

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

THESIS



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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY**

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



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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

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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
supervisor**

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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