

## **The Use of Figurative Language in Maybelline New York Slogan Advertisement**

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### **ABSTRACT**

Figurative language is the language style used by people to communicate. In other words, the figurative language used words to imply another meaning. The benefit of figurative language in this study for the reader was to understand that the theory could be used to provide a clearer and better understanding of the figurative language meaning. This study was conducted to analyze the use of figurative language in the slogan advertisement of Maybelline New York. This study focused on observing the words that contained figurative language using Reaske's theory (1996). The theory consists of simile, metaphor, metonymy, alliteration, and hyperbole. The method of this study was descriptive qualitative because it described the utterance of the slogans that were categorized into figurative language. At the same time, the data source was taken from the video advertisements of Maybelline New York, which were published on August 2, 2017, to August 30, 2017 on their Official YouTube channel. The result found that the slogan made things more imaginatively appealing. Creative use of figurative language in the advertisement can produce emotionally alive, intellectually appealing, and memorable messages. It is the way of some companies make figurative words as the characteristic for their products or even to describe the company itself in a vision or mission. Buyers will remember this figure of speech as a reference to them that the product supports an individual's movement or goal.

**Keywords:** figurative language, slogan, advertisement

### **ABSTRAK**

Bahasa kiasan adalah gaya bahasa yang digunakan untuk berkomunikasi. Dengan kata lain, bahasa kiasan menggunakan kata-kata untuk menyiratkan makna lain. Manfaat bahasa kiasan dalam penelitian ini bagi pembaca adalah untuk memahami bahwa teori tersebut dapat digunakan untuk memberikan pemahaman yang lebih jelas dan lebih baik tentang makna bahasa kiasan. Penelitian ini dilakukan untuk menganalisis penggunaan bahasa kiasan pada slogan dalam iklan Maybelline New York. Penelitian ini difokuskan untuk mengamati kata-kata yang mengandung bahasa kiasan pada slogan dengan menggunakan teori Reaske yang terdiri dari simile, metafora, metonimi, aliterasi, dan hiperbola. Metode penelitian ini adalah deskriptif kualitatif karena mendeskripsikan pengucapan kalimat-kalimat yang dikategorikan ke dalam bahasa kiasan. Sedangkan sumber datanya berasal dari iklan Maybelline New York yang terbit pada 2 Agustus 2017 hingga 30 Agustus 2017 pada situs resmi YouTube. Hasilnya ditemukan bahwa Bahasa

kiasan pada slogan tersebut digunakan untuk membuat sesuatu menjadi lebih menarik secara imajinatif. Penggunaan bahasa kiasan secara kreatif dalam iklan dapat menghasilkan pesan yang hidup secara emosional, menarik secara intelektual, dan mudah diingat. Dengan begitu beberapa perusahaan membuat kata kiasan sebagai ciri khas untuk produk mereka atau bahkan untuk menggambarkan perusahaan itu sendiri secara visi atau misi. Pembeli akan mengingat kata kiasan ini sebagai acuan untuk mereka bahwa produk ini mendukung suatu gerakan atau tujuan dari satu individu.

**Kata kunci:** bahasa kiasan, slogan, iklan

## INTRODUCTION

Language is an essential element that people use to communicate and share their opinion or feelings in their everyday lives. Basically, the capacity of language is to know and comprehend others' thoughts. There are two sorts of language: communicated in language and composed dialects. Communication in the language are expressions shaped from sound, such as discussion, discourse, narrating, conversation, radio, transmission. Meanwhile, composed language is articulations shaped in composed structure, for example, books, paper, magazines, letters, books, diaries, etc.

Figurative language utilizes words to infer another significance. As it were, metaphorical language will be a language style utilized by individuals to impart. It tends to be composed of oral language. Perrine and Arp (1963) define a figure of speech as the unusual way of talking about something, which can be referred that the speaker intentionally interpreted to another meaning from one thing. In other words, figurative language is a way of saying something uncommonly. Using this type of language, the speaker wants to add some special effects to their words. Figurative language is persuasive language. Persuasive language is utilized for some reasons, for instance, to help offer items or administrations to persuade individuals to acknowledge a view or thought. Perrine and Arp (1963) expressed that it is another approach to add an extra dimension to the language, attracting the reader's attention Perrine and Arp (1963). In this manner, figurative language can be utilized to consider the reader, the audience, just as the watcher. For example, some literary devices, similes, metaphors, and personification can help create word pictures for the reader.

There are several studies done in a similar field by other researchers. The first one is a thesis done by Fitratunnas (2017), with the title *Figurative Language Analysis on Advertisement of Jakarta Post Newspaper*. The second one is a journal done by Defisyani et al. (2018), with the title *The Use of Figurative Languages Found in Product Advertisements for Different Genders*. Fitratunnas (2017) studies an analysis of figurative language in a selected newspaper, Jakarta Newspaper. The research seeks to find the identity of common figurative language used in the advertisement written in the Jakarta Newspaper. In addition, Fitratunnas talks about utilizing figurative language in the composed advertisement to decide how figurative language changes from ordinary language. On the other hand, Defisyani et al. (2018) analyze the different figurative language used in product advertisements for different genders. The study further focuses on how the advertisement is presented with different styles of figurative language toward different genders.

Unlike previous studies, this research focuses on the figures of speech usage that have a special role with the words meaning, such as metaphor, simile, personification, and hyperbole in the Maybelline slogan advertisement. In this thesis, the researcher employed figurative language in the semantic territory because the researcher needs to know the genuine significance of the slogan used in the advertisements. The researcher chooses Maybelline Advertisement because, first and foremost, it is one of the most famous beauty brands nowadays. Second, the advertisement used some figurative language and connotative words. They are used to make the advertisement appear more attractive for the listener or the viewers and be accepted by society. Due to the reasons mentioned above, the researcher decided to choose this topic for the study.

### FIGURATIVE LANGUAGE

Figurative language uses words that do not match their literal meaning. It requires the use of imagination to figure out the author's meaning. Figurative language can also push people to think the same way as the author. As the researcher utilizes strict language, the person in question expresses the realities they must express. Figurative language or correlation utilizes distortions or modifications to make a semantic point. Language is regularly utilized in artistic works, such as poems, prose, and nonfiction.

Figurative language is expressed by the meaning of other figures of speech, according to Cayne (1987). Figurative language refers to words that overstate the real importance of figures of talks in the segment of words. A saying can occur at any point from a speaker or essayist, for newness or accentuation leaves from the standard significations of words. From the completion of clarification, the scientist infers figurative language as a kind of language that utilizes words or articulations not the same as the exacting importance. It is one of the numerous strategies used to communicate the sentiments of individuals. There are seven sorts of figurative language articulations. Although each expert has their own definition of figurative language, they share a similar pith.

### SIMILE

The simile is an examination between two articles or objects of various sorts, yet it shares a point for all intents and purposes. Likeness correlation is communicated using some words or expressions, such as, at that point, appears, or looks like. Comparison is an announcement presented as like or as. The simile is the correlation of two things, especially things that have not been thought of as their equivalents, by using conjunctions. The simile is utilized in writing to make composing more distinctive and amazing. In regular discourse, they can be utilized to pass on significance rapidly and adequately. Example: *You are like a lilac sky to my gloomy day*

The simile is the checking of expressions from one thing to another, the greater part of them is connected by like or as. The motivation behind simile is to give data around one obscure item to the peruser by contrasting it with something that the peruser knows about. Simile can either express or verify, relying upon how the comparison is stated. An unequivocal simile is a metaphor, whereas the trademark contrasts between the two items expressed. At the same time, a specific comparison is an analogy, whereas the peruser must construe what is being thought about.

#### METAPHOR

Metaphor is similar to simile. The metaphor also expresses a comparison between objects that have a common point but without the use of literal words such as: like, as, etc. They can convey A is B, in the sense of comparison implied rather than explicit; that is what makes it different with a simile. Metaphor happens when a name or descriptive word is applied to a different subject but equivalent so that the word is applied correctly.

Metaphor is an implicit comparison that compares one subject with another and ascribes it to the second's first or more values. It is believed that metaphor is a statement that connects one thing to another, but not in the literal sense, according to Kennedy and Gioia (2013). It does not use verbinding words like. A metaphor is used as a speech figure, comparing an object or individual to another object or person based on both possess's common attributes. By direct contrast, this is a form that is simply not applicable. However, the use of metaphors heightens the sense of what is being said. It can be inferred that metaphor is a form of speech that explicitly contrasts something or circumstance with something that may have the same character, condition or attitude and contrasts things that have points in common but do not use such words like.

Based on this topic, metaphor is a speech concept used to equate two different objects by claiming that one is the other.

Example: (1) *The king was a lion in the war.*

(2) *I saw a lion in the forest last night.*

In the sentence above, the king is compared to a lion, comparing the two things. A first sentence is a person having similar qualities to the lion. However, in the second sentence, the lion shows a denotative meaning because it is the jungle king.

#### PERSONIFICATION

Personification represents either intangible or abstract inanimate or non-human objects that are viewed as though they were human. Personification is a figure that a non-living thing (object) is treated like a living thing (animal, human, plant, or a concept).

Example: (1) *The old bus creep along the narrow hills*

(2) *My little sister starts to creep*

The first case includes connotative significance since the author wants to transport on an old bus that slowly crawls along the narrow hills. The sentence addresses the train with the word "creep" like an old man. The second example uses denotative language since the word "creep" is the actual sense of a baby's behavior that is learning to crawl.

#### HYPERBOLE

In poets, hyperbole represents objects, ideas, and others to give weight to extreme pressure to achieve severe results. Hyperbole originated from the Greek word; 'hyper' means over and 'baleen' means to throw. Thus, hyperbole is characterized as a figurative word, exaggerating the amount, size, or quality of something to highlight it to a certain point in a statement. A writer draws attention to an idea by using hyperbole by suggesting something that can not possibly be real. It can be inferred that hyperbole is a figure of speech that uses words containing greater meaning than the actual state or context to state something or circumstance excessively.

Example: (1) *I can fill the river with my tears!*

(2) *My mother laughed to tear*

The word tear in the first example means the actual tear that comes out from somebody's eye. It shows a connotative sense, representing an effort made by "me" to fill it (the river). On the other hand, the word tear in refers to the real tear coming out of somebody's eyes. That is the denotative word.

#### SYNECDOCHE

Synecdoche is a style that is expressed in the manifestations of the packaging component but already incorporates an entire word or phrase. The entity refers to a constituent container, and one of those constituents is used to represent the whole entity, according to Lakoff and Johnson (2008). Synecdoche may also use larger groups or vice versa to refer to smaller groups. It may also call an item by the name of the material from which it is produced, or by the name of that container or packaging, it may refer to anything in a container or packaging.

Synecdoche is also a speech figure where a part denotes the whole or means the part. In short, synecdoche uses a specific noun, typically a part of the larger whole, to replace it.

Example: (1) *She has plenty mouths to feed.*

(2) *She speaks with her mouths.*

In the first example, word mouth is a connotative language, mainly a means of people's manifestations. The actual meaning of people's mouths is probably her family at home. On the other hand, in the second case, the mouth reveals part of someone's body to eat or talk.

#### PARADOX

A paradox is part of a style that uses contradictory concepts but reveals the sentence's validity or actual sense when analyzed. According to Perrine and Arp (1963), the paradox is an obvious inconsistency which is true in a way.

Example: (1) *The wealthiest is the worst, and the wealthy are poor.*

The example reveals an inconsistency between the "poorest" and the "richest".

#### SYMBOL

The symbol is something else that we can learn from a sentence (the meaning). According to Perrine and Arp (1963), it is a symbol that can be described as anything more than what it means.

Example: (1) *Some dirty dogs snatched my laptop at the bus.*

(2) *A beagle dog is rubbing its tail on the park bench.*

The first example shows a symbol used to present a thief in the form of a "dirty dog". It is not actually dirty dogs snatching laptops at the bus. However, it symbolizes the thief's behavior which is like a dirty dog. While in the second sentence, the beagle dog refers to the dog as an animal with brown color.

## METHOD

The descriptive qualitative method was utilized to analyze the data because this study did not deal with numerical and statistical data. Qualitative research focuses on people's perspectives, experiences, and how to make their sense of life, which is reported in words (Litosseliti, 2018). It was used in this study because this study focused on analyzing the figurative language in the Maybelline slogan advertisement. This study used a figurative language theory based on Reaske's (1996) that focused on seven types of figurative language. The data source was taken from the slogan advertisement used in the Maybelline New York video, which was uploaded on their official YouTube channel. They were presented descriptively in paragraphs. The documentary technique was used in this study since the slogan was taken from the advertisement videos of Maybelline New York.

## FINDINGS AND DISCUSSION

This chapter discussed the result of the analysis. The result found that there are three types of figurative language used in the slogan advertisement of Maybelline New York. The explanation will be displayed as follow.

Table 1. The result of the analysis

Types of Figurative Language	Figurative language Used in the slogan	Explanation
Simile	"Like a warm, natural and no-streaking colour"	The use of 'like' to compare the product.
Hyperbole	"64 fits, as individual as you"	The use of 'as' in the slogan to compare the product.
	"Mascara in a snap"	Using the word 'snap' to exaggerate.
	"A fresh face luminous glow"	The use of 'luminous' here exaggerate the quality of the product.
	"Dramatic pushed up curves new falsies"	The use of 'dramatic' exaggerate the product review.
	"The creamiest matte"	Using the word 'creamiest' to exaggerate the product.
	"Soft matte lipstick"	The use of 'soft' tells that Maybelline product are different.
Personification	"With 2 finishes, matte + pore-less"	Use the word 'pore less' to claim the product.
	"lipstick goes, real-life-proof, all-day and all-night"	The use of 'real-life-proof all day all night' to give information.
	"That mirror is clouded by doubt or insecurity"	The use of 'clouded by doubt or insecurity'

### SIMILE

There are some similarities in the video advertising of Maybelline New York. The research identifies the mean of simile based on the theory mentioned earlier.

*"Like a warm, natural and no-streaking color"*

The sentence's meaning is to include similarities between one thing and another since it uses non-real sentences. It compares warm, natural, and no striking to the color. As stated in webopedia definition, warm color is used to describe any vivid or bold color. On the other hand, the meaning of warm, natural and no striking color is colour that is bold in nature, such as yellow, brown, and red. They are the opposite of cool colours.

Thus, the sentence can be interpreted as weather or season when it is warm, the color is as a fresh tree and yellow leaves. The opposite of the cool colour when it represents to the white snow and the ice that look like blue crystal. These naming colors are also used in makeup shades or colors, such as lipstick palette or eyeshadow palette.

*“64 fits, as individual as you”*

The sentence's meaning is to compare the product as the consumer or the listener/viewer. The words ‘64 fits’ compare the product color to various skin colors from all around the world. This explains more about ‘as individual as you’, which means that the product color matches the individual skin color of you.

Maybelline declares that every skin color in this world is beautiful, that is why they provide a product that can suit every skin color, which the product consists of 64 different colors of foundation. The figurative language used in this slogan compares the foundation as it can be the same as the individual itself, where many colors can be chosen.

### **HYPERBOLE**

Hyperbole used in video advertising of Maybelline New York can be seen in Table 1. The researcher analyzes the hyperbole's significance based on the previous chapter's theory.

*“Mascara in a snap”*

The slogan states ‘mascara in a snap’. The product shows that the mascara can be applied and set very quickly. The word ‘snap’ is used to exaggerate how quickly the mascara can be applied and set as it is merely ‘in a snap’. The phrase may not be true because it still needs time to apply the mascara and it is based on how expert the person is in using it because it can affect how long it is to apply the mascara.

The slogan is easy to remember, and it can attract viewers. Snap as the representation of the time to apply the mascara, as quick as just snapping. Not just the time for applying, snap also means that the mascara can be set or dry quickly without staining the makeup. Mascara is one of the most essential makeup steps for beauty enthusiasts, and it is also one of the hardest. It is not easy to apply mascara, and it leaves stains when it does not set quickly. That is why Maybelline declares that their product is worth buying by using the slogan in the advertisement.

*“A fresh face luminous glow”*

The slogan uses the word ‘luminous’ to exaggerate, as the word ‘luminous’ is generally used to explain how bright the moon is or how sparkling the star is. Thus, the slogan's meaning

(b/H) is a glowing fresh face just like the shining moon or star. However, someone's face can be as shining as the star or the moon.

Furthermore, the moon or the star do not shine by themselves, but they get light from the sun. Glowing makeup has become a trend in late 2018, as many of beauty enthusiasts are interested in Korean beauty. They prefer to have glowing skin as how beauty enthusiasts call it 'dewy'. This is the reason why Maybelline exaggerates the word 'glow up' with 'luminous', which means that 'glow up' is not enough, as Maybelline's product provides shine as the moon or stars.

*“Dramatic pushed up curves new falsies”*

The slogan states that the mascara gives a dramatic push-up curled effect, one of the most essential things that mascara should have. Using the word 'dramatic' here is an exaggeration, which means that the mascara curled the eyelash much until it looked dramatically pushed up. While the fact is, the consumer needs to use an eyelash curler first to make their eyelash pushed up, then apply the mascara to make it stay still. With that, the mascara does not work by itself in order to give the dramatic pushed-up effect.

*“The creamiest matte”*

The slogan states that Maybelline's new matte lipstick product has the creamiest texture even with a matte lipstick. Matte lipstick usually has a thick and sticky texture because the lipstick stays more than 12 hours. The use of the word 'creamiest' is exaggerating, as their matte lipstick is different from the other or matte lipstick from other brands. As stated in the video advertisement, they claim to have a creamy texture yet can stay for 12 hours. Maybelline listens to the customers and comes out with the innovation that many beauty enthusiasts need.

*“Soft matte lipstick”*

The following slogan is quite the same as the previous slogan. They use the word 'soft' to explain the different product from the other matte lipstick, which has a thick and sticky texture. Maybelline wants to claim that their product is better because it is more comfortable to use soft matte lipstick than sticky matte lipstick. The finish looks are important, but Maybelline also thinks of the comfortableness of their product when it is used.

*“With 2 finishes, matte + pore-less”*

The slogan states that the product has two finish looks, a 'pore-less' and 'dewy' finish. Maybelline claims that their product (foundation) has a 'pore-less' finish, which means the face looks like it is pore-less. This is exaggerating because they want to show that the product has a high cover ability, so it even covers pores and makes them invisible.

*“Lipstick goes, real-life-proof, all-day and all-night”*

The slogan explains that the lipstick has specifications such as having a real-life proof stain all day and night. This is another exaggerating slogan, as in the video, advertisement shows that the lipstick can be applied quickly and it stays all day long even the consumers or users eat, drink, speak, and many more.

### PERSONIFICATION

Personification is used in video advertising of Maybelline New York, as shown in Table 1. The researcher analyzes the importance of personification based on the theory mentioned earlier.

*“That mirror is clouded by doubt or insecurity”*

The slogan is quite different from the previous slogan, which exaggerates or promotes the product by comparing it to other things. In this slogan, Maybelline inspires all women to be themselves and has the confidence to shine. The slogan uses ‘clouded’ to explain all the doubts and insecurities that come into their lives and ‘cloud’ it or make their lives seem dark and closed by it.

There are three types of figurative language found in the Maybelline New York slogan advertisements: simile, hyperbole, and personification. A simile compares two different things, but it is considered identical using like and as, as conjunctions. Hyperbole is metaphorical language that says more than the literal meaning without the intention of deception. Personification is a symbolic language that shows how a human’s life is treated by giving human qualities to a thing. The researcher found that the most used figurative language declares how the slogans give images for each product. The simile compares the product to other things close to women and gives more meaning. Hyperbole exaggerates the literal meaning and attracts consumers, while personification offers deeper meaning towards the product.

These speech figures have essential roles for generating the advertisement and giving messages for the services. The purpose of non-literal use is to make things more creative: “Dramatic pushed up curves new falsies”. It may be accurate, but in fact, it is not that great. Creative use of figurative language brings out emotion, intellect, and unforgettable messages. The problem with advertisement is the operationalization of these constructions and the extraction of concrete ideas from literary theory. Although literary meanings of figurative functions are subjective, qualitative, and non-measurable, interpretations are worth examining for associations with concepts already implemented and recognized in advertising theories.

Undoubtedly, the literary functions of figurative language can find scientific and actual evidence if they are translated into the perspective of advertising, especially brand knowledge, recognition, and recall. Figurative condensation results in a sudden burst of comprehension cause the reader to experience a shock of recognition when a person “gets” the message. The reader arouses awareness as a result of the imaginative directness and condensation, which they find their imaginations fascinating that the message becomes memorized.

Based on the most frequently used figurative languages in Maybelline New York advertising (hyperbole), it can be inferred that the role of the figurative language is to cause such serious, ironic, and humorous effects and reactions from the reader. It distorts facts by making them appear much more significant than they are when viewed objectively by emphasizing their statements or circumstances. Hyperbole is used as numerical expressions and expressions of

volume as well as quantity to improve strong expression. Then, advertisement seeks to increase the readers' perception and the products.

Last, in the advertisement of Maybelline New York, it a slogan is found that uses figures of contiguity, which is personification. In the advertisement, figurative language is used to deliver the message and describe something interesting. The writer generally expresses that two things conceptually link to each other. This figurative language can also make a deep impression on the viewers who watch the Maybelline New York video advertisement.

## CONCLUSION

In conclusion, there are three types of figurative language found in Maybelline New York slogan advertisements. They are simile, hyperbole, and personification. Based on the most frequently used figurative languages in Maybelline New York advertising, it can be inferred that the role of the figurative language is to cause such serious, ironic, and humorous effects and reactions from the video advertisement viewer or listener. It distorts facts by making them appear much larger or exaggerating it is literal meaning than what they are when they are viewed objectively by emphasizing their statements or circumstances. Furthermore, those figurative languages in the slogan had exaggerated and persuasive functions. By using figurative language, the slogan advertisement delivered the product description indirectly, giving other interpretations to the viewer or listener by exaggerating the sentences. Also, the persuasive function is used to break people's presumption of something. It could persuade the listener's point of view. The researcher suggested that future researchers widely extend the research by enhancing the focus of the study by examining the field of pragmatic and semantic such as figurative language and using more varieties in linguistic approaches. Also, future research could use the interview as the object of the research. However, the interviewer's point of view could be utilized as the subject of the research.

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