

CHAPTER I

INTRODUCTION

1.1. The Background of the study

Figurative meaning is the use of words that make the reader have to make good interpretations not only by seeing what words refer or what is said in the text, but also by interpreting it from the context. Considering that humans use language not only verbally but also delivered but also writtenly expressed. Language function itself can express our feelings, thoughts or emotions and express our statements. Language is certainly very important for all levels of society, whether people come from the lower middle class or from the upper middle class. Because of language is one of the characteristics of a nation and has become part of the culture of each region and between countries. The developing world of digital languages is of course also used in many fields, such as in radio broadcasts, television, newspapers, magazines and social media. Basically language is used to communicate with one person with another person to convey the message or meaning of the language itself.

There are several writing products that humans need as social being. It is the human who need media to share and get information or ideas for their daily lives. Brown (2004: 335) states that "written products are often the result of thought, preparation, and revision of procedures that require special skills, skills that are not naturally possessed by each speaker". In that way, the uniqueness of the writer's writings is when their products such as advertisements, letters, magazines, news, poetry and others can touch the reader's heart, usually written

not released from the use of figurative language. It means that figurative language plays a very important role in writing products. For example product writing is advertising.

One of the ways that we can choose to communicate and express beautiful words in terms of figurative language, for example in the form of advertisements. advertising is a place or place where people can express all kinds of languages in communication. advertising is widely known for its long-lasting effects on the minds of viewers (Katke, 2007). Because of the beautiful figurative language games contained in advertisements, this certainly leaves the memory to the reader. consciously or unconsciously people will continue to remember and continue to be interested in seeing. the language of ordinary advertising is made very unique, simple and leaves a mystery that makes readers curious about the products being marketed.

No.	Products	Language advertisement	Types of figurative meaning
1.	Maresha skincare	Every skin need a treatment whatever color you are	Hyperbole
2.	Erto's	Look up to 5 years younger in 12 weeks	Hyperbole
3.	Golden vierra	Sleep, drink water, golden vierra, and treat your skin	Metaphor

Table 1.1 example of figurative meaning that used in skincare advertisement on instagram

Table 1.1 shows that there are two types of figurative meaning that contains in advertisement, two hyperbole and one methapor. The blend of visual images and beautiful language advertisement can increase buying and selling transaction.

Advertising marketing certainly requires media or an attractive and trusted place for promotion, so that companies can reach the target market with products offered to consumers. At present, Instagram is one of the largest media in Indonesia, and even in all corners of the country to market all types of goods or services. Because the size or coverage of Instagram users is one reason for the emergence of trade or product offerings. the features that support Instagram are very interesting and complete, of course making buyers or fans of an item mandatory to buy. Writing advertisements is not just ordinary writing, we must pay attention to the words we make to make the writing interested to read, and readers want to buy our products. The language of advertising is certainly different from the language that we often use in speaking everyday in real life. The language of advertising requires words that contain special figurative meaning. The figure of speech is meaning beyond the real or more imaginative meaning that drives imagination or makes the word live in our minds. The meaning of these words is uttered by the words around them in the sentence that the figure of speech is a way of saying something shortly but meaningful. On this occasion, the author wanted to analyze the figurative meaning in skin care advertisements on Instagram.

1.2. The Problems of the Study

1. What types of figurative meaning are found in skincare advertisement on instagram?
2. What is the literal meaning of figurative meaning in skincare advertisement on instagram?

1.3. The Objectives of the study

The objectives of this study are:

1. To investigate the types of figurative meaning in skincare advertisement on instagram.
2. To find what the literal meaning in skincare advertisement on instagram.

1.4. The Scope of the study

The main concern of this study is limited to figurative meaning that contains in skincare advertisement of maresha skincare, erto's, and golden vierra, wardah, scarlett whitening, emina, viva, ebright skin. that are personification, simile, metaphor, hyperbole, irony, litotes, metonymy, and oxymoron.

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1.5. The Significance of the Study

Theoretically, the findings of this study is expected to increase the knowledge of literature, especially about the meaning of figurative meaning in the language of advertising.

Practically, the research will be useful for;

1. The importance of this thesis analysis is to make the reader know what figurative meaning is in the advertisement, especially in skincare advertisements that are in high demand.
2. The study can be a reference to influencers who are active on Instagram in creating advertisements that contain figurative meaning with the aim of making interesting words that make listeners or readers want to buy the products they offer.

