AN ANALYSIS OF FIGURATIVE LANGUAGE USED IN FASHION AND BEAUTY ADVERTISEMENTS OF RED DIGITAL MAGAZINE

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Abstract

This study aims to analyze the figurative language used in fashion and beauty advertisements of Red Digital Magazine. The purpose of this research is to identify the types of figurative language used in fashion and beauty advertisements of Red Digital Magazine and beauty advertisements of Red Digital Magazine. The data source of this research was advertisements from 12 Red Digital Magazine, 15 fashion advertisements, and 12 beauty advertisements published in 2022. These data were analyzed by using the case study as the type of qualitative method. This research uses Johnson & Arp's theory as the tool analysis. In conclusion, the use of figurative language is one way to improve writing in advertising, using figures of speech can increase the memorability of advertising sentences, create imagination, make sentences more meaningful, and most importantly increase the interest of the reader.

Keywords: *beauty advertisement; fashion advertisement; figurative language; magazine*

INTRODUCTION

Advertisements must be made attractive to promote the products or services offered, one of the things that must be considered is the use of language. Saragi (2022), stated that several aspects of a good advertisement, one of which can grab the public attention. One of the aspects that is usually found in an advertisement to attract public attention is the language used. The language used in advertisements is expected to be understood by consumers and can attract their attention to the product. One of the types of language styles commonly used in advertising language is figurative language. Figurative language itself is usually used to analyze more meaning in a sentence. Figurative language is as common in everyday speech as in literature and has the effect of compounding or condensing

ideas as well as underlining or emphasizing them (Taylor, 1981). As stated by Atmaja (2022), currently figurative language is not only limited to literary works, however, figurative language is often used in daily conversation, newspaper articles, advertisements, and many more.

Figurative language is a language that utilizes a more interesting way of language (a way of saying a certain thing and has another meaning) (Sofyan et al., 2020). Johnson & Arp (2017) stated that figurative language is the language using figures of speech which is a language that cannot be taken literally. Figurative language, which is usually used for oral and written expressions, does not use word meanings that are not the actual meanings. It refers to the use of words or phrases that are not by definition true, there is a hidden meaning being conveyed. Figurative language is an imaginative use of words to give the reader's imagination and interpretation of meaning in context rather than literal language (Ketaren et al., 2021). In other words, figurative language makes writing concrete, because figurative language lends itself to the use of imaginative sentences. The writer can express the same idea in different ways and make sentences more beautiful, interesting, and imaginative. The usage of figurative language in the advertisement also influences the beauty in it. Many kinds of media apply figurative language in their advertisement. One of them is mass media.

The mass media refers to all types of print, broadcast, out-of-home, and internet communications (Moriarty et al., 2012). Types of media have evolved over the centuries from print to radio, then television, and now the Internet. As stated by Thomas & Wareing (1999), mass media has become one of the main means through which one can gain a great deal of knowledge about the world, as well as entertainment. Contemporary society lives in a world filled with news and information delivered by the media, which is traditionally supported by advertisements. Advertisements or Advertising is the most important tool in the marketing of products and services (Jannah et al., 2016). Therefore, advertising is used to convince consumers to purchase products or services.

In this research, the researchers took a sample of the magazine which is Red Digital Magazine. The Red magazine is a digital magazine media which publishes

monthly, 12 issues per year (2023). As one of the mass media that contains advertisements, the magazine is very effective not only in informing the readers of certain issues but also contains some advertisements. The magazine does not only give information about specific subjects but also contains several advertisements (Damayanti, 2018).

The researchers selected Red Digital magazine as a data source because it is an online media that can be long life and people can see it anytime they want, that is easy for them to know the style of language used. Furthermore, it is published by native speakers of English and the magazine uses English to deliver the content. English is an international language used to communicate around the world. As stated by Crystal (2003), this is evidenced in countries where a significant number of the population uses the language as a mother tongue. Several researchers have studied figurative language. Nugraha (2015) used figurative language theory to investigate the kinds of figurative language contained in advertisement slogans of Jakarta Post and the meaning of the figurative language contained in advertisement slogans of Jakarta Post in the edition from November until December 2013.

Besides that, the researchers also found Atmaja (2022) used figurative language theory to figure out what figurative language was utilized in the slogan and assess what that figurative language means in context. Moreover, the other previous research done by Sofyan et al (2022) discussed cosmetics advertisements on Indonesian television. Based on the reasons above, the researchers would like to know about magazine advertisements that use figurative language.

RESEARCH METHOD

The design of this research was a case study. The case study was the type of qualitative research method (Miles & Huberman, 1994). As stated by Creswell (2009), qualitative research is described as an evolving model that occurs in a natural setting and allows the researcher to develop a high level of detail from a high level of involvement in genuine events. Qualitative inquiry deals with data that are in the form of words or pictures rather than numbers and statistics.

The researcher utilized a qualitative technique in this investigation. It is intended to recognize certain figurative language by comprehending its meaning when employed in fashion and beauty advertisements of Red Digital Magazine. The research procedure is as follows:

1. Read the data needed

   The first step taken by the researcher was to read the advertisements contained in Red Digital Magazine. For the section to be examined, researchers focused more on the read fashion and beauty advertisements.

2. Identified the figurative language used

   In the next step after reading, the researcher identified words, phrases, and sentences in fashion and beauty advertisements that included figurative language.

3. Categorized the data into several types of figurative language

   Words, phrases, and sentences that have been found in fashion and beauty advertisements were categorized based on their type used theory Johnson & Arp (2017).

4. Identified the meaning of figurative language

   In the final step, the researcher identified and described the meaning of the types of figurative language used. The researcher explained the meaning conveyed in the advertisement.

In this research, the researchers used Red Digital Magazine as the source of data. The data were from 12 Red Digital Magazines published in January, February, March, April, May, June, July, August, September, October, November, and December 2022 editions. This research analyzed English advertisements that used figurative language which is commonly used in advertisements. The types of advertising text analyzed were fashion and beauty advertisements.

This women's lifestyle magazine offers amazing value in addition to a staggering amount of content from its adverts. In addition to fashion and beauty, Red magazine covers themes about women as well as style, features, living, and self. But to keep the conversation focused, the researcher solely looks at the magazine's fashion and beauty aids. This section should provide sufficient details

of the experiment, simulation, statistical test, or analysis carried out to generate the results so that the method can be repeated by another researcher.

RESEARCH FINDINGS AND DISCUSSION

The data of this research were obtained from 27 English advertisements consisting of 15 fashion advertisements and 12 beauty advertisements of Red Digital Magazine (12 issues), published in 2022. The researchers found 7 types of figurative language out of 12 types of figurative language based on the theory proposed by Johnson & Arp (2017).

This research only focuses on the types of figurative language found in the advertisements which consist of simile, metaphor, personification, metonymy, allegory, paradox, and overstatement/hyperbole. Furthermore, this research also focuses on their occurrence in the advertisement text of fashion and beauty advertisements in Red Digital Magazine.

The Specific Use of Figurative Language in Fashion and Beauty Advertisements

There were 27 advertisements from Red Digital Magazine. The most data were from 15 fashion advertisements followed by 12 beauty advertisements. From the 27 advertisements, 38 instances of figurative language were found. The most frequently occurring type of figurative language was overstatement/hyperbole with (28.9%) appearing 11 times in advertisements, followed by metaphor with (21.1%) being mentioned 8 times in advertisements. In third place was personification with (15.8%) appearing 6 times.

The next place was simile (10.5%) appearing 4 times followed by paradox (10.5%) with 4 appearances in advertisements. Moving to the next rank was metonymy (7.9%) with 3 times appearances. The next was allegory (5.3%) appearing 2 times in the advertisements.

At the bottom of the table were the types of figurative language that were not found in fashion and beauty advertisements. They were synecdoche, apostrophe, symbol, understatement, and irony with no appearance at all in the advertisement (0%), respectively. The occurrences of all types of figurative language from Red Digital Magazine are shown in Table 1.

Table 1. Frequency of occurrence and percentage found in fashion and beauty advertisements of Red Digital Magazine

No	Types of Figurative Language	Frequency of occurrence and percentage					
		Fashion		Beauty		Total	
		f	%	f	%	f	%
1.	Overstatement/Hyperbole	4	10.5	7	18.4	11	28.9
2.	Metaphor	5	13.2	3	7.9	8	21.1
3.	Personification	4	10.5	2	5.3	6	15.8
4.	Simile	3	7.9	1	2.6	4	10.5
5.	Paradox	3	7.9	1	2.6	4	10.5
6.	Metonymy	3	7.9	0	0.0	3	7.9
7.	Allegory	0	0.0	2	5.3	2	5.3
8.	Apostrophe	0	0.0	0	0.0	0	0.0
9.	Synecdoche	0	0.0	0	0.0	0	0.0
10.	Symbol	0	0.0	0	0.0	0	0.0
11.	Understatement	0	0.0	0	0.0	0	0.0
12.	Irony	0	0.0	0	0.0	0	0.0
Total						38	100

NOTE:
f: frequency of occurrence
%: percentage

a. Overstatement/ Hyperbole

The words used in this kind of metaphorical language are overblown and do not seem to fit with reality. This type of figurative language was used quite often because it attracted attention and gave a dramatic impression to the reader.

Rapid *is exactly the word we'd use. This gave patchy-looking skin a polished glow after a week and continued to lighten the darkened area over time.*

This seemed exaggerated because the word **rapid** is used for something that happens quickly and at a high speed. This is not by the fact that it is impossible for patchy-looking skin on a person's skin will turn flowy in a short period or a week.

b. Metaphor

This is a figure of speech that represents an object or activity in an untrue way. It helps explain ideas or make comparisons. The difference from a simile is that the metaphor doesn't use the words *like* or *as*. Meanwhile, metaphor allows

us to make new connections, convey additional meaning, and also show us to make a comparison by stating that one thing *is* something else.

*Victoria Beckham's lilac sequin skirt **is** a serious serotonin booster, especially when it's paired with Palma Martin's floral cotton puffed-sleeve dream.*

It compared two things with ***is. Victoria Beckham's lilac sequin skirt*** was compared with a serious ***serotonin booster*** in advertising means that when wearing a Victoria Beckham skirt, will have a serotonin boost effect. Serotonin booster refers to it bringing joy, happiness, or a positive mood.

c. Personification

Personification gives the impression of an object or animal as if it were alive like a human. It gave the reader the impression that they were dealing with someone who has the abilities expressed in the advertisement. This figure of speech was used quite often because it used figurative words to compare and enhance the impression of a sentence in an advertisement.

*One swipe gives a **whisper** of color and petal-soft lips.*

Whisper is an activity that is usually only performed by humans. **Whisper** means to speak very slowly, using breath but not sound. The word meant that one touch of the lipstick product gave a very soft touch of color like a **whisper** which means speaking very slowly, using breath but not sound which was only heard by close people around. In this case, the usage of personification in the advertisement word **whisper** gave a characteristic quality to a non-living object, it was impossible that color could whisper as if it was alive.

d. Simile

Similes and metaphors are both used to make comparisons or explain concepts, but they are not the same. The simile is a figure of speech that is usually used to express something through comparison or imagery. In sentences that contain similes, words like and as are usually used as comparisons.

*A soft matte lip that goes on **like** the bounciest soufflé, in Nars's best-loved and most useful shades. Chic, modern, and easy.*

A soft matte lip that goes on like the bounciest soufflé, this belongs to the simile because of making a comparison between two unlike things by the word

like. People knew that "soft matte lip" and "bounciest soufflé" were two different things, but had the same texture. The sentence used refers to when using Nars lip will produce soft matte lips that are soft like a soufflé. **Soufflé** itself is a cake that uses egg whites so that it is light, soft, and fluffy. The advertisement used a simile to describe Nars lips by comparing two things so that customers would get the impression or depiction of the product when they used lips that were soft like a soufflé.

e. Paradox

A paradox is a statement that seems to contradict general opinion or truth, but in reality, contains truth. It invites the reader to think more broadly and critically about what is being said. Paradox was used through advertising media to convey rhetorical statements that imply opposition, but contain the truth. Where there are two opposite words, but can form a harmonious sentence that is compatible.

*Turn up the vavavoom on a sensible kilt and sturdy black biker with a dazzling rose gold blouse. **Minimum effort, maximum impact** – that's what we want from our clothes right now.*

Minimum effort and maximum impact refer to a type of paradox, a statement that seems contradictory or opposite. This advertisement sentence was a paradox because it stated that dressing in the sensible kilt and sturdy black biker was the minimum or simple effort but when used would have a maximum impact on appearance. This line informed consumers that their product was simple clothing that could deliver maximum results.

f. Metonymy

Metonymy is a figurative language in which an item or concept is represented or replaced by something else that is thought to have a close relate to the concept or thing to be expressed. Using a metonymy in advertising has the purpose of breaking any awkwardness of repeating the same sentence over and over again and changing words to make the sentence more interesting.

*All hail the return of the Busby Berkeley swimming cap in all its glamorous-granny glory. It protects your highlights while adding a big dose of **Hollywood** to your holiday. What's not to love?*

Hollywood is a district in Los Angeles, but since it has become associated with the entertainment business, celebrities, and movie production, it is a typical example of metonymy. In this case, **Hollywood** was used to convey the impression of a grand and glamorous appearance by using the product.

g. **Allegory**

An allegory is a figure of speech that is expressed by figurative expression or imagery. This figure of speech was used in advertising as a comparison of an object with a figurative expression or word that has a connotative meaning.

*Your **golden ticket** to younger-looking skin, this hero serum fights signs of aging and fatigue, eases inflammation, and supercharges luminosity.*

The golden ticket was the connotative meaning used to describe the advertisement. This didn't mean you were getting a real golden ticket, but it meant getting an invaluable opportunity or access to younger-looking skin with serum products.

The results of the analysis that the researchers conducted in this research were relevant to existing theories and some previous studies. The topic of this research was An Analysis of Figurative Language Used in Fashion and Beauty Advertisements of Red Digital Magazine. Types of figurative language based on Johnson & Arp (2017) were used to identify figurative language in the advertisements.

The results showed that five types of figurative language appeared above 10%. They were overstatement/hyperbole with (28.9%) appearing 11 times in the advertisements, followed by metaphors with (18.4%) 7 times in the advertisements. In third place was personification with (15.8%) appearing 6 times. The fourth rank was simile (13.2%) which appeared 5 times, followed by paradox (10.5%) with 4 appearances in the advertisements. The two types of figurative language that had a low percent occurrence below 10% were metonymy (7.9%)

with 3 occurrences and allegory (5.3%) which appeared 2 times in the advertisements.

The use of figurative language types that had relatively low percentages were metonymy and allegory. This indicated that the advertisements in Digital Red Magazine lacked in expressing big and complex ideas in a way that is easy to understand. On the other hand, the use of the overstatement/hyperbole type of figurative language was most dominant in fashion and beauty advertisements. This type was often used to describe the exaggerated quality of the product. This type was also utilized to motivate high self-confidence in the reader through the advertisement, so its impact is quite significant. It includes the intensity and expressiveness of the reader as if stimulated by the words written in sentence form.

The finding of this current research was in line with the previous study has been written by Mastura et al. (2020). His research was based on Dyer's theory and the object of research conducted focuses on cosmetic advertisements on Indonesian television. This research had similarities in the results of the types of figurative language found that hyperbole was the most common type of figurative language found in cosmetics advertisements on Indonesian television, totaling twelve advertisements that used hyperbole.

The function of the expression twelve hyperbole was used to exaggerate the advantages of the product compared to other products and to describe the impossible things that can be obtained or done by using the product. This can be the same as the findings because the emphasis of fashion and beauty advertisements was to exaggerate the benefits and quality of a product. This was intended to create an emotional appeal to influence the purchase decision.

The next research was aligned with the findings of Atmaja (2022). This research used a different theory from the current researcher. The focus of Atmaja's (2022) research was on automotive advertising slogans. However, this research has similarities in the results of the types of figurative language found that hyperbole was the most frequently occurring type of figurative language found in automotive advertisement slogans. In Atmaja (2022), hyperbole was the

most common because it served to attract attention and be memorable. By using exaggerated statements, advertising slogans can stand out from the competition and grab the audience's attention.

CONCLUSION AND SUGGESTIONS

From the data analysis, seven types of figurative language were found that most frequently occur in advertisements, there were overstatement/hyperbole (11 times), metaphor (8 times), personification (6 times), simile (4 times), paradox (4 times), metonymy (3 times), and allegory (2 times). The application of overstatement/ hyperbole plays an important role in advertising, which not only makes the advertisement interesting, but also makes the advertisement more pressing, intensifying, and increasing the impression on the readers. It can be seen that the use of figurative language sentences in fashion and beauty advertisements on Red Digital Magazine is used to replace ordinary words in the sentence, because if the advertisement uses basic words, then the advertisement will not be attractive to readers.

The figurative language found in the advertisements of the fashion and beauty section in Red Digital Magazine has a variety of meanings, all of which are non-literal. In other words, these figurative languages were used in advertisements as a comparison of an object with figurative expressions or words that have connotative meanings. These findings suggest that employing figure Language in advertising can enhance writing by making phrases more memorable, stimulating the reader's imagination, adding depth to sentences, and most importantly increasing the interest of the reader. However, this still does not cover all aspects of figurative language, it is possible to know the types of figurative language used in fashion and beauty advertisements in Red Digital Magazine.

The researchers suggest that future researchers in the field of figurative language should expand upon the current study by using another method and approach to get another point of view related to the linguistic style.

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