

BAB V

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

There were nine from twelve of kind of figurative language found in this data source there were simile, metaphor, personification, hyperbole, understatement, allegory, apostrophe, metonymy, symbol and paradox. Nikkie as a speaker as well as the reviewer of the product involve more figurative language named hyperbole than any other kind. The products that were reviewed satisfied Nikkie so she also gave good comments too. She conveyed her comments enthusiastically to show her viewers. She seems very satisfied with the quality and the selection of shades, both lipstick products and eyeshadow palettes in those series. The use of this hyperbole aims to make its viewers believe that the products being reviewed do have very surprising and very good quality.

The kind of figurative language also correlates with the reason of figurative language. There were found all of reason of using figurative language. The most frequently appearing reason of figurative language is namely to increase emotional intensity. With the use of hyperbole by Nikkie as the speaker, of course the aim is for listeners or viewers who watch to feel and believe the emotions that can be obtained when using these products. Thus, it can be inferred that the use of figurative language called hyperbole unintentionally attract more customers, even though the product review was conducted without any outside influence.

5.2. Recommendation

Given the importance of the results of this study, the researcher completes this research by providing recommendations. For readers who watch product reviews as a consideration for buying a product to be more careful in understanding every sentence spoken by the speaker. With the phenomenon of involving figurative language by speakers, both consciously and unconsciously, it is not impossible that viewers will miss the literal meaning of the utterance due to the lack of knowledge in figurative language.

For readers who product review speakers, the researcher recommends choosing the right words to define the product so that it appropriate with the facts of product being reviewed with the aim of avoiding misleading the viewers. The researcher hopes that future researchers this research able to provide further knowledge, especially in figurative language in the branch of semantics that uses product review as a data source. The researcher also expects that other researchers will select a different object in order to prevent imitation.