term

Semantics : Semantics is a branch of linguistics that focuses on the interpretation of human language (Cann, 1993)

Figurative Language : Figurative language is the branch of semantics study which used to please the imagination of reader (Perrine,2018)

Product review : Online product reviews are described as a form of electronic word-of-mouth created and published by previous buyer on the Internet. ” Purnawirawan (as cited in Wang and Wang, 2020)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Semantics

Semantics is a technical term that studies the meaning conveyed by speaker. “Semantics interpret the term more narrowly” (Cann, 1993, p. 1). It means, semantics is the study of meaning shaped by non-numerical, phrase or sentence communicated by people. It includes the speaker's intentions, emotional state, the setting by a specific person, and other social and cultural environment factors. Kempson (as cited in Cann, 1993) stated the semantic theory has three requirement such as: being able to forecast ambiguities, categorize the systematic relationship between words and sentences that language includes, and an explanation of the nature of meaning in words. It can be said semantics concern in how human conveys their idea through language.

The form of semantic was supported by Saeed (2016) informed that semantics approach concerns in literal and non-literal. Traditionally, non-literal defined as figurative language is when the meaning and the definition of word has difference meaning with general meaning. Abrams and Harpham (2015) said that the phenomena of using figurative language is not only in text on a sheet, the figurative language also occurs on every statement in people's daily lives. Because of the utterance conveys by people cannot be just interpreted literally, semantics provide theory to discover the hidden meaning of the speaker. Thus, semantics approach is helpful because it assists the researcher to find out how use their

language in delivering their information.

2.1.1 Figurative Language

Figurative language is used to convey a deeper meaning and make the utterance more beautiful and more alive. It brings the sense of enjoyment to the readers. Perrine (2018) confirmed that the people using figurative language when lessen the sensitivity of facts or assertion, exaggerate the meaning and even deliver the contrary opinion. That means the using of figurative language have different usage by people based on people's intention. Colston (2004) alerted that figurative language is science that studies, understands, structure the language as well as to support and makes changes which are then aligned with social, physical, emotional aspects and then even animal functions with sophisticated expression of figurative language.

According to Sharma (2022) figurative language focuses on the deviation of the utilization of words, phrases and sentence in presenting the conventional meaning to emphasize a specific meaning. It can be concluded not all of the statement involved figurative language, it depends on particular meaning. The kind of figurative language was expanded by Perrine (2018). He stated the figurative language divide into Simile, Metaphor, Personification, Apostrophe, Metonymy, Symbol, Allegory, Paradox, Overstatement (Hyperbole), Understatement, Synecdoche, Irony. further information of each kind will be explained below.

2.1.2 Kind of Figurative Language

2.1.2.1 Simile

Perrine (2018) enhanced that simile and metaphor are the same which means they used to compare things, only the difference between them is in simile to compare the two things it uses word or phrase such as, similar to, resembles, seems, as like, as or than. Simpson (2004) agreed with Perrine that simile is a connecting word or phrase used for comparing between two object or concepts.

“War **is like** cleaning” (Simpson, 2004). In the example above, the author compares two things between “war” and “cleaning” by using simile word **is like**. In his perceive the “war” are in the same concept with “cleaning”. War will cause many deaths and it will reduce the human population in this world just like the cleaning means the activity of removing something dirt from environment or an object.

2.1.2.2 Metaphor

Perrine (2018) conveyed metaphor and simile are both used to compare two things, but when the authors compare a thing to another basically different things without using a simile phrase or words it called as metaphor such as to be is, are, etc. “In metaphor, the comparison is not expressed but is created when a figurative term is substituted for or identified with the literal term” (Perrine , 2018 , p. 774).

“Achilles **was** a lion in the fight” (McArthur, 1992). By reading the statement from experts and the example of above, the author compares

"Achilles" and "a lion in the fight" which both have same image. In his statement, the writer does not use a simile word neither the phrase, he engages **was** instead. Achilles is a strong warrior when facing his opponent, according to the author, he has the same value as a formidable lion when dealing with an animal that is it's enemy.

2.1.2.3 Personification

Abrams and Harpham (2015) explained that personification is a phrase or sentence that includes something abstract or lifeless elements that has been given life and perhaps do things like humans. It is also performed to communicate various types of emotions or behaviours and to control the imagination of the listener or reader. Perrine (2018) appended that every writer has a different way of requesting the readers how to comprehend the ideas that are personified as real humans in his or her literary work.

"Envy breaks people's lives"(Dancygier, 2014). "Envy" plays a role as noun which means a lifeless thing given a verb "breaks" effect to demonstrate how "envy" in a negative connotation may destroy human life. Reality, an idea cannot act like a living thing, but the author expects the reader or hearer realize that if they must stay away from or discard this trait since it is bad for humans as social beings.

2.1.2.4 Apostrophe

Apostrophe is the use of language style in a way that is directed at an inanimate object, someone who is already dead, or an object that cannot respond directly (Perrine, 2018). The speaker in A. E. Housman's (page

1039) “**To an Athlete Dying Young**” (Perrine, 2018). As it seen the example above, the speaker addresses to athlete dying young. The hearer or reader of this sentence will definitely know that the recipient will not react back the message due to the athlete is already dead.

2.1.2.5 Metonymy

Metonymy is a kind of figurative language in which a concept or thing is supplanted with another term that is considered to have a similar meaning with it (Perrine, 2018). “Saudi Press: Staying at Home Is Our Strongest **Weapon** to Face Coronavirus” Monday, March 23, 2020 (Al-Khasawneh, 2021). The word **weapon** in this case shows metonymy phenomenon. The word strongest **weapon** represents staying at home is the best way to confront Coronavirus. The usage of metonymy in this headline is intended to raise the public awareness and imagination regarding the prevention of virus and the great way to avoid it is staying at home.

2.1.2.6 Symbol

Perrine (2018) stated that something with a deeper meaning than the common understanding is the definition from symbol. For instance, people, circumstances, actions, objects, and other components that demonstrate other interpretations. “These **chains** on my neck and hands are hurting” (Efendi, 2021). According to Perrine’s theory the writer use a kind of figurative language which categorized as symbol. The word **chains** in this context is used to symbolize how bad the government of United State of America treat the black people.

2.1.2.7 Allegory

“A narrative or description that has a second meaning beneath the surface. Allegory has been defined sometimes as an extended metaphor and sometimes as a series of related symbols”(Perrine, 2018, p. 801). “I was inside a **stone building without a roof**” (Chapter 28 The Angel of the Crows, paragraph 11, line 3) (Sari et al., 2022). The statement has an allegory. The statement has a second meaning, as indicated by Perrine above. This line does not depict a person trapped in a rocky construction without a roof, rather the subject is imprisoned in a situation with no way out, and he always ends to a dead end when seeking for a way out.

2.1.2.8 Paradox

Perrine (2018) explained that paradox is contradiction statement but hide deep meaning. McArthur (1992) enhanced that paradox is a kind of figurative language that is applied to illustrate a situation that seems illogical even absurd but most likely contains a deep meaning in life. “A paradox often provokes the reader to consider the particular point afresh”(Scott, 1965, p.209).

My heart leaps up when I behold
A rainbow in the sky:
So it was when, my life began;
So it is now I am a man;
So be it when I shall grow old,
Or let me die!

The Child is father of the Man.

(Wordsworth, 'My Heart Leaps Up', 1807)

(McArthur, 1992)

Logically, the bold sentence above is reversed. but the author employs this sentence to imply his purpose by using figurative way that childhood life shapes attitudes and the thought patterns.

2.1.2.9 Overstatement (Hyperbole)

Perrine (2018) shared hyperbole is the use of exaggeration for the purpose of conveying the truth. Extension from Abrams and Harpham (2015) hyperbole is an expression in which the speaker exaggerates an actuality or possibility, this can be used to emphasize an important message or giving effect to a literary work. Additionally, Harun and Yusuf (2020) also said that this increase an image or condition to encourage propaganda.

“WHO Calls for Urgent and Aggressive Measures to Combat COVID-19 in South-East Asia”(Al-Khasawneh, 2021). According to Merriam-Webster Dictionary, “aggressive” is driving forceful energy or initiative whereas “urgent” is calling for immediate attention. The terms aggressive and urgent are used to notify readers that they will take severe and rapid action to fight the Covid-19 virus in order to prevent it from spreading further negative effect.

2.1.2.10 Synecdoche

The use of the part for the whole (Perrine, 2018, p. 779). When an element or idea is used for the entire things it called as synecdoche. McArthur (1992) synecdoche often confusing and even lead to misunderstanding and loathing when it used in geopolitical terms.

Sebelum menjadi wartawan, aku tidak tahu apa-apa tentang dunia, apalagi mengenal sosok lelaki itu.

[**Before becoming a journalist, I do not know anything about the world,** let alone be acquainted with that man.] (Nur, 2014, p. 69)
(Harun et al., 2020)

Faiz as a character defines himself as someone who is clueless that there is a terrible human underneath that man's pious mask. The “world” in his statement is only Aceh, which serves as the novel's backdrop not the entire world.

2.1.2.11 Understatement

Perrine (2018) said that expressing something that isn't completely true. It frequently presented in what people says and how it delivered to interlocutors. “**My word is not as good as a werewolf’s**, but you may trust me that far”. (Chapter 18 The Angel of the Crows, paragraph 106, line 2) (Sari et al., 2022). Perrine categorized the statement above as understatement. The term **my word is not good as a werewolf’s** is not that bad but it can be trusted. the speaker utilizes the kind of figurative language understatement to persuade the listener and sounds more unobtrusive.

2.1.2.12 Irony

Irony is a literary element that is used to portray events that have contradictory meanings (Perrine, 2018). Irony, like other kinds of figurative language, is vulnerable to misunderstanding. Irony users must be masters in their usage, communicating it in a distinct tone or with a wink of the eye or pen. “Friends have arrived in **Germany**, but we still in place” (Ariska and Syamsurrijal, 2021). The example contributes to the irony. "We're still in place" explains their movement. **Germany** is defined as a country far from

Indonesia that is advanced country, thus it will need hard work to get there.

The statement above means that other people are already quite progressed, while they are still stuck in the same place.

2.1.3 Reason of Figurative Language

Figurative language is applied by author in their works to transmit certain effects to their audiences. Perrine (2018) established four reason of effectiveness using figurative language functions in his work, i.e. afford us imaginative pleasure, bringing additional imagery, increase emotional intensity and saying in brief compass.

2.1.3.1 Imaginative Pleasure

Figurative language stimulates our imagination. The ability of the brain to perceive quick leaps from one place to another or from the bottom to the top as opposed to something that takes a bit longer to comprehend is what is referred to as imagination. For example, **when human stare at the sky**. The example above shows the usage of figurative language is giving the enjoyment to people's imagination. Their imagination begins to play by transforming the clouds into animals, the face of a familiar person, or other items that have been subconsciously stored.

2.1.3.2 Bringing Additional Imagery

The next reason of figurative language is bringing additional imagery. Figurative language strengthens sensuous effects and more effectively communicates abstract ideas since it carries extra imagery. Poetry makes use of figurative language to deepen its meaning. **“Rain flows into my**

heart,” (Pythaloka, 2022). The sentence contains a metaphor. The term "rain" refers to water droplets falling from the sky. It is a dark and cold symbol. Rain is used to represent the subject's emotions, who are not feeling good; his heart is broken so much that it seems like rain is pouring into it. It can be concluded that figurative language is being employed to make the abstract real and express what the lyricist intention.

2.1.3.3 Increase Emotional Intensity

“Figurative language are a way of adding emotional intensity to otherwise merely informative statements and of conveying attitudes along with information” (Perrine, 2018, p. 780). For instance, **“my feet are killing me”**. The statement increases the emotional intensity of the information that is the feet are very sore by giving a personification effect as if the things can kill the “my”. The intention of this sentence is the reader or listener can feel how bad the “my” feet. By the example above, it can be assumed that the involvement of figurative language in an expression able to giving more emotional intensity.

2.1.3.4 Saying in Brief Compass

Such as a Shakespeare quotation in a Macbeth section (pages 836-837). **"Living is like candle"**. The candle is regarded as having a beginning and an end in darkness. When the candle is lighted, it releases light and energy, as well as gives more colour. On the other hand, the candle destroys itself and grows shorter. Also, it only lasts a short period and can perish at any time when blown by the wind. The simile in this text is utilized to shorten what the

intention of Shakespeare to convey about life to the reader. From the illustration above, it can be summed up that something that contain deep meaning can be constructed as short as possible.

2.2 Previous Researches

Discovering the figurative language in literary work by Sue Monk Kidd was the purpose of this study that was done by Arifatin (2019). The writer choose novel *The Secret Life of Bees* as the subject to investigate. This study adopted qualitative research in analysing the novel. The authors used Perrine's theory. The result of this study was Simile, Personification, Metaphor, Symbolism, imagery, and allegory was found in novel *The Secret of Life Bees* by Sue Monk Kidd.

The second research conducted by Ardhyanti and Supriyatiningih (2020). The study intended to analyse Celine Dion's songs they are "Falling into You" and "Fly". The research used theory by Kennedy (2007) and the writers use qualitative descriptive method to analyse the data. The writers have found such figure of speech that was used in these two songs as metaphors, symbolism, imageries, simile, and personification.

The next research regarding figurative language examined by Mayang and Simatupang (2020). The subject of this study was Joko Widodo's speech. The destination of this study was analysed and described the figure of speech. The researchers were utilized Perrine's theory. To classify and analyse the data, the researchers used qualitative method. As the result, the researchers uncovered there were 7 allusion, assonance, and metaphor.

Nursolihat and Kareviati (2020) analyzed the figurative languages which exist in the lyric of song and found out its meaning by analyzing its contextual meaning. The data instrument was the song lyric “A Whole New World” which taken from Genius website. The research was a descriptive qualitative to present the data. The result found that there were some of figure of speech, such as alliteration, simile, personification, metaphor, and hyperbole. And then, researchers mentioned metaphor was the dominant figure of speech that occurred in the lyrics. It caused the reliability of the imaginative theme of the song. Further, researchers explained the figure by using contextual meaning approach based on the situation of the lyric.

The study about figurative language also discovered by Ketaren et al., (2021). The goal of this research was determined the kind of figurative language in song in eleventh grade textbook entitled “Pathway to English”. The researchers of this study used Perrine’s book. This study also used qualitative method. Finally, the researcher found there were four kind that contains in the textbook such as, metaphor, simile, hyperbole, and metonymy. Also, he found the most used is hyperbole.

Hereinafter, Hikmah et al., (2021) also investigated figurative language. the aim of this study was deciphering figurative language related to environment. The author also involved Perrine's theory as the guide. The author used descriptive qualitative method in his or her analysis. The subject of this research was an environmental fiction namely February Dragon. As the result of this study, the

researcher found there are five figurative language that illustrated the February Dragon such as: simile and metaphor, personification, irony, and allusion.

Another figurative language research was conducted by Efendi (2021). The purpose of this study was elaborate the figurative language and the social values included in poem. In this research, the author used descriptive qualitative method and Perrine's theory while analysing the figurative language and theory by Amir in Sukatman (1991) when examining the social values that contained in three BLM community's poem. The result of this study hyperbole was the dominant kind of figurative language besides the most dominant was the social value of humanity.

Another researcher Aminah and Akmal (2021) also inspected figurative language in literary text. The research was about description of figurative language in novel entitled Pagan Stone written by Nora Roberts. The object of this research was analysing the kinds of figurative language and then described the kind of figurative language dominantly that was appeared in the novel. In examining the data, the writer included Perrine's theory as the framework. This research was involved qualitative approach. According to the findings, the writers found there are five kinds of figurative language and simile was being the most commonly used and the less is metonymy.

The next study about figurative language was done by Fahas et al., (2021). The goal of this research was highlighting the most frequent figurative language in literary works. The researchers engaged a few of selected poem from Robert Frost as data source. In interpreting the data, the author utilized qualitative

research and used Perrine's approach to analyse the figurative language. At the end, the author discovered personification was dominated figurative language that occurs in the selected poems.

The analysis of Figurative language contained in song lyric by Indina Menzel was discovered by (Yunanda et al., 2021). However, the researchers analyze the figurative language contained in the three songs of Indina Menzel. The writers use qualitative descriptive methods to analyze the data. In this research. The study found that there were six figurative languages used by songwriter as hyperbole, repetition, personification, metaphor, simile, and alliteration, onomatopoeia, irony, and idiom. Finally, image and pleonasm. In addition, the songwriters also use connotative and denotative meanings in the three songs.

In terms of similarities, theory adopted was developed from the same source, specifically Perrine and Abrams' hypothesis. The distinction is that this research concentrated on the twelve different varieties of figurative language as well as the meaning of figurative language. This research investigated figurative language in non-literary texts product review in NikkiTutorials videos. The data source was selected considering it has never been used in the same figurative language analysis previously.

2.3 Theoretical Framework

This research begins with a semantics explanation as the approach described by Cann. Then in semantics there is a figurative language whose theory developed by Perrine. Perrine divides figurative language into twelve parts, namely Paradox, Overstatement (Hyperbole), Understatement, Irony, Symbol, Allegory, Simile,

Metaphor, Personification, Apostrophe, Metonymy, Synecdoche. In addition, Perrine also explained four reasons of effectiveness such as afford us imaginative pleasure, bringing additional imagery, increase emotional intensity, and saying in brief compass. The theory above applied to analyse the figurative language in NikkiTutorials Product Reviews. To be clearer the theoretical framework will be pictured below.

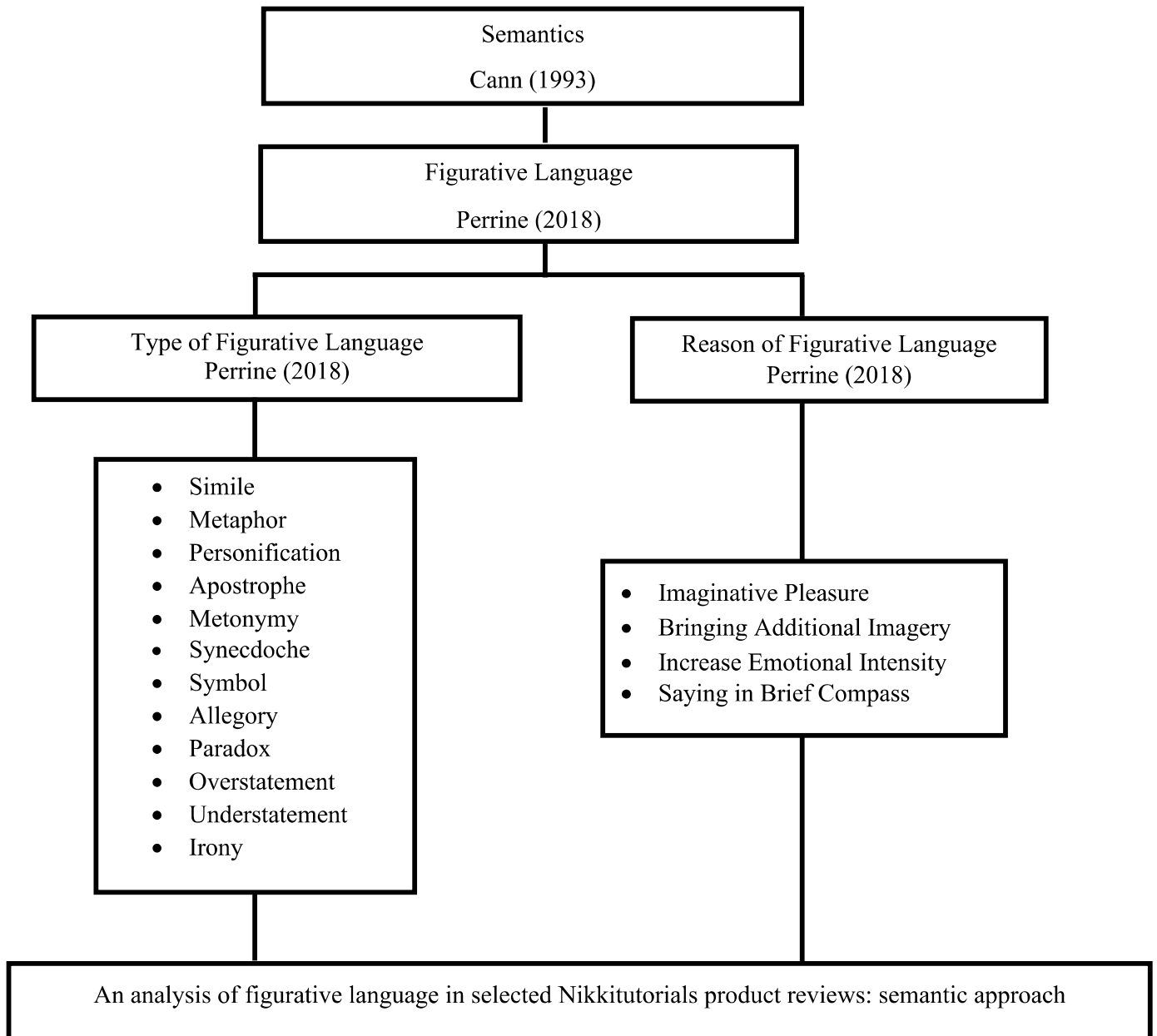


Figure 2.1 Theoretical Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Qualitative method used in this research in terms to explain and describing the data source. According to Merriam (2016) qualitative research approach is one that is utilized to explore the interaction between people and their experiences in the different point of view. Bogdan (2016) informed the data in qualitative research methods are shaped by people's writing and behaviour, which can be monitored. Furthermore, Huberman (2014) stated in analysing the data, there are three activities: data reduction, data presentation and the conclusion drawing or verification. Thus, Flick (2014) added that the result of the research which employed qualitative method would be served descriptively which means it concentrate social interaction, diversity and participatory description.

The data is a transcription from product review by NikkiTutorials in YouTube which is shaped by words. By the definition from the experts above the data for this research was examined by using qualitative research method. Furthermore, the researchers identified the figurative language that used by Nikki. At the end, the result of this study was presented in descriptive essay concerning the using of figurative language in product review by Nikki. Hence, the qualitative method was employed in this research.

3.2 Object of the Research

The main objective of this study is to determine the kinds and meanings of figurative language used throughout product reviews. The statement that conveyed by Nikkie in her product review contain various kind of figurative language with different reason. This YouTube channel has been running since 2008 with 857 videos containing 153 product reviews. The first product review was uploaded in 2009. With so many product reviews, the researcher limits the data in order to limit the data collection.

The researcher decided to only took the three of most popular in the last two years. Among them, “Shane Dawson x Jeffree star conspiracy palette the truth!!! | Nikkietutorials” with 8.8 million views, “Jeffree Star Cremated Palette Review. Yikes! | Nikkietutorials” with 7 million views and “Jeffree Star Blood Lust collection review. The Truth” with 5 million views. With Perrine's concept, the various shapes and purposes of figurative language would be examined. Only the sentences or phrases which use figurative language and are present in the data source was used for further analysis.

3.3 Data Collection Method

This observational method was employed to collect the data by Creswell and Creswell (2018). They claim that the observational technique is a method to gather information by employing the five senses, seeing, hearing, feeling, speaking, and smelling while documenting the occurrences seen during the tape. The observation was carried out by watching the product review because the data

were extracted from a YouTube video. Therefore, the researcher obtained data using the observational method.

The researcher picked for note-taking in this study, using the observational method as a strategy. Initially, the researcher watched the YouTube product review video. The next step in this investigation written down the data. Using Perrine's research, then the data divided into each kind and its significance.

3.4 Data Analysis Method

“Data analysis mean the process of systematically searching and arranging the interview transcripts, fieldnotes, and other materials that you accumulate to enable you to come up with findings” (Bogdan, 2016, p. 159). After collecting the data, the next move was analysing the data. In order to looking for semantic element and identifying the figurative language, the data was analysed by utilizing the referential method. Thus, this research used Sudaryanto (2015) and the data was referred in terms of kind and reason of figurative language by employing Perrine’s theory.

Initially, accomplishing the first question. By identifying the kind of figurative language and mark up the words or sentence in the transcription of product review according to Perrine’s theory. Also, to determine the utterance involved figurative language, the researcher used Merriam-Webster dictionary to see the literal meaning. Afterwards, in order to solve the second question, the reason of figurative language investigated by researcher using Perrine. At the end, the result of this study discovered the kind and the reason of figurative language.

3.5 Method of Presenting Research Result

After all the works above, presenting the result is the final stage in this research. This research engaged theory from Sudaryanto (2015). The result formed in descriptive way by using informal techniques. According to him, informal methods is when the result of the study formed by words or sentence. This research presented the kind and the reason. Therefore, this study was presented in descriptive by using words sentence.