

# 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!!! | NikkieTutorials”. 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 Pythalo (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 can 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)